



Online Forms for Data Collection and its Viability in Fashion and Consumer Buying Behavior Survey – A Case Study

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Received: June 04, 2016 | **Accepted:** June 14, 2017 | **Online:** August 20, 2017

Abstract

Fashion trend analysis and consumerism in the fashion industry is a foray in market research. Big brands are scurrying to large organizations such as the Worth Global Style Network, Promostyl, Fashion Forward Trends, etc. to base their fashion research and product design process. This directs young researchers and entrepreneurs as well, to undertake similar studies focusing on consumer buying behavior before product development.

An online tool was used to comprehend consumers' garment buying behavior including aspects of age group, occupation, income, preferences for formal wear, frequency of use, criteria for brand selection, pattern of formal wear, motivating factors for purchase of formals. Use of Google forms facilitated quick response towards data collection. Shirts and trousers were found to be the most preferred

garments in Mumbai especially branded western formals for reasons of comfort and value for money. Past experience and price were important criteria for brand loyalty. Urge for variety fascinates consumers to look out for different brands as well. Fit of garments was the most important motivational factor in the choice of western formals. There is an ever-growing demand for innovations in cut and styles, designs and patterns, color and fabric. The rising fashion consciousness at work place has turned women's formal wear segment into a lucrative and highly evolving market thus providing space for new entrepreneurs to become a part of this developing sector.

Vast contemplations are possible by using online data collection tools. The paper presents findings of a survey conducted to understand psychographics and consumer buying preferences and its relation to the present market scenario in India highlighting the influential factors for consumerism in women's western formal wear.

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Keywords: Fashion | online forms | consumer buying behavior

Introduction

Where world is going virtual, Online surveys are a great way to engage our audience and get feedback from them. Online surveys can be used in number of ways, like to get product feedback, conduct consumer research and market research, get customer service feedback, gauge employee satisfaction and plenty of other uses!

Fashion like architecture, is one of the most visible sign of civilization. The choice of clothing is perhaps the single most obvious reflection of a person's identity and culture. The emphasis on uniqueness has made creativity in design of utmost important. With rapid urbanization and increasing working class, the 'price sensitive' Indian consumers are now shopping more frequently giving rise to consumerism. With the changing mindsets and more number of women joining corporate world, western formal wear is dominating shop shelves.

Consumer research provides information about consumer characteristics and consumer behavior. Research on demographics focuses on understanding characteristic of consumer group such as age, sex, marital status, income, occupation, ethnicity and geographical location. Psychographic characteristic of consumer group includes buying habit, attitude, values, motives, preferences, personality, and leisure activity. Demographic information help describe who the consumer group is, while psychographic information help explain why costumer maker a particular

choice.

An online survey is a questionnaire that the target audience can complete over the Internet. Online surveys are usually created as Web forms with a database to store the answers and statistical software to provide analytics.

Google Form is one the tools available from **Google** Docs collection. They can be a useful tool to help you plan events, send a survey, give students a quiz, or collect other information in an easy, streamlined way.

Techopedia explains Online Survey as "Companies often use online surveys to gain a deeper understanding of their customers' tastes and opinions. Like traditional surveys, online surveys can be used in two basic ways: To provide more data on customers, including everything from basic demographic information (age, education level and so on) to social data (causes, clubs or activities the customer supports) To create a survey about a specific product, service or brand in order to find out how consumers are reacting to it. In contrast to traditional surveys, online surveys offer companies a way to sample a broader audience at a lower cost".

(<https://www.techopedia.com/definition/27866/online-survey>)

Consumerism is the belief that personal wellbeing and happiness depends to a very large extent on the level of personal consumption, mainly on the purchase of material goods. The idea does not simply mean that wellbeing depends upon a standard of living above some threshold, but that at the center of happiness is consumption and

material possessions.

The apparel industry is highly fragmented, competitive, and much influenced by ever changing tastes and preferences of the consumer. Urbanization, increasing amount of disposable income, increase brand consciousness and many other factors has propelled the growth of womenswear market. Many major men’s brands have now started to enter in to the womenswear segment, exploiting the highly lucrative segment.

From 2009 onwards, there has been a huge rise in demand for women’s western formal wear.

Indian women today are more exposed to western ideas thus there is a rise in demand for formal western clothes like shirts, trousers and formal dresses. Moreover, women employee today are realizing the benefits of western wear as these clothes offer more flexibility, comfort and speak of once credibility and abilities. Women’s western wear is clocking around 18 per cent growth as against 9-10 per cent for ethnic wear. Hence Indian women’s western wear brands are in a crossover mode by giving their portfolios a touch of local sensibilities. Thus the study deals with an in-depth understanding of consumer characteristics and their behavior using consumer research and analyzing market to gain insight about the general market trend in women’s western formal wear by using online form for data collection

Methodology

An online tool was used to comprehend consumers’ garment buying behavior including aspects of age group, occupation, income,

preferences for formal wear, frequency of use, criteria for brand selection, pattern of formal wear, motivating factors for purchase of formals.

Descriptive research design was found suitable for the study. Both qualitative and quantitative methodologies were needed to study the consumers buying behavior for apparel wear in corporate settings. A google questionnaire was administered to a sample of 100 women consumers drawn through unknown population through convenience sampling using snow ball technique in Mumbai. The study is based Mumbai urban areas through the respondents like college girls, working women’s, middle age women. Various Indian and international brands were observed based on consumer preferences for brands. Analysis of data obtained through interviews, observations and experiences in Survey I.

Result and Discussion

Google form used to conduct the survey on consumer buying behavior

"Design Development of Trendy Women's Western Formal Wear"

This questionnaire is framed to gather your valuable opinions with regards to the research subject "Design Development of Trendy Women's Western Formal Wear" proposed to be undertaken by the researcher Ms. Namrata Jain under the guidance of Dr. (Mrs.) Vishaka Karnad towards the fulfillment of the Ph.D Degree at the College of Home Science Nirmala Niketan under University of Mumbai

I assure that the answers provided will be confidential and used only for academic work.

* Required

AGE	ANNUAL INCOME
<input type="radio"/> Less Than 20	<input type="radio"/> 1 Lakh - 2Lakhs
<input type="radio"/> 21-30	<input type="radio"/> 2 Lakhs - 4 Lakhs
<input type="radio"/> 31-40	<input type="radio"/> 4 Lakhs-6 Lakhs
<input type="radio"/> 41-50	<input type="radio"/> Lower Manager: - I
<input type="radio"/> More Than 50	system effectiveness

Fig. 1: Sample of google form used to conduct the survey

Age group

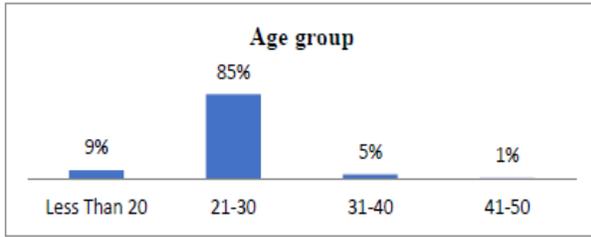


Fig. 2: Young women between the age group of 21 to 30 have shown more liking towards western formals wear

Occupational Designation

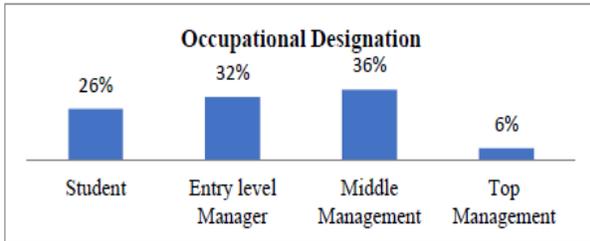


Fig. 3: It is observed that 36% women employed at middle level management and 32% women at entry level manager had more liking towards western formals

Annual Income

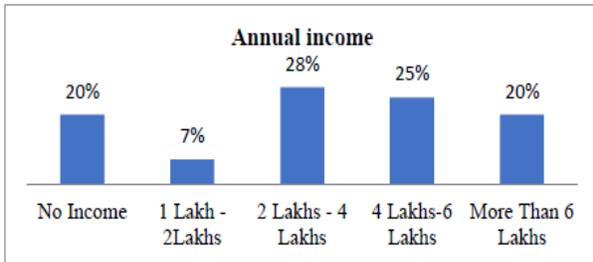


Fig. 4: It was observed that women of all economic background prefer wearing western formal wear

Frequency of use of women's western formal

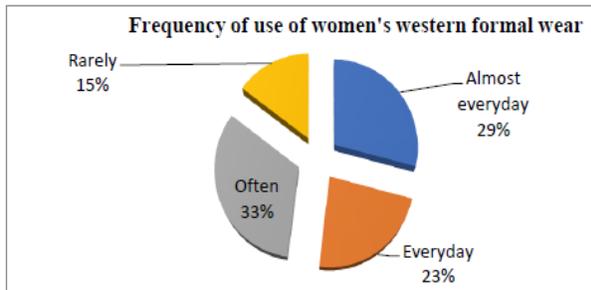


Fig. 5: It was found that western formal wear was more frequently worn by young professionals.

Most preferred western formal attire

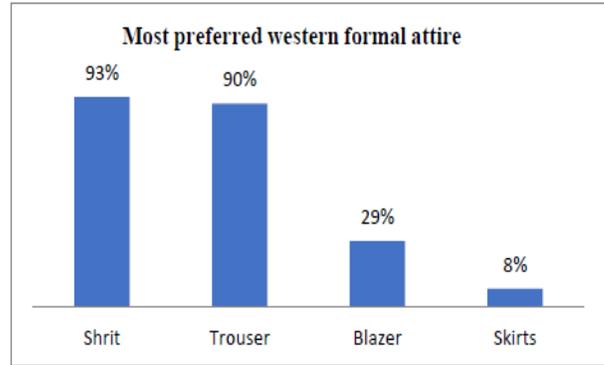


Fig. 6: Shirts and trousers were found to be most preferred western formal attire by office going women as compared to skirts and blazer.

Factors influencing purchase of branded formals

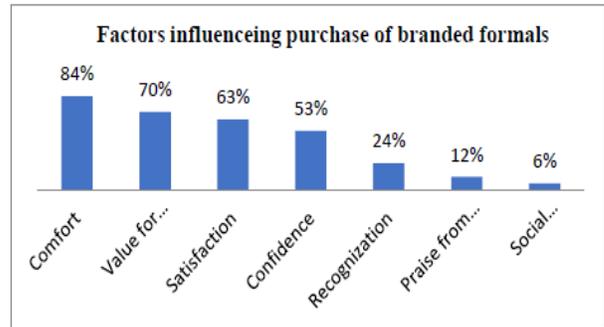


Fig. 7: Comfort and value for money were found to be the prime reasons for the purchase of branded western formal wear by women's

Reasons to look for different brands

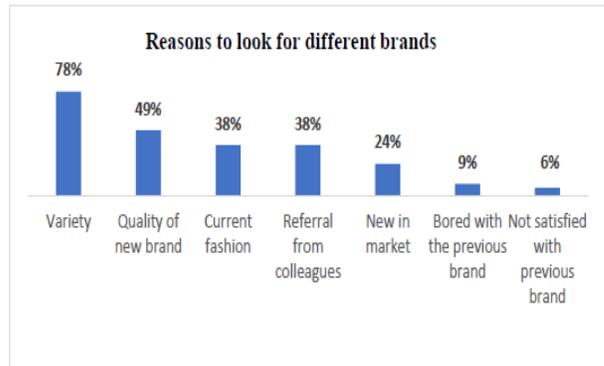


Fig. 8: It was found that urge for new styles, patterns and fabric was primary reasons for women to look for different brand in western formal category

Buying Behavior

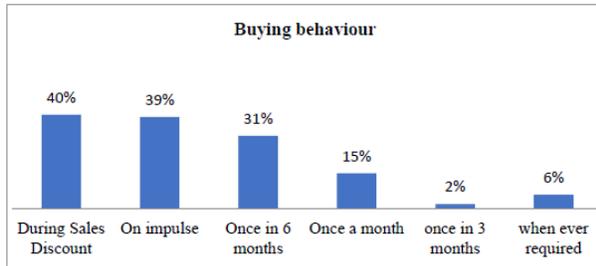


Fig. 9: Sales discount and impulsive shopping were found to be major reason influencing buying behavior

Criteria for selection of brands

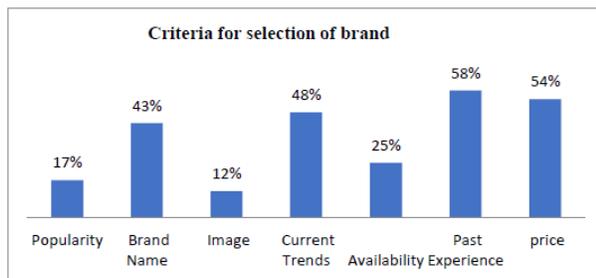


Fig. 10: Past experience and price of garments are the key factors that determine selection of a particular brand

Factors motivating purchase of western formal wear

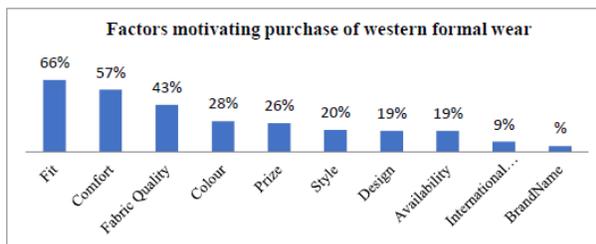


Fig. 11: Fit was found to be the most important motivating factor for the purchase of western formal wear.

Conclusion

Over the past decade-plus, the use of online and mobile methods for market research has skyrocketed. Due to ever-increasing technological advances, it has become possible for do-it-yourself researchers to design, conduct and analyze their own surveys for literally a fraction of the cost and time it would have taken in the past.

The use of google form to conduct survey had several advantages over manual method of data collection like Create unlimited free forms, Results can directly go in to shareable spread sheet, Logic threading, Can get email notification for results, Forms are mobile friendly

Forms in google docs support a wide range of question types including scale and grid that are generally not available in other web polling services (at least the free ones)

Some limitations of google forms are it can be completed as many times as a person wants to access the survey, no ability to format text and reliant on on internet connection

With the fast moving fashion and in order to understand the psychographics and consumer buying preferences and its relation to the present market scenario in India highlighting the influential factors for consumerism in women’s western formal wear, Google forms is apt as tools for quick research and data collection.

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<http://www.wordstream.com/blog/ws/2014/11/10/best-online-survey-tools>

Why forms in google docs are perfect for creating online surveys
<https://www.labnol.org/software/google-docs-forms-for-surveys/10056/>.