

A STUDY ON THEIR IMPACT OF ONLINE TEXTILES STORES ON OFFLINE TEXTILE BUSINESS

**Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration**

by

USHA CHOUDHARY.G

Register No. 39280098



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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JEPPIAAR NAGAR, RAJIV GANDHI SALAI,

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SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with 'A' grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.



Phone: 044 - 2450 3150 / 3151 / 3152 / 3154 / 3155 Fax: 044 - 2450 2344

www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **USHA CHOUDHARY.G** (39280098) who carried out the project entitled **“A study on impact of online textile stores on offline textile business”** under my supervision from December 2021 to March 2022.

Internal Guide

EXTERNAL GUIDE

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner



DECLARATION

I USHA CHOUDHARY.G(39280098) hereby declare that the Project Report entitled "A study on impact of online textile stores on offline textile business. student of Sathyabama Institute Of Science and Technology" done by me under the guidance of Dr.Yasmeen Bano, MBA,M.Phil,Ph.D at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment to the requirements for the award of Bachelor's of Business Administration degree.

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ABSTRACT

The Textile Sector in India ranks next to Agriculture. Textile is one of India's oldest industries and has a formidable presence in the national economy in as much as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. The textile industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14% of the total Industrial production, contributes to nearly 30% of the total exports and is the second largest employment generator after agriculture.

Textile Industry is providing one of the most basic needs of people and it holds importance; maintaining sustained growth for improving quality of life. It has a unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; it is a major contribution to the country's economy. This paper deals with structure, growth and size of the Indian textile industry, role of textile industry in economy, key advantages of the industry, textile industry export and global scenario and strength, weakness, opportunities and trends of the Indian textile industry.



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1.1 INTRODUCTION

The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million.

A textile is the largest single industry in India (and amongst the biggest in the world), accounting for about 20% of the total industrial production. It provides direct employment to around 20 million people. Textile and clothing exports account for one-third of the total value of exports from the country. There are 1,227 textile mills with a spinning capacity of about 29 million spindles. While yarn is mostly produced in the mills, fabrics are produced in the powerloom and handloom sectors as well. The Indian textile industry continues to be predominantly based on cotton, with about 65% of raw materials consumed being cotton. The yearly output of cotton cloth was about 12.8 billion m (about 42 billion ft). The manufacture of jute products (1.1 million metric tons) ranks next in importance to cotton weaving. Textile is one of India's oldest industries and has a formidable presence in the national economy inasmuch as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. They include cotton and jute growers, artisans and weavers who are engaged in the organised as well as decentralised and household sectors spread across the entire country.

India's textile industry is one of the economy's largest. In 2000/01, the textile and garment industries accounted for about 4 per cent of GDP, 14 per cent of industrial output, 18 per cent of industrial employment, and 27 per cent of export earnings (Hashim). India's textile industry is also



significant in a global context, ranking second to China in the production of both cotton yarn and fabric and fifth in the production of synthetic fibers and yarns.

In contrast to other major textile-producing countries, mostly small-scale, nonintegrated spinning, weaving, cloth finishing, and apparel enterprises, many of which use outdated technology, characterize India's textile sector. Some, mostly larger, firms operate in the "organized" sector where firms must comply with numerous government labor and tax regulations. Most firms, however, operate in the small-scale "unorganized" sector where regulations are less stringent and more easily evaded.

The unique structure of the Indian textile industry is due to the legacy of tax, labor, and other regulatory policies that have favored small-scale, labor-intensive enterprises, while discriminating against larger scale, more capital-intensive operations. The structure is also due to the historical orientation towards meeting the needs of India's predominately low-income domestic consumers, rather than the world market. Policy reforms, which began in the 1980s and continued into the 1990s, have led to significant gains in technical efficiency and international competitiveness, particularly in the spinning sector. However, broad scope remains for additional reforms that could enhance the efficiency and competitiveness of India's weaving, fabric finishing, and apparel sectors.

1.2 INDUSTRY PROFILE

Unlike other major textile-producing countries, India's textile industry is comprised mostly of small-scale, nonintegrated spinning, weaving, finishing, and apparel-making enterprises. This unique industry structure is primarily a legacy of government policies that have promoted labor-intensive, small-scale operations and discriminated against larger scale firms.

- **Composite Mills.** Relatively large-scale mills that integrate spinning, weaving and, sometimes, fabric finishing are common in other major textile-producing countries. In India, however, these types of mills now account for about only 3 per cent of output in the textile sector. About 276 composite mills are now operating in India, most owned by the public sector and many deemed financially "sick."
- **Spinning.** Spinning is the process of converting cotton or manmade fiber into yarn to be used for weaving and knitting. Largely due to deregulation beginning in the mid-1980s, spinning is the most consolidated and technically efficient sector in India's textile industry. Average plant size remains small, however, and technology outdated, relative to other major producers. In 2002/03, India's spinning sector consisted of about 1,146 small-scale independent firms and 1,599 larger scale independent units.
- **Weaving and Knitting.** Weaving and knitting convert cotton, manmade, or blended yarns into woven or knitted fabrics. India's weaving and knitting sector remains highly fragmented, small-scale, and labor-intensive. This sector consists of about 3.9 million handlooms, 380,000 "powerloom" enterprises that operate about 1.7 million looms, and just 137,000 looms in the various composite mills. "Powerlooms" are small firms, with an average loom capacity of four to five owned by independent entrepreneurs or weavers. Modern shuttleless looms account for less than 1 per cent of loom capacity.
- **Fabric Finishing.** Fabric finishing (also referred to as processing), which includes dyeing, printing, and other cloth preparation prior to the manufacture of clothing, is also dominated by a large number of independent, small scale enterprises. Over all, about 2,300 processors are operating in India, including about 2,100 independent units and 200 units that are integrated with spinning, weaving, or knitting units.



- **Clothing. Apparel** is produced by about 77,000 small-scale units classified as domestic manufacturers, manufacturer exporters, and fabricators (subcontractors).

India has already completed more than 50 years of its independence. The analysis of the growth pattern of different segment of the industry during the last five decades of post independence era reveals that the growth of the industry during the first two decades after the independence had been gradual, though lower and growth had been considerably slower during the third decade. The growth thereafter picked up significantly during the fourth decade in each and every segment of the industry. The peak level of its growth has however been reached during the fifth decade i.e., the last ten years and more particularly in the 90s. The Textile Policy of 1985 and Economic Policy of 1991 focussing in the direction of liberalisation of economy and trade had in fact accelerated the growth in 1990s. The spinning spear headed the growth during this period and man-made fibre industry in the organised

sector and decentralised weaving sector. The textile industry in India covers a wide gamut of activities ranging from production of raw material like cotton, jute, silk and wool to providing high value-added products such as fabrics and garments to consumers. The industry uses a wide variety of fibres ranging from natural fibres like cotton, jute, silk and wool to man made fibres like polyester, viscose, acrylic and multiple blends of such fibres and filament yarn. The textile industry plays a significant role in Indian economy by providing direct employment to an estimated 35 million people, by contributing 4 per cent of GDP and accounting for 35 per cent of gross export earnings. The textile sector contributes 14 per cent of the value-addition in the manufacturing sector.

Textile exports during the period of April-February 2003-2004 amounted to \$11,698.5 million as against \$11,142.2 million during the same period in the previous year, showing an increase of around 5 per cent. Estimates say that the textile sector might achieve about 15 to 18 per cent growth this year following dismantling of MFA.

Physical Location

A physical storefront doubles up as advertising for your brand. With traffic passing by every day, customer visits to your store are likely to happen. Since your store is permanently there, it



constantly serves as a reminder for customers to drop in whenever they pass by the store. This allows you to spend lesser on your marketing budget as your store already promotes brand visibility every day.

Brand Representation & Shopping Experience

Working within the confines of a digital screen can be limiting for some brands. With a physical space, you can decorate and furnish it extensively to better articulate the vision for your brand. From the racks to the flooring, to the scent of the store, to how the products are displayed, there are many ways for you to anchor your brand identity in a physical space. You can also control how your customers navigate around the store – what they see first when they enter and what they see right before they leave. Additionally, with sales staff on the ground, it injects a human touch and exemplifies the brand's standards of service. All of these components make up an immersive shopping experience, which can make a real impression on your customers and keep them coming back for more.

What You See Is What You Get

Most shoppers will not reject the process of seeing-and-touching before making a purchase. It is a surefire and straightforward way of guaranteeing that a product is satisfactory. For this reason alone, brick-and-mortar stores hold a trump card and are still favoured by man.

High Maintenance

As mentioned above, the upfront costs in setting up a brick-and-mortar store are high. On top of this, the running costs are high too. Having to upkeep rent and utilities on a monthly basis can dry your funds up quickly if you're not careful with your business decisions.

Permanent Location

Location can be a double-edged sword. Competing brands might set up shop in the vicinity and



make it tougher for your business to thrive. Other unforeseen circumstances such as the development of your area could also cause potential customers to move and affect traffic to your store.

The decision to set up an online or offline store even after evaluating the pros and cons of both isn't straightforward. There isn't a one-size-fits-all solution in this case. In a constantly changing landscape, there are many brands that are opting for an omnichannel approach to maximize their reach. Ultimately, what brands should ask themselves is how to meet the changing expectations of their consumers and to utilise a channel/s that can best serve that whilst ensuring that their business continues to grow.

Longer Working Hours

Having a physical store will mean that you have to keep your doors open for at least 8-10 hours a day. You will need to cater for customers who are shopping after work & on weekends, so the flexibility of your working hours will be catered these peak periods. Factoring in commute time, this often leaves you with limited personal time.



CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of seller's perspective, analyzing research studies made by earlier researchers in respect of offline dress seller's impact due to COVID 19, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important issues on offline market.

2.2 List of reviews

Eleonora Pantano is Senior Lecturer (Associate Professor) of Marketing at University of Bristol since 2018. Dr. Pantano's research activities mainly relate to the development of new customer solutions to improve retail analytics, strategies and management, with emphasis on the role of artificial intelligence, emotional analytics, and machine learning algorithms. She held Ph.D. in "Psychology of Programming and Artificial Intelligence" (2008), M.Eng. in Management (2005), and PG Cert in Higher Education Teaching and Supporting Learning (2016). She is also fellow of the Academy of Higher Education. Her findings appear in books and textbooks (i.e., *Internet Retailing, Technology and Innovation for Marketing, Smart Retailing: technologies and strategies*) and in international peer-reviewed journals (i.e., *Computers in Human Behavior, Tourism Management, Journal of Business Research, Psychology and Marketing*). Her papers (more than 70) has also consistently pushed the frontiers in the area of marketing and have become highly cited by academics in the field (h-index 21, Scopus), by frequently achieving the award of "highly commended paper".

The Indian retail market is segregated in unorganized and organized sectors, out of which



unorganized sector includes about 13.8 million conventional family-run neighbourhood stores and the organised retail sector with a share of less than 10% (IBEF, 2020; Halan, 2020). The organised sector further includes all organized brick and mortar stores and online shopping sites (Sinha, 2019). Despite the boom in the B2C e-commerce sector in India, the majority of Indian consumers continue to have faith in the neighbourhood brick and mortar stores for shopping as they prefer to touch and feel the products before buying and negotiating discounts

over-the-counter. In India, a great majority of B2C e-commerce retailers, draw consumers to shop online by offering various exciting schemes such as discounts, free delivery, buy-one-get-one-free and exchange offers (Srivastava & Bagale, 2019; Joseph, 2019). However, many Indian shoppers known to be cost-conscious and conservative as a part of their value system, are generally not attracted to making quick decisions based on promotions and advertisements. Moreover, online shoppers, many-a-times, come across problems concerning product delivery timelines and customer support services (Khare, 2016; Arpana, 2020). Customers' perception of risk toward online web sites is aggravated due to the inferior IT set-up used by several e-tailers, resulting in the hacking of personal information

Consumers have expressed their concern towards products that are made in China (Uyar, 2018). The emergence of this disease has created a panic mental situation among regular users of the few products now, they are becoming more conscious of buying products made abroad. This has given a boom to locally manufactured products and supports the MAKE in India's initiative of the government. The majority of the consumers said that they will no longer prefer the products made in China.

Consumers are very much aware of the details of where the product has been made, and what quality has been delivered to them at home. Survey has been done among seventy six males and eighty three females regarding their change in behaviour towards products manufactured outside India. One can infer that majority of the male respondents do care about the place of product

manufactured and hesitate to buy products manufactured abroad and fifty four per cent of females supported that after COVID-19 they are concerned about a product manufactured place and will not prefer made in china products as of now.

Empty shelves during COVID 19 have generated severe problems for the consumers' (Lufkin, 2020). COVID 19 has forced consumers to change the way they preferred to shop. There is an increased shift in consumer buying behaviour from traditional shopping to online shopping (Reddy, 2020). Apart from the augmented number of consumers indulging into online shopping shift has been observed in the choice of products being ordered by consumers through these online tools. The majority of the consumers have started positively ordering more personal care and medical kits rather than ordering fashion products. National Retail Federation (NRF) has surveyed on consumer's online shopping behaviour in this epidemic situation and has briefed certain consumer buying behavioural changes as follows:

1. As per the survey results, 9 out of 10 consumers have changed their shopping practices.
2. Results are supportive that more than 50% of consumers have changed their traditional shopping habits by ordering products online.
3. About 6 out of 10 consumers stated that they avoid going to store due to the fear of being infected and ordering necessary goods from online marketing tools.

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All these behavioural changes are not permanent but few are going to last permanently. As the society will recover from this survival mode, this digital- online shopping adoption is likely to become permanent. So, in the end, this pandemic situation has been classified into two aspects one is a shift in consumer behaviour that avoids public crowded gatherings and second is more inclination towards digital adoption (Shashidhar, 2020).

Dong-Mo Koo, Ji-Holon Lee (2011) proposed an interrelationship among dominance, energetic and tense arousal, pleasure and their impact on intention. Results from the from a survey of 406 consumers (217 from offline store consumers and 189 online



store users) demonstrated that dominance had a significant positive and/or negative effect on both energetic and tense arousal, it has no impact on pleasure and intention under both offline and online environment; effect of dominance on tense arousal was not statistically significant in an online shopping environment; both energetic and tense arousal has a positive and/or negative impact on pleasure. Kolko (2000) finds that cities that are farther away from other cities are more likely to make use of the internet; Forman, Goldfarb, and Greenstein (2005) find that rural areas are on the margin more likely to adopt participation technologies, as defined above, that aid communication across establishments; and Sinai and Wildfowl (2004) find that conditional on the amount of local content on the internet, people in smaller cities are more likely to connect to the internet than people in

The notion of hesitation refers to the delay or postpone of purchasing a product, service, or choice decision due to critical reasons such as uncertainty, perceived risk, or additional information (Cho et al., [2006](#)). According to Huang et al. ([2018](#)), consumers' ambivalent feelings about shopping choices create hesitation in consumers'

Further purchase and often engage them in an unpleasant state of motivation that leads to choice defer. Scholars mentioned that consumers perceive hesitation about freedom of purchase choices when an unexpected situation obstructs their attitudinal/behavioral responses (Wong & Yeh, [2009](#)). We infer from these arguments that the COVID-19 pandemic restricts consumers' choice freedom and develops a perception of hesitation about offline shopping choices, which cause psychological reactance.

Recently Peng and Chen ([2019](#)) have shown that consumers' psychological reactance emanates from abandoning their shopping destinations because the restrictions threaten their destinations freedom. To avoid psychological pain and choice conflict in an ambivalent situation, consumers feel hesitant to make an immediate decision (Akhtar et al., [2019](#); Argouslidis et al., [2018](#)). Consumer choices with difficult alternatives develop the perception of hesitation that leads to an unpleasant motivational consequent (Schrift et al., [2011](#)). Similarly, scholars (Novemsky et al., [2007](#)) established that the perceived difficulty and hesitation of choosing a preference associated with external forces cause consumer metacognitive experience during the choice decision. Based on aforementioned arguments, we posit that the existence of threats, uncertainty,



and risk develop consumer's perception of hesitation for traditional offline shopping choices. In the present context, we argue that consumer's perceive hesitation for freedom of

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physical or offline shopping choices due to threats of COVID-19 and engage in psychological reactance. Thus, we postulate the following

The concept of confidence represents an individual's cognition-based assessment, which shows their degree of certainty about optimality and appropriateness of decision choices (Keh & Sun, 2018). Consumer's perceptions about choices are associated with their beliefs, certainty, and confidence, while external threats and restrictions shake their confidence that trigger reactance (Andrews, 2016; Heitmann et al., 2007). According to Tsai and McGill (2011), consumer's perceive confidence judgment as a malleable function which can differ in choice evaluation. Novemsky et al. (2007) indicate that the degree of variance depends on the situation and consumer freedom that develop a state of reactance to recover the difference. Scholars affirm that in the absence of choice freedom, consumer's perceive inadequate confidence, which restricts their choice decision, thereby developing psychological reactance (Luce et al., 2003). We argue that the COVID-19 pandemic restricts consumer's freedom of choices that decreases perceived confidence for traditional or physical shopping choices and develops their psychological reactance.

Research has recognized that consumer's reactance is a result of their lower sense of confidence and external threats to their freedom of choice (Kwon & Chung, 2010). Kavvouris et al. (2020) argued that threats to freedom trigger adverse cognition in consumer's, decreases their choice or decision confidence, and provokes psychological reactance. Similarly, liberty to choose a product or service influenced by the reduction of variety is deemed barrier to the consumer's perceived freedom for intrinsic needs and instill in them a state of reactance (Argouslidis et al., 2018). Relying on the above studies, the authors infer that the presence of restrictions, adverse cognition, and threats reduce consumer's confidence for physical, offline, or traditional shopping choices. Therefore, it can be postulated that the threats of the COVID-19 pandemic eliminate the liberty of consumer's physical shopping choices that decrease their confidence, which develops a state of psychological reactance.



A strand of studies has validated the role of consumers' trust in government for government policies and business freedom. For instance, Ji and Miao (2020) found that government support for dispute resolution and freedom of shopping develop consumers' trust and motivation that increase their resistance to threats. In other instances, people's trust in a specific situation extends their positive intrinsic motivation toward freedom and satisfaction (Nunkoo, 2015). Trust in open and e-government policies eliminates consumer's anger, depressive symptoms, anxiety, and psychological ill-being that result in satisfaction and the will of resistance (Lee et al., 2014; Lee et al., 2020). Scholars report that government performance and decision-making during critical and unexpected incidents develop people's trust and restore their freedom of choices (Moore & Fitzsimons, 2014; Nunkoo & Smith, 2013; Zuo et al., 2017). Extrapolating these studies we argue that consumers' psychological reactance due to threats of COVID-19 pandemic for shopping choices engage them in adverse behavioral intentions.

At the same time, their trust in government policies strengthens their reactance for freedom of choice restoration.

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Furthermore, consumers' regular interaction with government policies develops a positive attitude and trust toward the government that ultimately shape their stable and satisfied behavior (Wang et al., 2020). Therefore, we contend that the consumers' high hopes, expectations, and psychological reactance toward government policies work as mechanisms of developing trust in the government, which enhances their resistance against pandemic threats and restores freedom satisfaction.

The data were collected between late March and early April 2020. We followed Kim and Qu (2020) and used a self-selected convenience sampling to draw a sample. Moreover, Ferber (1977) suggested that the survey items should be relevant and appropriate to the respondents, represent the population, and serve sample adequacy. Therefore, we applied self-selected convenience sampling technique and an open-ended screening question to screen out the participants for age (i.e. Generation-X, Millennial, and Generation-Z) and their offline shopping experiences. In the



end, 593 response attempts were noted, of which 531 responses were final for the present study.

We discarded 62 questionnaires in that the participants' responses were vague (e.g. all scores as 1, 5, or 7) and omitted (e.g. no lockdown experience). In addition, we followed Tabachnick et al. (2001) and assessed the normality of data with skewness and kurtosis, and scores were within the cut-off level (± 1 , ± 3). Table 1 indicated that of the 531 participants, 54.6% were male and 45.4% female of the sample. About more than half of the participants were married (57.3%). The largest age category was Generation-X (40.6%), followed by Millennial (36.7%), and Generation-Z (22.7%). Most of the participants (35.5%) informed a monthly salary of (>3000RMB). In term of education, 50% and 39.1% had bachelor degrees and master degrees, respectively. The majority of the respondents had experience of offline shopping choice in super markets (38.2%), followed by departmental stores (33.3%) and town markets (28.4%). In terms of frequency of offline shopping, over 41% of participants reported thrice in a month, and 30.8% twice in a month.

The current COVID-19 outbreak has threatened the freedom of people across the globe, particularly China, the USA, Italy, the UK, Spain, Germany, France, and Iran among other countries (Addo et al., 2020). Global, national, and domestic level restrictions such as lockdown, social distancing, and ban on public gatherings have directly affected economies, businesses, and consumers alike (Gössling et al., 2020). In response, the author took motivation to study the consumers' psychological reactance to restrictions on their freedom of traditional shopping choices due to the threats of COVID-19 pandemic. Employing psychological reactance theory as a theoretical foundation, we developed and empirically tested a conceptual framework for understanding the consumers' reactance against restrictions on their freedom of shopping choices. This framework included the predictors (i.e. perceived choice hesitation and perceived choice confidence) and outcomes (i.e. choice freedom satisfaction and resistance to persuasion) of consumers' reactance against freedom restrictions due to COVID-19 threats that exhibited psychological process underlying reactance as a mechanism of reinstating their freedom. We extend the literature by employing anticipated worry as a moderator between the association of

antecedents and psychological reactance, and the moderating role of trust in government between psychological reactance and outcomes. Results indicated the significant effects of perceived choices on psychological reactance. Moreover, the proposed moderators—anticipated worry and trust in government—positively exhibited effects on psychological reactance and behavioral intentions, respectively. Thus, our findings offer theoretical and managerial implications to answer the scholarly and managerial questions.

First, the research sheds light on the significance of consumer's perceived freedom in an offline shopping context. This study advances the research context from online and mobile shopping (Huang et al., 2018) to offline shopping by investigating shopping choice attributes such as hesitation and confidence that cause their reactance (Tsai & McGill, 2011; Wong & Yeh, 2009). By examining what causes consumer's reactance, the study explains the consumer's perception of their choice hesitation and choice confidence during the threats of COVID-19 pandemic.

Our results indicated that perceived choice hesitation significantly develops consumer's reactance, and the current findings are consistent with previous work of (Argouslidis et al., 2018; Cho et al., 2006), indicating that consumer's hesitation developed by fear, threats, and avoidance triggers intrinsic motivation to re-establish freedom. The findings not only align with the prior studies but also extend the body of knowledge in decision making and psychology. On the other hand, the threats of COVID-19 pandemic restricted consumer's freedom of choice confidence because of the predetermined set of constraints that adversely influence metacognitive experience (Tsai & McGill, 2011). Results demonstrate that perceived choice confidence has a significant positive effect on consumer's psychological reactance. These findings are unique in terms of COVID-19 pandemic threats for consumer's confidence on offline shopping choices and are in complete agreement with the studies of (Andrews, 2016; Heitmann et al., 2007). This finding extends Andrews (2016) and contributes to literature of trust and attitude.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

- Growing numbers of consumers shop online to purchase textiles, gather product information or even browse for enjoyment. Online textile shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers.
- The main reasons or factors which attract consumers to do textile shopping online and then main reasons or obstacles which discourage consumers from offline textile shopping.
- The impact of online textile shopping environments on offline textile business which



necessitates a critical understanding for marketing sector.

3.2 SCOPE OF THE STUDY

- The research measures the experiences of direct sellers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into seller's perspective.
- Offline seller's impact is how they manage with their problem and how they are tackling it.

3.3 OBJECTIVE OF THE STUDY

To study the reasons why despite increase in internet users, online textile shopping has not been increasing.

To investigate the impact of online textile store on seller's perceptions of Internet-based e-retailing and scrutinize the major factors that reduce the offline textile shopping behaviour.

To analyze the individual factors that might, on one hand, prompt a buyer to make an online purchase decision and on the other hand, restrain from such decisions.

Finally to examine some recommendations to the e-tailers in order to improve the current situation.

Primary objective:-

A study on seller's perspective towards market situation and impact.

3.3.1 Secondary objectives:-

- To study on perception towards impact of direct market offline sellers.
- To understand their problem
- To study on perception towards the loan procedures and money rotations.
- To study on perception towards the stock clearance.

3.4 RESEARCH DESIGN



3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 121 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles the study.

3.1 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about seller's perspective and the second part contained the respondent's opinions about impact due to covid 19.

SAMPLING TECHNIQUE

3.1.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.2 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.





CHAPTER 4

DATA ANALYSIS AND INTERPRATATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 BUSINESS EXPERIENCE

SNO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	1 Year	33	30
2	1 to 10 year s	51	46.4
3	10 to 20 year s	26	23.6
4	Not answered	11	21
Total		121	100

Source: Primary data

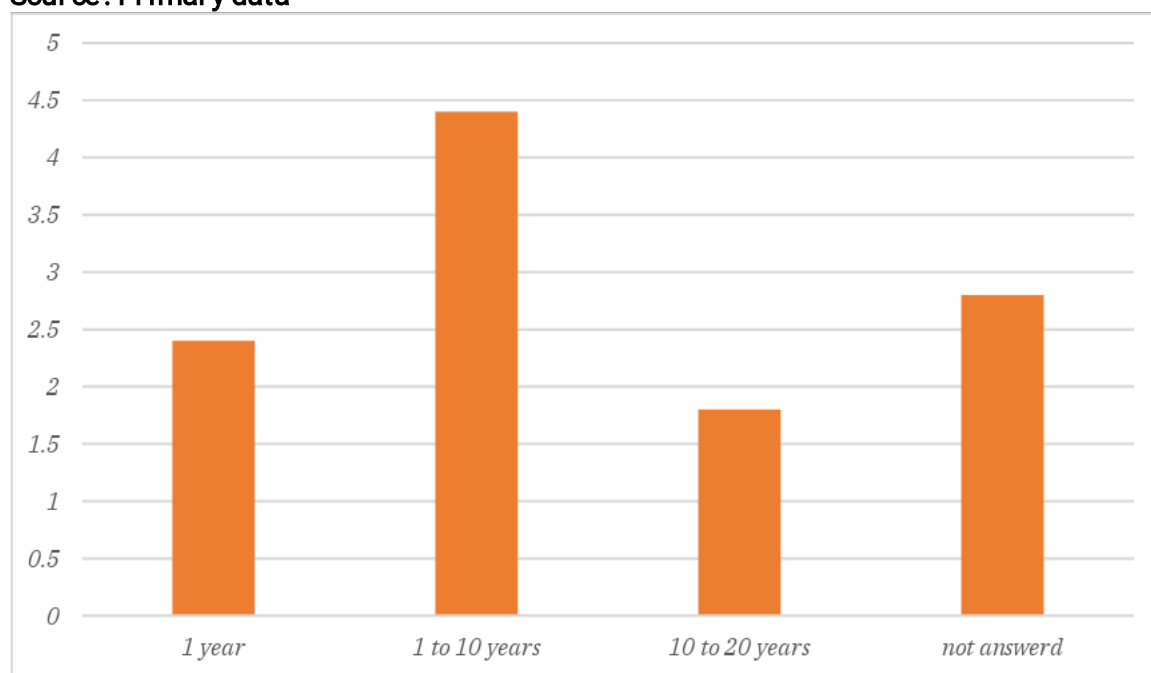


Chart4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents for 1 year of business experience of respondents are 30%, between 1 to 10 years business experience of respondents are 46.6%, between 10 to 20 years business experience of respondents are 23.6%, not answered are 21%.

Inference

Majority (46.6%) of the respondents are business experience between 1 to 10 years.

TABLE 4.1.3: FOR WHICH GENDER DO U HAVE CLOTHS

S.NO	PARTICULARS	NO. OF RESPONDENCE	PERCENTAGE
1	MALE	36	32.1
2	FEMALE	32	28.6
3	BOTH	44	39.3
4	NOT ANSWERED	9	10.8
	TOTAL	121	100

Source data : Primary data.

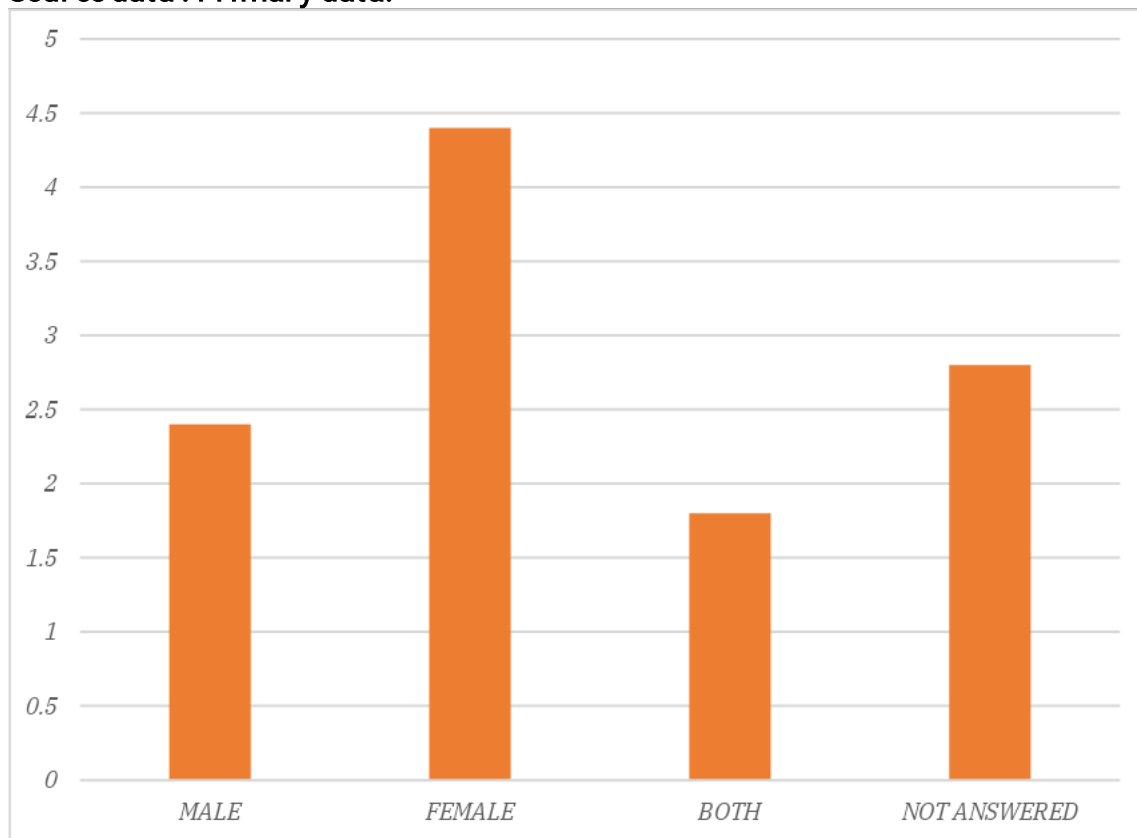


Chart 4.1.3 For which gender do u have cloths

Interpretation

From above table it is interpretation that number of male respondent is 32.1%, female respondent is 28.6%, both 39.3% and not answered 10.8%.

Inference

Majority (39.3%) of the respondents are both.

Table 4.1.4 : Is your market affected due to online sellers

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES
1	Yes	65	60.7
2	No	42	39.3
3	Not answered	14	19.9
	TOTAL	121	100

Source: Primary data.

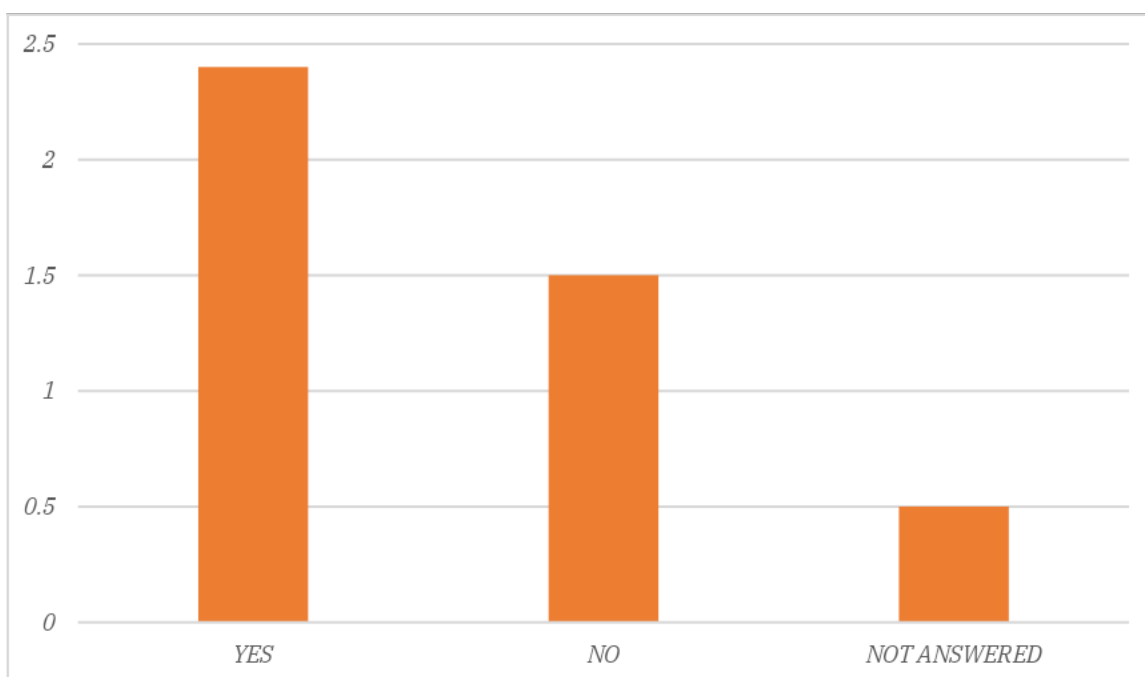


Chart 4.1.4 : Is your market affected due to online seller.

Interpretation

From the above table it is interpreted that the number respondents were 60.7% is yes, 39.3% is no and 19.9% is not answered.

Inference

Majority (60.7%) of the respondents are yes.

Table 4.1.5: Do you think demand on offline purchase decreased due to online purchase.

S.NO	PARTICULARES	NO.OF RESPONDENTS	PERSENTAGE
1	No	39	36.1
2	Yes	69	63.9
3	Not answered	13	15.73
	Total	121	100

Source: Primary data.

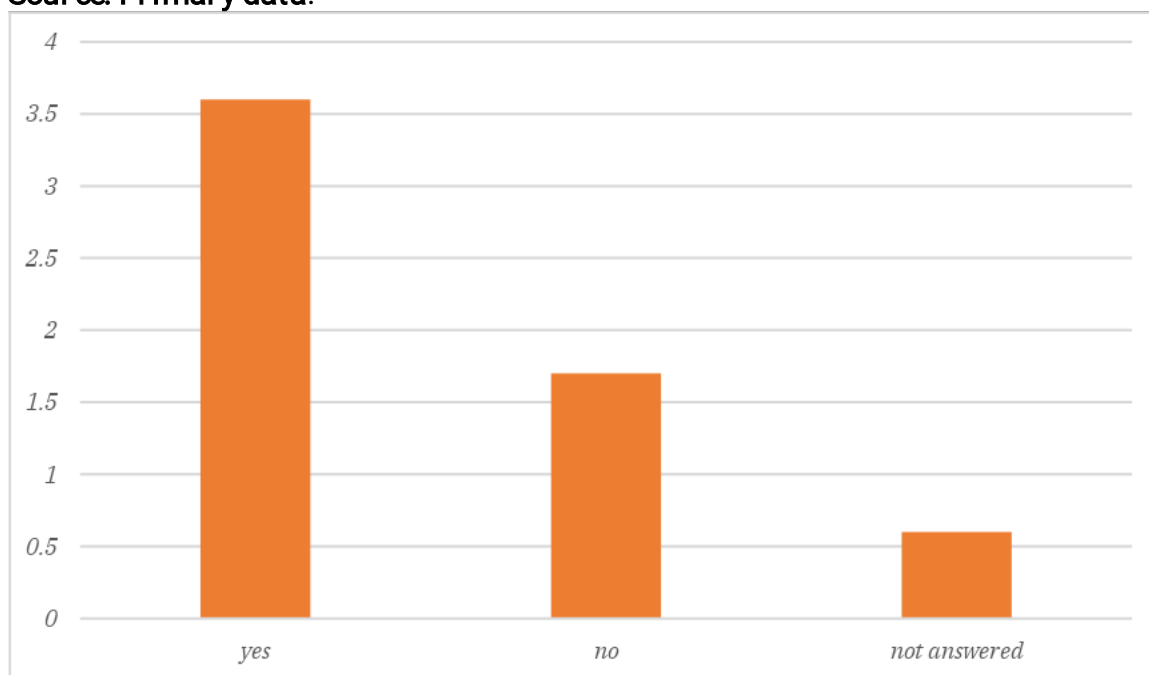


Chart4.1.5: Do you think demand on offline purchase decreased due to online purchase.

Interpretation

From the above table it is interpreted that the number of respondents were 36.1% in no, 63.3% in yes and 15.73% is not answered.

Inference

Majority (63.3%) of the respondents are yes.

Table4.1.6: Is online shopping affects your profit margin.

S.NO	PARTICULARES	NO.OF. RESPONDENTS	PERCENTAGE
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1	High	54	47.8
2	Low	23	20.4
3	Neutral	36	31.9
4	Not answered	8	9.6
	total	121	100

Source : primary data

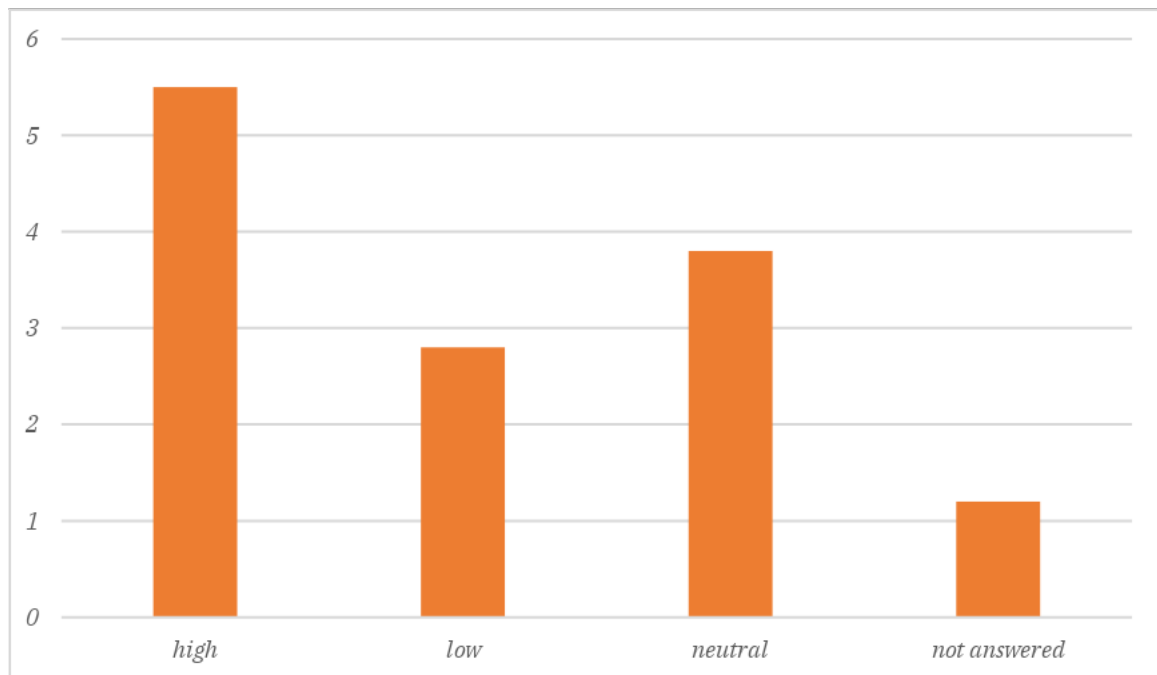


Chart 4.1.6: Is online shopping affects your profit margin.

Interpretation

From the above table it is interpreted that the number of respondents preferred 47.8% is high, 20.4% is low, 31.9% is neutral and 9.6 is not answered.

Inference

Majority (47.8%) of the respondents are high.

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Table 4.1.7: Do you think there is an increase in online shopping in recent times

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	91	82

2	No	20	18
3	Not answered	10	12
		121	100

Source: Primary data.

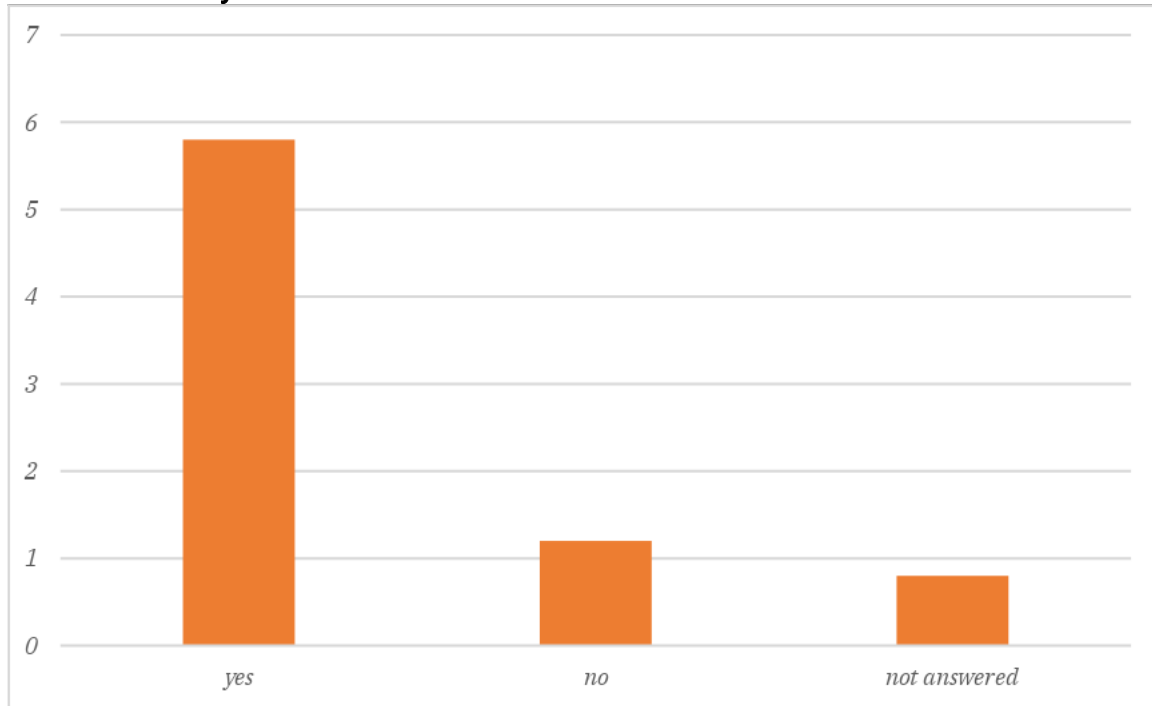


Chart 4.1.7 Do you think there is an increase in online shopping in recent times.

Interpretation

From the above table it is interpreted that the number of respondents were 18% in no, 82% in yes and 12% is not answered.

Inference

Majority (82%) of the respondents are yes.

Table 4.1.8: why people prefer online shopping.

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	Pandemic situation	38	34.9

2	Busy schedule	39	35.8
3	Unique collection	32	29.4
4	Not answered	12	14.5
	Total	121	100

Source: primary data.

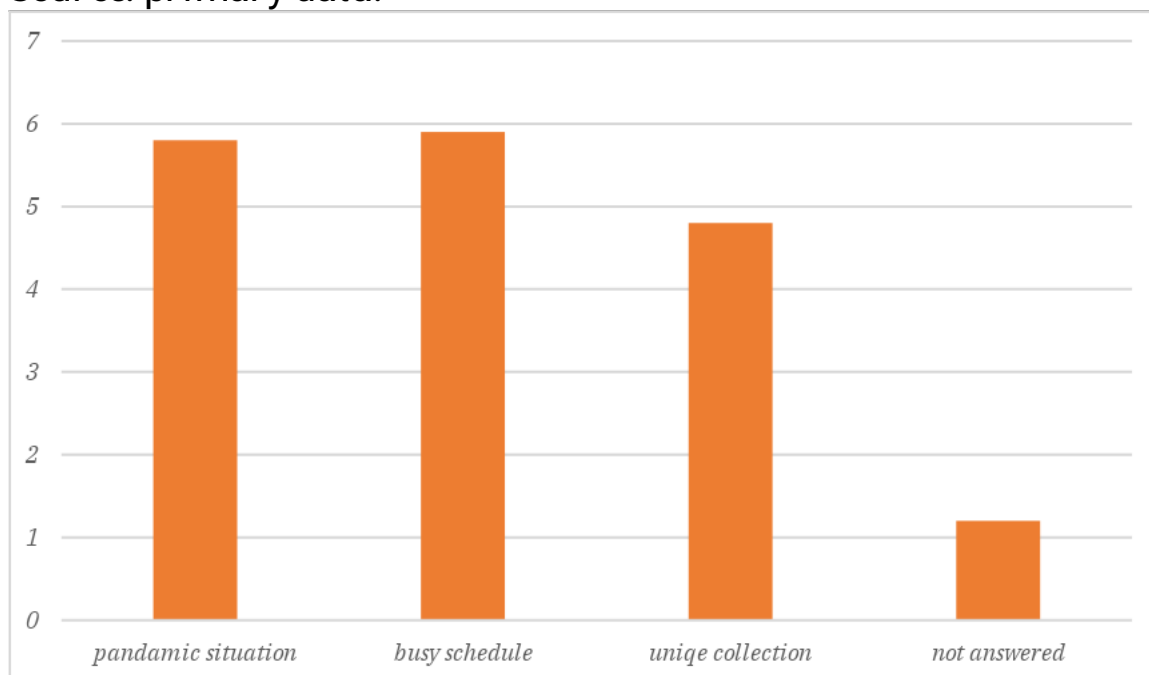


Chart 4.1.8 why people prefer online shopping

Interpretation

From the above table it is interpreted that the number of respondents were 34.9% in pandemic situation, 35.8% in busy schedule, 29.4% in unique collection and 14.5% is not answered.

Inference

Majority (35.8%) of the respondents are busy schedule.

20

Table 4.1.9 : What is your opinion about online shopping

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Good	62	75.02
2	Bad	14	16.94

3	Not answered	8	9.68
		121	100

Source: Primary data.

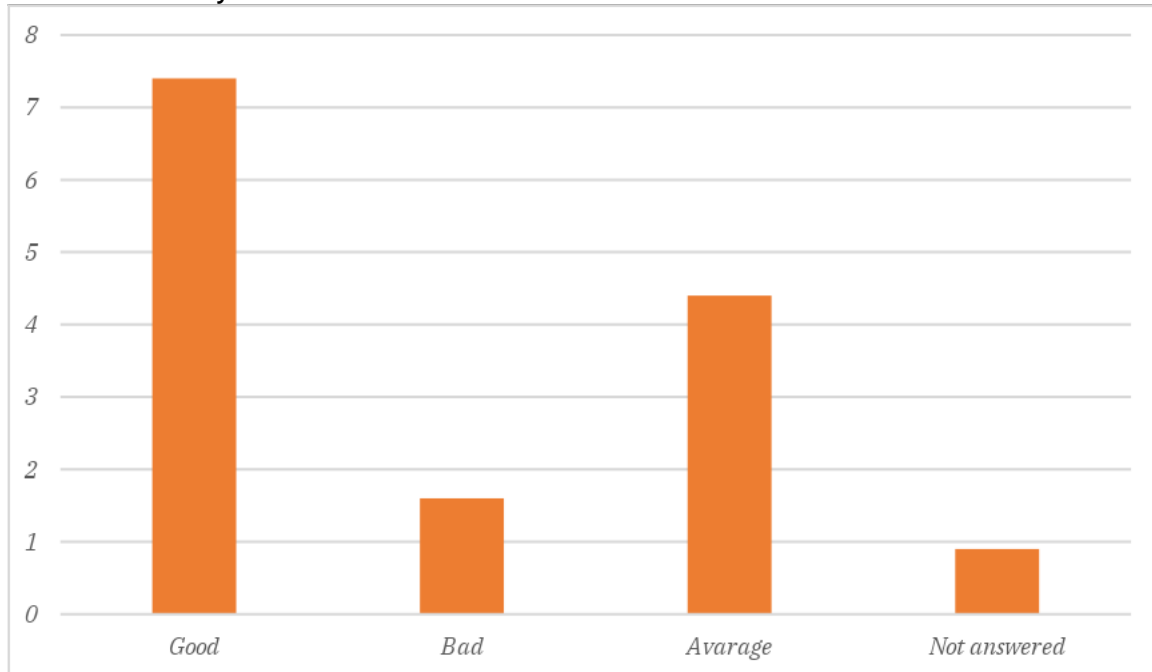


Chart 4.1.9 What is your opinion about online shopping

Interpretation

From the above table it is interpreted that the number of respondents were 75.02% in good, 16.94% in bad, 44.77% in average and 9.68 is not answered.

Inference

Majority (75.02%) of the respondents are good.

Table 4.1.10 Do you think this situation will become normal

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	70	84.7
2	No	40	48.4

3	May be	1	1.12
4	Not answered	10	12.1
		121	100

Source: primary data.

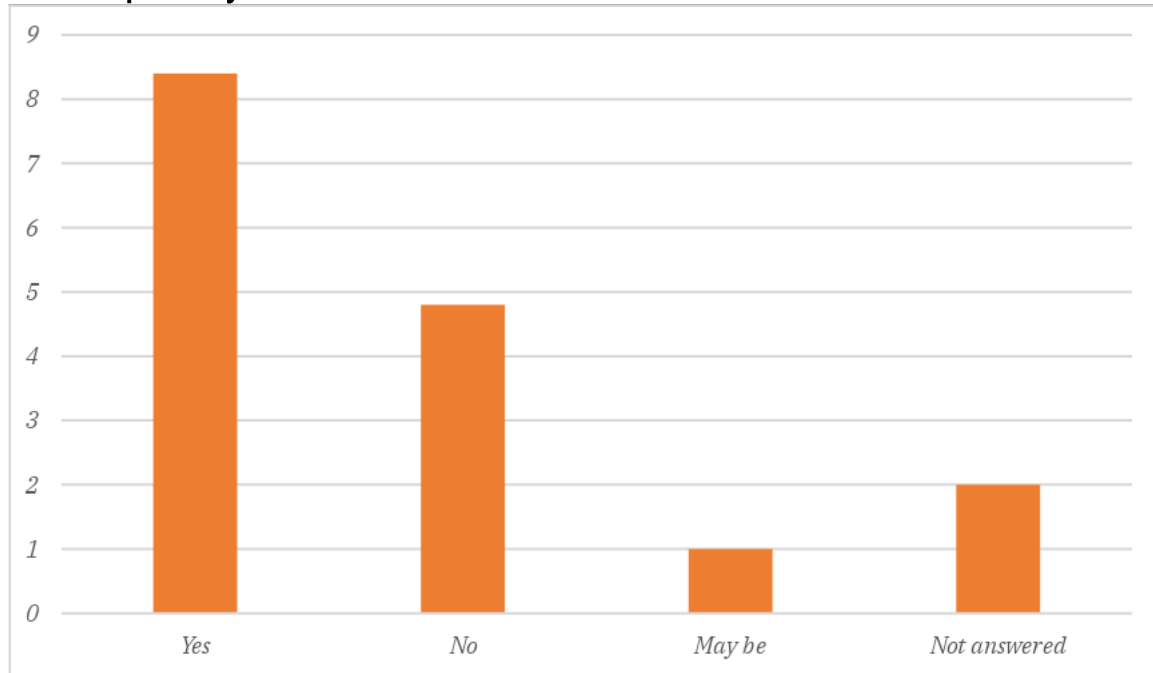


Chart 4.1.10 Do you think this situation will become normal

Interpretation

From the above table it is interpreted that the number of respondents were 84.7% in yes, 48.4% in no, 1.12% in may be and 12.1% is not answered.

Inference

Majority (84.7%) of the respondents are yes.

Table 4. 1.11 what type of issue do you face due to online sellers

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Decrease profit margin	57	47.1
2	Expectation on discounts	52	42.9

3	Not answered	12	1.07
		121	100

Source: primary data.

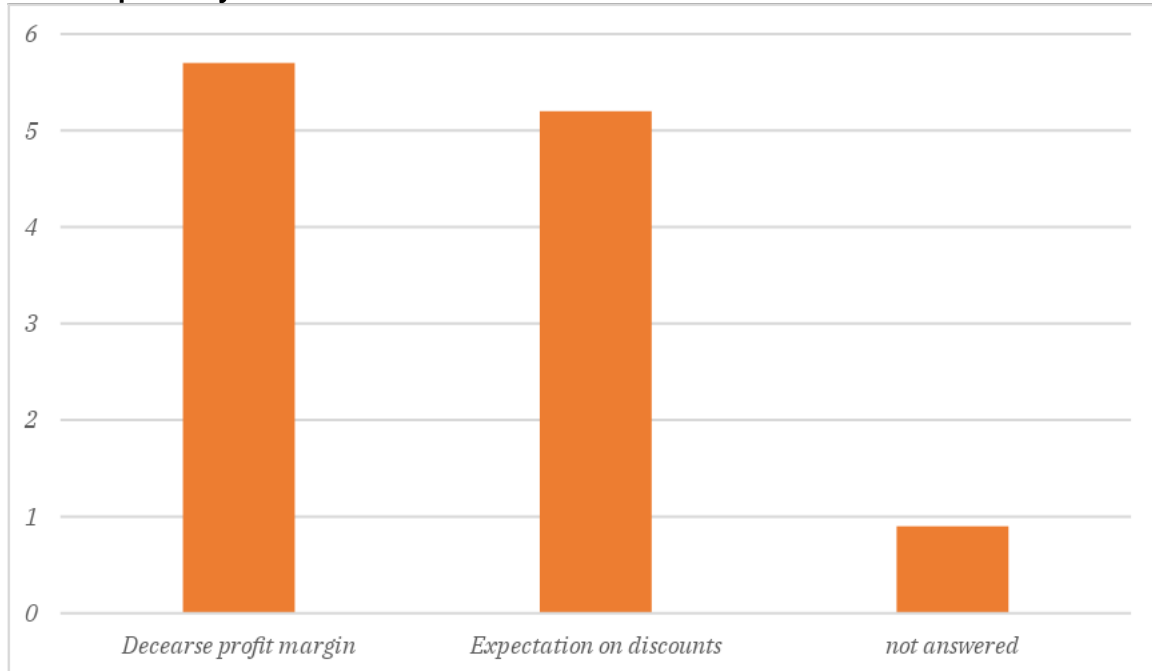


Chart 4.1.11 what type of issue do you face due to online sellers

Interpretation

From the above table it is interpreted that the number of respondents were 47.1% in decrease profit margin, 42.9% in expectation on discounts and 12% is not answered.

Inference

Majority (47.1%) of the respondents are decrease profit margin.

Table 4.1.12 How do You manage this loss

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	pandemic loan	35	25.6
2	money rotation	45	37.1

3	stock sales in lower price	30	24.7
4	Not answered	12	9.9
		121	100

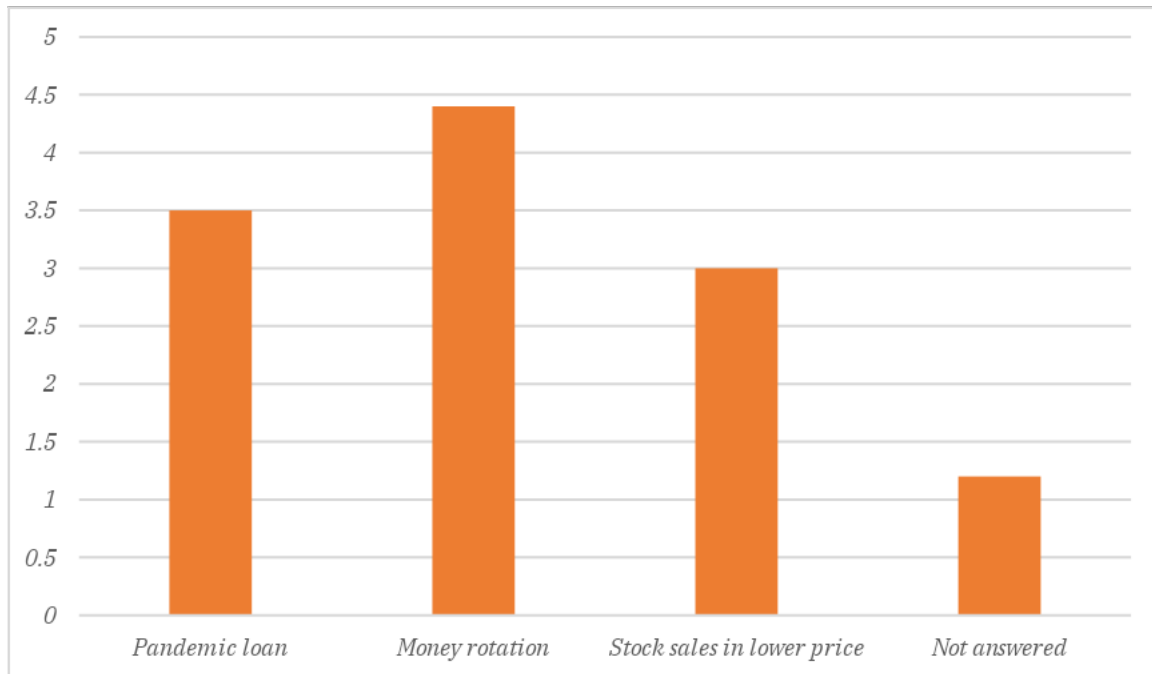


Chart 4.1.12 How do You manage this loss

Interpretation

From the above table it is interpreted that the number of respondents were 25.6% in pandemic loan, 37.1% in money rotation, 24.7% in stock sales in lower price and 9.9% is not answered.

Inference

Majority (37.1%) of the respondents are money rotation.

Chart 4.1.13 Do you think you are better than online sellers

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	92	76
2	No	18	14.8

3	Not answered	11	9.2
	TOTAL	121	100

Source: Primary data.

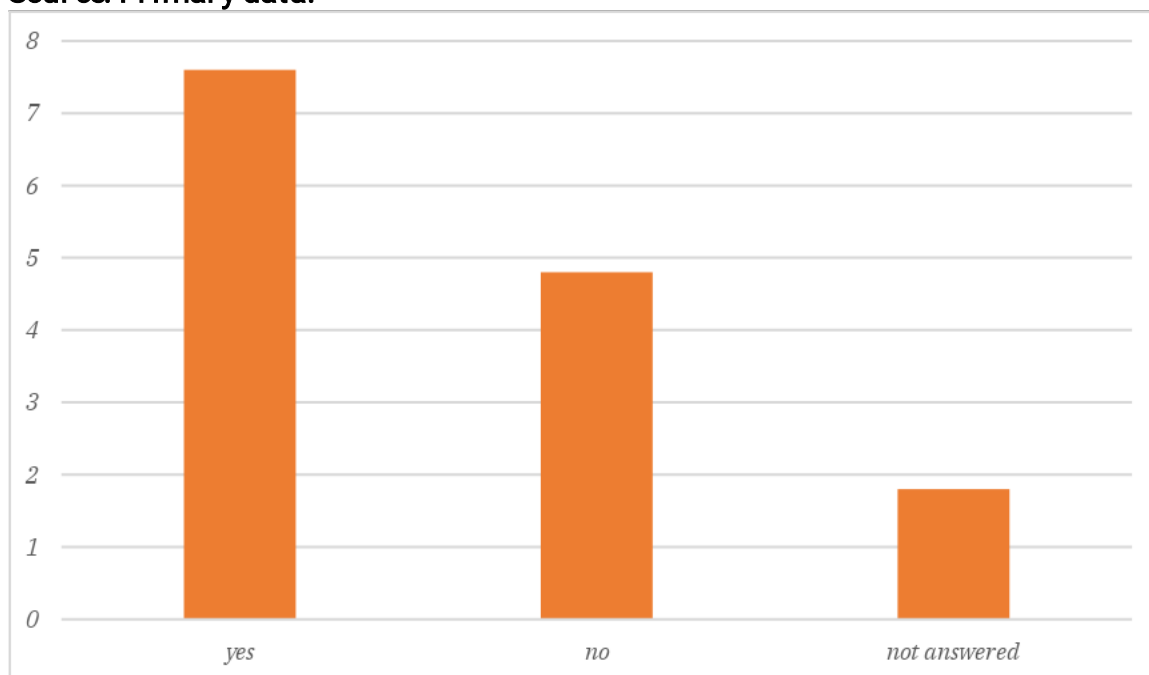


Table 4.1.13 Do you think you are better than online sellers

Interpretation

From the above table it is interpreted that the number of respondents were 76% in no, 14.8% in yes and 11% is not answered.

Inference

Majority (76%) of the respondents are yes.

Table 4.1.14 How is online seller's fabric

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Average	42	34.7

2	Satisfied	44	36.3
3	Not satisfied	25	20.6
4	Not answered	10	8.2
		121	100

Source: Primary data.

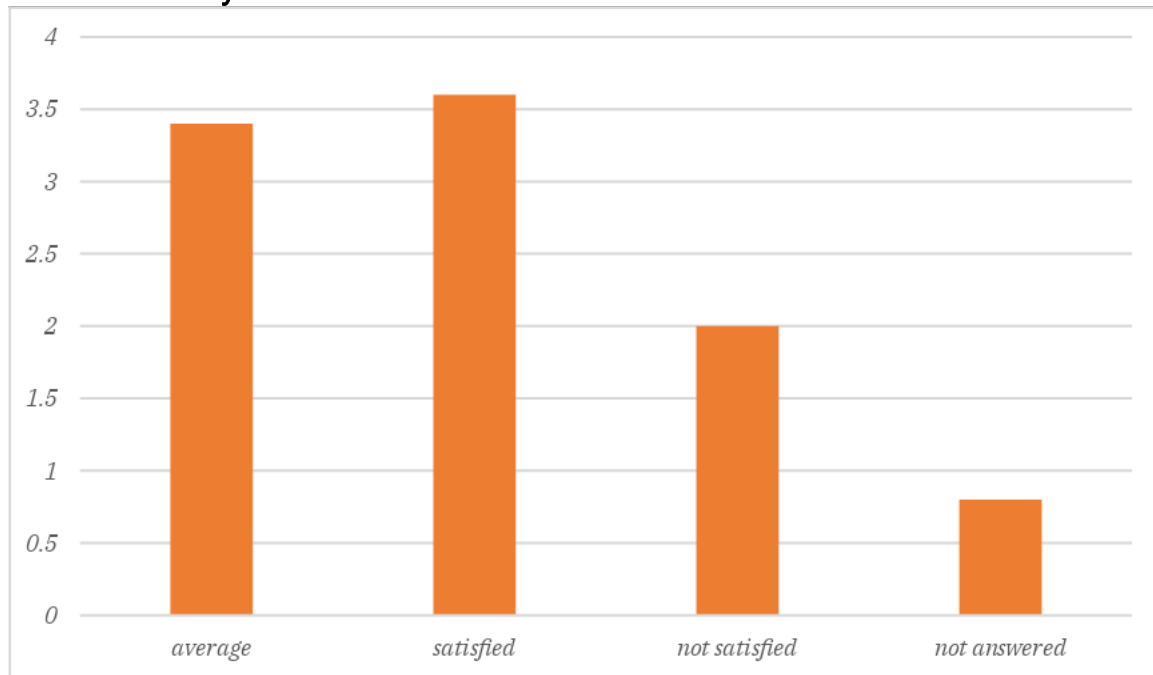


Chart 4.1.14 How is online seller's fabric

Interpretation

From the above table it is interpreted that the number of respondents were 34.7% in average, 36.3% in satisfied, 20.6% in not satisfied and 10% is not answered.

Inference

Majority (36.3%) of the respondents are satisfied.

Table 4.1.15 How is online seller's collection

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Good	63	52

2	Fair	39	32.2
3	Poor	10	8.2
4	Not answered	9	7.4
		121	100

Source: Primary data

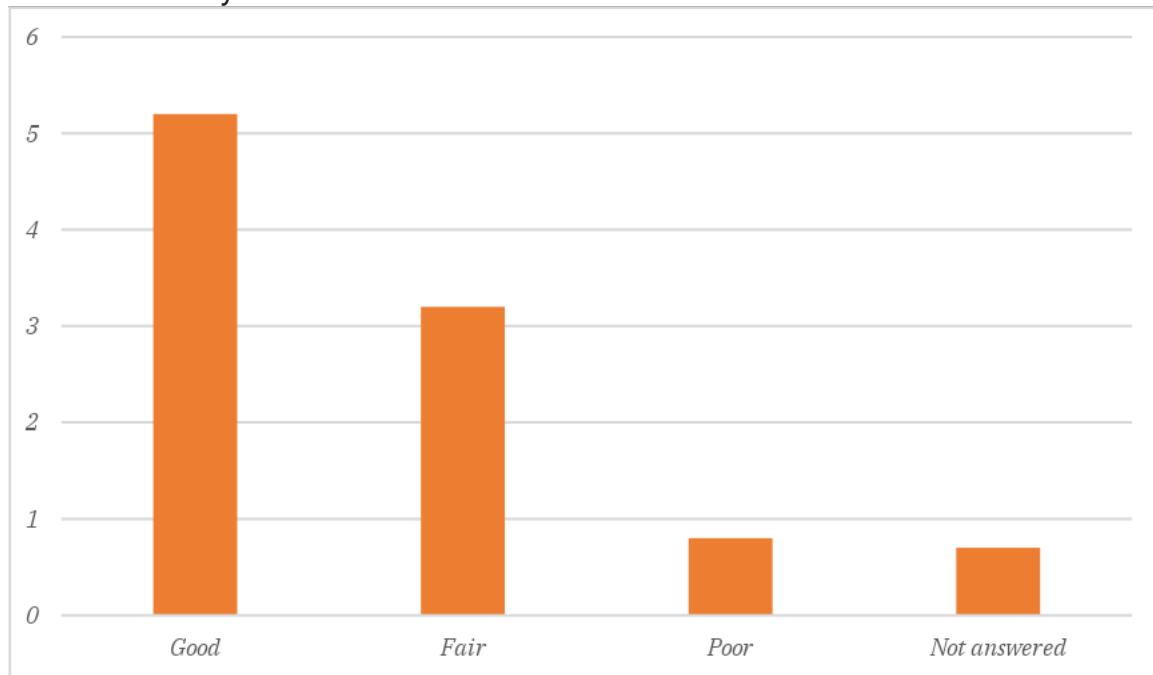


Chart 4.1.15 How is online seller's collection

Interpretation

From the above table it is interpreted that the number of respondents were 52% in good, 32.2% in fair, 10% in not poor and 9% is not answered.

Inference

Majority (52%) of the respondents are good.

Table 4.1.17 What type of offers do you give to online customers

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
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1	Percentage offer	71	58.6
2	Gift offer	14	11.5
3	1+1 offer	27	22.2
4	Not answered	9	7.4
		121	100

Source: Primary data.

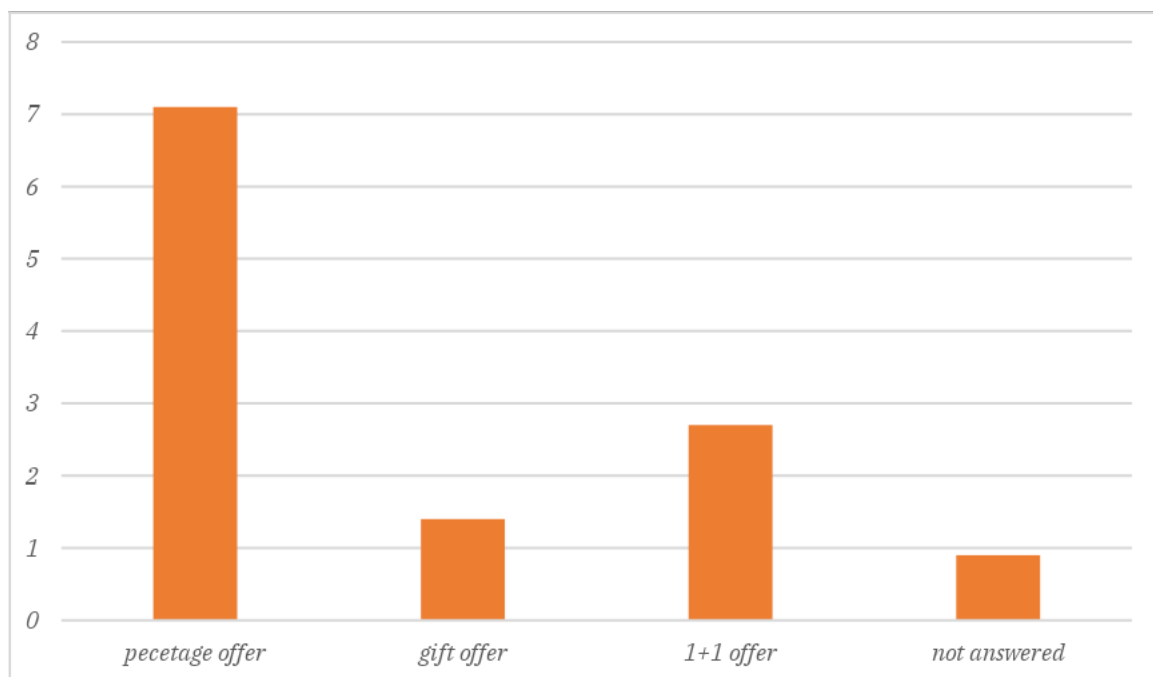


Chart 4.1.17 What type of offers do you give to online customers

Interpretation

From the above table it is interpreted that the number of respondents were 58.6% in percentage offer, 11.5% in gift offer and 22.2% in 1+1 offer and 9% is not answered.

Inference

Majority (58.6%) of the respondents are percentage offer.

Table 4.1.18 what type of offer attract online customers

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Percentage offer	47	38.8
2	Gift offer	44	36.3
3	1+1 offer	22	18.1
4	Not answered	8	6.6
		121	100

Source: Primary data.

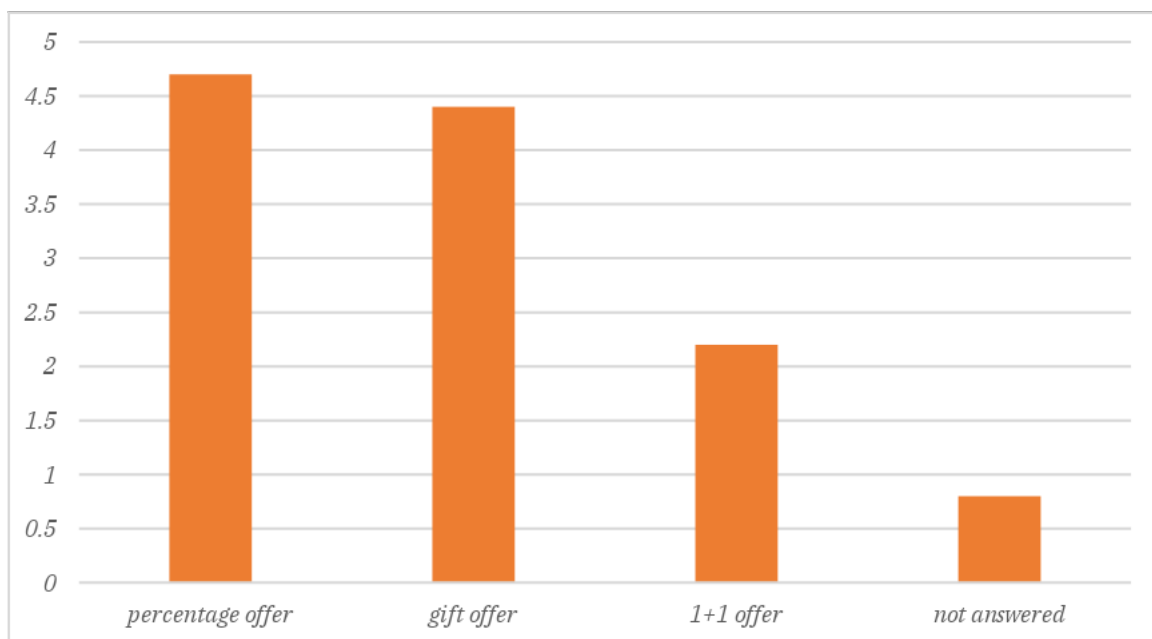


Chart4.1.18 what type of offers attract online customers

Interpretation

From the above table it is interpreted that the number of respondents were 38.8% in percentage offer, 36.3% in gift offer and 18.1% in 1+1 offer and 8% is not answered.

Inference

Majority (58.6%) of the respondents are percentage offer.

Table4.1.19 Do this offer attract the customer

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	80	66.11
2	No	20	16.5
3	Nil	14	11.5
4	Not answered	7	5.7
		121	100

Source: Primary data.

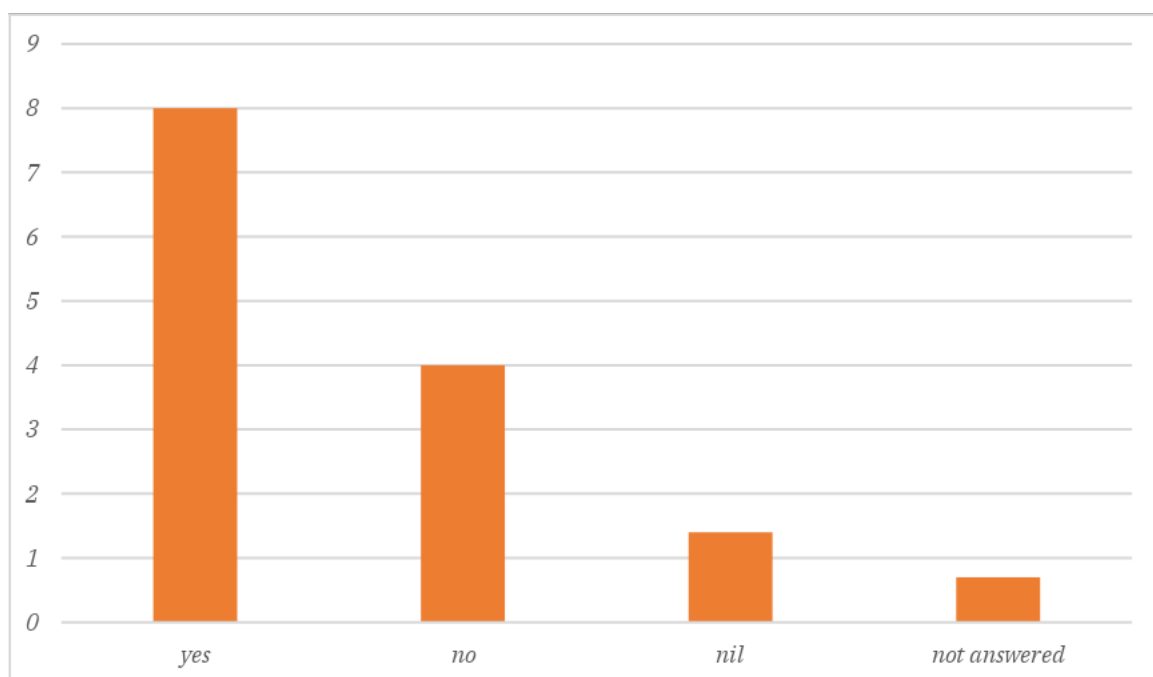


Chart4.1.19 Do this offer attract the customer

Interpretation

From the above table it is interpreted that the number of respondents were 66.11% in yes, 16.5% in no, 11.5% in nil and 5.7% is not answered.

Inference

Majority (66.11%) of the respondents are yes.

Table4.1.20 How online sellers become in recent times

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	competitive	46	38
2	more competitive	49	40.4
3	less competitive	16	13.2
4	non-competitive	11	9
		121	100

Source: Primary data.

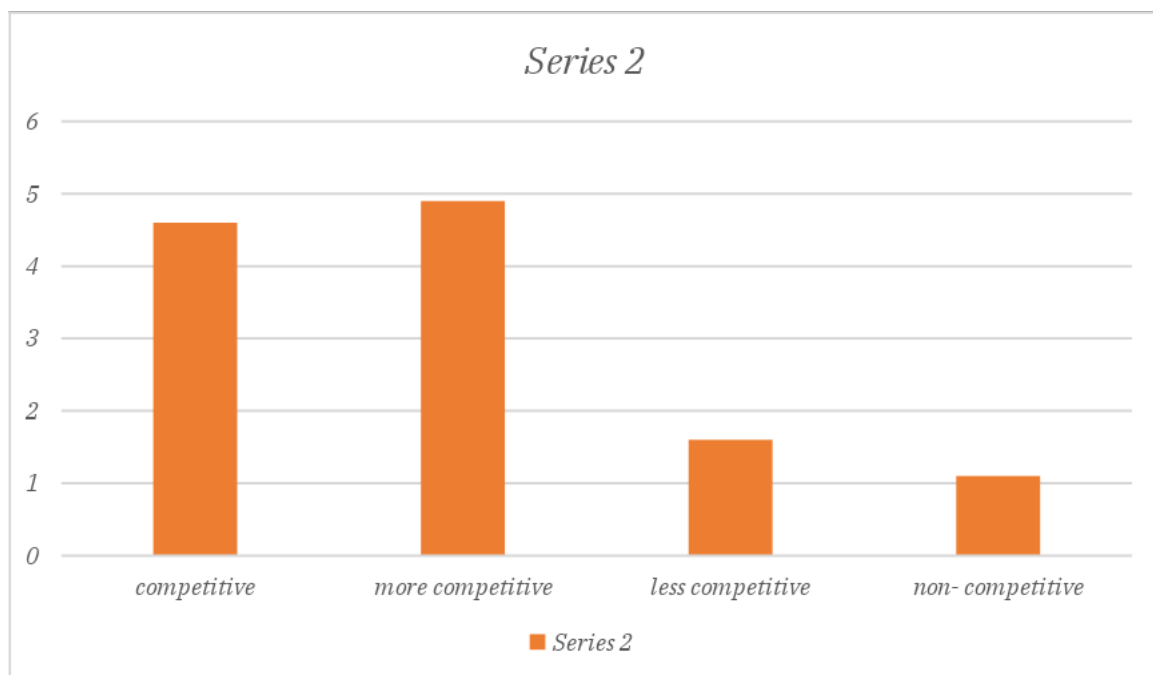


Chart 4.1.20 How online sellers become in recent times

Interpretation

From the above table it is interpreted that the number of respondents were 38% in competitive, 40.4% in more competitive, 13.2% in less competitive, 9% is non-competitive.

Inference

Majority (40.4%) of the respondents are more competitive.

1. Majority (46.6%) of the respondents are business experience between 1 to 10 years.

2. Location

3. Majority (39.3%) of the respondents are both.

4. Majority (60.7%) of the respondents are yes.

5. Majority (63.3%) of the respondents are yes.

6. Majority (47.8%) of the respondents are high.

7. Majority (82%) of the respondents are yes.

8. Majority (35.8%) of the respondents are busy schedule

9. Majority (75.02%) of the respondents are good.

10. Majority (84.7%) of the respondents are yes.

11. Majority (47.1%) of the respondents are decrease profit margin.

12. Majority (37.1%) of the respondents are money rotation.

13. Majority (76%) of the respondents are yes.

14. Majority (36.3%) of the respondents are satisfied.

15. Majority (52%) of the respondents are good.

16. Do you have any suggestion to get relief from this problem

17. Majority (58.6%) of the respondents are percentage offer.

18. Majority (58.6%) of the respondents are percentage offer.

19. Majority (66.11%) of the respondents are yes.

20. Majority (40.4%) of the respondents are more competitive.

5.1 SUGGESTION

Retailers have to change their attitude towards the market. Today's is a consumer market and as a result the priority is the consumer satisfaction. The firm has to be in the good books of the consumer. Better quality products, fair price and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent. Additional services should be provided to the consumers to woo them and build upon a loyalty which in turn would ensure a stable sales in the years to come.

5.2 Conclusion

The face of retail has changed. The advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores need to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other. It's not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail store.



Questionnaire:

Title: A study on impact of online textile stores on offline textile business- sellers perspective.

1. Business experience ?
 - a) 1 year
 - b) 1-10 years
 - c) 10-20 years

2. For which gender do you have cloths?

- a) male
- b) female
- c) both

3. Is your market affected due to online sellers?

- a) yes
- b) no

4. Do you think demand on offline purchase is decreased due to online shopping?

- a) yes b) no

5. Is online shopping affects your profit margin?

- a) high
- b) low
- c) neutral

6. Do you think there is an increase in online shopping in recent times?

- a) yes b) no

7. Why people prefer online shopping?

- a) pandemic situation
- b) busy schedule
- c) unique collections

8. What is your opinion about online shopping?

- a) Good
- b) Bad
- c) Average

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9. Do you think this situation will become normal?

- a) yes b) no

10. What type of issue do you face due to online sellers?

- a) decrease profit margin
- b) more expectation on discounts
- c) others (specify)

11. How do you manage this loss?

- a) pandemic loan
- b) money rotation
- c) stock sellers in lower profit

12. Do you think you are better than online sellers?

- a) yes b) no

13. How is their fabric?

- a) Good
- b) Excellent



c) Average

14. How is their collection?

- a) Good
- b) Excellent
- c) Average

15. Do you have any suggestion to get relief from this problem?

16. What type of offers do you give to online customers?

- a) Percentage
- b) 1+1 offer
- c) Gift ads

17. what type of offers attract online customers?

- a) Percentage
- b) 1+1 offer
- c) gift ads

18. Do this offer attract the customer?

- a) more
- b) less
- c) nil

35

19. How online sellers become in recent times ?

- a) competitive
- b) more competitive
- c) less competitive
- d) non-competitive

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