

**EXPLORING THE CONSUMER ATTITUDE ON PURCHASE DECISIONS
OF APPAREL PRODUCTS IN ONLINE SHOPPING**

PROJECT REPORT

Submitted by

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(21PCO025)

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**In Partial Fulfillment of the Requirements for the Award of the Degree of
Master of Commerce**



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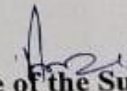
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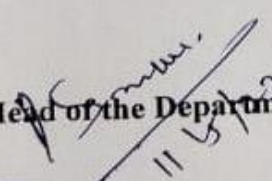
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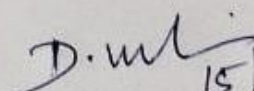
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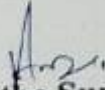
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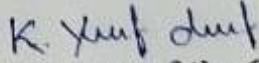
DECLARATION

I hereby declare that this project work entitled "**EXPLORING THE CONSUMER ATTITUDE ON PURCHASE DECISIONS OF APPAREL PRODUCTS IN ONLINE SHOPPING**" submitted to Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in partial fulfillment of the requirements for the award of the **Degree of Master of Commerce** is the record of the original project work done by me during the period of study, under the supervision and guidance of **Mrs. Malarvizhi. A M.Com., M.Phil., MBA., HDCA., (Ph.D.) Teaching and Research Fellow**, Department of Commerce.

Place: Coimbatore

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ABSTRACT

The modern business environment has seen a significant shift towards online shopping, which has become a prevalent and essential phenomenon in today's world. More and more people are turning to online shopping as a convenient way to buy goods and services and even enjoy browsing. Among the various product categories available online, apparel has emerged as a top preference for shoppers, owing to its convenience and other benefits. There are several reasons why people tend to prefer buying apparel products online. Shopping online for apparel products offers consumers access to a vast array of products, enabling them to browse and compare a wide selection of items and take advantage of special deals and discounts available on the internet. The objective of this study was to examine the consumer attitude on purchase decisions of apparel products in online shopping. Past literature relating to the degree of influence of consumer attitudes on purchase decisions of apparel products in online shopping were analyzed. Coimbatore City was chosen as the locale of the study. The research was conducted on online Consumers residing in Coimbatore City, who served as the sample population for the study. The Collection of primary data was done through a structured questionnaire using a Convenience sampling method, while the secondary data were gathered from various sources such as magazines, journals, books, and newspapers, among others. The data were collected from 203 respondents. This Study used Chi-Square, Correlation, Regression, and Garrett ranking for analyzing the collected data. The findings of the study indicate that consumers' behavior when shopping for apparel products online can be greatly influenced by their previous experiences with online shopping. The result of the study revealed that the values associated with online apparel products significantly influence the attitude of the consumers and Convenience is one of the most significant factor that positively influence consumers attitudes toward online shopping for apparel products. The findings of the study also exposed that the attitude of the respondents had a positive impact on their purchasing decisions. The study's results indicate that online shopping for apparel products is becoming increasingly popular among consumers of all ages, including those residing in rural areas. Additionally, female consumers appear to view online shopping as a more convenient option for purchasing apparel products. Thus, providing consumers with customization options is a great way to enhance their online shopping experience.

Keywords: Online Shopping, Attitude, Apparel Product, Purchase Decision.

CHAPTER I

INTRODUCTION

Online shopping is a component of e-commerce that enables customers to buy goods and services over the Internet. Shopping online has experienced rapid growth in recent years due to its unique advantages such as shopping at round-the-clock facilities, decreasing dependence on store visits, saving travel costs, and offering a wide range of products. The rise of online shopping has transformed the way people shop, offering unparalleled convenience and accessibility. Consumers can now shop for goods and services from anywhere in the world, it has become increasingly popular, with apparel emerging as one of the most preferred product categories. There are several reasons why people tend to prefer buying apparel products online. One reason is the ease and convenience of browsing through a wider range of options, including a variety of sizes, styles, and colors. Online shopping has become popular, and apparel has emerged as one of the top product categories preferred by consumers (Shukla and Singh 2018). This enables consumers to find exactly what they are looking for without having to physically visit multiple stores. Additionally, online shopping for apparel products offers the latest trends and styles that may not be available in physical stores. Finally, online shopping for apparel products offers a hassle-free experience, eliminating the need to wait in long checkout lines and navigate crowds. Shopping Online has dramatically increased in recent years as a result of technological advancements and rising internet usage. Online Shopping has gained immense popularity as it provides a convenient alternative to traditional shopping. Many people consider online shopping to be a smarter way of spending money due to the wide range of products available and the ability to purchase items based on individual needs. In addition, online shopping often offers lower prices compared to physical stores, as websites provide various discounts, gift coupons, vouchers, and promotional offers that attract customers to purchase products at a discounted rate. Online shopping offers consumers the convenience of being able to shop from virtually anywhere, without the need to physically visit a store. This convenience is especially beneficial for consumers living in remote areas, who may have limited access to physical stores. Online shopping for apparel products is gaining popularity among consumers of all ages, including those living in rural areas, not only limited to urban areas (Chen & Kim, 2019).

One of the key advantages of online shopping is the unlimited choices it provides to consumers. Furthermore, the abundance of choices available to consumers when shopping online allows for effortless searching and product comparisons. Therefore, the Present research is undertaken to find out Consumer Attitudes on Purchase Decisions of Apparel Products in Online Shopping.

1.1 E-Shopping

E-shopping emerged in the 1990s as a new form of consumer culture that provided people with unprecedented access to a wide variety of products from around the world. Initially, it was believed that only affluent individuals who were interested in buying unique items and antiques would use this new mode of shopping (Davis, 2001).

The advent of online shopping gained momentum with the introduction of virtual shopping malls and electronic markets. In 1995, a major milestone was achieved with the launch of an online marketplace that featured prominent global companies such as General Mills, Land O'Lakes, and Coca-Cola. This new platform allowed customers to purchase products and services through the Internet, providing extensive information and data on a wide range of items. Consumers could easily browse through multiple websites, compare prices and quality, select their preferred items, and make payments using various methods such as cash, credit card, or other secure modes of payment (Al-Nono, 2007).

1.2 Benefits of Online Shopping

1.2.1 Time-saving: The rise of online shopping has brought about unprecedented convenience and time-saving benefits for consumers, especially when compared to traditional brick-and-mortar stores. With changing lifestyles, consumers today often find it challenging to allocate time for shopping at physical stores, such as shops, malls, and stores (Davies, 1995).

1.2.2 Convenience: Online shopping has become increasingly popular, allowing shoppers to make purchases from the comfort of their homes through the Internet. According to a survey conducted by MasterCard in 1996 on 'Internet Shopping', consumers considered the Internet as a convenient tool for shopping. Similarly, a survey conducted by the Danish E-commerce Association found that Danish shoppers prioritize convenience as the most important factor when shopping online, followed by price and product (Nielsen, 1999).

1.2.3 Easy Price Comparison: Vendors display detailed Pricing information about their products on their websites, enabling shoppers to easily compare prices, which is not always feasible in physical stores. In a survey conducted by Ernst and Young on 'Internet Shopping' in 1998, potential shoppers ranked price savings and selection as the top reasons for shopping online, with convenience coming in third place.

1.2.4 Lower Prices: In today's era, shoppers have the option to purchase products directly from manufacturers and wholesalers through their websites, eliminating the need for intermediaries. This allows for direct delivery of products from manufacturers to customers, resulting in lower prices. Online vendors recognize that the increased accessibility of information to consumers via the Internet necessitates a focus on offering competitive prices to maintain a competitive advantage (Evans and Wurster, 2000).

1.2.5 Lower search costs and better product selection: The internet offers shoppers the ability to search for vendors online through specialized websites that allow easy navigation and access to product information from multiple sellers. This makes it easier to compare prices and quality across various products and sellers, resulting in lower search costs and improved access to information compared to traditional shopping methods. Online stores are also able to offer a wider variety of products, without the physical limitations of a brick-and-mortar store (Sharma & Krishnan, 2002).

1.2.6 Reviews and recommendations: In online shopping, shoppers can easily get reviews and recommendations for products, which is not possible in traditional shopping. It acts as an important factor influencing consumers buying decisions.

1.3 Online Apparel in India

India's e-commerce market has been rapidly expanding, as more and more consumers are embracing online shopping over traditional brick-and-mortar stores. Factors driving this shift include the increasing prevalence of the internet and smartphones, changes in lifestyle preferences, and the convenience and flexibility of shopping online anytime, anywhere. Additionally, Indian online shoppers are increasingly interested in fashion and are becoming more knowledgeable and discerning in their purchasing decisions. Apparel and footwear are among the top-selling product categories in India's e-commerce market, with many consumers turning to online shopping apps to purchase clothing for men, women, and children. These

consumers often have prior experience shopping for a variety of products online. Online apparel shopping has become increasingly commonplace, as it offers a more convenient and time-efficient alternative to traditional brick-and-mortar stores. Moreover, online shopping platforms provide consumers with access to a wide range of products at competitive prices, enabling them to shop at their own pace and on their schedule. Online shopping offers several benefits to consumers, such as the ability to compare products, access a broad range of brands, enjoy easy returns and refunds, and receive exposure to new styles and trends. According to a report by Boston Consulting Group, the online fashion market in India was valued at \$4 billion in 2018, accounting for nearly 5% of the overall fashion market, which was estimated at \$70 billion. The report projected that the online fashion market would reach \$12-\$14 billion in 2020, with the number of online apparel consumers growing from 55-60 million to 130-135 million. Additionally, the report predicted that women would make up almost half of the online apparel shopper profile, and Tier 2 cities would become increasingly important markets for online sales. Apparel and footwear were found to be the most frequently searched items online in India. In a survey done by Times of India in 2019, it was found that fashion products inclusive of apparel, footwear, and accessories are the second most purchased items after mobile phones, during festive times. Consumer behavior changes when a country's market advances from retail stores to digital stores. Consumers expect better experiences with handling a website and also expect to have fun while shopping online. It is important to analyze consumer behavior before developing any marketing strategy.

1.4 Consumer Buying Behaviour

Consumer behavior refers to the examination of how individuals, groups, or organizations select, acquire, and dispose of goods, services, or ideas to meet their needs, and the impact of these actions on society as a whole (Dr. A.P. Muthu Lakshmi, 2018). Consumer preferences relating to apparel fall into two categories namely those related to apparel attributes and those related to store attributes. Apparel attributes include variety, durability, price, and size available. Store attributes include the location of a store, its size, and its service. Apparel is an item of regular consumption, which enables consumers to develop stable preferences. Enduring involvement reflects feelings experienced toward a product category that is persistent over time and across different situations (Forsythe, 1994). Consumers are more likely to process information about a product when they are invested in it. Because it is deeply processed, this information is retained for a longer period. As consumers develop an opinion of a product, they associate the product's features with the product's quality. Some of those

qualities could be functional—like toughness or comfort—or hedonistic—like color, style, or fashion. Extrinsic factors like brand, label, and price fall under extrinsic criteria, while intrinsic characteristics like style, design, uniqueness, appearance, attractiveness, fabrication, construction, durability, maintainability, etc. fall under intrinsic criteria (Plumle, 2001). Moreover, customers connect better product quality with time/effort savings and increased pleasure (Broekhuizen et al, 2006). Additionally, consumers may choose particular goods or brands not only because they meet the functional or performance expectations, but also because they allow them to express their personalities, social standing, or associations or to satisfy internal psychological needs like the desire for novelty or change. Consumer behavior refers to the emotional and mental processes that are evident during the product search and purchasing process, and after a product or service has been consumed. Consumer behavior comprises the investigation of how, what, when, and why people make purchases. It combines ideas from Anthropology, Economics, Sociology, Socio psychology, and Psychology (Sen, S., & Bhattacharya, C.B. 2003).

1.5 Factors Influencing Online Shopping Behaviour

Consumers are influenced to purchase products online because of convenience, experience, affordable price, trust, variety, offers and discounts, website design/features, payment options, sending gifts, and price comparison.

Online shoppers value the convenience of shopping from anywhere at any time, as well as the ability to easily compare products and prices across multiple retailers (Chen & Dubinsky, 2018). They also expect a wide selection of products and brands to choose from, as well as competitive pricing and discounts (Jia et al,2018).

1.6 Consumer Behaviour towards Online Shopping

Consumer behavior in online shopping involves the observable actions taken by customers when searching for, purchasing, and using products or services. It encompasses a wide range of factors such as customers' preferences, the timing of purchases, decision-making processes, and selection criteria for choosing the products they want to buy. Online shoppers often browse various websites to fulfill their needs and consider all available alternatives before making a final purchase decision (Guru Nathan and Kumar 2013) investigated the factors influencing apparel purchasing behavior among Indian customers and identified five

dimensions, including consumer characteristics, reference groups, store features, promotions, and product attributes.

Their findings indicated that store features, promotions, and reference groups significantly affect purchasing behavior. Additionally, demographic factors such as age group, gender, education level, and income, as identified by (Burke 2002), have a strong moderating effect on customers' attitudes toward online shopping. Research by (Childers 2001) suggests that customers' attitudes towards online shopping can be accurately predicted by their level of enjoyment, with those who enjoy the experience being more likely to view the Internet as a viable purchasing medium. Consumer behavior toward online shopping has undergone a significant transformation in recent years, as e-commerce platforms have become increasingly prevalent and accessible. Online shoppers have come to expect a seamless and personalized shopping experience, with easy navigation, competitive pricing, and a broad range of product options (Furner, 2020). Additionally, consumers place a premium on convenience and speed, with fast delivery and easy returns and refunds being key factors in their decision-making (Kumar & Singh, 2018). Moreover, with the growth of social media and influencer marketing, consumers are increasingly likely to seek out recommendations and feedback from their peers and online communities before making purchasing decisions (Lin et al,2019).

1.7 Attitude and Online Purchasing Behaviour

Customers' attitudes toward online shopping for services are influenced by factors such as familiarity with the service provider and prior experience with the Internet. (Monsuwe, 2004) suggests that customers' attitudes toward online shopping are not only affected by ease of use, usefulness, and enjoyment, but also by external factors such as customer personality, situational factors, product uniqueness, previous online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is closely associated with their acceptance of the Internet as a shopping medium. Perceived ease of use and perceived usefulness are important determinants of customers' attitudes toward online shopping, although perceived usefulness may not directly affect user acceptance of online shopping models. Studies have found that consumers' attitudes toward online shopping significantly influence their purchasing behavior. Furthermore, in addition to the factors of convenience and good prices, online shopping for apparel products is influenced by customers' positive attitudes towards the ease of browsing and purchasing from the comfort of their own homes, as well as the availability of a wide variety of products (Beaudry, 1999).

1.8 Statement of the Problem

The rise of e-commerce has transformed the way consumers shop for apparel products. Nowadays more and more consumers tend to move from physical shopping to virtual shopping, particularly the educated youth and those living in cosmopolitan cities, and the rest also prefer to shop Online. The ongoing pandemic has further accelerated this trend, with more than half of consumers now regularly relying on online shopping, especially in emerging economies. Factors such as convenience, price, product variety, trust, and time-saving have been identified as important values for online apparel products and are known to influence consumer attitudes toward online shopping and their purchase decisions. However, consumers also face concerns related to product quality, fit, and security in the online shopping process. Therefore, the study aims to explore consumer attitudes on purchase decisions of apparel products in online shopping. This research aims to understand from the consumer's point of view regarding their purchase decision to shop online and what factors contribute to their behavior and preferences.

1.9 Research Question

Q1: What are the most common values associated with online apparel products, and how do these values influence consumer attitudes?

Q2: What is the relationship between consumer attitudes and purchase decisions of apparel products in the context of online shopping?

Q3: What are the common problems faced by consumers when purchasing apparel products?

1.10 Objectives of the Study

1. To examine the relationship between the values of online apparel products and the attitude of online shopping consumers.
2. To analyze the impact of consumer attitudes and purchase decisions of apparel products in the context of online shopping.
3. To identify the problem faced by the consumer while purchasing apparel products.

1.11 Research Hypotheses

H1: There is a significant relationship between the values of Online apparel products and the attitudes of Online Shopping Consumers.

H2: There is a significant relationship between Consumer Attitudes Towards Purchase Decisions of Apparel Products towards Online Shopping.

1.12 Need for the Study

The usage of the internet among people increased day by day. They can access internet services in many ways like desktops, laptops, tablets, and smartphones. Due to the emergence of internet technologies, consumers can easily access any services online. Consumers are slowly shifting from traditional purchases to online purchases. Therefore, marketers are forced to promote their products online. Online marketing has revolutionized the way marketers advertise and promote their products or services, allowing them to receive immediate feedback from buyers. Consumers, on the other hand, utilize online shopping as a means of purchasing products, checking reviews, comparing prices, product features, and after-sales services. The apparel and clothing industry has taken the lead in online shopping, with consumers increasing their spending on apparel and clothing. The Study will focus on investigating any difficulties customers encounter when making online clothing purchases. One of the most important segments of online retailers is the sale of apparel products. Almost all online marketers promote branded clothing items. For selling branded clothing online, they are receiving a sizable amount of revenue.

1.13 Scope of the Study

With the advent of technology and the growth of e-commerce, consumers have more options than ever before when it comes to purchasing apparel products online. The study aims to investigate the values that drive consumers to purchase apparel products online, with a focus on understanding their attitudes toward online shopping. The study will explore the relationship between the values associated with online apparel products, such as convenience, price, product variety, trust, and time efficiency, and the attitude of consumers toward online shopping. By analyzing the impact of consumer attitudes and purchase decisions of apparel products in the context of online shopping, the study seeks to provide insights into the factors that influence consumers' behavior and preferences in this domain. Furthermore, this research aims to identify the challenges that consumers face when purchasing apparel products online, such as issues related to product quality, delivery, returns, and customer service.

1.14 Limitations of the Study

The Study focuses on consumer attitudes on purchase decisions of apparel products in online shopping. The research area of the study is confined to Coimbatore City. The other factors or attributes which influence consumer attitudes are not included in this study. Due to time constraints, our research is limited to 203 respondents. This study involved only one product category (apparel), and the results may not apply to shopping for other products. However, People's purchasing decisions fluctuate with time, fashion, and advancement among other factors.

1.15 Chapter Scheme

The study has been organized into five chapters.

Chapter I

The first chapter presents the introduction to consumer attitude and purchase decisions, online apparel, the need of the study, the statement of the problem, the scope of the study, the research question, objectives of the study, hypotheses, research methodology, the limitations of the study, and the organization of the thesis.

Chapter II

The Second chapter discusses the previous research studies related to consumer attitudes toward purchase decisions of apparel products in online shopping.

Chapter III

The Third chapter deals with the research methodology adopted in the study, which consists of data sources, the study period, and the tools used for analyzing the data.

Chapter IV

The fourth chapter deals with the analysis and interpretation

Chapter V

The fifth chapter deals with a summary of findings, Suggestions, and conclusion.

CHAPTER II

REVIEW OF LITERATURE

This Chapter provides a review of the literature related to the study. The purpose of this part is to understand the result of various studies already undertaken in the relevant field and to identify the research gap in the present study. The review of literature pertaining to the study “Consumer Attitude on Purchase Decisions of Apparel Products in Online Shopping”. is presented below.

Geetika Tandon Kapoor and Ashish Gupta (2022) took up research on “**Consumer buying behavior towards online shopping: an empirical study concerning Lucknow city, India**”. The study's main aim was to analyze consumers' behavior toward online shopping. The research used a random sampling method to take up a sample of 154 respondents through a structured questionnaire. The analysis of data involves utilizing various methods such as tables, graphs, charts, percentages, and ANOVA, among others. The result shows that there is no significant difference between means of gender, age, and occupation of respondents concerning online shopping satisfaction. Time-saving has a positive impact on reasons for choosing online shopping by consumers.

Padmanabh (2022) researched “**Determinants of consumer product return behavior concerning online shopping of apparel**”. This study aimed to investigate the factors that influence the behavior of consumers in Bangalore City when it comes to returning products bought online, specifically in the apparel sector. A structural equation model was used in the study. For this purpose, a structured questionnaire was distributed among 465 online shopping customers, in Bangalore City. The collected data were analyzed using statistical software programs, namely SPSS and AMOS. The study found that perceived product quality, ease of the return process, and previous experience with returns significantly influence consumer product return behaviour in the online shopping of apparel.

Sawlani Varsha (2022) conducted a study on “**The inclination of housewives towards online shopping of apparel in Thane District**”. The primary goal of this study is to pinpoint the key factors that contribute to online shopping impulsiveness, specifically among female consumers. The research is conducted through a structured Questionnaire. The research took a sample of 1400 respondents by using the Convenient Sampling method. The study found that the youth

population's growth indicates a significant potential for online apparel shopping to expand substantially.

Annisa Purwaningtyas and Raden Aswin Rahadi 2021 investigated a study on “**The Affecting Factors on Online Clothing Purchases**”. The primary objective of this study is to examine and analyze the various factors that impact consumers' decisions to buy apparel online. The study involved a sample of 120 participants, who were selected to provide data and insights relevant to the research objectives. A preliminary interview method was used in the study. The study's findings indicate that various factors significantly influence consumers' decisions to purchase clothing online. Specifically, factors such as price, promotion, product design/style, product quality, brand image, information availability, seller trustworthiness, product variety, ease of use, and service quality all play a positive role in influencing online clothing purchase decisions.

Gayathri Lakshmi (2021) took up research on “**A Study on Consumer Behaviour Towards Online Shopping With Special Reference to Kanchipuram**”. The study aimed to identify and explore the multiple factors that drive consumers to engage in online shopping. This research was conducted using primary data and secondary data. The study employed a convenience sampling method to collect data from 100 customers who engage in online shopping. The data was gathered using a structured questionnaire designed to elicit specific information relevant to the research objectives. The results suggest that if online shopping can be implemented with robust safety and security measures in place for transactions, it has the potential to flourish in a highly competitive and ever-changing marketplace.

Mythili, Abisheka (2020) conducted a study on "**Consumer Buying behavior on branded apparel concerning Coimbatore City**". The primary aim of this study was to explore and analyze the relationship between various factors that influence consumers' buying behavior when it comes to branded apparel in Coimbatore city. The study's objective was to gain insights into the key drivers that shape consumers' decision-making processes in the context of purchasing branded apparel. The data were collected from 325 Online Shopping customers through a structured questionnaire. The convenience sampling method was used in the study to generate a response. The study utilized descriptive statistics and a chi-square test to analyze the collected data. The results revealed compelling insights and evidence regarding the positive relationship between variables that significantly impact consumer buying behavior for branded

apparel. The study sheds light on the key drivers that influence consumers' purchasing decisions, providing valuable insights for marketers and industry professionals.

Vishal Sharma (2020) took up research on the "**Consumer Attitude Toward Online Shopping**". This study seeks to investigate the factors that drive consumers to shop on online platforms. Data generated from 157 customers from the Jammu Kashmir region were analyzed using Chi-Square and Factor analysis. The study's findings suggest that several factors can serve as barriers to online shopping for consumers. Despite these challenges, convenience emerged as a crucial driver that motivates consumers to opt for online shopping. The study concludes that consumers are more likely to purchase from a trusted online platform that offers an intuitive design and user-friendly features that simplify the shopping experience.

Vanitha K (2020) Conducted a study on "**Consumers behavior and Satisfaction towards online Shopping Services with special reference to Coimbatore City**". The study aimed to assess the behavior of consumers towards online shopping services in Coimbatore city. Both primary and secondary data sources were collected in the study. Data for the study was collected through the use of questionnaire instruments. The researcher distributed a structured questionnaire to 900 respondents. The study utilized a convenient sampling method to select participants. To analyze the data collected, the researchers employed several statistical tools, including Correlation Analysis, Multiple Regression Model, Rank correlation, and Factor Analysis. The study concluded that consumers have more satisfaction and anticipation in purchasing diversified products through online shopping services in Coimbatore city

Suresh Kumar M (2020) took up research on "**An analysis of Buying Behavioral Patterns of Consumers and their attitude towards online Shopping with special reference to Coimbatore City**". The main objective of the study was to identify and analyze the key factors that influence consumers' attitudes toward online shopping. A descriptive research design has been adopted for this study and the questionnaire method has been used for collecting the data. The research took up a sample of 750 respondents. The model was developed and tested using a structured equation model. The study incorporated both primary and secondary data to explore consumer behavior and attitudes toward online shopping. The study focuses on consumer buying behavior and attitude toward online shopping

Agarwal and Malvika (2020) investigated a study “**An empirical study of consumer behavior towards shopping and renting apparel online**”. The study's main aim was to analyze the relationship between the behavior of consumers towards Online Shopping for Apparel and their Internet Experience. The research took up a sample size of 389 using a self-administered questionnaire. In the study, the researchers utilized both primary and secondary data and employed various analytical techniques such as Mann- Whitney U Test, Kruskal-Wallis Test, and Regression to analyze the data. The findings indicated a positive trend in the online apparel renting industry.

Nishad (2020) took up research on “**Consumer Attitude towards Online Shopping in Thiruvananthapuram City**”. The study objectives are to investigate consumers' attitudes toward online shopping. The research is conducted through a sample survey questionnaire on Online consumers. The research took up a sample of 60 respondents in selected areas of Thiruvananthapuram by using the Convenient Sampling method. A convenient sampling method is used in this study. The conclusion shows that online shopping is becoming more popular day by day with the increase in the usage of the World Wide Web.

Ganesh Kumar (2019) researched “**Consumer Awareness and Satisfaction of Online Shopping with Special Reference to Coimbatore District**”. This study aimed to identify the top choices of online shopping sites and products. A structured questionnaire was used to collect data from 634 active online shoppers. The results indicated that Flipkart and Amazon were the most preferred online shopping sites, and consumers were satisfied with the existing services offered by these sites.

Chandra Kumar Dwivedi and Dr. Garima Mathur (2019) researched “**Consumer Behaviour Towards Line Apparel Purchase in Indore City**”. The study objective is to show that identify the relationship between elements that influence buying behavior towards Online apparel shopping purchase decisions in Indore City. In the study, a survey questionnaire was used as the data collection technique. The research took up a sample of 300 respondents by using Judgmental sampling. Data collected for a study was primary. The survey reveals the internet shopping habits of Indore residents when making clothing purchases.

Arun Prasad. R (2019) took up research on "**Consumer Behavior Towards the Online Purchase of Branded Apparel Products Special Reference to Chennai City**". The objective of this study was to evaluate consumers' attitudes towards online shopping of branded apparel. A convenient sampling method was used to select 600 respondents, from whom data was collected. The collected data were analyzed using SPSS Software. Statistical and Descriptive tool was used in the study. The findings demonstrated an assessing consumer behavior towards the online purchase of branded apparel in Chennai city.

Arthi and Santhi (2019) took up research on "**Consumer Buying Behaviour Towards Online Shopping**". The primary aim of this study is to investigate customer buying behavior and the challenges they encounter when engaging in online shopping. The data was collected through a structured questionnaire. A study on online shopping behavior was conducted using a random sampling method with 150 respondents. The researcher found that customers showed satisfaction with all product dimensions, and factors such as educational qualification, knowledge of online shopping, and frequency of online purchases were significantly related to their awareness level of online shopping.

Komal B. Sharma (2019) researched "**Consumer Attitude Towards Online Shopping in India and Its Impact**". The objective of the study was to assess and analyze the factors that hindered consumers from adopting a positive attitude toward online shopping. The research took up a sample of 60 respondents by using the convenience sampling method. The data were collected with a structured questionnaire. The data for the Study was gathered through a structured questionnaire. The research findings suggest that establishing strong relationships with consumers can be an effective strategy for enhancing e-commerce business.

Eunice Njoki Kiband (2019) researched "**Impact of Online Shopping on Consumer Buying Behaviour: A Case Study of Jumia Kenya, Nairobi**". The study aimed to construct a theoretical framework to examine the impact of perceived benefits, perceived risks, product awareness, and website design on the online purchasing behavior of customers of Jumia. The research was conducted using a descriptive research design. The study employed a purposive random sampling method to gather data from a sample of 94 customers through a questionnaire. The Technological Acceptance Model (TAM) was utilized to develop and test a model to determine the impact of perceived risks, quality assurance mechanisms, and dispute resolution avenues on online purchasing behavior. The study's findings suggest that online retailers should

implement risk-reducing strategies and quality assurance mechanisms while also providing dispute resolution avenues to enhance customer trust and confidence in online shopping.

Somdech Rungsisawata (2019) studied “**Factors Determining Consumer Buying Behaviour in Online Shopping**”. This study aims to identify the factors that motivate and impact consumers' online purchasing behavior. The research employs a quantitative approach using a survey questionnaire to measure the various factors that influence online buying behavior. A total of 350 questionnaires were analyzed by statistical tools such as SPSS, Multiple Regression Analysis, and Reliability Analysis. Based on the results of the study, it can be concluded consumer buying behavior in online shopping is influenced by various factors including perceived value, psychological factors, website quality, and social influence. Understanding these factors can help businesses develop effective strategies to attract and retain online customers.

Mrs. Swapna (2019) took up research on “**Consumer Preference towards Branded Ethnic Apparel Purchase in Coimbatore City**”. The study's objective is to examine the consumer's preference towards branded ethnic apparel in Coimbatore city. The research is conducted through a sample survey questionnaire on customers' preferences towards online shopping. A sample of 384 respondents was collected. A Conventional Sampling method is used in the study. Data were collected primary and secondary from this research. The study's findings provide insights and evidence regarding consumer perceptions and expectations of branded ethnic apparel products.

A. Barkathunisa (2018) took up research on “**Analysis of Consumers' Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping in Chennai**”. The objective of this study was to analyze consumers' perceptions of online shopping. The data were collected from 100 respondents through a structured questionnaire. A combination of Probability and Random Sampling was used in the study to generate a response. This paper utilized a quantitative approach to examine the impact of consumer perception on satisfaction and post-purchase behavior in the context of online shopping. The study employed SPSS software to analyze the collected data and aimed to identify the interrelationships among perception, attitude, satisfaction, and post-purchase behavior toward online shopping.

Santhi Venkatakrishnan and Nanda Gopal (2018) took up research on “**The Consumer Behaviour towards Online Shopping in Coimbatore City**”. The study aims to determine the relationship between the demographic variables and factors of consumer attitude through a structured questionnaire. The research took a sample of 250 respondents by using convenient sampling methods. Data were analyzed using percentage, Reliability, Analysis of Variance, and Chi-Square. The focus of this study is the growing popularity of online shopping, which is attributed to the increasing use of the internet.

Lakshmi Narayana and Sreenivas (2018) studied “**Consumer Buying Behavior Towards Branded Apparels in Selected Cities of Karnataka**”. This study's objective is to evaluate consumers' preferences for branded apparel and identify the factors that influence their purchasing decisions. The data collection involved surveying 200 consumers in selected cities across Karnataka, utilizing a convenient sampling method and a questionnaire. The result of the study indicates the mostly preferred branded apparel by the consumer.

Muthu Lakshmi and Ramalingam (2018) researched “**Consumer Behaviour Analysis Towards Online Shopping of Apparels with Special Reference to Coimbatore and Erode Districts**”. The study objective was to study consumer behavior in apparel online shopping, particularly in Tamil Nadu's Coimbatore and Erode Districts. The study utilizes a structured survey and collected data from customers. Data generated from 240 respondents were analyzed using Percentage analysis and Descriptive Statistics, ANOVA. The conventional Sampling Method was used in the study. The study's findings identified the factors that impact customers' online attitudes in two distinct districts.

Osio Ediri Joyce and Orubu Oghenerume Freeman (2018) researched “**Consumer perception towards online shopping in Nigeria**”. The Study examined the perception of customers toward Online Shopping. The data has been collected through well- a structured questionnaire. Data generated from 275 customers were analyzed using Simple Percentages and ANOVA. The study indicates that website efficiency and usability can facilitate the buying process and establish confidence in the site.

Ahmad Nabot and Vanja Garaj (2018) researched “**Consumer Attitudes Toward Online Shopping**”. The purpose of this study is to identify the factors that influence customers' decision-making and attributes in adopting online shopping in Jordan. The data collection method involved administering a structured questionnaire to 50 participants, including university students and employees/professionals, to assess their attitudes toward online shopping. The collected data was analyzed using the Statistical Package for Social Sciences, and the results indicate the participants' attitudes toward online shopping and their intentions to shop online.

Najihah et al (2018) conducted a study on “**Online Shopping Behaviours on Apparel Products among University Students**”. The objective of this study was to examine the online shopping behavior of university students toward apparel products, specifically at the University of Sultan Zainal Abidin (UniSZA). The study utilized a sample of 473 respondents and collected both primary and secondary data. The research employed descriptive statistics and quantitative modelling methods to analyze the data. The findings revealed that the primary factor motivating students to purchase apparel products online was time-saving.

T. Sreerekha and S. Praveen Kumar (2018) studied “**Consumer Preference Towards Branded Apparel Purchase in Coimbatore City**”. This study's objective is to analyze the structure and performance of the apparel industry. The research employed an interview schedule questionnaire to collect data from 100 respondents across various regions in Coimbatore. The data analysis involved percentage analysis and weighted average techniques. The study utilized a non-probability sampling method, with convenience sampling adopted as the primary approach. The findings provide insights into the consumer behavior of Coimbatore residents concerning their apparel purchasing habits.

Shah Mehran (2017) studied “**Consumers' Perception of Online Shopping in the Swabi Area**”. The objective of the study was to the perception of people regarding online shopping in the Swabi area. The data were collected from 155 respondents through a structured questionnaire. The gathered data has been analyzed through SPSS Software. This study utilized a convenient sampling method, and the results demonstrated that online websites must offer high-quality services to meet consumers' needs and achieve their satisfaction.

Hadi Bastam and Vahideh Tabasi Lotfabadi (2017) researched “**A Study of Factors Affecting Consumer Buying Behaviour in Online Shopping**”. The primary objective of this study is to explore the factors that influence consumer buying behavior on the Digikala Online Store. The study employed a sample of 200 respondents, using a simple random sampling method and Structural Equation Modeling (SEM). The research findings reveal a strong and positive correlation between user interface quality and consumer attitudes, which subsequently leads to increased online shopping behavior.

Mbayong, J and Account Mark (2017) took up research on “**Online Shopping Behaviours on Apparel Products in a Cameroon Context: Understanding the Relationships between Shopping Orientations, Gender, Online Information Search and Online Purchase Behaviour**”. This research involved 121 respondents who completed a structured questionnaire, utilizing a nonprobability sampling technique. The study aimed to investigate the connections between shopping orientations, gender, online information search, and online purchase behavior regarding apparel products.

Dr.P. Stella (2017) took up research on “**Customer Perception Towards Online Buying Behaviour of Apparels among Youngsters in Madurai City**”. The study aims to explore & investigate consumer perception toward online shopping. The research took up 120 respondents by using the Conventional Sampling method. Both primary and Secondary data were used in the study. The study utilized percentages and weighted averages as tools to analyze the data. The results obtained from the study shed light on customer perceptions of online buying behavior for apparel in Madurai City.

Preeti Singh and Radha Kashyap (2017) took up research on “**Consumers’ Satisfaction towards Perceived Apparel Quality Based on Online Shopping**”. This study aimed to evaluate the satisfaction level of male and female online shoppers towards perceived apparel quality. A survey was conducted by distributing 200 questionnaires using the snowball sampling technique. The study used both primary and secondary data. The findings showed that both male and female shoppers expressed satisfaction with the perceived quality of apparel products they received, including appearance, material, durability, style/design, and workmanship of the garment.

Mohan & Vijayapura (2016) took up research on “**Customer Perception Towards Online Shopping in Vellore District**”. The purpose of the study explores various factors influencing customer perception towards Online Shopping". The research is conducted through a sample survey questionnaire on customers of Online Shopping. The research took up a sample of 150 respondents by using the Judgement Sampling method. Tools used in the study were Descriptive Statistics, Factor Analysis, and Multiple Linear Regression Model. The study's findings indicate that online shopping intentions are impacted by product attributes, relevant information, and trustworthiness.

Sunday Eze and Bello Adenike Bello (2016) took up research on “**Factors Influencing Consumers Buying Behaviour Within the Clothing Industry**”. The focus of this study was to explore the sociological factors that influence consumer purchasing behavior in the clothing industry. The study used a qualitative approach and conducted semi-structured interviews with 16 employees of TR COUTURE to identify key factors that influence consumer behavior. The results revealed that demographic factors such as age and income play a significant role in consumers' purchasing behavior when it comes to marketing consumer goods in TR COUTURE.

Aruna and John William (2015) Studied “**Consumer Behaviour Towards Online Shopping in Coimbatore District**”. The objective of the study is to determine the factors that impact online shopping behavior. The researchers collected data through a questionnaire and employed a survey method using simple random sampling. They tested their hypotheses using the Chi-square test. According to the study, analyzing consumer shopping behavior can improve our comprehension of online shopping behavior. The findings indicate that in India, online shopping is significantly influenced by demographic factors such as age, gender, education, and income.

Shanthi and Desti Kannaiah (2015) took up research on “**Consumers' Perception of Online Shopping**”. This study aims to identify the factors that influence consumers' decisions to purchase items online. The study used both primary and secondary data, and the sample size consisted of 100 students from Madras University and Madras Christian College who were selected through the convenient sampling technique. The findings of the study suggest that students have a positive attitude toward online shopping and are more likely to purchase certain products online compared to others.

Pratiksinh S. Vaghela (2014) conducted a study on “**Consumer Perception towards Online Shopping**”. The purpose of this study is to investigate customers' perceptions of online shopping. The research was conducted with a sample size of 150 using a convenient sampling method and the Technology Acceptance Model. A questionnaire was used to collect data for the study. The results indicate that online shopping is becoming increasingly common in modern-day life.

Syed Irfan Shafiand and Madhavaiah (2014) took up research on “**An Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City**”. The objective of the study was to examine the factors that influence the buying behavior of Indian consumers toward apparel products. The study used a structured questionnaire to collect primary data from 90 respondents, selected through the convenience sampling method. The analysis of data was conducted using descriptive statistics and the Chi-square test. The findings of the study indicate that there is a significant relationship between the reference group and purchase intention. Moreover, factors such as promotion, store attributes, product attributes, income, and occupation of the respondents positively affect their buying behavior.

Banu and Rani (2014) took up research on “**A Study on Customer Preference Towards Online Shopping with Special Reference to Tiruchirappalli District**”. The main objective of the study is to investigate the factors that influence consumers' preference for online shopping. The study uses a structured questionnaire to collect data from a sample of 60 customers who were selected randomly. Statistical tools such as percentages, Z test, ANOVA, Regression, and Weighted average were used to analyze the data. The study seeks to gain insights into customer behavior toward online shopping.

Seema Agarwal (2013) conducted a study “**A Study of factors affecting online shopping behavior of Consumers in the Mumbai Region**”. The main objective of the study is to examine the shopping behavior of online shoppers and identify the factors that influence their behavior. The study used a descriptive research design and collected data from 200 online shopping customers using a structured questionnaire. The study utilized both primary and secondary data sources. The research aims to gain insights into the behavior of Indian consumers towards online shopping and concluded that the perception towards online shopping is improving and it has a promising future in India.

2.1 Research Gap

The Present study addresses a research gap by focusing on consumer attitudes toward purchase decisions of apparel products in online shopping. While past studies have primarily examined consumer buying behavior, product return behavior, awareness, and satisfaction with online shopping. The Present study aims to fill the gap by analyzing the key factor that influences consumer behavior when purchasing apparel products online in Coimbatore City. Additionally, the study aims to identify the problems faced by consumers during online apparel purchases and explore the most preferred apparel by consumers.

CHAPTER III

RESEARCH METHODOLOGY

The methodology is a systematic way to solve research problems by applying various research techniques. Research methodology is a collective term for the structured research process (Girija & Kalaivani, 2018). This chapter reports the methodology of the research adopted to accomplish the objectives of the research. As described before, the study evaluates the Consumer Attitudes on Purchase Decisions of Apparel Products in Online Shopping. The methodology adopted in the study is presented as follows

3.1 Research Design

The methodology adopted in the study is presented as follows

3.1.1 Locale of the study

The study was conducted in Coimbatore, which is located in the western part of the state of Tamil Nadu and is widely recognized as the "Manchester of South India". According to the Ease of living index 2020 released by the Union Ministry of Housing and Urban Affairs, Coimbatore has been ranked as the seventh best city to live in India among the 49 cities with a population of more than one million. It is the second-largest city by area and population in Tamil Nadu after Chennai and India's 16th-largest urban agglomeration. In recent times, there has been a rise in the per capita income and the number of working individuals per household. With more disposable income, they have higher spending power on online shopping (Rekhapriyadharshini, 2018).

3.1.2 Sampling method

Coimbatore is selected for the study as the people of this city are highly adaptive and fast-growing in internet usage and e-commerce compared to other cities in Tamil Nādu. A Convenient Sampling method is employed to elicit the necessary information from the online shoppers of apparel in Coimbatore city.

3.1.3 Sample Size

The sample size is taken as a part of the whole population. The sample size used for this study is 203 respondents. The Population for the research consists of all consumers shopping for apparel Online.

3.1.4 Sources of Data Collection

The study was conducted from December 2022 to April 2023. The study utilized both primary and secondary data sources. Primary data was collected through a questionnaire distributed among consumers who purchase products through online portals. Secondary data was collected from various sources, such as books, internet sources, journals, and research studies, to supplement the primary data.

3.1.5 Data Collection Tools and Measures

The structured questionnaire was divided into five parts. PART A included the personal information of the respondent. PART-B constitutes the General Knowledge of Consumers through Online shopping. PART-C values online apparel products and PART-D comprised consumer attitudes towards online shopping of apparel. PART-E constitutes the purchase decision of the consumers. These constructs were measured through a five-point Likert scale to identify consumer attitude on purchase decisions of apparel products in online shopping. PART-F provided the rank-based questions about Problems faced by the Consumers towards Online shopping of apparel products and mostly preferred apparel wear.

Table 3.1 Research Constructs and Sources

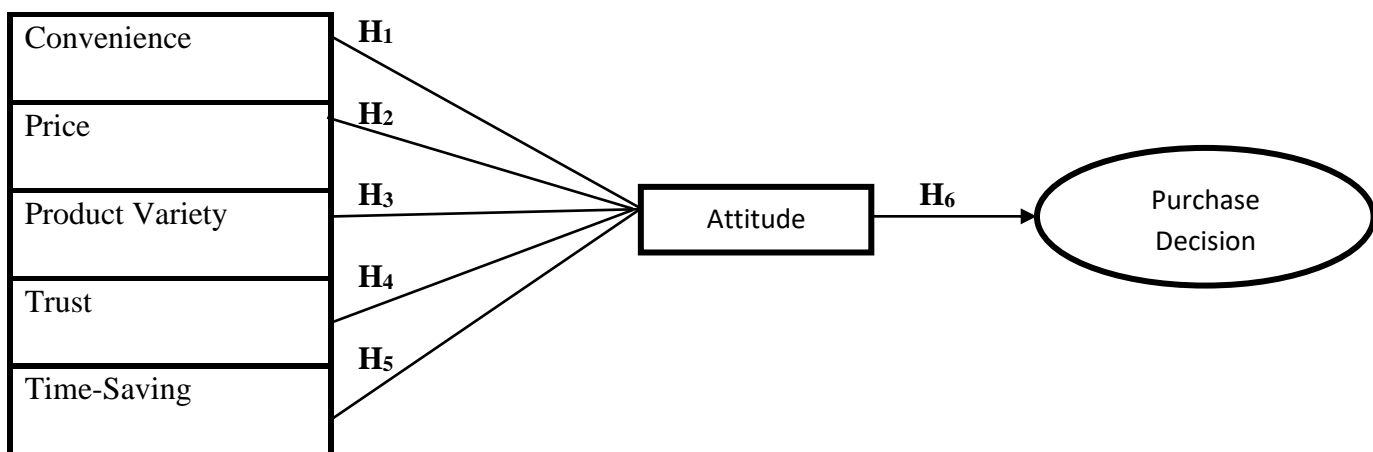
Research Constructs	Sources
Convenience Price Product Variety Trust Time-Saving	Dr. Geetika Tandon Kapoor 2022, Visual Sharma 2020, Dr. Rashaduzzaman 2020 Dr. Shanthi 2015, Dr. U Bhojanna 2020.

Tools used in the study:

- **Chi-square** – Chi-Square is a statistical tool that enables us to analyze whether there is a significant association between categorical variables in a dataset. By comparing observed and expected frequencies, we can determine whether the differences between the variables are statistically significant or just due to chance.
- **Correlation** – Correlation analysis is a widely used statistical tool in research to examine the relationships between variables. It helps researchers understand the degree and direction of association between two or more variables, and whether they tend to change together. Correlation coefficients, such as Pearson's correlation coefficient or Spearman's rank correlation coefficient, are commonly used to quantify the strength and direction of these relationships.
- **Regression analysis**- Regression analysis is a statistical method that is commonly used to analyze the relationship between a dependent variable and one or more independent variables. It helps in estimating how the value of the dependent variable changes with the change in one or more independent variables, while holding other independent variables constant. $Y = a + b_1X_1$
- **Rank Analysis** – A Rank analysis is used to measure the ordinal association. This statistical method is used to measure the correlation between two rankings and determine the degree of similarity between them. It is useful in assessing the significance of the relationship between the two variables being ranked.

3.1 Conceptual Framework and Hypotheses Development

Figure 3.1 Conceptual Framework and Hypotheses Development



3.2 Hypothesis

3.2.1 Convenience

Convenience refers to the ease, comfort, and accessibility of a shopping experience and online shopping for apparel products has been found to offer unmatched convenience for consumers (Thompson, 2021). With the ability to shop from the comfort of their own homes or any location with internet access, consumers can save time and effort compared to traditional in-store shopping. Detailed product descriptions, customer reviews, and size charts are available on online platforms and provide valuable information to make informed purchasing decisions (Jones & Kim, 2020). The 24/7 accessibility of online shopping allows consumers to shop at their convenience, without being constrained by store hours or location (Brown & Chen, 2019). Moreover, online retailers often provide free returns and shipping options, making the returns and exchanges process hassle-free and convenient (Lee, 2018). The convenience of online shopping for apparel products has resulted in increased customer satisfaction and loyalty, as reported by several studies (Taylor et al, 2022).

H₁: Convenience positively influences the Attitude toward Online Shopping

3.2.2 Price

"Price refers to the cost or monetary value associated with a product, and online shopping for apparel products has been shown to offer cost-effective advantages for consumers (Smith, 2021). One of the key benefits is the ability to compare prices from different online retailers, allowing consumers to find the best deals and discounts available (Brown & Chen, 2019). Online shopping platforms often provide tools and features that enable users to filter and sort products based on price, allowing for easy comparison shopping (Lee, 2018). Moreover, online retailers may offer exclusive online-only discounts or promotions, further enhancing cost savings for consumers (Taylor et al,2022). In addition, consumers can avoid the costs associated with traveling to physical stores, such as transportation expenses and parking fees, resulting in potential cost savings (Jones & Kim, 2020). The affordability and price advantages of online shopping for apparel products have been reported in several studies, resulting in increased consumer satisfaction and repeat purchases (Thompson, 2021)."

H₂: Price positively influences the attitude toward Online Shopping

3.2.3 Product Variety:

Product variety refers to the range and diversity of apparel products available for consumers to choose from, and online shopping has been shown to offer an extensive and diverse selection of products (Thompson, 2021). Online retailers can showcase a wide range of apparel products, including different styles, sizes, colors, and brands, that may not be readily available in local brick-and-mortar stores (Lee, 2018). Consumers can browse through a plethora of options and find unique and specialized apparel products that suit their preferences and style (Brown & Chen, 2019). Moreover, online platforms often provide features such as filters, search functions, and personalized recommendations, making it easier for consumers to navigate and discover a wide variety of apparel products (Taylor et al.2022). Online shopping also allows consumers to access apparel products from different regions or countries, expanding their choices and opening up possibilities for international fashion trends (Wilson, 2017). The product variety and diverse options are available in online shopping for apparel products have been reported in several studies, contributing to increased consumer satisfaction and engagement (Smith, 2021).

H₃: Product Variety Positively influence attitude toward online shopping

3.2.4 Trust

Trust refers to the confidence, reliability, and credibility that consumers have in the online shopping process, and it has been identified as a critical factor in the success of online retailing (Smith, 2021). Online retailers invest in various mechanisms to build trust, such as secure payment options, encryption of personal data, customer reviews, and return policies (Brown & Chen, 2019). Positive experiences with online shopping, including timely delivery, accurate product descriptions, and responsive customer service, contribute to the development of trust among consumers (Jones & Kim, 2020). Trust in online shopping for apparel products enables consumers to feel confident in making purchases, even without physically seeing or trying on the products (Lee, 2018). Moreover, online platforms often provide detailed product information, sizing charts, and customer reviews, helping consumers make informed decisions and build trust in the reliability of the products (Thompson, 2021). Trust in the online shopping process for apparel products has been reported in several studies as a significant driver of consumer satisfaction, loyalty, and repeat purchases (Taylor et al,2022).

H₄: Trust positively influences attitude toward online shopping

3.2.5 Time-Saving

Time-saving refers to the efficiency and convenience that online shopping offers, allowing consumers to save time compared to traditional brick-and-mortar shopping (Brown & Chen, 2019). With online shopping, consumers can browse and purchase apparel products from the comfort of their own homes or anywhere with internet access, eliminating the need for travel to physical stores (Thompson, 2021). Online retailers typically provide search filters, sorting options, and personalized recommendations, making it easier for consumers to find and select apparel products based on their preferences and needs (Taylor et al,2022). Consumers can also compare prices, read product reviews, and make purchases with just a few clicks, saving time compared to the time-consuming process of physically going to multiple stores (Lee, 2018). Additionally, online shopping allows consumers to avoid waiting in lines for checkout or trying on clothes in fitting rooms, which can be time-consuming in physical stores (Jones & Kim, 2020). Several studies have reported the time-saving benefits of online shopping for apparel products, contributing to increased consumer satisfaction and convenience (Smith, 2021)."

H₅: Time-Saving Positively influence attitude toward online shopping

3.2.6 Consumer Attitude on Purchase Decision

Consumer attitudes play a crucial role in influencing purchase decisions, as "attitudes are general evaluations people hold toward objects in their environment" (Solomon, 2017). Positive attitudes towards a product or service can result in increased purchase intentions, while negative attitudes can deter consumers from making a purchase. For instance, a study conducted by (Lee and Young, 2019) found that consumers with favorable attitudes toward sustainable and eco-friendly products were more likely to purchase such products. Similarly, (Chen and Huang, 2018) found that consumers with positive attitudes toward online shopping were more inclined to make online purchases. These findings highlight the significant impact of consumer attitudes on purchase decisions and emphasize the need for businesses to understand and cater to consumer attitudes in their marketing strategies.

H₆: Consumers' attitudes significantly influence their purchase decisions.

3.3 Operational definition of the concepts in the study:

Online Shopping

Online shopping is the "process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing, or internet shopping" (Mastercard Worldwide Insights, 2008).

Convenience

The degree to which a product or service is easy, accessible, and time-saving for consumers to use or obtain, with minimal effort or inconvenience involved" (Smith, 2018).

Price

Price is one of the most important aspects of every commerce which matters to both consumers and sellers. Islam stated that online marketing activities and the pricing strategy seem to have the most vital role in creating purchase intention in online clothing shops (Islam, 2018).

Product Variety

Product variety is the number assortment or selection of products available for customers to choose the option. (Batra et al,2014) showed that product variety affects consumer purchase decisions.

Trust

The confidence or belief that online apparel retailers will fulfill their promises, maintain security and privacy of customer information, provide reliable product information, and deliver quality apparel products and services as expected, based on customers' perceptions and evaluations of online retailers' reliability, integrity, and competence" (Smith, 2019).

Time-Saving

The reduction of time and effort required by consumers to complete the process of searching, selecting, purchasing, and receiving apparel products through online shopping, compared to traditional brick-and-mortar shopping methods, as perceived by consumers based on the convenience, efficiency, and speed of online shopping experiences" (Brown, 2018).

Attitude

Attitude is a "learned predisposition to respond or react in a consistently favorable (like) or unfavorable (dislike) manner concerning a given object/situation" (Fishbein and Ajzen, 1975).

Purchase Decision

The outcome of the decision-making process by which consumers, after evaluating various factors such as product attributes, price, convenience, trustworthiness, and perceived value, make a choice to buy or not buy apparel products from online retailers, and initiate the transaction process" (Johnson, 2019).

CHAPTER IV

ANALYSIS AND INTERPRETATION

This Chapter deals with the classification of collected data. All collected data are summarized, making tabulations and finding out a meaningful relationship derived from data analysis. The results of the data will be interpreted in such a way as to bring solutions to the problem. Analyzing the collected data is important to complete the study. Based on this, an analysis was conducted, and the results are presented under the headings below.

4.1 Socio-Economic Profile of the Respondents

4.2 Profile of Online Shopping

4.3 Purchase Decision of the Respondents

4.3.1 Frequency of Online Apparel Shopping of the Respondents

4.3.2 Purchase Decision across a Socio-Economic Profile of the Respondents

4.4 Relationship between Values of Online Apparel Products and Attitudes of Online Shopping Consumers

4.5 Consumer Attitudes Towards Purchase Decisions of Apparel Products towards Online Shopping

4.6 Problems Faced by a Consumer while Purchasing Apparel Products and Mostly Preferred Apparel Products by Consumers.

4.1 Socio-Economic Profile of the Respondents:

The Socioeconomic background of individuals plays a significant role in their online shopping behavior and purchasing decisions. Elements such as age, gender, marital status, education qualification, occupation, monthly income, number of family members, number of earning family members, and area of residence can have a profound impact on their choices. The accompanying table provides insights into the socio-economic characteristics of the surveyed individuals, highlighting the diversity within the respondent group. Whether shopping for daily necessities or luxury items, online shopping offers a range of benefits that can help customers save time, money, and effort, making it a valuable option for individuals

across all demographic groups. The Table depicts the Socio-Economic Profile of the respondents.

Table 4.1 Socio-Economic Profile of the Respondents

Variables	Categories	Number of respondents	Percentage
Age	Up to 20 years	53	26.10
	21-30 years	69	33.99
	31-40 years	37	18.22
	41-50 years	24	11.82
	Above 50 years	20	9.85
Gender	Male	62	30.54
	Female	141	69.45
Marital Status	Married	122	60.09
	Unmarried	81	39.9
Nature of family	Nuclear	86	42.36
	Joint	117	57.63
Educational Qualification	School Student	34	16.74
	Graduate	78	38.42
	Post Graduate	48	23.64
	Professionals	43	21.18
Occupation	Student	47	23.15
	Employee	88	43.34

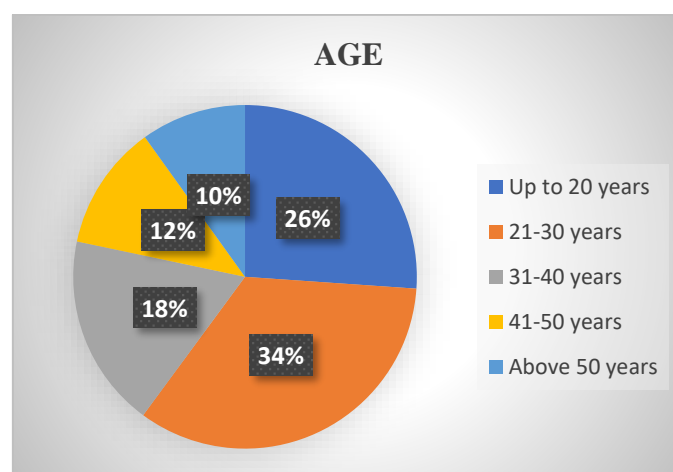
	Professionals	46	22.66
	Unemployed	8	3.94
	Others	14	6.89
Monthly Income	Below 20,000	53	26.10
	20,000-40,000	60	29.55
	40,000-60,000	34	16.74
	60,000-80,000	13	6.40
	Above 80,000	43	21.18
Number of members in the family	Up to 3	9	4.43
	4	29	14.28
	5	66	32.51
	6 and above	99	48.76
Number of earning members in the family	1	70	34.48
	2	94	46.30
	3	33	16.25
	4	6	2.95
Area of Residence	Urban	115	56.65
	Rural	88	43.34

Source: Primary data

4.1.1 Age:

The above table reveals the age classification of online consumers in coimbatore city. It is observed from the results that most of the respondents belong to the age group of 21-30 years (33.99%). It is followed by 26.10 percent of online consumers aged up to 20 years and 18.22 percent of the consumers prefer apparel products between the age group of 31-40 years. Further, the respondents from 41-50 years of age constituted 11.82 percent and about 9.85 percent of the online consumers are above 50 years.

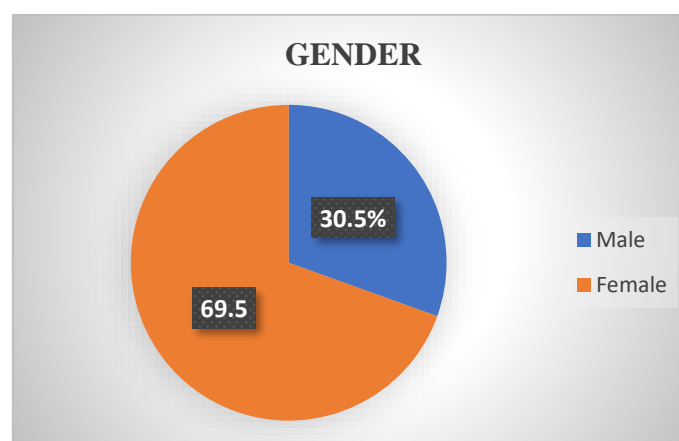
Figure- 4.1 Age of the respondents



4.1.2 Gender:

The above table reveals the frequency distribution results of the gender category of online consumers in the study area. The majority of (69.45%) of the respondents are belongs to the category of female and the (30.54%) of the respondents are belongs to the male category.

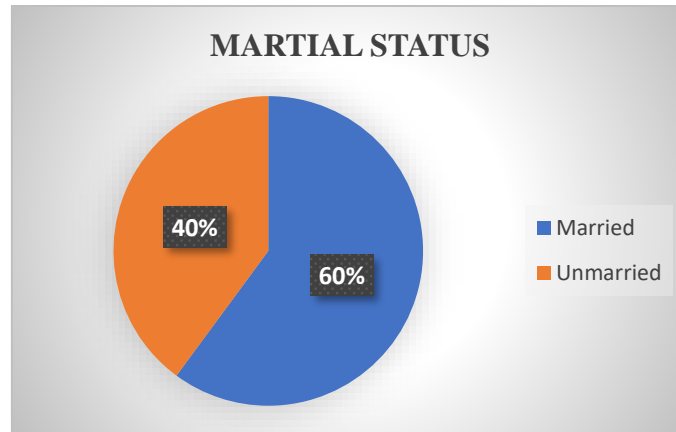
Figure-4.2 Gender of the respondents



4.1.3 Marital Status

It is noted from the above table majority (60.9) percent of the respondents were Married, and 39.9 percent of the respondents were Unmarried.

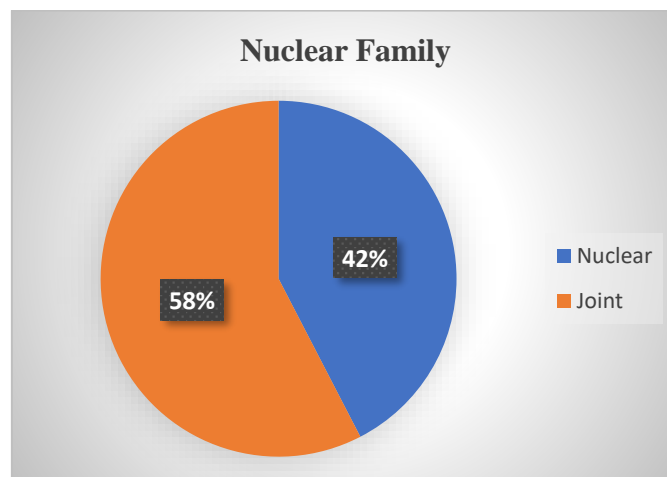
Figure-4.3-Martial Status of Respondents



4.1.4 Nuclear Family:

Concerning the family type, most of the respondents (57.63%) live in a Joint family, whereas (42.36%) belong to a nuclear family.

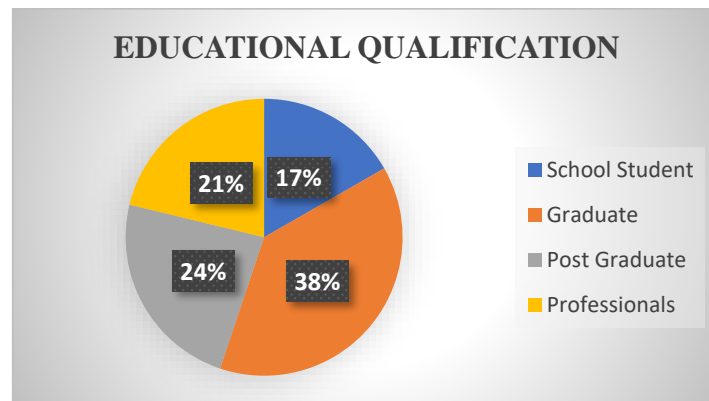
Figure-4.4-Nuclear Family of Respondents



4.1.5 Educational Qualification:

The respondent's educational qualification shows that most of the respondents are graduates (38.42 %) who actively engage in Online Shopping and about (23.64 %) of the respondents are postgraduates. Of the total responses, (21.18%) of the respondents were holding professional degrees and the remaining (16.74%) of respondents were educated up to the school level.

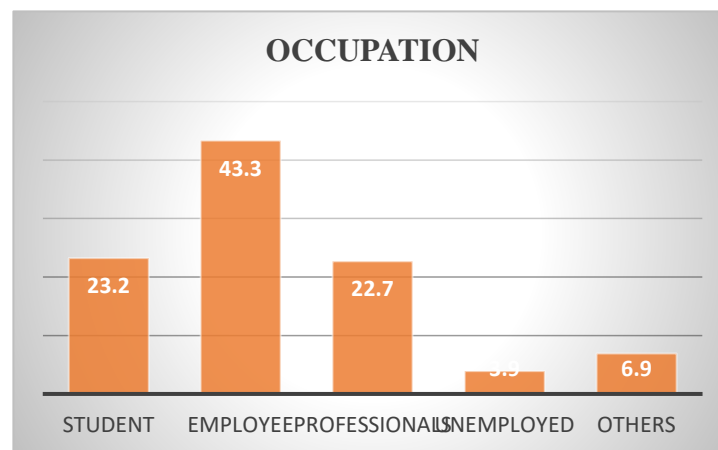
Figure-4.5-Educational Qualification of Respondents



4.1.6 Occupation

Concerning occupation, most of the respondents (43.34%) were employees from Various Concerns., followed by (23.15%) being a student, 22.66 percent of respondents were professionals, and 3.94 percent of the total respondents were unemployed. About 6.89 percent belonged to the other category, which includes agriculture, retired employees, etc.

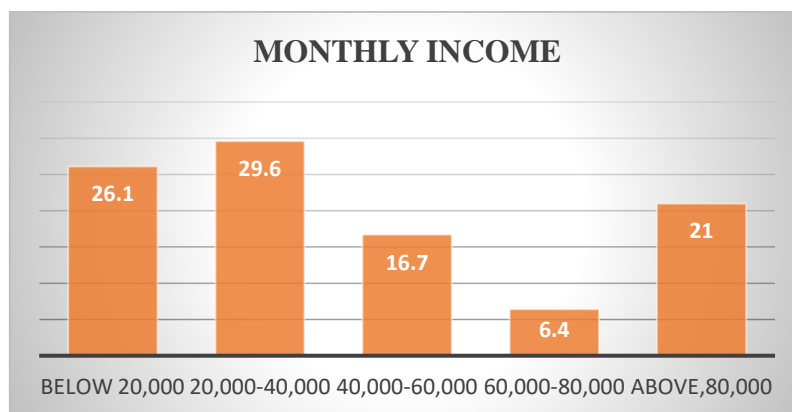
Figure-4.6-Occupation of respondents



4.1.7 Monthly Income

The table shows the results of the Monthly income of online consumers in the study area. Most of the respondents (29.55%) earn a monthly income of ₹20,000 to ₹40,000, and 26.10 percent of the respondents have an income level below ₹20,000. Around 21.18 percent of the respondents earned a monthly income above ₹80,000, and 16.74 percent of the respondents were earning an income of ₹40,000 to ₹60,000 per month. The remaining 6.4 percent of the respondents earned a monthly income of ₹60,000 to ₹80,000.

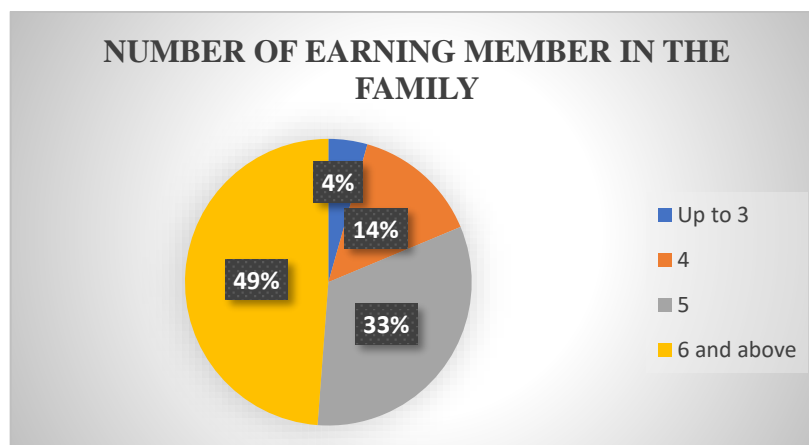
Figure-4.7-Monthly Income of respondents



4.1.8 Number of Family Members

Most of the respondents (48.76%) belong to a family comprising 6 and above. Likewise, the total number of respondents living in a family of five members constitutes (32.51%). The percentage of respondents' families that include four members and up to three members accounted for (14.28%) and (4.43%) percentage respectively.

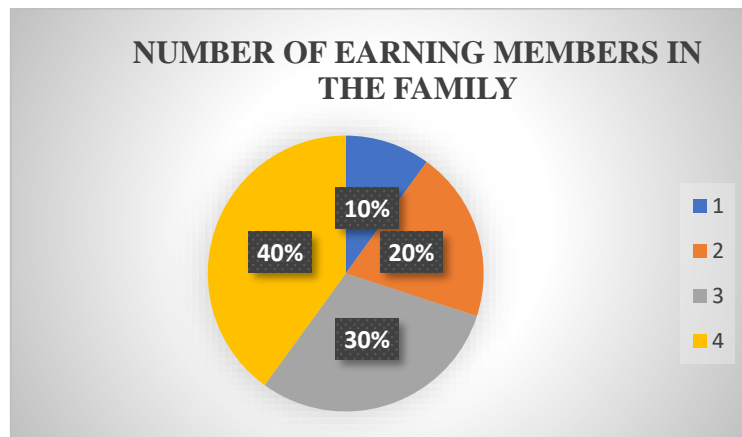
Figure-4.8. Number of Family Members of Respondents



4.1.9 Number of earning members in the family

The majority of the respondents (46.3%) have two earning members in their family, and (34.48%) percent of the respondent's family comprises only one earning member who contributes to the family expenses. and about 16.25 percent of the respondent's families have three earning members. The remaining 2.95 percent of the respondents have four earning members in the family.

Figure-4.9- Earning Members in the Family of Respondents



4.1.10 Area of Residence:

Most respondents come from urban areas (56.65%), whereas (43.34%) were come from rural areas.

Figure-4.10-Area of Residence

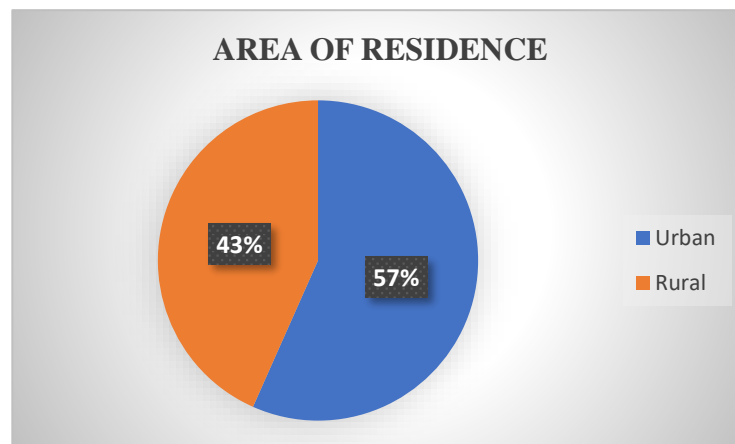


Table-4.2 General background of respondents

Variables	Categories	Number of Respondents	Percentage
Sources from Online Shopping	Family members	43	21.18
	Friends	60	29.55
	Media	79	38.91
	Colleagues	21	10.34
How many years you have been shopping through the internet	Less than 1 year	9	4.43
	1-3 year	65	32.01
	4-6 year	75	36.94
	7-10	45	22.16
	More than 10years	9	4.43
The type of product is mostly preferred through online shopping.	Apparels	86	42.36
	Home and Kitchen appliances	25	12.31
	MobilePhone, Computer/Laptops	20	9.85
	Cosmetics and Personal Care	43	21.18
	Customized Gifts	10	4.92
	Others	19	9.35

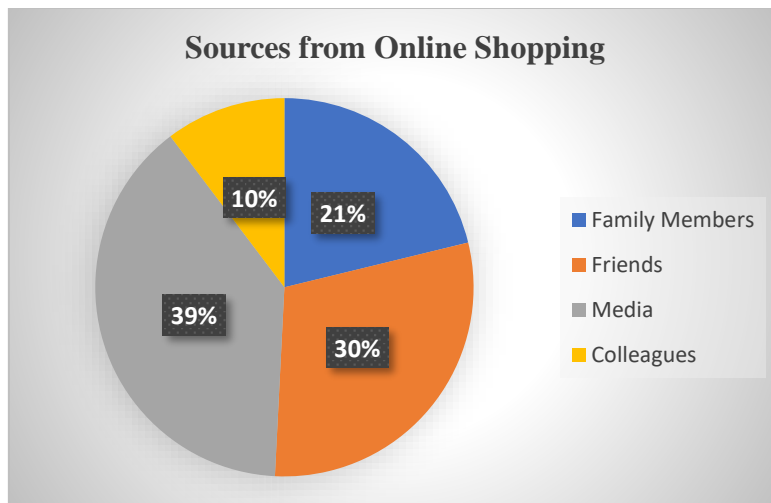
How much do you spend on shopping for apparel online per month	Less than 1000	86	42.36
	1000-3000	75	36.94
	3000-5000	35	17.24
	Above 5000	7	3.44
Time Spent on online shopping	Less than 1 hour	92	45.32
	1-2 hour	62	30.54
	2-4hours	38	18.71
	4-6hours	11	5.41
How do you feel about the price of the apparel product through online shopping	Comparatively Fair	66	32.51
	Unfair price	37	18.22
	Lower than the real price	82	40.39
	Unknown	18	8.86

Source: Primary Data

4.2.1 Sources from Online Shopping

The majority of people (38.91%) get to know about online shopping through media, such as advertisements on TV, social media, and online platforms. Friends are the second most source of information, with (29.55%) of people getting to know about online shopping from their friends. Family members are the third most source of information, with (21.18%) of people getting to know about online shopping from their family members. Colleagues are the least source of information, with only (10.34%) of people getting to know about online shopping from their colleagues.

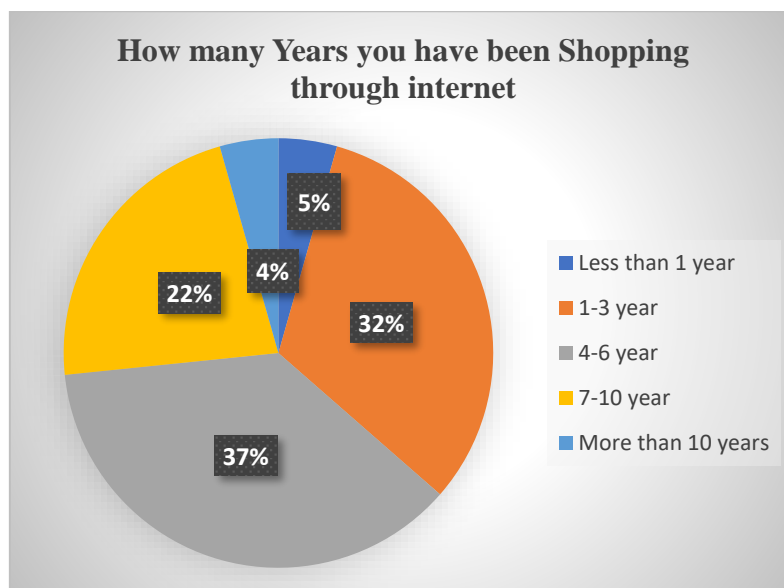
Figure 4.11 Sources from Online Shopping



4.2.2 How many Years you have been Shopping through the internet

The data shows that the highest percentage of respondents (36.94%) have been shopping online for 4-6 years, followed closely by those who have been shopping online for 1-3 years (32%). A considerable proportion of respondents (22.16%) have been shopping online for 7-10 years, while a smaller percentage have been shopping online for less than one year or more than 10 years (4.43%).

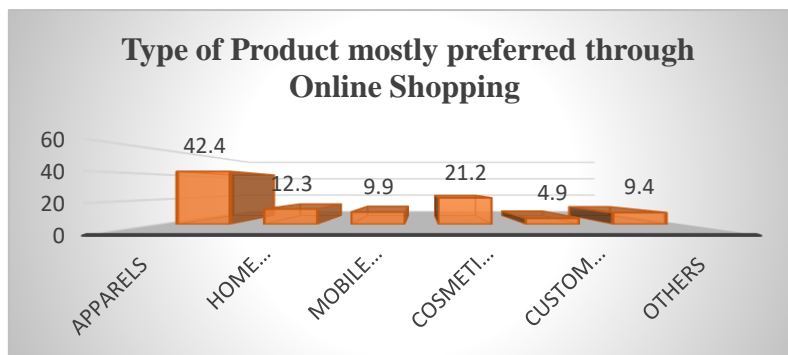
Figure 4.12 How many Years you have been Shopping through the internet



4.2.3 Type of Product mostly preferred through Online Shopping

According to the data provided, the most popular category of products purchased through online shopping is apparel, with (42.36%) of the respondents indicating a preference for this type of product. This is followed by cosmetics and personal care products, with (21.18%) of the respondents indicating a preference for this category. Home and kitchen appliances, mobile phones, computers/laptops, and customized gifts are also popular categories for online shopping, with (12.31%), (9.85%), and (4.92%), of the respondents indicating a preference for each respective category.

Figure 4.13 Type of Product mostly preferred through Online Shopping



4.2.4 How much do you spend on Shopping for apparels Online

According to the data, the majority of respondents (42.36%) spend less than ₹1000 on shopping for apparel online per month. Approximately one-third of respondents (36.94%) spend between ₹1000-3000 on online apparel shopping per month, while (17.24%) spend between ₹3000-5000. Only a small percentage of respondents (3.44%) reported spending above ₹5000 on online apparel shopping per month.

Figure 4.14 How much do you spend on Shopping for apparels Online



Table 4.2.5 Time Spent on Online Shopping

Based on the data provided, the majority of respondents (45.32%) reported spending less than 1 hour on online shopping. About (30.54%) of respondents indicated spending 1-2 hours on online shopping, while (18.71%) of respondents reported spending 2-4 hours. Only a small percentage of respondents (5.41%) reported spending 4-6 hours on online shopping.

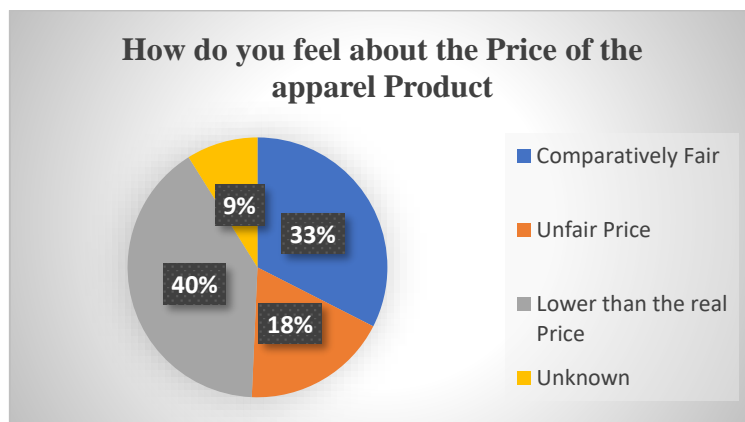
Figure 4.15 Time Spent on Online Shopping



4.2.6 How do you feel about the Price of the apparel Product

The survey results show that the majority of people (40.39%) believe that the price of apparel products through online shopping is lower than the actual price, while (32.51%) find the prices comparatively fair. However, (18.22%) of respondents think that the prices are unfair, and (8.86%) were unsure about the pricing.

Figure 4.16 How do you feel about the Price of the apparel Product



4.3 Purchase Decision of the Respondents

4.3.1 Frequency of online apparel shopping of the respondents

The frequency of online apparel shopping significantly influences consumers' purchase decisions." Consumers' shopping habits, specifically their frequency of online apparel purchases, can impact their decision-making process when it comes to buying clothing items. (Smith et al., 2021)

Table 4.3 Frequency of Online Apparel Shopping and Purchase Decision by the Respondents

Variables	Categories	Number of respondents	Percentage
Frequency of Online Apparel Shopping	Once a Week	25	12.31
	At least once a month	54	26.60
	Rarely	43	21.18
	Occasionally	36	17.73
	As per the need	45	22.16
Does the apparel product fit within your budget through Online Shopping	Yes	125	61.57
	No	78	38.42
Do you find it easier to make purchase decisions for apparel	Online	158	77.83
	Physical Store	45	22.16

Source: Primary data

Based on the data provided, the most common frequency of online apparel shopping among the group is "At least once a month" with 54 people or (26.6%) of the total. The second most common frequency is "As per the need" with 45 people or (22.16%) of the total. A total of 43 people or (21.18%) shop rarely, 25 people, or (12.31%) of the group shop for apparel online once a week, while 36 people, or (17.73%) shop occasionally. Regarding the affordability of apparel products, (61.57%) of the respondents reported that they find apparel within their budget through online shopping, while (38.42%) indicated otherwise. This suggests that a majority of the respondents feel that online apparel shopping is budget-friendly. When it comes to purchasing decisions, a significant proportion of respondents (77.83%) find it easier to make decisions for apparel purchases online, compared to only (22.16%) who find it easier to make purchase decisions in a physical store

The most common frequency of online apparel shopping among the group is "At least once a month" with 54 people or (26.6%) of the total. The second most common frequency is "As per the need" with 45 people or (22.16%) of the total. A total of 43 people (21.18%) shop rarely, 25 people, or (12.31%) of the group shop for apparel online once a week, while 36 people, or (17.73%) shop occasionally.

4.3.2 Association between the Socio-Economic Profile and Purchase Decision of Online Apparel Shopping

The Socio-Economic Profile of the Respondents such as Age, Gender, Marital status, Nature of family, Education qualification, and Occupation, are compared to the Amount spent on the Price of the Apparel Products to find out whether it has an association between the two variables by using Chi-Square test.

Table 4.4 Association between the Age of the Respondents and Purchase Decision of Online Apparel Shopping

H₀₁: There is no significant association between the Age of the respondents and the Purchase Decision of Online Apparel Shopping

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.947 ^a	12	.000
Likelihood Ratio	48.465	12	.000
Linear-by-Linear Association	11.747	1	.001
N of Valid Cases	203		

Source: Computed Data

The above chi-square test exhibits that the p-value is statistically significant at a one percent level. Since the value (.000) is lesser than the acceptance level of (0.05). Therefore, the null hypothesis of the test is Rejected. There is a strong association between age and Purchase Decisions in Online Apparel Shopping

Table 4.5 Association between the Gender of the Respondents and Purchase Decision of Online Apparel Shopping

H₀₂: There is no significant association between Gender and Purchase Decisions in Online Apparel Shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.807 ^a	3	.000
Likelihood Ratio	29.688	3	.000
Linear-by-Linear Association	15.482	1	.000
N of Valid Cases	203		

Source: Computed Data

The chi-square statistics presented in the Table reveal that gender and Purchase Decisions of Online Apparel Shopping adopted by the respondents were proved to be statistically significant. Since the P-value (.000) is below the acceptance level of (0.05), the null hypothesis is Rejected.

Table 4.6 Association between the Martial Status of the Respondents and Purchase Decision of Online Apparel Shopping

H₀₃: There is no significant association between the Martial Status and Purchase Decision of Online Apparel Shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.613 ^a	3	.001
Likelihood Ratio	17.024	3	.001
Linear-by-Linear Association	5.302	1	.021
N of Valid Cases	203		

Source: computed data

The Calculated test statistics presented in the Table explain that there is a significant association that exists between marital status and the price of the apparel product. The p-value (.001) is lesser than the acceptance level (0.05) and hence the null hypothesis (H₀) is rejected.

Table 4.7 Association between the Nature of the Family of the Respondents and Purchase Decision of Online Apparel Shopping

H₀₄: There is no significant association between Nuclear Family Prices of the Apparel Product

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.306 ^a	3	.000
Likelihood Ratio	29.886	3	.000
Linear-by-Linear Association	13.360	1	.000
N of Valid Cases	203		

Source: Computed Data

The value of the chi-square test explains the association between the variables tested. The p-value of the test is statistically significant at the One percent level. Since the P-value (.000) is below the acceptance level of (0.05), the null hypothesis (H_0) is rejected and the alternate hypothesis is accepted. There is an association between the nature of the family and the Purchase Decision of Online Apparel Shopping

Table 4.8 Association between the Educational Qualification of the Respondents and Purchase Decision of Online Apparel Shopping

H_0 : There is no significant association between Educational Qualification and Purchase Decision of Online Apparel Shopping

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.260 ^a	9	.062
Likelihood Ratio	16.396	9	.059
Linear-by-Linear Association	3.076	1	.079
N of Valid Cases	203		

Source: Computed Data

The chi-square statistics presented in Table reveal that educational qualification and purchasing towards Purchase Decision of Online Apparel Shopping were proved to be statistically significant at a ten percent level. Since the p-value (.062) is greater than the acceptance level of (0.05), the null hypothesis (H_0) is rejected.

Table 4.9 Association between the Occupation of the Purchase Decision of Online Apparel Shopping

H_{06} There is no significant association between Occupation and Purchase Decision of Online Apparel Shopping

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Chi-Square	25.143 ^a	12	.014
Likelihood Ratio	27.442	12	.007
Linear-by-Linear Association	3.122	1	.077
N of Valid Cases	203		

Source: Computed Data

According to the results presented in Table, the statistical dependence between the examined variables was confirmed. Since the p-value (0.14) is below the acceptance of (0.05). Therefore, the null hypothesis (H_0) is rejected and it is proved that there is a significant association that exists between occupation and Purchase Decision of Online Apparel Shopping

Table 4.10 Association between the Monthly Income of the respondents and Purchase Decision of Online Apparel Shopping

H_{07} : There is no significant association between the Monthly Income and Purchase Decision of Online Apparel Shopping

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Chi-Square	14.064 ^a	12	.297
Likelihood Ratio	18.791	12	.094
Linear-by-Linear Association	.517	1	.472
N of Valid Cases	203		

Source: Computed Data

The Calculated test statistics presented in the Table explain that there is no significant association that exists between the monthly income and Purchase Decisions of Online Apparel Shopping. The P Value (.297) is greater than the acceptance level of (0.05) and hence the null hypothesis (H_0) is accepted.

Table 4.11 Association between the Socioeconomic Profile of the Respondents and Purchase Decision of Online Apparel Shopping -Summary of Hypothesis Testing.

Socio-economic variables	df	Chi-square value	Sig.	H0
Age	3	46.947 ^a	.000	Rejected
Gender	12	25.807 ^a	.000	Rejected
Marital Status	3	16.613 ^a	.001	Rejected
Nature of Family	3	29.306 ^a	.000	Rejected
Educational Qualification	9	16.260 ^a	.062	Rejected
Occupation	12	25.143 ^a	0.14	Rejected
Monthly Income	12	14.064 ^a	.297	Accepted

4.4 Relationship between Values of Online Apparel products and Attitude of Online Shopping Consumers

Research has consistently shown that consumer attitudes, such as convenience, product variety, trust, and time-saving, significantly influence their online shopping behavior (Lee et al, 2018; Chen & Wang, 2019).

Table 4.12 Correlation Analysis Between Consumer Attitude Toward Online Shopping for Apparel Products

Correlations							
		Convenience	Price	Product Variety	Trust	Time-Saving	Attitude
Convenience	Pearson Correlation	1					
	Sig. (2-tailed)						
Price	Pearson Correlation	.815**	1				
	Sig. (2-tailed)	.000					
Product Variety	Pearson Correlation	.464**	.487**	1			
	Sig. (2-tailed)	.000	.000				
Trust	Pearson Correlation	.507**	.472**	.430**	1		
	Sig. (2-tailed)	.000	.000	.000			
Time-Saving	Pearson Correlation	.295**	.184**	.188**	.193**	1	
	Sig. (2-tailed)	.000	.008	.007	.006		
Attitude	Pearson Correlation	.421**	.331**	.374**	.335**	.253**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 4.14 represent the correlation between the factor influencing consumer behavior and the attitude of the respondents.

The correlations between various factors related to online apparel shopping were analyzed based on the Pearson Correlation coefficients. The Convenience was strongly positively correlated with Price ($r = 0.815$, $p < 0.01$), Product Variety ($r = 0.464$, $p < 0.01$), Trust ($r = 0.507$, $p < 0.01$), Time Saving ($r = 0.295$, $p < 0.01$), and Attitude ($r = 0.421$, $p < 0.01$). This indicates that customers who found online shopping convenient were more likely to perceive better pricing, a wider product variety, higher trust, time-saving benefits, and a more positive attitude towards online shopping.

Price is a significant determinant of consumers' attitudes towards online apparel purchases, as online retailers typically offer competitive prices compared to traditional brick-and-mortar stores due to lower overhead costs" (Smith, 2017). Price was also positively correlated with Product Variety ($r = 0.487$, $p < 0.01$), Trust ($r = 0.472$, $p < 0.01$), Time Saving ($r = 0.184$, $p < 0.01$), and Attitude ($r = 0.331$, $p < 0.01$), indicating that customers who perceived better pricing also tended to perceive a wider product variety, higher trust, time-saving benefits, and a more positive attitude towards online shopping.

Product Variety was positively correlated with Trust ($r = 0.430$, $p < 0.01$), Time Saving ($r = 0.188$, $p < 0.01$), and Attitude ($r = 0.374$, $p < 0.01$), suggesting that customers who perceived a wider product variety also tended to perceive higher trust, time-saving benefits, and a more positive attitude towards online shopping.

Trust is a crucial factor in shaping consumers' attitudes toward online apparel purchases. Trust can be established through various means, such as customer reviews, ratings, and testimonials, as well as secure payment options and reliable return policies (Monsuwe, Dellaert, & Ruyter, 2004). Trust was positively correlated with Time Saving ($r = 0.193$, $p < 0.01$) and Attitude ($r = 0.335$, $p < 0.01$), indicating that customers who perceived higher trust in online shopping also tended to perceive time-saving benefits and a more positive attitude towards online shopping.

Time Saving was positively correlated with Attitude ($r = 0.253$, $p < 0.01$), suggesting that customers who perceived time-saving benefits in online shopping also tended to have a more positive attitude towards online shopping.

The results indicate that convenience, pricing, product variety, trust, and time-saving benefits are positively correlated with customers' attitudes toward online apparel shopping. These findings highlight the importance of these factors in shaping customers' attitudes toward online shopping.

4.5 Consumer Attitudes Towards Purchase Decisions of Apparel Products towards Online Shopping

Consumer attitudes play a pivotal role in shaping online purchase decisions in the apparel industry Johnson et al, (2021).

Table 4.13 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.394 ^a	.155	.151	1.715

a. Predictors: (Constant), Attitude

The Model Summary Table 4.13 covers the multiple correlations between the set of independent variables and the dependent variable. The R Square value of .155 percent of variance infers Customer Attitude on Purchase Decisions. These values depict that the independent variable describes the conflict in the dependent variable at .151 percent.

Table 4.14 ANOVA statistics

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.332	1	108.332	36.833	.000 ^a
	Residual	591.175	201	2.941		
	Total	699.507	202			
a. Predictors: (Constant), Attitude						
b. Dependent Variable: Purchase Decision						

The ANOVA table provides the results of a statistical analysis of variance for the regression model with a predictor variable (Attitude) and a dependent variable (Purchase Decision). The "Regression" row shows that the sum of squares for the regression model is 108.332, with 1 degree of freedom, resulting in a mean square of 108.332. The F statistic, which is calculated by dividing the mean square of regression by the mean square of residuals, is 36.833. The significance level (Sig.) associated with the F statistic is indicated as .000a, which means that the p-value is very close to zero (less than 0.001). This indicates that the regression model is statistically significant, and the relationship between the predictor variable (Attitude) and the dependent variable (Purchase Decision) is unlikely to be due to chance. The "Residual" row shows that the sum of squares for the residuals of the model is 591.175, with 201 degrees of freedom, resulting in a mean square of 2.941. The "Total" row shows the total sum of squares for the model, which is 699.507, with 202 degrees of freedom.

The ANOVA table suggests that the regression model using the predictor variable (Attitude) is statistically significant in explaining the variability in the dependent variable (Purchase Decision), as indicated by the low p-value (less than 0.001) associated with the F statistic. This suggests that consumer attitudes, as measured by Attitude, significantly contribute to explaining the purchase decisions of apparel products in the model.

Table 4.15 Consumer Attitudes Towards Purchase Decisions of Apparel Products

Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.931	.836		7.095	.000
	Attitude	.270	.045	.394	6.069	.000
a. Dependent Variable: Purchase Decision						

$$\text{Purchase Decision} = 5.931 + 0.270 \text{ Attitude}$$

The "Coefficients" table provides the estimated coefficients for the regression model with the predictor variable (Attitude) and the dependent variable (Purchase Decision).

The "Constant" row shows that the estimated intercept (constant) coefficient is 5.931, with a standard error of 0.836. The t statistic, which is calculated by dividing the estimated coefficient by its standard error, is 7.095. The significance level (Sig.) associated with the t statistic is indicated as .000, which means that the p-value is very close to zero (less than 0.001). This indicates that the intercept coefficient is statistically significant, and the intercept term in the model is unlikely to be due to chance.

The "Attitude" row shows that the estimated coefficient for the predictor variable (Attitude) is 0.270, with a standard error of 0.045. The standardized coefficient (Beta) is 0.394, which indicates the standardized effect size of Attitude on Purchase Decision. The t statistic for Attitude is 6.069, and the significance level (Sig.) associated with the t statistic is .000, indicating that the coefficient for Attitude is statistically significant. The coefficients table suggests that both the intercept term (Constant) and the predictor variable (Attitude) have statistically significant effects on the dependent variable (Purchase Decision) in the model.

4.6 Problems Faced by Consumers while purchasing Apparel Products

The study shows the Problem and Ranking of factors by the respondents while Purchasing Apparel Products.

Table 4.16 Problem and Ranking of Factors by the Respondents while Purchasing Apparel Products.

Problems faced with online shopping	Ranks are given by the respondents						
	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th
High Shipping Cost	10	20	30	50	60	18	15
Missing Product Information	20	30	50	60	18	15	10
Payment Failure	30	50	60	18	15	10	20
Product Quality Issues	50	60	18	15	10	20	30
Extra Hidden Charges	60	18	15	10	20	30	50
Lack of Security	18	15	10	20	30	50	60
Delayed Delivery	15	10	20	30	50	60	18

Source: Primary data

Table 4.16 presents the results of a survey conducted in Coimbatore City, which aimed to identify the most commonly faced problems when purchasing apparel products through online shopping. Among the 203 respondents, Extra Hidden Charges were ranked first by the majority of the respondents, indicating that consumers are very sensitive to pricing and do not appreciate unexpected charges. Product Quality Issues were ranked first by a significant number of respondents, emphasizing the importance of quality in the purchasing decision. Payment Failure was also a major concern for some consumers, indicating that there may be issues with the payment process on some online platforms. Missing Product Information was ranked as a top concern by a smaller number of respondents, suggesting that consumers want

complete and accurate information about the products they are considering purchasing. Lack of Security and Delayed Delivery were also ranked as top concerns, highlighting the importance of trust and reliability in online shopping. Finally, High Shipping Cost was ranked first by a minority of the respondents, indicating that while shipping costs are a concern for some, they may not be the most significant factor affecting online purchasing decisions for apparel products.

Table 4.17 Garret Ranking Conversion table

GARRETT RANKING CONVERSION TABLE

The conversion of orders of merits into units of amount of “soces”

Percent	Score	Percent	Score	Percent	Score
0.09	99	22.32	65	83.31	31
0.20	98	23.88	64	84.56	30
0.32	97	25.48	63	85.75	29
0.45	96	27.15	62	86.89	28
0.61	95	28.86	61	87.96	27
0.78	94	30.61	60	88.97	26
0.97	93	32.42	59	89.94	25
1.18	92	34.25	58	90.83	24
1.42	91	36.15	57	91.67	23
1.68	90	38.06	56	92.45	22
1.96	89	40.01	55	93.19	21
2.28	88	41.97	54	93.86	20
2.69	87	43.97	53	94.49	19
3.01	86	45.97	52	95.08	18
3.43	85	47.98	51	95.62	17
3.89	84	50.00	50	96.11	16
4.38	83	52.02	49	96.57	15
4.92	82	54.03	48	96.99	14
5.51	81	56.03	47	97.37	13
6.14	80	58.03	46	97.72	12
6.81	79	59.99	45	98.04	11
7.55	78	61.94	44	98.32	10
8.33	77	63.85	43	98.58	9
9.17	76	65.75	42	98.82	8
10.06	75	67.48	41	99.03	7
11.03	74	69.39	40	99.22	6

Percent Position and Garrett Value

4. 18 Table Percent Position and Garrett Value

S. No	$100 (R_{ij} - 0.5) / N_j$	Calculated value	Garret Value
1	$100(1-0.5)/7$	7.14	78
2	$100(2-0.5)/7$	21.43	65
3	$100(3-0.5)/7$	35.71	57
4	$100(4-0.5)/7$	50	50
5	$100(5-0.5)/7$	64.28	43
6	$100(6-0.5)/7$	78.57	34
7	$100(7-0.5)/7$	92.86	22

Source: Computed data

The Garret ranks were calculated by using the appropriate Garret Ranking formula. Based on the Garret ranks, the Garret value was calculated. The Garret tables and scores of each garret value in the above table are multiplied to record scores in the table. Finally, by adding each row, the total Garret score was obtained.

$$100 (R_{ij}-N_j)$$

$$\text{Percent Position} = \frac{\quad}{\quad}$$

$$N_j$$

R_{ij} = rank given for the variables by the j th respondents

N_j = number of variables ranked by the j th respondents

The result is provided in the following table

Calculation of Garrett Value and Ranking

The calculation of Garrett Value and Ranking of the Problem Faced by Consumers while purchasing Apparel products are shown in Table 4.16

Table 4.19 Calculation of Garret Value and Ranking

S. No	Description	Ranks are given by the respondents							Total	Average Score	Rank
		1st	2nd	3rd	4th	5th	6th	7th			
1	High Shipping Cost	780	1300	1710	2500	2580	612	330	9812	48.33	5
2	Missing Product Information	1560	1950	2850	3000	774	510	220	10864	53.51	3
3	Payment Failure	2340	3250	3420	900	645	340	440	11335	55.83	2
4	Product Quality Issues	3900	3900	1026	750	430	680	660	11346	55.89	1
5	Extra Hidden Charges	4680	1170	855	500	860	1020	1100	10185	50.17	4
6	Lack of Security	1404	975	570	1000	1290	1700	1320	8259	40.68	7
7	Delayed Delivery	1170	650	1140	1500	2150	2040	396	9046	44.56	6

Source: Computed Data

The analysis of the ranks assigned by the sample respondents reveals that Product Quality Issues are the most commonly faced problem while purchasing apparel products through online shopping, as ranked by the majority of respondents. Payment Failure was ranked as the second most significant issue, indicating the importance of secure payment options for consumers. The third-ranked problem was missing product information, which highlights the need for retailers to provide complete and accurate information about their products to help consumers make informed purchase decisions. Extra hidden charges were ranked fourth, with customers wary of unexpected costs associated with online shopping. High shipping costs were ranked as the fifth problem, indicating that consumers are sensitive to shipping fees. Delayed delivery was ranked sixth, followed by the value of timely delivery, as delays can cause inconvenience for customers. Finally, Lack of Security was ranked seventh, emphasizing the importance of providing a secure and trustworthy online shopping experience for consumers.

4.7 Selecting mostly preferred apparel Products by the consumers

The study shows the preference and ranking factors by the respondents preferring the apparel product

4.20 Table preference and ranking factors by the respondents preferring the apparel product

Mostly preferred apparel product	1st	2nd	3rd	4th	5th
Men Wear	25	75	60	40	3
Women Wear	75	60	40	3	25
Party Wear	40	3	25	75	60
Sportswear	3	25	75	60	40
Kids Wear	60	40	3	25	75

Source: Primary data

Table 4.20 shows the preference and ranking factors by the respondents preferring the apparel product. Among the 203 respondents, women's wear was ranked first by 75 respondents in choosing mostly preferred apparel products by the consumers. Kids Wear was ranked first by the 60 respondents. 40 respondents ranked Party wear as first. Men's Wear was ranked first by 25 customers. The remaining three customers ranked Sportswear as mostly preferred apparel product as the first rank.

Percent Position and Garrett Value

Table 4.21 Percent Position and Garrett Value

S. No	$100 (R_{ij} - 0.5) / N_j$	Calculated value	Garret Value
1	$100(1-0.5)/5$	10	75
2	$100(2-0.5)/5$	30	60
3	$100(3-0.5)/5$	50	50
4	$100(4-0.5)/5$	70	39
5	$100(5-0.5)/5$	90	24

Source: Computed data

The Garret ranks were calculated by using the appropriate Garret Ranking formula. Based on the Garret ranks, the Garret value was calculated. The Garret tables and scores of each garret significance in the above table are multiplied to record scores in the table. Finally, by adding each row, the total Garret score was obtained.

$$100(R_{ij}-0.5)$$

Percent position = $\frac{\quad}{N_j}$

R_{ij}= Rank given for the ith variable by the jth respondent

N_j = number of variables ranked by the jth respondent

The result is provided in the following table.

Calculation of Garrett Value and Ranking

The calculation of Garret and the ranking of the most preferred apparel products are shown in Table 4.20

Table-4.22 Calculation of Garrett Value and Ranking

S. No	Description	Ranks are given by the respondents					Total	Average Score	Rank
		1st	2nd	3rd	4th	5th			
1	Men Wear	1875	4500	3000	1560	72	11007	54.22	2
2	Women Wear	5625	3600	2000	117	600	11942	58.82	1
3	Party Wear	3000	180	1250	2925	1440	8795	43.32	4
4	Sportswear	225	1500	3750	2340	960	8775	43.22	5
5	Kids Wear	4500	2400	150	975	1800	9835	48.44	3

Source: Computed data

Based on the ranks assigned by the sample respondents, identifies the mostly preferred apparel products were analyzed through the table. It is evident from the table that the majority of the respondents rank women's wear first due to various factors, such as the wide range of options to choose from, including various styles, colors, and sizes, catering to different preferences and body types. Followed by men wear as second. Men's wear offers practical and functional clothing options that are comfortable and easy to wear, making it a popular choice among men. Versatile options like jeans and T-shirts are also preferred by men for their everyday wear. The main reason for selecting kids' wear as a third is because kids' wear was also mostly preferred by consumers. Parents may have preferred kids' wear due to the colorful designs, playful patterns, and comfortable materials that are often used in children's clothing. Additionally, parents may prioritize durability and practicality when selecting clothes for their children. Party Wear was ranked fourth by the respondents due to the formal and glamorous styles that are typically associated with it. Partywear clothing items, such as dresses and suits, can help people feel confident and stylish at social events. Finally, sportswear was ranked fifth

by the three respondents who selected it as their first choice. Sportswear is designed to be comfortable and functional, supporting physical activity. Respondents who preferred sportswear may have been looking for comfortable and practical clothing options for their everyday wear.

CHAPTER-V

FINDINGS, CONCLUSION, AND SUGGESTIONS

5.1 Socio-Economic Profile of the Respondents

- Most of the respondent's 33.99 percent belong to the age group of 21-30 years
- Female respondents constitute 69.45 percent and the remaining 30.54 percent were male.
- The majority 60.09 of the respondents were married
- The majority of the respondent 57.63 percent belongs to the Joint Family and the remaining 42.36 percent of respondent belong to the nuclear Family.
- The Classification of respondents based on education shows that 38.42 percent were graduates, 23.64 percent were Post Graduates, 21.18 percent were professionals, and 16.74 percent were School students.
- The Majority of the sample respondents were employees 43.34, Students 23.15 percent, 22.66 percent were Professionals, and 3.94 were Unemployed.
- The respondents were classified based on their monthly Income, 29.55 percent of the respondents were earning between Rs20,000-40,000, 26.10 percent of the respondents have an income below 20,000, 21.18 percent of the respondent's monthly income ranged above 80,000,16.74 percent of the respondents were earning between 40,000-60,000, and 6.4 percent of the respondent's earning income between 60,000-80,000.
- About 48.76 percent of the respondents have 6 and above members in the family,
- 32.51 percent have five members in the family,14.28 percent have four members in the family and the remaining 4.43 percent of respondents have up to 3 members in the family.
- About 46.3 percent of the respondents have two earning members in their family,34.48 percent of the respondents have only one earning member in their family, 16.25 percent of the respondents have three earning members in their family, 2.95 percent of the respondents have four earning members in their family
- Urban respondents constitute 56.65 percent and the remaining 43.34 percent were Rural.

5.2 General background of respondents

- The majority of people (38.91%) get to know about online shopping through media, such as advertisements on TV, social media, and online platforms. Friends are the second most source of information, with 29.55% of people getting to know about online shopping from their friends. Family members are the third most source of information, with 21.18% of people getting to know about online shopping from their family members. Colleagues are the least source of information, with only 10.34% of people getting to know about online shopping from their colleagues.
- Based on the data provided, the majority of the respondents (36.94%) have been shopping through the Internet for 4-6 years, followed closely by those who have been shopping online for 1-3 years (32%). A significant proportion of respondents (22.16%) have been shopping online for 7-10 years. A smaller percentage of respondents who have been shopping online for less than one year was more than ten years (4.43%).
- According to the data provided, the most popular category of products purchased through online shopping is apparel, with 42.36% of the respondents indicating a preference for this type of product. This is followed by cosmetics and personal care products, with 21.18% of the respondents indicating a preference for this category. Home and kitchen appliances, mobile phones, computers/laptops, and customized gifts are also popular categories for online shopping, with 12.31%, 9.85%, and 4.92% of the respondents indicating a preference for each respective category.
- According to the data, the majority of respondents (42.36%) spend less than 1000 on shopping for apparel online per month. Approximately one-third of respondents (36.94%) spend between 1000-3000 on online apparel shopping per month, while 17.24% spend between 3000-5000. Only a small percentage of respondents (3.44%) reported spending above 5000 on online apparel shopping per month.
- Based on the data provided, the majority of respondents (45.32%) reported spending less than 1 hour on online shopping. About 30.54% of respondents indicated spending 1-2 hours on online shopping, while 18.71% of respondents reported spending 2-4 hours. Only a small percentage of respondents (5.41%) reported spending 4-6 hours on online shopping.
- The survey results show that the majority of people (40.39%) believe that the price of apparel products through online shopping is lower than the actual price, while 32.51%

find the prices comparatively fair. However, 18.22% of respondents think that the prices are unfair, and 8.86 % were unsure about the pricing.

5.3 Frequency of Online Apparel Shopping of the Respondents

- The data shows that the most common frequency of online apparel shopping among respondents is "at least once a month", with 54 respondents (26.6%) indicating this. The next most common frequency is "as per the need", with 45 respondents (22.16%) indicating that they shop for apparel online as they need it. A total of 25 respondents (12.31%) reported shopping for online apparel once a week, while 36 respondents (17.73%) reported shopping for apparel online occasionally. A smaller proportion of respondents reported rarely shopping for apparel online (21.18%).
- The majority of the respondents (61.57%) feel that online apparel shopping is budget-friendly. And (38.42 %) of the respondents do not feel that online apparel shopping is budget-friendly.
- The majority of the respondents (77.83) find it easier to make decisions for apparel purchases online, compared to only (22.16%) who find it easier to make purchase decisions in a physical store.

5.4 Association between Socio-Economic Variables and Purchase Decisions of Online Apparel Shopping

- The Chi-Square value between age and price of the apparel product factor is 46.947^a and the P value is .000 which is significant at the 5% level. Thus, there is an association between age and the Purchase Decision of Online Apparel Shopping
- The Chi-Square value between gender and price of the apparel product factor is 25.807^a and the P value is .000 which is significant at the 5% level. Thus, there is an association between gender and Purchase Decisions in Online Apparel Shopping
- The Chi-Square value between Marital Status and the price of the apparel product factor is 16.613^a and the P value is .001 which is significant at the 5% level. Thus, there is an association between Marital Status and Purchase Decisions in Online Apparel Shopping
- The Chi-Square value between the Nature of the Family and the price of the apparel product factor is 29.306^a and the P value is .000 which is significant at the 5% level. Thus, there is an association between the Nature of Family and Purchase Decisions in Online Apparel Shopping

- The Chi-Square value between Educational Qualification and the price of the apparel product factor is 16.260^a and the P value is .062 which is significant at the 10% level. Thus, there is an association between Educational Qualifications.
- The Chi-Square value between Occupation and price of the apparel product factor is 25.143^a and the P value is .014 which is significant at the 10% level. Thus, there is an association between Occupation and the Purchase Decision of Online Apparel Shopping
- The Chi-Square value between Occupation and price of the apparel product factor is 14.064^a and the P value is .297 which is not significant at the 5% level. Thus, there is no association between Monthly Income and Purchase Decisions in Online Apparel Shopping

5.5 Relationship between the Values of Online apparel products and the Attitudes of Online Shopping Consumers

- Convenience is a significant factor in determining consumers' attitudes toward online apparel purchases, and it is highly correlated with price, product variety, trust, time-saving, and attitude.
- Consumers' attitudes toward online apparel purchases are significantly influenced by the price of the products. There is a clear and strong positive correlation between the price of online apparel and consumers' attitudes toward making such purchases
- The product variety is moderately correlated with consumers' attitudes toward online apparel purchases, indicating that as the variety of products available online increases, consumers tend to have more positive attitudes toward online shopping for apparel products.
- Trust is an essential factor that influences consumers' attitudes towards purchasing apparel online. Trust can be established through several means, such as offering secure payment options and reliable return policies, as well as providing customer reviews, ratings, and testimonials.
- Time-saving in online shopping has a positive correlation with consumers' attitudes toward online apparel purchases, indicating that customers who perceive time-saving benefits in online shopping tend to have a more positive attitude towards online shopping.

- Overall, the findings suggest that factors such as convenience, pricing, product variety, trust, and time-saving benefits are positively correlated with consumer attitudes toward online shopping for apparel products. Consumers who perceive these factors positively are more likely to have a positive attitude toward online shopping for apparel products.

5.6 Consumer Attitudes Towards Purchase Decisions of Apparel Products Towards Online Shopping

- The regression model with the predictor variable (Attitude) is statistically significant in explaining the variability in the dependent variable (Purchase Decision), as indicated by the low p-value (less than 0.001) associated with the F statistic.
- Both the intercept term (Constant) and the predictor variable (Attitude) have statistically significant effects on the dependent variable (Purchase Decision) in the model.
- The standardized coefficient (Beta) of 0.394 indicates the relative importance of Attitude in explaining the variability in Purchase Decisions.
- The result of regression analysis reveals that there is a significant relationship between Consumer attitudes and purchase decisions of apparel products. There is a positive impact and a significant relationship between consumer attitude and purchase decisions.

5.7 Problems Faced by Consumers while purchasing Apparel Products

- Product Quality Issues have been ranked 1st by the respondents as one of the Problems Faced by Consumers while Purchasing Apparel Products.
- Payment Failure has been ranked 2nd by the respondents
- Most of the respondents ranked Missing Product Information as 3rd problem faced by Consumer
- Extra Hidden Charges has been ranked 4th by the customers
- High shipping Cost is the 5th factor that influences consumers while purchasing Apparel Products
- Delayed Delivery has been ranked 6th by the respondents
- Lack of Security has been ranked 7th by the respondents.

Mostly Preferred Apparel Products by the Consumers

- Women's wear has been ranked 1st by the respondents mostly preferred apparel product by the Consumers
- Men's wear has been ranked 2nd by the respondents
- Most of the respondents ranked Kids' Wear as 3rd influential factor in preferred Apparel Products by the Consumers
- Party Wear has been ranked 4th by the respondents
- Sports Wear has been ranked 5th by the respondents

Suggestions

- Enhance the user experience by providing a seamless and easy-to-use online platform.
- Offer high-quality images and detailed product descriptions to help consumers make informed purchase decisions.
- Provide accurate sizing information and incorporate virtual try-on technology to help consumers to visualize how the product will look on them.
- Provide easy returns and timely delivery to improve consumer satisfaction and loyalty.
- Consumers are becoming more environmentally conscious, so incorporating eco-friendly initiatives like sustainable packaging and clothing materials can attract more consumers.
- Offer live chat support to consumers to answer their questions and help them with any issues they may face during the shopping process.
- Offering customization options can improve the online shopping experience for consumers by allowing them to personalize their apparel based on their preferences, such as choosing colors, materials, and designs.

Conclusion

This study is an attempt to focus attention on consumer attitudes toward purchase decisions of apparel products in online shopping. In earlier times people use to do manual shopping but now as times have changed people are becoming busy and sue to which technology has brought a new revolution which is online shopping. The study indicates that most customers have experience in online shopping. With time online shopping is being popular day by day because of various options for selection, less time, attractive offers and discounts, and fast and hassle-free delivery options. It can be concluded based on the study that online shopping is gaining popularity not only among younger people but also among consumers of all ages from all locations, including rural areas. Low-income groups and High-income groups are equally purchasing apparel products through Online Shopping. People have hesitations in doing shopping due to security concerns, product quality issues, etc. At the same time, people are resistant to change because of the technological complexity of making online purchases. It is clear from the study that online shopping for apparel products has become an important part of our daily lives, providing us with the convenience and flexibility we need in today's fast-paced world.

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APPENDIX- I

EXPLORING THE CONSUMER ATTITUDE ON PURCHASE DECISIONS OF APPAREL PRODUCTS IN ONLINE SHOPPING

PART-A: Personal Information of the Respondent

1. Name:

2. Gender: Male () Female ()

3. Age (in years)

(a) Up to 20 years

(b) 21-30 years

(C) 31-40 years

(d) 41-50 years

(e) Above 50 years

4. Marital Status Married Unmarried

5. Nature of Family Nuclear Joint

6. Educational Qualification a) School level b) Graduate c) Post Graduate d) Professionals

7. Occupation a) Student b) Employee c) Professionals d) Unemployed e) Others

8. Monthly Income a) Below 20,000 b)20,000-40,000c) 40,000-60,000 d)60,000-80,000 e)
Above 80,000

9. Number of Family Members a) Up to 3 b) 4 c)3 5 d) 6 and above

10. Number of earning members in the family a)1 b) 2 c)3 d) 4

11. Area of residence

a. Urban () b. Rural ()

PART-B: General background of respondents

1. How you would know about the Online Shopping

- a) Family member
- b) Friend
- c) Media
- d) Colleagues

2. How many years you have been shopping through the internet

- a) Less than 1 year
- b) 1-3 year
- c) 4-6 year
- d) 7-10 year
- e) More than 10 years

3. Type of product mostly preferred through online shopping.

- a) Apparels
- b) Home and Kitchen appliances
- c) Mobile phone, Computer/Laptops
- d) Cosmetics and Personal Care
- e) Customized Gifts
- f) Others

4. How much do you spend on shopping for apparel online per month?

- a) Less than 1000
- b) 1000-3000
- c) 3000-5000
- d) Above 5000

5. Time Spent on online shopping

- a) Less than 1 hour
- b) 1-2 hour
- c) 2-4hrs

d) 4-6hrs

6. How do you feel about the price of the apparel product through online shopping

a) Comparatively Fair

b) Unfair price

c) Lower than the real price

d) Unknown

PART-C

Values of Online apparel products

Convenience

Particulars	SA	A	N	D	SD
I Purchase apparel online because I do not need to go to a retail store					
I can buy different types of apparel from an online shopping site					
Shopping for apparel Online is more convenient, as I can shop anytime, I want					
I can avoid crowds when I shop for apparel Online					
I do not have to travel from store to store when I shop for apparel Online					

Price

Particulars	SA	A	N	D	SD
The price of apparel on online shopping websites is economical					
Purchasing apparel online allows me to save money, as I can buy the same or similar apparel at a cheaper price than in physical stores					

Discounted prices of apparel are very cheap on the online shopping website					
Online apparel Shopping provides attractive offers					

Product Variety

Particulars	SA	A	N	D	SD
I can easily find the apparel I need on online shopping websites					
Online shopping websites provide availability of the latest apparel					
I can quickly compare different apparel through online shopping websites					
Online Shopping websites offer a wide assortment of apparel with different prices					

Trust

Particulars	SA	A	N	D	SD
The online store of branded apparels is Trustworthy					
Buyers prefer to purchase from the website where there is a money-back guarantee					
Review and rating of other consumers' past purchase influence positive trust among potential buyers.					
Cash-On-Delivery ensures trust among the buyers while purchasing products online.					

Time-Saving

Particulars	SA	A	N	D	SD
Shopping apparel online allows me to complete my shopping tasks quickly					
I buy apparel Online because it saves time					
Shopping for apparel online saves me time, as it provides instant information about apparel					

PART-D

Attitude

Particulars	SA	A	N	D	SD
I like browsing apparel on the internet					
I enjoy online Shopping for apparel					
Buying apparel Online is a tedious process					
I am efficient in online shopping for apparel					
Online apparels shopping helps me to decide quickly					

PART-E

Purchase Decision

1. Frequency of online apparel shopping

a) Once a Week

b) At least once a month

c) Rarely

d) Occasionally

e) As per the need

2. Does the apparel product fit within your budget through Online Shopping

a) Yes

b) No

3. Do you find it easier to make purchase decisions for apparel on

a) Online

b) Physical Store

PART-F

1. Do you Purchase apparel through Online Shopping

a) Always

b) Sometimes

c) Rarely

d) Never

2. Problems faced by Consumers towards Online shopping of apparel product

S. No	Rank	I	II	III	IV	V	VI	VII	VIII
1	High Shipping Cost								
2	Missing Product Information								
3	Payment Failure								
4	Product Quality Issues								
5	Extra Hidden Charges								
6	Lack of Security								
7	Delayed Delivery								

3. Rank the Mostly Preferred Apparel Wear:

Rank	I	II	III	IV	V
Women Wear					
Men Wear					
Party Wear					
Sports Wear					
Kids Wear					