

A Study On Buying Behaviour Of The Consumer In Online Shopping With Reference To Textile Product

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

P. Sunil Kumar

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of MR. P. Sunil kumar 39410211 who have done the Project work entitled A study on buying behaviour of the consumer in online shopping with reference to textile products under my supervision from December 2020 to March 2021.

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	I
	LIST OF TABLES	li
	LIST OF CHARTS	iii
1	INTRODUCTION	
	1.1 Introduction	5
	1.2 Industry Profile	11
	1.3 Need for the Study	15
	1.4 Scope and Significance of Study	16
	1.5 Objectives of the Study	17
	1.6 Limitations of the Study	18
2	REVIEW OF LITERATURE	18
3	RESEARCH METHODOLOGY	
	3.1 Research Design	21
	3.2 Sampling Technique	22
	3.3 Sources of Data	22
	3.4 Structure of Questionnaire	23
	3.5 Sample Size	23
	3.6 Period of Study	23
	3.7 Hypothesis/ Analytical Tools	23
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 percentage test	25
	4.2 Independent t test	46
	4.3 Anova	47
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	51
	5.2 Suggestions	54
	5.3 Conclusion	55
	REFERENCES	56
	BIBLIOGRAPHY	57
	APPENDIX – I (Questionnaire)	60
	APPENDIX – II (Article)	64

ABSTARCT

E-commerce has made life simple and innovative of individuals and groups; consumer Behaviour in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behaviour in online shopping of electronics products. The main research question in how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts. Price, time saving and convenience were identified as important factors which lead to certain buying behaviour in online shopping. The www is rebuild around people where social circles influence and lead to online buying. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC .For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

Keywords: consumer behavior, satisfaction, consumer influence

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Percentage Analysis showing the Age Group of the Respondents	32
4.2	Percentage Analysis shows the Gender of the Respondents	33
4.3	Percentage Analysis shows the Level of education of the respondents	34
4.4	Percentage Analysis shows the Monthly Income of the respondents	35
4.5	Percentage Analysis shows Which website you prefer to buy clothing items	36
4.6	Percentage Analysis shows How often do you shop apparel online	37
4.7	Percentage Analysis shows How long have you been shopping online	38
4.8	Percentage Analysis shows Main Reason for buying apparel in online	39
4.9	Percentage Analysis shows How much do you spend on apparel	40
4.10	Percentage Analysis shows Which online store has a better customer friendly exchange/return/replacement/return policy	41
4.11	Percentage Table showing which have more swift delivery system	42
4.12	Percentage Analysis shows What are the main barriers which keep you away from shopping online	43
4.13	Percentage Analysis shows What are the problem faced after purchase of Apparel in online	44
4.14	Percentage Analysis shows is Detail information is available while shopping in online	45
4.15	Percentage Table showing It is easy to choose and make compare with other products while shopping online	46
4.16	Percentage Analysis shows is online shopping takes less time to purchase	47
4.17	Percentage Analysis shows Is price is a important thing that people prefer shopping in online	48
4.18	Percentage Analysis shows that I prefer to buy from website that provides me with quality of information	49
4.19	Percentage Analysis shows Do you agree that offers provided in online shopping is satisfactory	50
4.20	Analysis shows Have you return the apparel product that you have bought	51

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1	The Age Group of the Respondents	32
4.2	The Gender of the Respondents	33
4.3	The Level of education of the respondents	34
4.4	The Monthly Income of the respondents	35
4.5	Which website you prefer to buy clothing items	36
4.6	How often do you shop apparel online	37
4.7	How long have you been shopping online	38
4.8	Main Reason for buying apparel in online	39
4.9	How much do you spend on apparel	40
4.10	Which online store has a better customer friendly exchange/return/replacement/return policy	42
4.11	which have more swift delivery system	42
4.12	What are the main barriers which keep you away from shopping online	43
4.13	What are the problem faced after purchase of Apparel in online	44
4.14	It is easy to choose and make compare with other products while shopping online	45
4.15	It is easy to choose and make compare with other products while shopping online	46
4.16	Does online shopping takes less time to purchase	47
4.17	Is price is a important thing that people prefer shopping in online	48
4.18	I prefer to buy from website that provides me with quality of information	49
4.19	Graph showing Do you agree that offers provided in online shopping is satisfactory	50
4.20	Have you return the apparel product that you have bought	51

CHAPTER -1

1.1 INTRODUCTION OF ONLINE SHOPPING

Online Shopping is a form of electronic commerce where by consumers directly buy good or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product they want using internet people just need to click the mouse to finish the whole shopping process.

Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping. The internet has transformed the way companies, including retailers, do business. Nowadays, it has allowed retailers to customize and transform their offering to the customers in addition to reinstating their competitive positioning.

The internet is considered to be a rich retail channel as it allows two-way communication. The customers can learn details about the product's relevant features and place an online order, while the retailer can relatively easily learn about the buying preferences of their customers. Some of the main advantages are that the internet allows retailers to broaden their target markets, facilitate smoother communication with the customers, extend the product lines, increase cost efficiency and provide customized offers to the customers. Of the wide array of products available for sale online, one of the most common products being bought is clothing. In this paper, I have tried to find out the main factors that encourage customers to buy clothing online and how these eventually influence their choices Generally, online purchases of other products such as books, shoes and even electronic items appear to be more common. However, clothing has been chosen specifically because there has not been a lot of research into the factors that influence the buying of clothes. I will also try to find out whether the features of the website have an impact on people's selection of a particular

e-store. These include, among others, whether people were referred to the website by someone they know, looking into the elements associated with word-of-mouth marketing, the impact of online reviews on choice of e-store, ease of use of the website and its perceived trustworthiness. In the following sections I discuss the methods I used for data collection, the analysis of the data and the conclusions reached. Online purchasing behavior is the act in which consumers actually pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs . For apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk . However, due to convenience , good price, and product variety, consumers used Internet for product purchasing as well as information search.

The present research intends to discover how innovativeness of the consumer is related to information search and purchasing behavior. Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet. state that customers' attitudes toward online shopping was not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like customer personality, However, it should also be noted that traditional shopping is still equally relevant to their tailing business.

1.1.2 ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service.

Easy to Find: Finding a product online is— much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.

Products can be cheaper: Sometime a— product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money.

Save time and energy: You don't have to— waste your time in going to store and standing in front of the crowd. **Freedom of choice:** Freedom of choice is— very high in online than shopping from a nearby store. In online you can choose the product you are looking, from a vast range of products.

1.1.3 DISADVANTAGES OF ONLINE SHOPPING

Delay: The main disadvantage of online— shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.

Inferior product: You don't know about the— actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.

Return problem: Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.

Warranty issues: Many electronic items are— sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.

1.1.4 SHOPPING CART

Simple shopping cart systems allow the off-line administration of products and categories. The shop is then generated as HTML files and graphics that can be uploaded to a webspace. The systems do not use an online database. A high-end solution can be bought or rented as a stand-alone program or as an addition to an enterprise resource planning program. It is usually installed on the company's web server and may integrate into the existing supply chain so that ordering, payment, delivery, accounting and warehousing can be automated to a large extent. Other solutions allow the user to register and create an online shop on a portal that hosts

multiple shops simultaneously from one back office. Examples are BigCommerce, Shopify and FlickRocket. Open source shopping cart packages include advanced platforms such as Interchange, and off-the-shelf solutions such as Magento, os Commerce, Woo Commerce, PrestaShop, and Zen Cart. Commercial systems can also be tailored so the shop does not have to be created from scratch. By using an existing framework, software modules for various functionalities required by a web shop can be adapted and combined

1.1.5 USER INTERFACE

The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features. Usability testing is important for finding problems and improvements in a web site. Methods for evaluating usability include heuristic evaluation, cognitive walkthrough, and user testing. Each technique has its own characteristics and emphasizes different aspects of the user experience.

1.1.6 INFORMATION LOADS

Designers of online shops are concerned with the effects of information load. Information load is a product of the spatial and temporal arrangements of stimuli in the web store. Compared with conventional retail shopping, the information environment of virtual shopping is enhanced by providing additional product information such as comparative products and services, as well as various alternatives and attributes of each alternative, etc. Two major dimensions of information load are complexity and novelty. Complexity refers to the number of different elements or features of a site, often the result of increased information diversity. Novelty involves the unexpected, suppressed, new, or unfamiliar aspects of the site. The novelty dimension may keep consumers exploring a shopping site, whereas the complexity dimension may induce impulse purchases

1.1.7 ONLINE SHOPPING OVERVIEW

One of the great benefits of online shopping is the ability to read product reviews, written either by experts or fellow online shoppers. The Nielsen Company conducted a survey in March 2010 and polled more than 27,000 Internet users in 55 markets from the Asia-Pacific, Europe, Middle East, North America, and South America to look at questions such as "How do consumers shop online?", "What do they intend to buy?", "How do they use various online shopping web pages?", and the impact of social media and other factors that come into play when consumers are trying to decide how to spend their money on which product or service. According to the research, reviews on electronics (57%) such as DVD players, cellphones, or PlayStations, and so on, reviews on cars (45%), and reviews on software (37%) play an important role in influencing consumers who tend to make purchases online. Furthermore, 40% of online shoppers indicate that they would not even buy electronics without consulting online reviews first.

In addition to online reviews, peer recommendations on online shopping pages or social media websites play a key role for online shoppers when they are researching future purchases. 90% of all purchases made are influenced by social media.

1.1.8 CONSUMER BEHAVIOUR

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. “

Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying

motives for those actions. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour.

Consumer behaviour towards online shopping is a field of interest for both scholars and professionals because internet has greatly influenced the preferences and buying pattern of customers. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. This study focusing understand the preference of consumers in the perspective of value of goods. The customers are very rational in this global world. They are not ready to buy goods which having higher value, because some dilemma about quality of the product. The purpose of this research is primary to identify and get insight into the value of products plays a vital role on online consumer while booking and purchasing goods and services.

1.2 INDUSTRY PROFILE

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..

1.2.1 Indian Textile Industry Structure and Growth

India's textile industry is one of the economy's largest. In 2000/01, the textile and garment industries accounted for about 4 percent of GDP, 14 percent of industrial output, 18 percent of industrial employment, and 27 percent 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 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.

1.2.3 Structure Of India's Textile Industry

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 percent 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 converts 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.

- ***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. Overall, 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).

1.2.4 Size of Textile Industry in India

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.

1.2.5 ROLE OF INDIAN TEXTILE INDUSTRY IN THE ECONOMY

Textile industry plays a significant role in the economy. The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment in India. It contributes 20 per cent of industrial production, 9 per cent of excise collections, 18 per cent of employment in industrial sector, nearly 20 per cent to the country's total export earnings and 4 per cent to the GDP. The sector employs nearly 35 million people and is the second highest employer in the country. The textile sector also has a direct link with the rural economy and performance of major fibre crops and crafts such as cotton, wool, silk, handicrafts and handlooms, which employ millions of farmers and crafts persons in rural and semi-urban areas.

India has several advantages in the textile sector, including abundant availability of raw material and labour. It is the second largest player in the world cotton trade. It has the largest cotton acreage, of about nine million hectares and is the third largest producer of cotton fibre in the world. It ranks fourth in terms of staple fibre production and fourth in polyester yarn production. The textile industry is also labour intensive, thus India has an advantage.

1.3 NEED FOR THE STUDY

In today's market there is lot of competition in every sectors especially in apparel products it is very high. In this way there is a higher pressure on the companies to know their consumers in a better way. Once the company understand the requirement of the consumer, they can create a plan of action to complete successfully and placed their product in the market according to the taste and choice of the customer.

Buyer behavior is studied to predict buyers' reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants.

The consumer decides what to buy, when to buy and also what not to buy. One cannot thrust a product on a consumer. A marketer sells what the consumer wants. So, emphasis is placed on knowing what the consumers' wants.

Consumers respond favorably while evaluating the products that best satisfy their needs. A marketer studies how consumers spend their available resources on the consumption of related items. It includes the study of what they buy, when they buy it, where they buy it and how often they use it. So, a knowledge of consumer behavior will be of immense help to the marketer which will help to satisfy their needs.

1.4 STATEMENT OF PROBLEM

As there is a vast development in online shopping in many sectors .There are some problems that are in textile sectors in online shopping .People are constantly coming across this problems while purchase clothing products form online.

Problems like:

1. product differentiation
2. Size is not fit to the customer
- 3.products lacks returning policy
- 4.Delivery delay
- 5.Payment trouble

These are some of the problems faced by consumer during purchasing or After purchase

Another important problem faced by the consumer is that there is no trailing of the clothes where like in a store room outlet were we have trail rooms .

1.5 OBJECTIVES OF THE STUDY

- **PRIMARY OBJECTIVE:**

- To study the buying behaviours of consumer towards online shopping in textile products.

- **SECONDARY OBJECTIVE:**

- To identify the various factors influencing buying behaviours of consumer on textile products.
- To study the factors influencing the consumer preference for online shopping on various demographic factors
- To study the problems faced by the consumer's towards online shopping on various demographic factors .
- To analyses the consumer satisfaction towards online shopping
- To suggest customer who buys textile products in online

1.6 SCOPE OF THE STUDY

The study is conducted for consumer of apparel products who are dispersed in different area. Because of the variation in consumer's need preference and purchase actions, the scope of the study was wide and large but the number was limited.

Project is clearly done for learning intention. The study is limited to the consumer buying behaviour and belief. A study will be beneficial for both company and its customers. The study is done by direct interaction with customers through the survey, survey consists of questionnaires related to the company which gives a clear picture about the company in the minds of customers, which helps the company to give a successful output by providing the requirement to the customer.

1.7 LIMITATIONS OF THE STUDY

- ✓ Time is one of the main constraints to interact with respondents.
- ✓ Belief of the customer may change according to a period of time.
- ✓ Financial statement is not provided by the company.
- ✓ Sample size was restricted to 180

CHAPTER-2

2.1 REVIEW OF LITERATURE

The main purpose of the literature review work was to survey previous studies on knowledge sharing. The review of literature helped the researcher to conduct the survey in better and extensive manner. It should also help the researcher for finding and getting deeper into the topic

Research Reviews:

Bhatnagar, A., Misra, S. and Rao, H.R. (2000) study a replenishment model that the retailer shares his leftovers on his direct online sales channel and traditional retail channel

Bucklin and Sismeiro (2003) state that consumer's skills are more advanced when they learned how to shop through a site this will increase their efficiency in shopping. Past experience and ongoing usage of internet-based purchase will increase consumer's familiarity and thus, feeling of anxiety and perceived risk should be reduced of such purchases; to lessen consumer's anxiety, knowledge about the actual experience with the internet should be increased

Crawford (1997) said that traditional consumer behavior online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior.

Dubrovski (2001) new electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power .Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchange.

Gagandeep Nagra, R. Gopal (2013) performed a research study on “A study of Factors Affecting on Online Shopping Behaviour of Consumers”. The main objective of the research was to identify the impact of Demographic factors impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase.

Harcourt, W. (Ed.). (1999). Women at Inter-net: creating new cultures in cyberspace. United Kingdom: Biddles Ltd. Explores women’s access to and knowledge of the Internet, across the world, and suggest concrete implications in order to in-crease women’s engagement with new information technologies.

Jush and Ling (2012) he said that “Online shopping as the process a customer takes to purchase a service and product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store.”

Kwon & Lee (2003) Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want using their smartphones and computers.

Liu, He, Gao and Xie (2008), it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on

product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive prices

M. Dhanalakshmi, M. Sakthivel, M. Nandhini (2017) performed a research study on “A Study on Customer Perception towards Online Shopping, Salem”. The main objective of the research was to study the customer perception towards online shopping.

R. Shanthi, Desti Kannaiah (2015) performed a research study on “Consumer’s Perception on Online Shopping”. The main objective of the research was to know the type of products purchased by consumers through online shopping and to identify the factors influencing consumer buying online.

Rajamma, Paswan and Ganesh (2012), the shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donahue and Gilliland were used to measure innovativeness and risk aversion.

Shergill and Chen (2005) conducted a study on ‘Web-Based Shopping: Consumer’s Attitudes Towards Online Shopping in New Zealand’ The model included several indicators belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. The study concluded that regular web buyers were much more satisfied with all website variables than trial web buyers.

Simranjit Singh, Sonia Bajwa (2017) had carried out a research study on “buying behaviour of consumer towards counterfeit products .

Snehal Chincholkar (2016) performed a research work on “Consumer Behaviour towards Online Grocery Retail Store “Localbanya.com” in Mumbai Region”. The main objective of the research was to identify consumer behaviour towards online retailing .

Solomon & Rabolt (2009) Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers

have to a large extent been affected by this fast evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short-term trends.

Solomon (1998) studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

(*Shanthi and Kannaiah, 2015*) studied that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the ages of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products have the most influencing factor on online purchase.

According to(*Kapoor ,2012*), online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience.

Bhattacharjee (2001) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Davis, (2002). Their study reveals that if more attractive online stores were developed. This raises the issue of examining what factors affect consumers to shop online.

Therefore, a framework is needed to structure the complex system of effects of these different factors, and develop an in-depth understanding of consumers' perceptions toward Internet shopping and their intentions to shop online. This study reveals that we build up such a framework based on previous research on consumer adoption of new selfservice technologies and Internet shopping systems. The research suggests that consumers' perception toward Internet shopping first depends on the direct effects of relevant online shopping feature.

Ajzen (1994) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Kim and Park (2003) in a study "Identifying key factors affecting consumer purchase behavior in an online shopping context" investigated the relationship between various characteristics of online shopping and consumer purchase behavior. Result of the online survey with 602 Korean customers of online bookstores indicate that information quality, user interface quality and security perceptions affect information satisfaction and relational benefit that in turn, are significant related to each consumers' site commitment and actual purchase behavior.

CHAPTER-3

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

RESEARCH MEANING

Research is an art of scientific investigation. According to Redman and Mary defines research as a “systematic effort to gain knowledge”. Research methodology is way to systematically solve there search problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed

3.1 RESEARCH DESING

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies

3.2 SAMPLE TECHNIQUE

I even have used non probability sampling and convenience sampling technique.

- **3.2.1 NON-PROBABILITY SAMPLING**

Non probability sampling procedure, which doesn't afford any basis for estimating the probability that every time within the population has been include within the sample.

Convenience sampling (also referred to as availability sampling) may be a specific sort of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

3.3 SOURCES OF DATA

Primary and secondary data were used.

PRIMARY DATA

Standardized questionnaire is used for data collection. A questionnaire consists of a number of questions printed or type in a definite order on a form or set of forms .The Respondent has to answer the question on their own. Apart from this observations and interview has also been used as a source for primary data collection.

SECONDARY DATA

Secondary data means data that are already available i.e. they refer to the data which Have a already been collected and analyzed by someone else. secondary data may either be published data or unpublished. It is collected from;

- Journals
- Magazines
- Websites

3.4 STRUCTURE OF QUESTIONNAIRE

According to Robert Gatewood, Hubert S. Field, Murray Barrick, measurement includes the systematic application of rules for allocating numerical values to objects to represent the quantities of a person's attributes or traits. The first evaluation is Rules, attribute, psychological factors, metrics or units. Likert 5 scales are used in this study. A Likert scale is commonly used to measure attitudes, knowledge, perceptions, values and behavioural changes. A Likerttype scale involves a series of statements that respondents may choose from in order to rate their responses to evaluative questions

3.5 SAMPLE SIZE

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 200

3.6 PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3months

3.7 STATISTICAL TOOLS FOR ANNALYSIS

- ❖ Simple Percentage Method
- ❖ Independent T test
- ❖ ANOVA

SIMPLE PERCENTAGE METHOD

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms the distribution of two or more sources of data

Number of Respondents

Percentage of Respondents = ----- x 100.

Total Respondents

Independent t test.

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. It is mostly used when the data sets, like the data set recorded as the outcome from flipping a coin 100 times, would follow a normal distribution and may have unknown variances. A t-test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population.

ANOVA

Analysis of variance is a statistical analysis tool that separates the total variability found within a data set in to two components random and systematic factors. The random factors do not have any statistical influences on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

Source	Sum of Squares	DoF	Mean Square	F ₀
Factor	$SS_F = J \sum (\bar{y}_{i.} - \bar{y}_{..})^2$	I-1	$MS_F = SS_F / (I - 1)$	MS_F / MS_E
Residual	$SS_E = \sum \sum (y_{ij} - \bar{y}_{i.})^2$	I(J-1)	$MS_E = SS_E / (I(J - 1))$	
Corr. Total	$SST = \sum \sum (y_{ij} - \bar{y}_{..})^2$	IJ-1		

CHAPTER-4

ANALYSIS AND DATA INTERPRETATION

Data Analysis:

Data Analysis is process of finding, inspecting and transforming the data towards the goal of discovering useful information and supporting decision making.

Data Interpretation:

Data Interpretation is the process of reviewing data through predefined processes and arranging data according to our convenience and arrive to relevant conclusion. This includes result of data analysis and making inference on the relations studied

4.1 PERCENTAGE ANALYSIS

Analysis of gender

Table 4.1 shows the Gender of the Respondents

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	67	37.2
FEMALE	113	62.8
Total	180	100

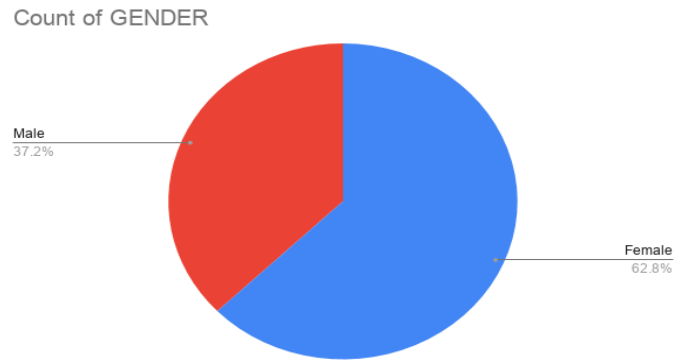


Chart 4.1 shows the Gender of the Respondents

INTERPRETATION

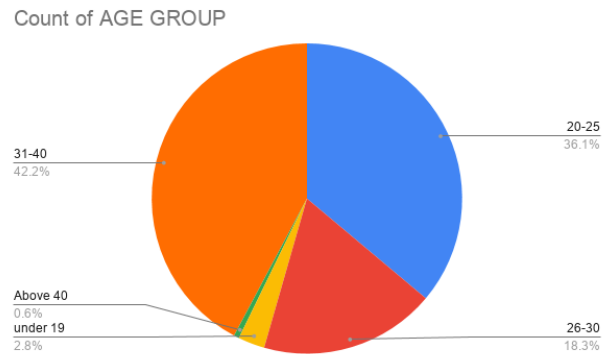
From the above table it is interpreted that 63.8% of respondent are female people, 37.2% of respondent are male people. Therefore the majority of the respondent are female people, and the least respondent are male people

Analysis of Age

Table 4.2 shows the Age Group of the Respondents:

AGE	NO OF RESPONDENT	PERCENTAGE
Under19	5	2.8
20-25	64	36.1
26-30	33	18.3
31-40	77	42.2
Above 40	1	0.6
Total	180	100

Chart 4.2 shows the Age Group of the Respondents



INTERPRETATION

From the above table it is interpreted that 42.2% of respondent are majority 31-40 age group, 36.1% respondent are 20-25 age group, 18.3% respondent are 26-30 age group, 2.8% respondent are under 19 age group, 0.6% respondent are above 40 age group. Therefore the majority of the respondent are 31-40 age group and the least is

Analysis of Level of education

Table 4.3 shows the Level of education of the respondents

LEVEL OF EDUCATION	NO OF RESPONDENT	PERCENTAGE
MATRICULATION OR BELOW	38	21.1
INTERMEDIATE	46	25.6
BACHELORS	93	51.7
MASTER AND ABOVE	3	1.7
TOTAL	180	100

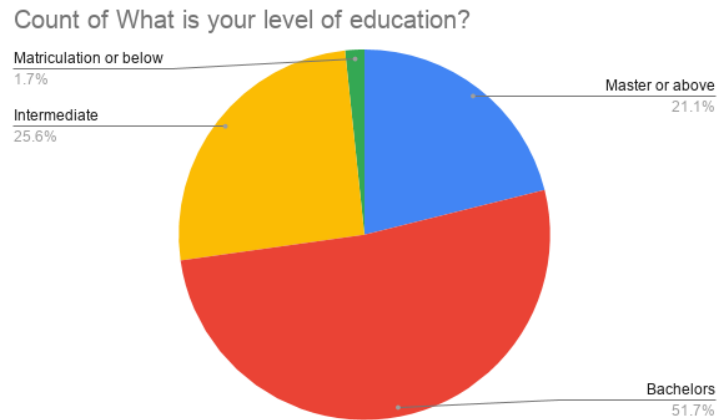


Chart 4.3 showing the Level of education of the respondents

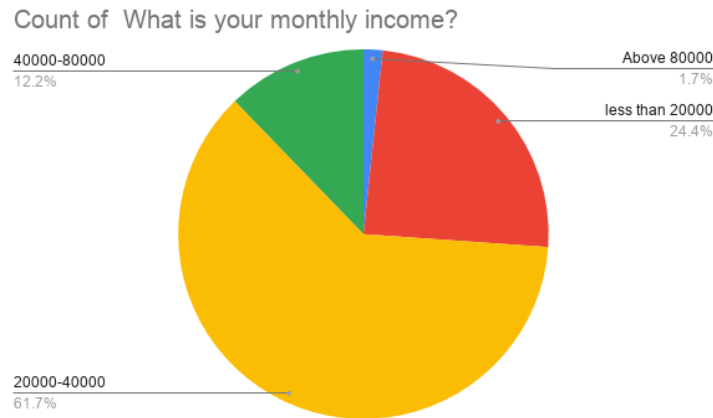
INTERPRETATION

From the above table it is interpreted that 51.7% respondent are bachelors in education level, 21.1% respondent are master and above level of education, 25.6% respondent are intermediate level of education, 1.7% respondent are matriculation or below. Therefore the majority of the respondent are bachelors and the least respondent are matriculation or below level of education.

Analysis of Monthly Income

Table 4.4 shows the Monthly Income of the respondents

MONTHLY INCOME	NO OF RESPONDENT	PERCENTAGE
Less than 20000	44	24.4
20000-40000	111	61.7
40000-80000	22	12.2
Above 80000	3	1.7
Total	180	100



4.1.4: Chart showing the Monthly Income of the respondents

INTERPRETATION

From the above table it is interpreted that 61.1% respondent are 20000-400000 Monthly income, 24.4% respondent are in less than 20000 Monthly income, 12.2% respondent are 40000-80000 Monthly income, 21.7% respondent are above 80000 monthly income. Therefore the majority of the respondent are from 20000-40000 monthly income people and the least is above 80000 monthly income people.

Analysis of website you prefer to buy clothing items

Table 4.5 shows Which website you prefer to buy clothing items

PREFERENCE OF THE WEBSITE	NO OF RESPONDENT	PERCENTAGE
Amazon	94	55.0
Flipkart	43	22.2
Myntra	27	12.2
Snapdeal	14	7.8
Shopeclues	2	2.8
Total	180	100

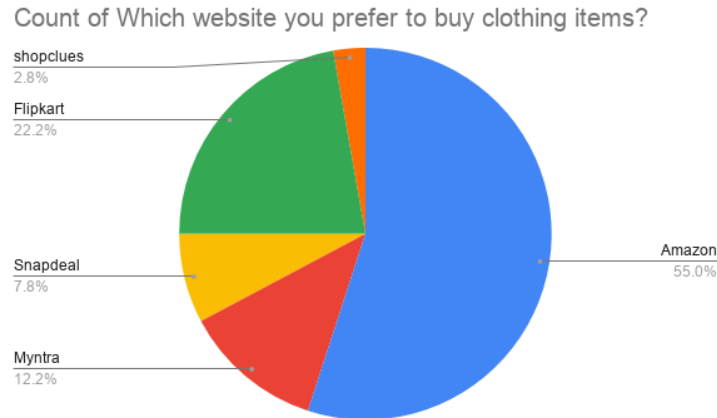


Chart 4.5 shows Which website you prefer to buy clothing items

INTERPRETATION

From the above table it is interpreted that 55.0% respondent are amazon users, 22.2% respondent are flipkart users, 12.2% are myntra users, 7.8% respondent are snapdeal users, 2.8% respondent are shopclues users. Therefore the majority of the users are from amazon and the least users are from shopclues.

Analysis of How often do you shop apparel online

Table 4.6 shows How often do you shop apparel online

SHOPPING	NO OF RESPONDENT	PERCENTAGE
MONTHLY	9	5
ONCE IN THREE MONTH	78	43.3
OCCASIONALLY	43	23.9
FESTIVAL SEASON	50	27.8
	180	100



Chart 4.6 shows How often do you shop apparel online

INTERPRETATION

From the above table it is interpreted that 43.3% respondent buy clothes once in three month, 27.8% respondent buy clothes festival season 23.9% respondent buy clothes in occasionally, 5.0% respondent buy clothes monthly, Therefore the majority of the respondent buys clothes once in three months and the least respondent buy clothes monthly.

Analysis of How long have you been shopping online

Table 4.7 showing How long have you been shopping online

HOW LONG YOU BEEN SHOOPING	NO OF RESPONDENT	PERCENTAGE
LESS THAN 1 YEAR	18	10
1-5 YEARS	53	29.4
5-10 YEARS	105	58.3
MORE THAN 10 YEARS	4	2.2
Total	180	100



Chart 4.7 showing How long have you been shopping online

INTERPRETATION

From the above table it is interpreted that 58.3% respondent have been shopping for 5-10 years, 29.4% respondents have been shopping for 1-5 years in online, 10.0% respondent have been using online shopping website less than 1 year, 2.2% respondent have been using for more than 10 years. Therefore, the majority of the respondents have been shopping for 5-10 years and the least respondent is shopping for 10 years in online website.

Analysis of Main Reason for buying apparel in online

Table 4.8 shows Main Reason for buying apparel in online ?

REASONS FOR BUYING IN ONLINE	NO OF RESPONDENT	PERCENTAGE
PRICE	25	14.4
CONVENIENCE&TIME SAVING	132	72.8
TRUST	1	0.6
FAST SHIPPING	22	11.7
Total	180	100

Count of Main Reason for buying apparel in online ?

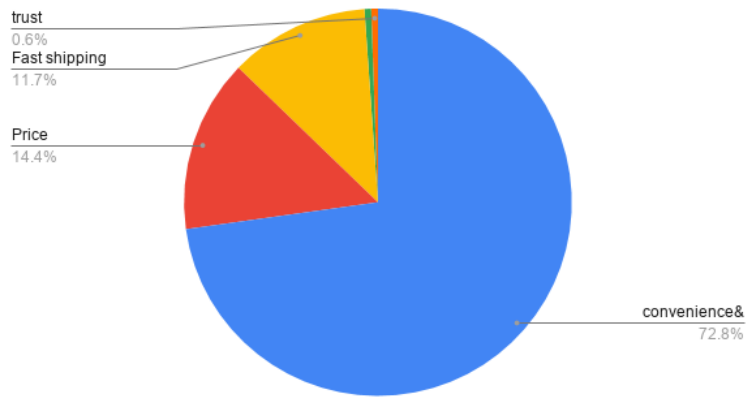


Chart 4.8 shows Main Reason for buying apparel in online

INTERPRETATION

From the above table it is interpreted that 72.2% respondent have choose convenience & time saving for reason to buy in online, 14.4% respondent have choose price is the main reason to buy, 11.7% respondent have choose fast shipping as the main reason, 0.6% respondent have choose trust as the reason. Therefore the majority of the respondent have chose conveniences & time saving and the least of the respondent have choose trust as the reason.

Analysis of How much do you spend on apparel

Table 4.9 shows How much do you spend on apparel

SPEND ON APPAREL	NO OF RESPONDENT	PERCENTAGE
<1000	19	10.6
1000-3000	68	37.8
3000-5000	88	48.9
MORE THAN 5000	5	2.8
Total	180	100

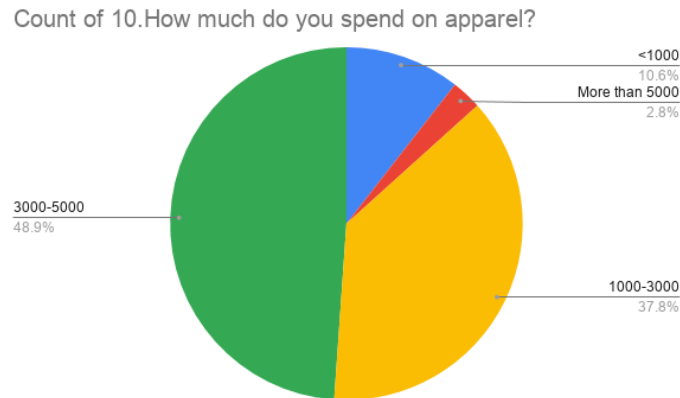


Chart 4.9 shows How much do you spend on apparel

INTERPRETATION

From the above table it is interpreted that 48.9% of the respondent have spent 3000-5000 on apparel, 37.8% respondent have spent 1000-3000 on apparel, 10.6% respondent have spent <1000 on apparel, 2.8% respondent have spent more than 5000 on apparel. Therefore the majority of the respondent have spent 3000-5000 on apparel and the least respond have spent more than 5000 on apparel

Analysis of better customer friendly in online shopping

Table 4.10 shows Which online store has a better customer friendly exchange/return/replacement/return policy?

CUSTOMER FRIENDLY	NO OF RESPONDENT	PERCENTAGE
Amazon	127	70.6
Flipkart	34	18.9
Myntra	14	7.8
Shopclues	4	2.2
Snapdeal	1	0.6
Total	180	100

Count of Which online store has a better customer friendly exchange/return/replacement/return policy?

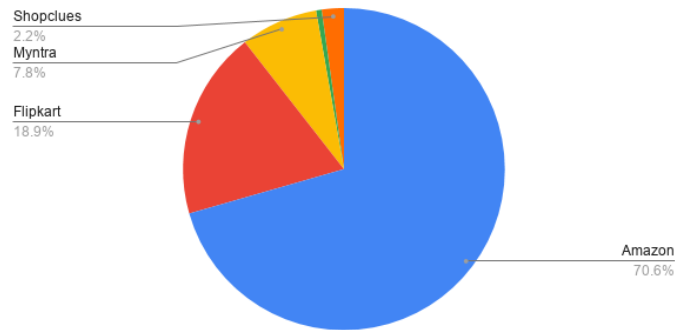


Chart 4.10 shows Which online store has a better customer friendly exchange/return/replacement/return policy

INTERPRETATION

From the above table it is interpreted that 70.6% of the respondent have selected Amazon as customer friendly, 18.9% respondent have selected Flipkart, 7.8% respondent have selected Myntra, 2.2% respondent have selected Shopclues, 0.6% respondent have selected Snapdeal as customer friendly. Therefore the majority of the respondent have selected Amazon as their customer friendly and the least respondent have selected Snapdeal.

Analysis of which have more swift delivery system

Table 4.11 shows which have more swift delivery system

Swift delivery	NO OF RESPONDENT	PERCENTAGE
Amazon	123	68.3
Flipkart	38	21.1
Myntra	16	8.9
Shopclues	2	1.1
Snapdeal	1	0.6
	180	100

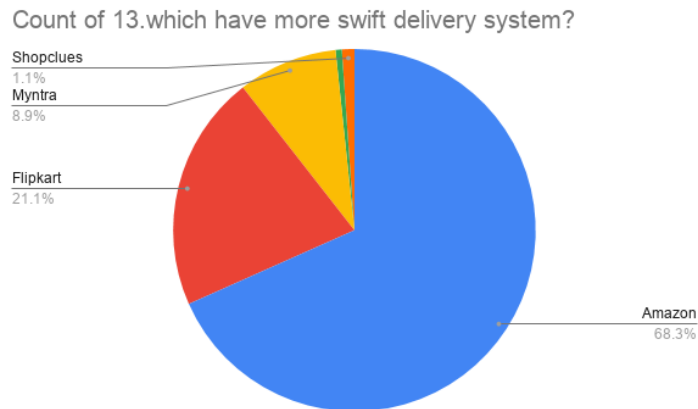


Chart 4.11 showing which have more swift delivery system

INTERPRETATION

From the above table it is interpreted that 68.3% respondent said that Amazon have more swift delivery, 21.1% respondent have said Flipkart has swift delivery, 8.9% respondent have said myntra has swift delivery, 1.1% respondent have said shopecclues has swift delivery and 0.6% have said snapdeal has more swift delivery. Therefore the majority of the people said Amazon has swift delivery and the least is snapdeal.

Analysis of the main barriers in online shopping

Table 4.12 shows What are the main barriers which keep you away from shopping online

MAIN BARRIERS	NO OF RESPONDENT	PERCENTAGE
SAFTEY OF PAYMENTS	12	6.7
HIGH SHIPPING COST	18	10.0
REFUND POLICY	118	65.6
WARRENTY AND CLAIMS	29	18.1
SLOW DELIVERY	3	1.7
	180	100

Count of What is the main barriers which keep you away from shopping online?

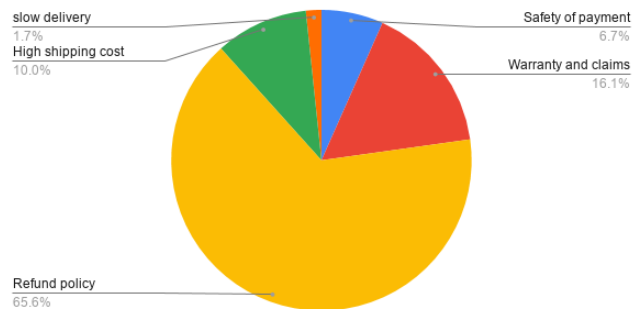


Chart 4.12 shows What are the main barriers which keep you away from shopping online

INTERPRETATION

From the above table it is interpreted that 65.6% respondent have said refund policy is the main barrier in online shopping, 16.1% respondent have said warranty and claims as reason, 10.0% respondent have said high shipping cost as the reason, 1.7% have respondent have said slow delivery as the reason. Therefore the majority of the respondent have said refund policy as the main barrier and the least said slow delivery as the reason.

Analysis of the problem faced after purchase of Apparel in online

Table 4.13 shows What are the problem faced after purchase of Apparel in online

PROBLEMS	NO OF RESPONDENT	PERCENTAGE
SIZE	116	64.4
PRODUCTS DIFFERENTIATION	33	18.3
PRODUCT DEFICT	23	12.8
COLOUR DIFFERENTIATION	8	4.4
Total	180	100

Count of What is the problem faced after purchase of Apparel in online?

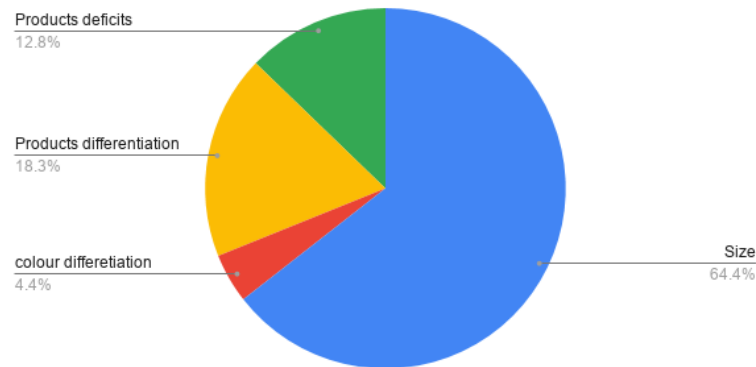


Chart 4.13 shows What are the problem faced after purchase of Apparel in online

INTERPRETATION

From the above table it is interpreted that 64.4% responded have said size is the main problem after purchase, 18.8% responded has said product different that what there ordered, 12.8% responded said product deficits as the reason, 4.4% responded have said Colour different as the problem after purchase. Therefore the majority of the responded has said size is the major problem after purchase and least said colour differentiations.

Analysis of Detail information is available while shopping in online

Table 4.13 shows is Detail information is available while shopping in online

Availability of information	No of Respondent	Percentage
Strongly Agree	66	41.5
Agree	67	42.1
Neutral	25	15.8
Disagree	1	0.6
Strongly disagree	0	0
	160	100



Chart 4.14 shows is Detail information is available while shopping in online

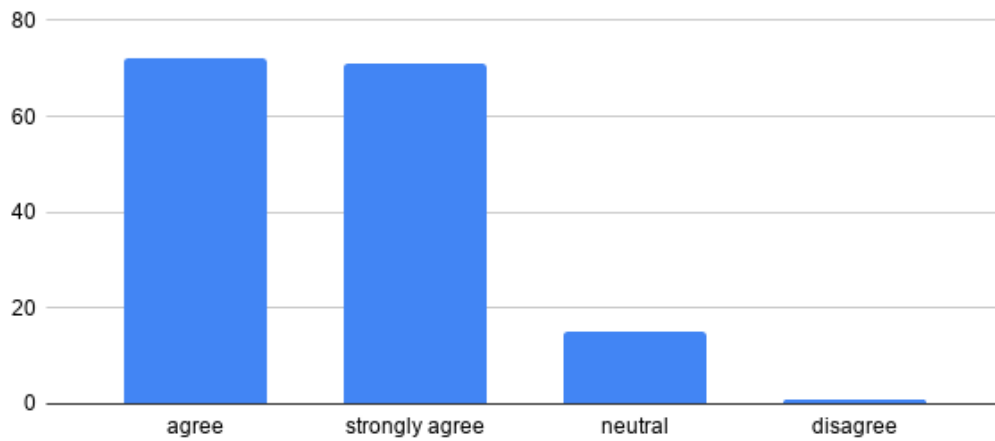
INTERPRETATION

From the above table shows that majority of the respondents agree as there is detailed information are provided in online shopping and the least respondent are strongly disagree

Table 4.15 shows It is easy to choose and make compare with other products while shopping online

Compare of products	No of Respondent	Percentage
Strongly Agree	72	45.3
Agree	72	45.3
Neutral	14	8.8
Disagree	1	0.6
Strongly disagree	0	0
	160	100

Count of It is easy to choose and make compare with other products while shopping online



Count of It is easy to choose and make compare with other products while shopping online

Graph 4.15 shows It is easy to choose and make compare with other products while shopping online

INTERPRETATION

From the above table shows that majority of the respondents strongly agree and agree as there is detailed information are provided in online shopping and the least respondent are strongly disagree

Analysis for online shopping takes less time to purchase

Table 4.16 shows is online shopping takes less time to purchase

Compare of products	No of Respondent	Percentage
Strongly Agree	31	19.5
Agree	52	32.7
Neutral	59	37.1
Disagree	17	10.7
Strongly disagree	0	0
	160	100



Chart 4.16 shows is online shopping takes less time to purchase

INTERPRETATION

From the above table shows that majority of the respondents neutral as online shopping takes less time are provided in online shopping and the least respondent are strongly disagree.

Analysis for price is a important thing that people prefer shopping in online

Table 4.17 shows Is price is a important thing that people prefer shopping in online

Price important	No of Respondent	Percentage
Strongly Agree	69	42.1
Agree	57	37.1
Neutral	24	15.1
Disagree	9	5.7
Strongly disagree	0	0
	180	100

Count of Is price is a important thing that people prefer shopping in online?



Chart 4.17 shows Is price is a important thing that people prefer shopping in online

INTERPRETATION

From the above table shows that majority of the respondents strongly agree price is any important thing online shopping and the least respondent are strongly disagree.

Table 4.18 shows prefer to buy from website that provides me with quality of information

Quality of website	No of Respondent	Percentage
Strongly Agree	61	38.6
Agree	63	39.9
Neutral	33	20.9
Disagree	1	0.6
Strongly disagree	0	
	180	100

Count of I prefer to buy from website that provides me with quality of information

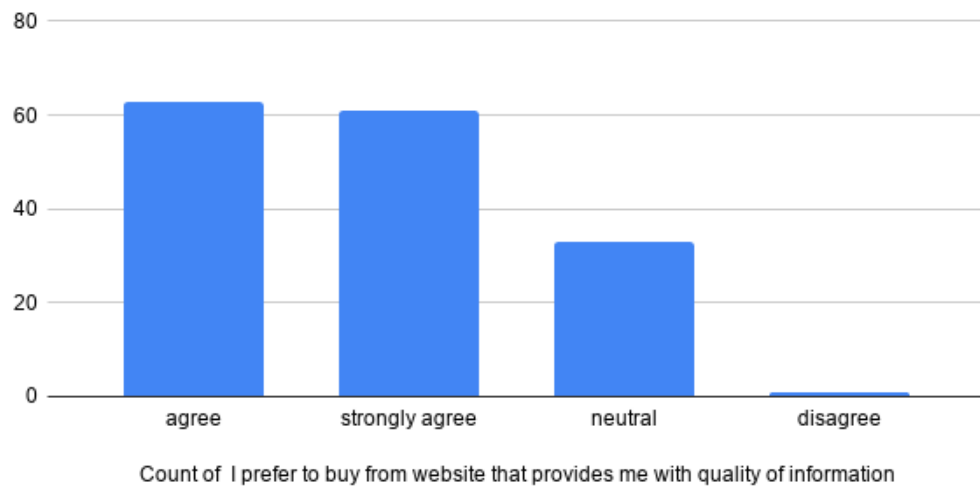


Chart 4.18 shows prefer to buy from website that provides me with quality of information

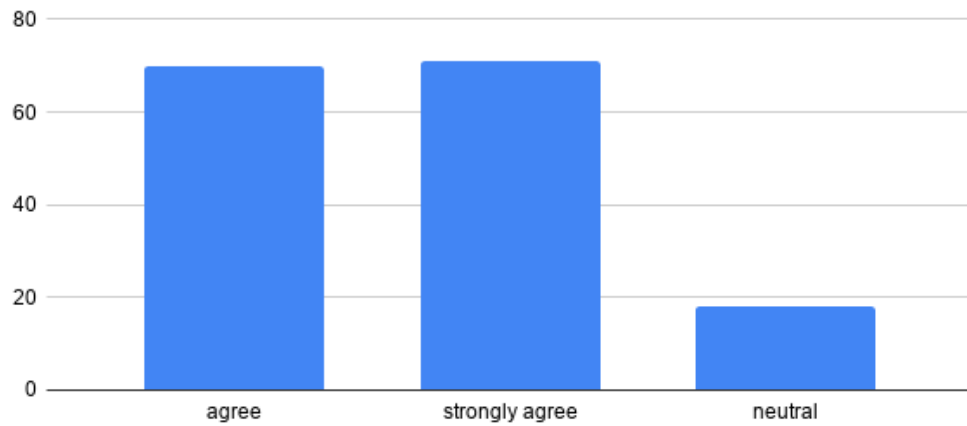
INTERPRETATION

From the above table shows that majority of the respondents agree as there is website provide quality information is an aspect in online shopping and the least respondent are strongly disagree.

Table 4.19 shows Do you agree that offers provided in online shopping is satisfactory

Offers provided	No of Respondent	Percentage
Strongly Agree	71	44.7
Agree	70	44
Neutral	18	11.3
Disagree	0	0
Strongly disagree	0	0
	180	100

Count of Do you agree that offers provided in online shopping is satisfactory?



Count of Do you agree that offers provided in online shopping is satisfactory?

Chart 4.19 shows Do you agree that offers provided in online shopping is satisfactory

INTERPRETATION

From the above table shows that majority of the respondents strongly agree as offer is any important thing in online shopping and the least respondent are strongly disagree

Table 4.20 shows Have you return the apparel product that you have bought

S.NO	RETURN PRODUCTS	OF	RESPONCE	PERCENTAGE
1	YES		105	58.7
2	NO		75	47.3
			180	100

Count of Have you return the apparel product that you have bought?

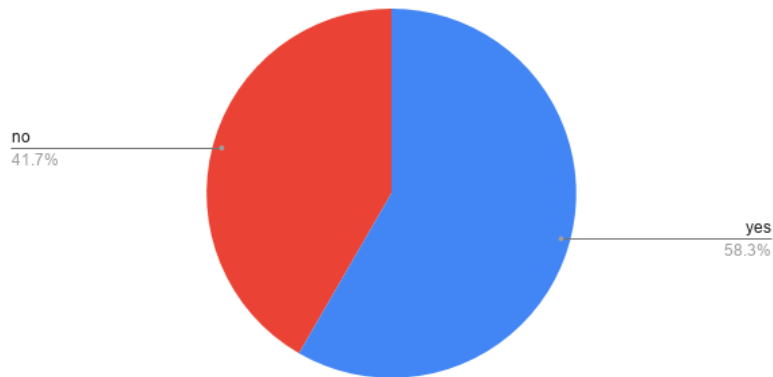


Chart 4.20 showing Have you return the apparel product that you have bought

INTERPRETATION

From the above table it is interpreted that 58.3 % of the responded said that they have returned the products that they have bought, 41.7% responded said that no . Therefore the majority of the responded said that they have returned the products and the least said no.

4.2 Independent-t-test

HYPOTHESIS

H0: There is no significant influence between gender and easy to choose and make compare with other products while shopping online by the respondent.

H1: There is significant influence between gender and easy to choose and make compare with other products while shopping online by the respondent.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Easy_Chose_Compare_Products_Online	Female	113	2.19	1.420	.134
	Male	67	2.99	1.343	.164

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Easy_Chose_Compare_Products_Online	Equal variances assumed	5.522	0.020	-3.684	178	0.000	-0.790	0.215	-1.214	-0.367
	Equal variances not assumed			-3.737	144.959	0.000	-0.790	0.212	-1.208	-0.372

Interpretation

There is significant on influence between gender and easy to choose and make compare with other products while shopping online. Hence Reject H0.

4.3 ANOVA

HYPOTHESIS

H0: There is no significant influence between monthly income and amount spend on apparel by the respondent

H1: There is significant influence between monthly income and amount spend on apparel by the respondent

Descriptives								
What is your monthly income?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<1000	19	4.26	1.240	.285	3.67	4.86	2	5
1000-3000	69	2.97	1.382	.166	2.64	3.30	1	5
3000-5000	88	2.51	.947	.101	2.31	2.71	2	5
More than 5000	5	2.80	1.304	.583	1.18	4.42	2	5
Total	181	2.88	1.272	.095	2.69	3.07	1	5

ANOVA					
What is your monthly income?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	48.911	3	16.304	11.904	.002
Within Groups	242.415	178	1.370		
Total	291.326	181			

Interpretation

There is significant influence between monthly income and amount spend on apparel by the respondent. Hence Reject H₀

HYPOTHESIS

H₀: There is no significant influence between monthly income and shopping on apparel by the respondent

H₁: There is significant influence between monthly income and shopping on apparel by the respondent

Monthly income &How often do you shop apparel online?

Descriptives								
What is your monthly income?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Festival season	50	2.84	1.330	.188	2.46	3.22	1	5
Monthly	9	3.11	1.269	.423	2.14	4.09	2	5
Occasionally	43	3.09	1.377	.210	2.67	3.52	2	5
Once in three months	78	2.74	1.178	.133	2.48	3.01	2	5
Total	181	2.88	1.272	.095	2.69	3.07	1	5

ANOVA					
What is your monthly income?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.217	4	1.304	.802	.525
Within Groups	286.109	177	1.626		
Total	291.326	181			

Interpretation

There is no significant influence between monthly income and shopping on apparel by the respondent. Hence Accept H0.

HYPOTHESIS

H0: There is no significant influence between gender and problems faced in online shopping by the respondent

H1: There is significant influence between and problems faced in online shopping by the respondent

Descriptives								
GENDER								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	2	1.00	.000	.000	1.00	1.00	1	1
High shipping cost	18	2.33	.485	.114	2.09	2.57	2	3
Refund policy	118	2.35	.478	.044	2.26	2.43	2	3
Safety of payment	12	2.33	.492	.142	2.02	2.65	2	3
slow delivery	3	2.33	.577	.333	.90	3.77	2	3
Warranty and claims	29	2.52	.509	.094	2.32	2.71	2	3
Total	182	2.36	.503	.037	2.28	2.43	1	3

ANOVA					
GENDER					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.457	5	.891	3.796	.003
Within Groups	41.329	176	.235		
Total	45.786	181			

Interpretation

There is significant influence between and problems faced in online shopping by the respondent. Hence Reject H0

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- From the analysis it is interpreted that 42.2% of respondent are majority 31-40 age group, 36.1% respondent are 20-25 age group, 18.3% respondent are 26-30 age group, 2.8% respondent are under 19 age group, 0.6% respondent are above 40 age group. Therefore the majority of the respondent are 31-40 age group and the least is above 40 age group.
- From the analysis it is interpreted that 63.8% of respondent are female people, 37.2% of respondent are male people. Therefore the majority of the respondent are female people, and the least respondent are male people
- From the analysis it is interpreted that 51.7% respondent are bachelors in education level, 21.1% respondent are master and above level of education, 25.6% respondent are intermediate level of education, 1.7% respondent are matriculation or below. Therefore the majority of the respondent are bachelors and the least respondent are matriculation or below level of education.
- From the analysis it is interpreted that 61.1% respondent are 20000-40000 Monthly income, 24.4% respondent are in less than 20000 Monthly income, 12.2% respondent are 40000-80000 Monthly income, 21.7% respondent are above 80000 monthly income. Therefore the majority of the respondent are from 20000-40000 monthly income people and the least is above 80000 monthly income people.
- From the analysis it is interpreted that 55.0% respondent are amazon users, 22.2% respondent are flipkart users, 12.2% are myntra users, 7.8% respondent are snapdeal users, 2.8% respondent are shopclues users. Therefore

the majority of the users are from amazon and the least users are from shopecles

- From the analysis it is interpreted that 43.3% respondent buy clothes once in three month,27.8% respondent buy clothes festival season 23.9% respondent buy clothes in occasionally,5.0% respondent buy clothes monthly, Therefore the majority of the respondent buys clothes once in three months and the least respondent buy clothes monthly.
- From the analysis it is interpreted that 58.3% respondent have been shopping for 5-10 years,29.4%%respondents have been shopping for 1-5 years in online,10.0%respondent have been using online shopping website less than 1 year,2.2% respondent have being using for more than 10years. There for the majority of the respondent have shopping for 5-10 years and the least respondent is shopping for 10years in online website.
- From the analysis it is interpreted that 72.2% respondent have choose convenience & time saving for reason to buy in online,14.4% respondent have choose price is the main reason to buy,11.7%respondent have choose fast shipping as the main reason,0.6% respondent have choose trust as the reason. Therefore the majority of the respondent have chose conveniences & time saving and the least of the respondent have choose trust as the reason.
- From the analysis it is interpreted that 48.9% of the respondent have spent 3000-5000 on apparel,37.8% respondent have spent 1000-3000 on apparel ,10.6% respondent have spent <1000 on apparel ,2.8% respondent have spent more than 5000 on apparel. Therefore the majority of the respondent have spent 3000-5000 on apparel and the least respond have spent more than 5000 on apparel
- From the analysis it is interpreted that 70.6% of the respondent have selected Amazon as customer friendly,18.9% respondent have selected Flipkart ,7.8% respondent have selected Myntra ,32.2% respondent have selected shopecles ,0.6%respondent have selected Snapdeal as customer friendly. Therefore the majority of the respondent have selected Amazon as their customer friendly and the least respondent have selected snapdeal.

- From the analysis it is interpreted that 68.3% respondent said that Amazon have more swift delivery,21.1% respondent have said Flipkart has swift delivery,8.9% respondent have said myntra has swift delivery,1.1% respondent have said shopecues has swift delivery and 0.6% have said snapdeal has more swift delivery. Therefore the majority of the people said Amazon has swift delivery and the least is snapdeal.
- From the analysis it is interpreted that 65.6% respondent have said refund policy is the main barrier in online shopping,16.1% respondent have said warranty and claims as reason, 10.0% respondent have said high shipping cost as the reason,1.7% have respondent have said slow delivery as the reason. Therefore the majority of the respondent have said refund policy as the main barrier and the least said slow delivery as the reason.
- From the analysis it is interpreted that 65.6% respondent have said refund policy is the main barrier in online shopping,16.1% respondent have said warranty and claims as reason, 10.0% respondent have said high shipping cost as the reason,1.7% have respondent have said slow delivery as the reason. Therefore the majority of the respondent have said refund policy as the main barrier and the least said slow delivery as the reason.
- From the analysis shows that majority of the respondents agree as there is detailed information are provided in online shopping and the least respondent are strongly disagree.
- From the above table shows that majority of the respondents strongly agree and agree as there is detailed information are provided in online shopping and the least respondent are strongly disagree.
- From the analysis shows that majority of the respondents strongly agree and agree as there is detailed information are provided in online shopping and the least respondent are strongly disagree.
- From the analysis shows that majority of the respondents strongly agree price is any important thing online shopping and the least respondent are strongly disagree.
- From the above table shows that majority of the respondents agree as there is website provide quality information is an aspect in online shopping and the least respondent are strongly disagree.

- From the analysis shows that majority of the respondents strongly agree as offer is any important thing in online shopping and the least respondent are strongly disagree.
- From the analysis it is interpreted that 58.3 % of the responded said that they have returned the products that they have bought,47.3% responded said that no . Therefore the majority of the responded said that they have returned the products and the least said no.
- There is influence on influence on easy to choose and make compare with other products while shopping online between male and female of the respondent. Hence Reject H0.
- There is significant relationship between monthly income and amount spend on apparel by the respondent. Hence Reject H0.
- There is significant influence among ratings of online shoppings by the respondent . Hence Reject H0.
- There is no significant relationship between monthly income and shopping on apparel by the respondent. Hence Accept H0.
- There is significant relationship between and problems faced in online shopping by the respondent between male and female. Hence Reject H0.

5.2 SUGGESSTIONS

1.For the problems faced by the customer like size problems ,the website can have a 3d or virtula trails for customer so that they can reduce the size problems a lot and also reduce the returning of the products

2.Convenient and easy buying is important factor impact the online buying so that the marketer can take care additional effort in these area in order to improve the level of customer satisfaction. To improve the online shopping behavior in the rural area, more advertisement can be conducted through various media. It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system. This may help seller to gain more sales from these who want to buy online service but do not have credit card or do not want to use

their credit card online. The online marketers should deliver right colour, quality and quantity product order by the consumers'. It will improve the customer satisfaction in order to increase online trading

5.3 CONCLUSION

The internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

customers' from online shopping. Online Shopping is facilitating manufacturers to connect the large consumer bases without location limitations, avoiding traditional channels of distribution reduce the final consumer price and facilitate quicker service. Online Shopping is new and growing in India. Though, lot is yet to be achieved. Internet accessibility to the whole population will see paramount difference in development and growth in the nation.

This study implies customer buying behavior of Online Shopping. Online Shoppers seek for clear information about product and service, time saving, connivance, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction.

The major growth indicators like; demographics, economy, changing lifestyle, exposure to new ideas is in favor of the further development of online shopping in India. With improved supply chain, new models of business, accessible payment facilities online shopping and apparel as a category will be paramount success.

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APPENDIX – I

QUESTIONNAIRE

1.NAME

2.GENDER

a)MALE b)FEMALE

3. AGE GROUP

a)under 19 b) 20-25 c) 26-30 d) 31-40 e) Above 40

4. What is your level of education?

a) Matriculation or below b) Intermediate c) Bachelors d) Masters or others.

5.What is your monthly income?

a) Less than Rs.20,000- b) Rs.20,000-40,000 c)Rs.40,000-80,000 d) above 80,000

6)Which website you prefer to buy clothing items?

a) amazon b) flipkart c) myntra d) snapdeal e) shopeclues

7) How often do you shop apparel online?

a) Monthly b) one in three months c)occasionally d) Festival season

8) How long have you been shopping online?

a) less than one year b) 1-5 c) 5-10 d) more than 10 years

9) Main Reason for buying apparel in online ?

a) Price b) convenience c) Fast shipping d) Trust

10) How much do you spend on apparel?

a) <1000 b) 1000-3000 c) 3000-5000 d) more than 5000

11) Which is the best online site in buying apparel ?Give rating?

a) amazon b) flipkart c) myntra d) snapeddeal e) shopecclues

12)Which online store has a better customer friendly exchange/return/replacement/return policy

a) amazon b) flipkart c) myntra d) snapeddeal e) shopecclues

13) which have more swift delivery system?

a) amazon b) flipkart c) myntra d) snapeddeal e) shopecclues

14) Detail information is available while shopping in online

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

15) It is easy to choose and make compare with other products while shopping online

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

16) online shopping takes less time to purchase ?

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

17) Is price is a important thing that people prefer shopping in online?

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

18) I prefer to buy from website that provides me with quality of information

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

19) Do you agree that offers provided in online shopping is satisfactory?

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

20) Have you return the apparel product that you have bought?

a) strongly agree b) agree c) neutral d) disagree e)strongly disagree

21) your valuable suggestion?

APPENDIX – II

ARTICLE

A study on buying behaviour of the consumer in online shopping with reference to textile product

Abstract

E-commerce has made life simple and innovative of individuals and groups; consumer Behaviour in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behaviour in online shopping of electronics products. The main research question in how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts. Price, time saving and convenience were identified as important factors which lead to certain buying behaviour in online shopping. The www is rebuild around people where social circles influence and lead to online buying. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC .For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

Key words: consumer behavior, satisfaction, consumer influence .

1.INTRODUCTION TO ONLINE SHOPPING

Online Shopping is a form of electronic commerce where by consumers directly buy good or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product they want using internet people just need to click the mouse to finish the whole shopping process.

Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping. The internet has transformed the way companies, including retailers, do business. Nowadays, it has allowed retailers to customize and transform their offering to the customers in addition to reinstating their competitive positioning.

ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service.

Easy to Find: Finding a product online is— much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.

DISADVANTAGES OF ONLINE SHOPPING

Delay: The main disadvantage of online— shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.

Inferior product: You don't know about the— actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.

2.REVIEWOF LITERATURE

Gagandeep Nagra, R. Gopal (2013) performed a research study on “A study of Factors Affecting on Online Shopping Behaviour of Consumers”. The main objective of the research was to identify the impact of Demographic factors impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase.

Kwon & Lee (2003) Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want using their smartphones and computers.

Liu, He, Gao and Xie (2008), it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive prices

3.OBJECTIVES

To identify the various factors influencing buying behaviours of consumer on textile products

4. RESEARCH METHODOLOGY

Research Design

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

Measures

Standardized questionnaire is used for data collection. A questionnaire consists of a number of questions printed or type in a definite order on a form or set of forms. The Respondent has to answer the question on their own. Apart from this observations and interview has also been used as a source for primary data collection.

STATISTICAL TOOLS FOR ANNALYSIS

❖ ANOVA

5. RESULT,SUGGESTION AND CONCLUSION

From the analysis of the data collected ,the following result are obtained.

1. There is no significant influence between monthly income and shopping on apparel by the respondent. Hence Accept H_0
2. There is significant influence between monthly income and amount spend on apparel by the respondent. Hence Reject H_0

ANOVA					
What is your monthly income?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	48.911	3	16.304	11.904	.002
Within Groups	242.415	178	1.370		
Total	291.326	181			

5.1 Suggestion

1.For the problems faced by the customer like size problems ,the website can have a 3d or virtula trails for customer so that they can reduce the size problems a lot and also reduce the returning of the products

2.Convenient and easy buying is important factor impact the online buying so that the marketer can take care additional effort in these area in order to improve the level of customer satisfaction. To improve the online shopping behavior in the rural area, more advertisement can be conducted through various media. It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system. This may help seller to gain more sales from these who want to buy online service but do not have credit card or do not want to use their credit card online. The online marketers should deliver right colour, quality and quantity product order by the consumers'. It will improve the customer satisfaction in order to increase online trading

5.2 Conclusion

The internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process

of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

This study implies customer buying behavior of Online Shopping. Online Shoppers seek for clear information about product and service, time saving, convenience, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction.

5.3 REFERENCE

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