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An Investigation of Clothing Purchase Behaviours of Digital Consumers

Dijital Tüketicilerin Giysi Satın Alma Davranışlarının İncelenmesi

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**AN INVESTIGATION OF CLOTHING PURCHASE BEHAVIOURS
OF DIGITAL CONSUMERS**

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ABSTRACT: The aim of the research was to investigate of clothing purchase behaviours of digital consumers. The survey method was employed in the research. A questionnaire was developed to gather the data. The questionnaire was designed in two parts. In the first part of the questionnaire it consisted of defining the personal details. In the second part, the advantages and disadvantages of purchasing clothes via the Internet were itemised with five-point Likert scale. The sample group was selected with “random sample method” as 512 digital consumers. In the research, the clothing purchase behaviours of the digital consumers were compared in terms of the advantages and disadvantages with the personal details. As a result, women thought the clothes purchasing from the Internet favourable and men thought that it was unfavourable. It was also seen that the users of the Internet for shopping older than 4-5 years and the users of the daily 4-5 hours shopping websites found the Internet favourable for the clothing purchase. For other comparisons, there wasn't any meaningful relationship.

Keywords: *Clothing, Clothing Purchase, Purchase Behaviour, Consumer, Digital Consumer.*

**DİJİTAL TÜKETİCİLERİN GİYSİ SATIN ALMA
DAVRANIŞLARININ İNCELENMESİ**

ÖZET: Araştırmanın amacı dijital tüketicilerin giysi satın alma davranışlarını incelemektir. Araştırmada betimsel yöntem kullanılmıştır. Veri toplamak için bir anket geliştirilmiştir. Anket iki bölümden oluşmuştur. Anketin birinci bölümde kişisel özellikleri saptanmasına yönelik sorular sorulmuştur. İkinci bölümde ise; beşli Likert dereceleme ile internet üzerinden giysi satın almanın avantajları ve dezavantajları konusunda maddelere yer verilmiştir. Örneklem grubu olarak 512 dijital tüketici “tesadüfi örnekleme yöntemi” ile seçilmiştir. Araştırmada dijital tüketicilerin giysi satın alma davranışları kişisel özellikler ile avantajlar ve dezavantajlar açısından karşılaştırılmıştır. Sonuç olarak; kadınların internetten giysi alışverişini avantajlı buldukları, erkeklerin ise dezavantajlı buldukları, interneti 4-5 yıl arasında alışveriş amaçlı kullananların ve günlük 4-5 saat arasında alışveriş sitelerini kullananların avantajlı buldukları görülmüştür. Bu sonuçların dışındaki diğer karşılaştırmalarda anlamlı ilişki saptanmamıştır.

Anahtar Kelimeler: *Giysi, Giysi Satın Alma, Satın Alma Davranışı, Tüketici, Dijital Tüketici.*

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1. INTRODUCTION

Consumers use the computer technologies to buy and this is resulted with the definition of the concept of the digital consumer. The digital consumer is an individual who uses the Internet in order to have information on a specific product that s/he wants to buy or directly purchases a desired product in any category with a device having the Internet Access.

The consumption is maintained by enabling the products and services which are referred as the needs of the customers to be purchased. The higher consumption rate is important for the economics. Therefore, businesses and marketers work to make the consumption easier. The digital consumption is also a commercial method making the purchasing habits of the consumers easier.

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives [1]. Digital consumers increasingly go online in their shopping process due to digital technologies [2]. Especially the young people who spend much of the daily time on the Internet tend more to consume the services and goods.

The social media landscape of ubiquitous connectivity, enabled through mobile devices, in turn has not only enhanced access to information but also allowed consumers to create content and amplify their voices, across the globe, to anyone willing to listen [3].

Consumer behaviour in mobile settings is increasingly important, as consumers use mobile devices more frequently. This is particularly interesting in shopping contexts [1]. It is important to precisely understand the digital consumers' behaviours, because marketers need to make the right decisions in matching different target markets with different purchase behaviours –or different local markets with different digital environments [2]. The marketers consider the orientations of the consumers to sell their products and services on digital media more directly.

There are more than 6 billion of GSM subscribers all over the world. Almost 71% of the consumers would like to buy on digital platforms. Besides, 61% of the consumers consider the opinions of other consumers before they purchase any products. The recycling ratio of the products with opinions next to them is 26% higher than the products with no opinion nearby [4]. Consequently, the digital consumption tendency of the consumers increases day by day.

Understanding how consumers use the internet is important because of the mixture of “web rooming” and “show rooming”. Web rooming is a type in which they visit stores after they have gathered sufficient information regarding price, performance and quality online. Show rooming is another one in which they also visit stores first before searching the web for information about how to purchase the product online [2].

Businesses are increasingly using the Internet for commercial activities. The ubiquitous natures of the Internet and its wide global access have made it an extremely effective mode of communication between businesses and customers [5]. Furthermore, the growth of Internet technology has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together [6]. Nowadays, many fashion retailers or marketers use the power of internet to promote and sell their products [7]. As it is seen, the digital consumption is kind of an obligation for businesses.

The fashion that indicates itself in many consumption goods in the life is mostly employed in the clothes. Today, the clothes represent consumption, good reflecting and the personality of the individual [8]. It is now widespread that these products are marketed in digital media.

It is easy to purchase clothes via the Internet. Because touchscreen devices allow users to directly manipulate objects on the screen, using single or multi-finger gestures such as tapping, sliding and pinching, and thus the retail browsing experience is richer and more intuitive than on a desktop [9].

Apparel firms must be careful when estimating impact of product information from various types of websites. Although there are issues of reliability to be considered, the rich information available from partnership with the digital consumer should not be ignored by apparel firms [10].

Through product commercials created by digital consumers, apparel firms can glean information about how their customer actually uses or wears the product, which can provide insight into design features or product combinations to build into the next product line [10]. Because fashion is a very dynamic business, new collections should be issued at least twice a year. The variety of products offered, together with the speed of response to changes in demand, can be crucial for the success of this business [11].

Future consumer marketing will largely be carried out in digital settings, particularly via social media and mobile apps. It is therefore necessary for consumer research to examine and understand consumer behaviours in digital environments. This has been happening over the last decade, with increasing amounts of research focusing on digital consumer behaviour issues [1].

Digital technology can be used to build strong, reciprocal business-to-consumer relationships with apparel product development or manufacturing firms [10]. Today, as the fashion supports, one of the most important consumption good is exclusively the clothing. From this point of view, the clothing is also marketed as part of the digital consumption by using of computers, tablets, televisions and mobile phones having the Internet access.

As it is seen, the digital consumption is an indispensable method of fashion marketing. Although it is a practical method of shopping, there are some accompanying concerns. The aim of the research is to gain information on (a) personal details of the digital consumers, (b) clothing purchase behaviours of the digital consumers in terms of advantages and disadvantages and (c) comparison of the advantages and disadvantages of the clothing purchase behaviours of the digital consumers with their personal details. Also, the research will benefit from the experiences of the digital consumers to have knowledge on digital consumption, to define the problems and to solve the problems for giving an idea to the fashion marketers.

2. LITERATURE REIVEW

The literature of the digital consumer behaviours is fast-growing and largely focuses on phenomena that are practically relevant and theoretically interesting [1]. Besides, the clothes are widely bought among the products by the digital consumers. Together with the dissemination of the digital consumption, the researches on the examination of the purchase behaviours of the digital consumers increase, as well [12]. Some researches about digital consumers which are considered as related are given below.

In an article by Fiore (2008), it was posited that how the “digital consumer” could become a valuable partner for textile and apparel product development and production firms. This article also discussed the need for the textile and apparel industry to understand the full range of human-computer interface experience to ensure successful partnerships and implementation of digital technology [10].

According to Park et al. (2013), it was based on a novel approach to design evaluation of a digital consumer product. In the approach, a product design evaluation system was developed and applied for the design evaluation of various products [13].

In a study by Perry et al. (2013), it was explored how increasing levels of object interactivity on touchscreen devices translate the need for tactile input to the online environment and affect (a) consumer perceptions of risk when shopping for fashion online and (b) consumer engagement with online fashion shopping. Using a lab-based experimental design, the effects of a new image interactivity technology developed by computer scientists were tested at Heriot-Watt University – Shoogleit – which enabled users to digitally rotate images as well as pinch and scrunch fabric swatches on touchscreen devices [9].

In a study by Stephen (2016), it was reviewed 29 articles related to the consumer behaviour literature in the last few years. Five themes were identified: (1) consumer digital culture, (2) responses to digital advertising, (3) effects of digital environments on consumer behaviour, (4) mobile environments, and (5) online word of mouth and reviews. The most popular themes were online word of mouth, which was covered by almost half of the articles, and advertising, represented by slightly over one-quarter of the articles [1].

In another article Labrecque et al. (2013), it was aimed to examine the intersection between digital media and consumer behaviour, specific to consumer empowerment. It was defined consumer power in Internet and digital media environments and was presented in a framework that describes the four distinct sources of consumer power: demand-, information-, network-, and crowd-based power. It was also discussed how the infrastructure characteristics of Internet and social media platforms shape the appeal, effectiveness, and ability to empower [3].

In Brito’s research (2015), data mining approaches were used to solve marketing and manufacturing problems in the fashion industry. These approaches were expected to be particularly important for highly customized industries because the diversity of products sold makes it harder to find clear patterns of customer preferences. The models obtained produced six market segments and 49 rules that allowed a better understanding of customer preferences in a highly customized fashion manufacturer/e-tailor [11].

In a research by Newman and Foxall (2003), it was offered a robust theoretical approach and new innovative methodology that significantly advances the way retailers can plan and measure store layouts, with a view to optimising store performance. Using computer-aided observation, customers may be tracked and their behaviour analysed in the context of consumer situations and contingencies [14].

According to Jacobs and Klerk (2010), it was explored and described the role that existing apparel shopping scripts play in Professional women’s adoption of the Internet for online apparel purchasing in South Africa [15].

In a study by Wiese et al. (2012), in comparing transport-related CO₂ emissions of online and brick-and-mortar shopping based on supply, delivery, order and travel data related to a multi-channel clothing retailer. A sensitivity analysis sheds more light on how situational factors, such as the customers’ travel distances, returns, the use of public transport modes and information behaviour via different channels influence the outcome of this comparison. The results show that online retailing causes lower CO₂ emissions under many conditions [16].

As seen in the literature review, even though there are a great number of researches at international level about digital consumers. With regard to clothing purchase behaviours of digital consumers, there are small numbers of researches. Different from other researches, in this research, it is aimed to investigate of clothing purchase behaviours of digital consumers.

3. METHOD

The survey method was employed in the research. For the content validity of the research, the literature review on the subject was performed on articles, books and others. The content of the research was defined accordingly.

The questionnaire technique was used to collect data in the research. During the preparation of the questionnaire, the questions were formed according to the content of the subject. The consumers purchasing clothes over the Internet and the experts were interviewed to have their opinions on the questions. The universe of the research was formed by the digital consumers using the Internet for shopping. However, no clear information could be obtained on the consumers in this group. Therefore, 512 digital consumers who accepted to answer the questions and shop over the Internet were accepted as the sample group.

The questionnaire in the research consisted of two parts. The first part included questions on personal characteristics like gender, education, age, use of the Internet for shopping and daily use of shopping sites. In the second part, the questions on the advantages and disadvantages of the Internet shopping for clothes were included. There were 14 items on the advantages and 7 items on disadvantages of purchasing clothes over the Internet in the questionnaire.

The model to be formed in the research was given in depth below.

In order to determine the advantages and disadvantages for the purchase of the clothes over the Internet, five-point Likert scale was performed in the questionnaire. The questions expressing the advantages were (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, (5) strongly agree. The questions expressing the disadvantages were coded as (5) strongly disagree, (4) disagree, (3) undecided, (2) agree, (1) strongly agree.

advantages of the clothing purchase was 0.820 and the Cronbach's Alpha (α) value of 7 items was 0.776 for the questions on disadvantages. These values eventually indicated that the questionnaire was a reliable tool to measure the advantages and disadvantages of clothing purchase behaviours over the Internet.

Following the application of the questionnaire, the data was entered into a statistical program. The frequencies and percentage distribution of the independent variables, and means, standard deviations for the dependent variables were given by the data analyse. For the comparison of the dependent and independent variables, one-way variance analyse was performed to conduct the analyses for frequency, means, standard deviation, F value and significance. The total score of 14 items for advantages and 7 items for disadvantages were used to conduct statistical analysis.

4. RESULTS

This part contains the results to be obtained from the research.

4.1. Personal Details of the Digital Consumers

The independent variables which were defined as personal details in this research are gender, education, age, use of the Internet for shopping and daily use of the shopping websites, as five items. The personal details of the digital consumers in the research are given Table 1, below.

Table 1. Personal Details of the Digital Consumers (n=512)

Variables	f	%
Gender		
Female	302	59.0
Male	210	41.0
Education		
Two years higher education	275	53.7
Four years licence education	237	46.3
Age		
18-20 years	236	46.1
21-23 years	219	42.8
24-26 years	40	7.8
27 years and above	17	3.3
Use of the Internet for shopping		
1 year and below	237	46.3
2-3 years	200	39.1
4-5 years	61	11.9
6 years and above	14	2.7
Daily use of shopping websites		
1 hour and below	345	67.4
2-3 hours	139	27.1
4-5 hours	18	3.5
6 hours and above	10	2.0

Table 1 indicates that 59% of the participants is female and 41% is male. Besides, 53.7% of the participants graduated from higher education and 46.3% of them graduated from licence education. Additionally, 46.1% of the participants is between 18-20 years old and 42.8% is between 21-23 years. It was found that 46.3%

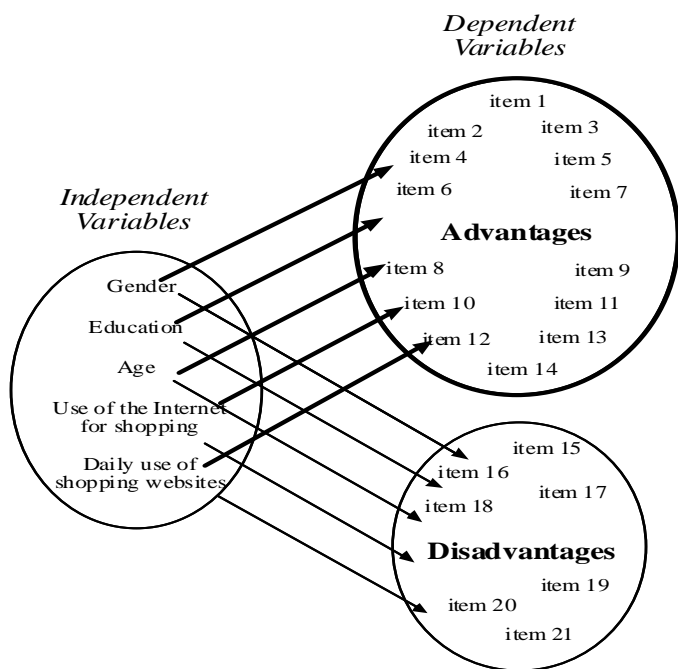


Figure 1. Research's Model

For the determination of the reliability of the scale to be used in the research, the result of the Cronbach's Alpha (α) statistic was checked. The Cronbach's Alpha (α) value of 14 items for the

of the participants has used the Internet for shopping less than a year and 39.1% of them has used the Internet for shopping between 2-3 years. Finally, 67.4% of the participants spends less than an hour on shopping websites and 27.1% of them spend 2-3 hours on daily average.

4.2. Clothing Purchase Behaviours of the Digital Consumers

As the dependent variables in the research, the clothing purchase behaviours of the participants were defined. These behaviours were taken under two factors as advantages and disadvantages of the clothing purchase and the below table provided them.

When the Table 2 was considered, the digital consumers found benefits from the season-end discount (mean=3.74) and various payment options (mean=3.73) as the most advantageous items and they agreed with these items. For other items; accessing easily to the brands over the Internet (mean=3.63), following the order easily (mean=3.60) and shopping without salesperson (mean=3.59) were found to be agreed, respectively. The participants were also found for other items which were purchasing the clothes cheaper over the Internet (mean=3.47), following fashion with the clothes on website (mean=3.46), selecting the suitable accessory for the clothes on the same website (mean=3.38) and cancelling the order without any trouble (mean=3.32). At the same time, having gift cheque and discount advantage (mean=3.25), payment refund in case of late delivery (mean=3.18), earning points by shopping on the same

website (mean=3.17) were expressed as undecided despite they found advantageous. Lastly, the digital consumers were also undecided contacting the customer support during 24 hours (mean=3.14) and purchasing more clothes by earning points (mean=3.05), despite the advantages they defined.

The Table 3 indicates the factors which the digital consumers found disadvantageous while they were purchasing clothes over the Internet. Among those negative factors, non-delivery of the clothes due to non-existence in the stock (mean=2.87), inability to have detailed information about the clothes (mean=2.81), distrust on the quality of the zipper, button, fastener, lining etc. of the clothes (mean=2.72) come at the beginning. Also, other articles like suspicion on the body fitting of the clothes without trying (mean=2.53), hesitation on the quality of the clothes (mean=2.51), ambiguity on the colour of the clothes over the Internet (mean=2.50) and inability to understand the defect of the clothes before the delivery (mean=2.40) were other negative expressions, respectfully.

Clothes should be comfortable and stable in static and dynamic conditions. The ability of fabrics to deform during garment wearing is a very important property, determining not only their performance conditions but also the wearer's comfortability [17]. However, the digital clothing consumption brings some disadvantages on the unsuitability of the clothes to the body of the consumers.

Table 2. Advantages of Clothing Purchase over the Internet by Digital Consumers (n=512)

Advantages of Clothing Purchase over the Internet	Mean	Standard Deviation
Item 1: Purchasing the clothes cheaper over the Internet	3.47	1.29
Item 2: Benefiting from season-end discount	3.74	1.14
Item 3: Following the order easily	3.60	1.18
Item 4: Cancelling the order without any trouble	3.32	1.25
Item 5: Payment refund in case of late delivery	3.18	1.28
Item 6: Accessing easily to the brands over the Internet	3.63	1.27
Item 7: Earning points by shopping on the same website	3.17	1.27
Item 8: Purchasing more clothes by earning points	3.05	1.29
Item 9: Having gift cheque and discount advantage	3.25	1.31
Item 10: Following fashion with the clothes on website	3.46	1.25
Item 11: Selecting the suitable accessory for the clothes on the same website	3.38	1.20
Item 12: Shopping without salesperson	3.59	1.31
Item 13: Having various payment options	3.73	1.19
Item 14: Contacting the customer support during 24 hours	3.14	1.32

Cronbach Alpha 0.820

Table 3. Disadvantages of Clothing Purchase over the Internet by Digital Consumers (n=512)

Disadvantages of Clothing Purchase over the Internet	Mean	Standard Deviation
Item 15: Inability to have detailed information about the clothes	2.81	1.26
Item 16: Hesitation on the quality of the clothes	2.51	1.28
Item 17: Inability to understand the defect of the clothes before the delivery	2.40	1.28
Item 18: Distrust on the quality of the zipper, button, fastener, lining etc. of the clothes	2.72	1.28
Item 19: Non-delivery of the clothes due to non-existence in the stock	2.87	1.25
Item 20: Ambiguity on the colour of the clothes over the Internet	2.50	1.28
Item 21: Suspicion on the body fitting of the clothes without trying	2.53	1.29

Cronbach Alpha 0.776

4.3. Comparison of the Advantages and Disadvantages of the Clothing Purchase Behaviours of the Digital Consumers with Their Personal Details

In this section, in order to examine the clothing purchase behaviours of the digital consumers over the Internet with reference to the advantages and disadvantages, the comparison was performed in terms of the gender, education, age, use of the Internet for shopping and daily use of shopping websites.

When the findings on the genders of the digital consumers and their purchasing behaviours over the Internet were examined, the advantages were meaningful at the level of $p=0.000$ and the disadvantages were meaningful at the level of $p=0.003$. The result suggests that the females were more positive than males for purchasing clothes on the Internet. However, when the findings on the disadvantages of purchasing clothes over the Internet were considered, the mean of males was found higher. It suggests that the males found purchasing clothes over the Internet disadvantageous.

According to Nirmala and Dewi (2011), gender was marginally significant related to consumers' intention to shop for fashion

products online. Surprisingly, women tended to have lower intentions to shop for fashion products online compared to men [7]. In this research, in contrast with the research of Nirmala and Dewi, the females were found more close to the digital consumption. Such result may be caused from tendency of females to purchase clothes over the Internet.

Table 5 indicates that there was not any meaningful difference in terms of either advantages ($p=0.074$) or disadvantages ($p=0.865$) of purchasing clothes over the Internet and level of educations of the digital consumers. This result suggested that the digital consumers no matter if they graduated from higher education or licence education, have similar opinions on the advantages and disadvantages of the clothing purchase over the Internet.

There was not any meaningful difference in terms of either advantages ($p=0.128$) or disadvantages ($p=0.962$) of purchasing clothes over the Internet and the ages of the digital consumers. It was found that the purchasing behaviours of the digital consumers over the Internet did not vary with reference to the age groups.

Table 4. Comparison of the Gender of the Digital Consumers and Their Purchasing Behaviours (n=512)

Gender	Frequency	Mean	Standard Deviation	F Value	Significance
<i>Advantages</i>					
Female	302	49.33	8.64	21.798	.000
Male	210	45.38	10.45		
<i>Disadvantages</i>					
Female	302	17.72	5.75	8.826	.003
Male	210	19.27	5.87		

Table 5. Comparison of the Education of the Digital Consumers and Their Purchasing Behaviours (n=512)

Education	Frequency	Mean	Standard Deviation	F Value	Significance
<i>Advantages</i>					
Two years higher education	275	48.41	10.76	3.211	.074
Four years licence education	237	46.89	8.03		
<i>Disadvantages</i>					
Two years higher education	275	18.31	6.32	.029	.865
Four years licence education	237	18.40	5.25		

Table 6. Comparison of the Ages of the Digital Consumers and Their Purchasing Behaviours (n=512)

Age	Frequency	Mean	Standard Deviation	F Value	Significance
<i>Advantages</i>					
18-20 years	236	46.75	9.40	1.904	.128
21-23 years	219	48.62	9.84		
24-26 years	40	47.22	9.61		
27 years and above	17	50.35	8.83		
<i>Disadvantages</i>					
18-20 years	236	18.25	6.06	.096	.962
21-23 years	219	18.40	5.71		
24-26 years	40	18.50	5.49		
27 years and above	17	18.94	5.57		

Table 7. Comparison of the Use of the Internet for Shopping of the Digital Consumers and Their Purchasing Behaviours (n=512)

Use of the Internet for shopping	Frequency	Mean	Standard Deviation	F Value	Significance
<i>Advantages</i>					
1 year and below	237	46.41	8.975	4.661	.003
2-3 years	200	48.04	10.16		
4-5 years	61	51.38	8.59		
6 years and above	14	49.00	12.47		
<i>Disadvantages</i>					
1 year and below	237	18.35	5.73	1.034	.377
2-3 years	200	18.74	6.00		
4-5 years	61	17.34	5.67		
6 years and above	14	17.36	6.16		

In Table 7, there was a meaningful difference between the use of the Internet for shopping and advantages of the clothing purchase behaviours from the Internet ($p=0.003$). However, there was no meaningful relationship between the use of the Internet for shopping and disadvantages of the clothing purchase behaviours from the Internet ($p=0.377$). As a result, digital consumers who had been using the Internet for more than four years found the clothing purchase over the Internet advantageous (mean=51.38, mean=49.00) and they had more positive considerations on the matter.

When the Table 8 was seen, it was observed a meaningful relationship between the daily use of the shopping websites and advantages of the clothing purchase behaviours from the Internet ($p=0.000$). However, no meaningful relationship was found for disadvantages ($p=0.357$). This meaningful difference on the advantages of the clothing purchase over the Internet indicated that the digital consumers daily use of the shopping websites 2-3 hours (mean=50.28) and 4-5 hours (mean=52.17) in a day had more positive considerations.

It is needed to protect the digital consumers due to dissemination of digital consumption. Also, for the protection of the digital consumers, the risk analysis of the digital technologies should be

performed and the disadvantageous aspects should be clarified [18].

5. CONCLUSIONS AND SUGGESTIONS

In the research, the comparison of the personal details of the digital consumers with the advantages and disadvantages of the clothing purchase behaviours provide the below outputs:

- There was a meaningful relationship between the genders of the digital consumers and their purchasing behaviours with reference to the advantages ($p=0.000$) and disadvantages ($p=0.003$). When this meaningful relationship was assessed, females found the Internet shopping advantageous, unlike males who found it disadvantageous (Table 4). It is generally known that the women are tended more than men to purchase clothes. The research was concluded that the women are more inclined to digital consumption and they have more positive considerations.
- There was not any meaningful difference in terms of either advantages ($p=0.074$) or disadvantages ($p=0.865$) of purchasing clothes via the Internet and level of educations of the digital consumers (Table 5). In the research, it was found that both groups who studied at universities have similar considerations on purchasing clothes over the Internet.

Table 8. Comparison of the Daily Use of Shopping Websites of the Digital Consumers and Their Purchasing Behaviours (n=512)

Daily Use of Shopping Websites	Frequency	Mean	Standard Deviation	F Value	Significance
<i>Advantages</i>					
1 hour and below	345	46.47	9.49	6.768	.000
2-3 hours	139	50.28	8.98		
4-5 hours	18	52.17	11.43		
6 hours and above	10	46.50	11.23		
<i>Disadvantages</i>					
1 hour and below	345	18.16	5.75	1.080	.357
2-3 hours	139	18.87	5.92		
4-5 hours	18	17.06	6.26		
6 hours and above	10	20.10	7.11		

- There was not statistical significance between the ages of the digital consumers and either advantages ($p=0.128$) or disadvantages ($p=0.962$) of purchasing clothes over the Internet (Table 6). It was concluded that there is not any difference in clothes purchasing behaviours over the Internet with reference to the age groups in the research.
- There was a meaningful relationship between the use of the Internet for shopping and advantages of the clothing purchase behaviours from the Internet ($p=0.003$). It was found that digital consumers who had been using the Internet for more than four years for shopping found the clothing purchase over the Internet advantageous. No relationship was found in terms of the disadvantages ($p=0.377$) (Table 7). The research indicated that young people, who have been using the Internet for shopping for more than four years, tend to digital consumption more.
- There was a meaningful relationship between the daily use of shopping websites and advantages of the clothing purchase behaviours from the Internet ($p=0.000$). The digital consumers using the shopping websites 2-3 hours and 4-5 hours in a day had more positive considerations. No meaningful relationship was found for disadvantages ($p=0.357$) (Table 8). It was found in the research that young people who spent 2 to 5 hours on the Internet in a day purchase more clothes over the Internet.

The suggestions are given below to be conducted in the future:

- The fast changing fashion trends have led to high consumption rates of clothing and increasing amounts of textile waste [19]. The consumers can sell their clothes which they do not use on digital media for other consumers, so the waste of textile materials can be reduced. It is necessary that the works for reducing the waste of textile materials can be performed.
- Fashion blogs can be a source of information on fashion trends and make the designer aware of new product innovations [10]. The clothes preferences of the consumers can easily be foreseen through the fashion blogs. It is likely that the clothes can be designed by considering the tendencies of the digital consumers.
- Animation and video enables retailers to further engage with e-shoppers by providing enhanced product evaluation possibilities [9]. The shopping websites can be designed by using animation and video images more. When the consumer is loaded his/her photograph on the website, s/he can see clothes to be desired to purchase on himself/herself.
- The dimensional stability of fabrics is a very important characteristic because it has an influence not only on the garment construction and aesthetic look but also on physical comfort [17]. The fabric performance greatly affects the appearance and the use of clothes. It is required that the

shopping websites can contain detailed information on the fabric of the clothes and its maintenance.

- The supply chain performance can be analysed as the key to success for this industry is to satisfy customers' needs in the shortest time [20]. The period of supply that starts when the product is orders and ends when it is delivered to the customer can be defined more precisely. It is also possible that the digital consumers might be correctly informed about consumer rights and product supply.
- The digital platforms where the consumers can design their own clothes might be developed. For example, the digital applications on which the consumer decides on the fabric, design and ornaments can be disseminated.

As a result, despite the benefits of the digital consumption for purchasing behaviours of the consumers, there are also some concerns. It is considered that this purchasing method can be improved to facilitate the digital consumption.

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APPENDIX

QUESTIONNAIRE

This questionnaire is being conducted for “An Investigation of Clothing Purchase Behaviours of Digital Consumers.” It is quite important for the questionnaire to have your personal opinions in the responses. Your responses will not be disclosed and will not be used for other purposes. We thank you in advance for your **supports** by believing in that you will give your **valuable time** to give your responses. Regards

PART 1: Personal Details

Your gender	1) Female	2) Male		
Your education	1) Two years higher education		2) Four years licence education	
Your age	1) 18-20 years	2) 21-23 years	3) 24-26 years	4) 27 years and above
Your use of the Internet for shopping	1) 1 year and below	2) 2-3 years	3) 4-5 years	4) 6 years and above
Your daily use of shopping websites	1) 1 hour and below	2) 2-3 hours	3) 4-5 hours	4) 6 hours and above

PART 2: Advantages and Disadvantages of Clothing Purchase over the Internet

Please answer below items by adding X or \surd according to the frequency.

Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), Strongly Disagree (1)

Advantages of Clothing Purchase over the Internet

Item 1-	I purchase the clothes cheaper over the Internet	5	4	3	2	1
Item 2-	I benefit from season-end discount	5	4	3	2	1
Item 3-	I follow the order easily	5	4	3	2	1
Item 4-	I cancel the order without any trouble	5	4	3	2	1
Item 5-	I refund payment in case of late delivery	5	4	3	2	1
Item 6-	I access easily to the brands over the Internet	5	4	3	2	1
Item 7-	I earn points by shopping on the same website	5	4	3	2	1
Item 8-	I purchase more clothes by earning points	5	4	3	2	1
Item 9-	I have gift cheque and discount advantage	5	4	3	2	1
Item 10-	I follow fashion with the clothes on website	5	4	3	2	1
Item 11-	I select the suitable accessory for the clothes on the same website	5	4	3	2	1
Item 12-	I shop without salesperson	5	4	3	2	1
Item 13-	I have various payment options	5	4	3	2	1
Item 14-	I contact the customer support during 24 hours	5	4	3	2	1

Disadvantages of Clothing Purchase over the Internet

Item 15-	It is inability to have detailed information about the clothes	5	4	3	2	1
Item 16-	I hesitate on the quality of the clothes	5	4	3	2	1
Item 17-	It is inability to understand the defect of the clothes before the delivery	5	4	3	2	1
Item 18-	I distrust on the quality of the zipper, button, fastener, lining etc. of the clothes	5	4	3	2	1
Item 19-	It is non-delivery of the clothes due to non-existence in the stock	5	4	3	2	1
Item 20-	It is ambiguity on the colour of the clothes over the Internet	5	4	3	2	1
Item 21-	I suspect on the body fitting of the clothes without trying	5	4	3	2	1