

Project Dissertation Report on

**FACTORS AFFECTING CONSUMER
BEHAVIOR IN ONLINE APPAREL
SHOPPING**

Submitted by
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CERTIFICATE

This is to certify that the Major Research Project Report “**Factors affecting consumer behavior in online apparel shopping**” is the bonafide work of “Madhu Kumari (Roll No. 2K20/DMBA/60)” 2nd Year student of Master in Business Administration of Delhi School of Management, Delhi Technological University (DTU), Delhi carried out under my supervision.

Place: Delhi

Date:

Dr. Vikas Gupta

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DECLARATION

I hereby declare that the Major Research Project Report entitled “**Factors affecting consumer behavior in online apparel shopping**” submitted by me to the Delhi School of Management, Delhi Technological University (DTU), Delhi in partial fulfillment of the requirement for the award of the degree of Master in Business Administration (MBA) is a record of bonafide project work carried out by me under the guidance of Asst. Prof. Dr. Vikas Gupta. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the grant of any other degree or diploma in this institute or any other institute or university.

Signature of the Candidate

Name: Madhu Kumari

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Sincerely,

Madhu Kumari

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EXECUTIVE SUMMARY

The point of the gaining knowledge is to look at the causes that influence a customer's decision to shop for clothing on web. The Internet, which is based on technology, has connected people globally. Different segments of the population have comparable tastes, perceptions, styles, and accessibility. Now that online shopping is available 24x7, it has facilitated globalization by allowing access to all product information from anywhere in the world. As an impact, consumer preferences have shifted in terms of selection, quality, services, selling, and purchasing. The primary reason for this is that the vast majority of electronic gadget applications are connected to the internet. As an impact, customers are ecstatic about the prospect of purchasing and selling their desired goods. Consumers are acting shrewdly and expressing a strong interest in online shopping because it saves time, facilitates payment, and provides a plethora of options for selecting the best of the best of his chosen product. With the exponential growth of India's consumer economy in the retail market and internet usage, there are numerous opportunities for online shopping. To survive and exceed expectations in this competitive environment, e-tailers must understand consumer behaviour in order to tailor their product offerings for maximum client satisfaction. This modern and convenient method of purchasing is gaining popularity among consumers, particularly among tech-savvy millennials who recognize the importance of judiciously utilising innovation to ensure a positive online shopping experience. Online purchasing is the way of utilising technology to improve selling performance. And shoppers are developing constant strategies to meet online shoppers' demands; they are analysing consumer behaviour in the realm of online purchasing to ascertain how customers feel about purchasing clothing virtually. The purpose of this research is to ascertain the results that motivate Bahraini shoppers to shop virtually. The thesis of planned outcome is used to develop a model that accounts for the effect of numerous variables on online purchasing intentions and behaviour. The study collects data through an online poll in which online shoppers of all ages rate the importance of various characteristics that influence their purchasing experience. The findings indicate that customer preferences vary significantly by age group. According to the findings, subjective norms, attitudes, and perceptions about the implications of online purchasing influence customers' intentions to purchase. Control in behavioral control and intentions had a sizable effect on online purchasing behaviour. Additionally, its result supports the notion that personal innovation has a positive effect on attitudes and intentions toward online shopping.

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INDUSTRY PROFILE

Introduction

Consumers in India are increasingly drawn to arranged and online retail. The widely network of brand different retailers has fueled organised retail. In the next few years, the number of brands will keep going up. power of brands in stores and on high-end property investment will exacerbate these customer preferences. Some of these stores are called "Large Format Stores," like Lifestyle, Shoppers Stop and Reliance Trends. are leading retail locations across the country, offering merchandise and store experiences that inspire many people to embrace the structured physical experience.

Surprisingly, customers of developing cities have benefited from this transition, as investor-backed value formats such as VMart, V-2 , and 1 IndiaMart have brought high class fashion to India's young generation. Due to the availability of numerous major Indian and international brands, a sizable segment of clients has also embraced online channels. Certain global companies are only available online As an impact of their partnerships with online channels, providing another reason for customers to switch to Online shopping channels.

Consumers are basically attracted to cloths through web stores, where they are able to buy both established brands and retail private brands. Private brands labels have increased fashion accessibility for the general public, and these price reductions have attracted additional customers to platforms such as Myntra, Jabong, Ajio, and Limeroad. These channels appeal to customers for a variety of reasons, including convenience and variety. Another thing that has been very appealing to people is how online retailers advertise their events. efforts, that offer clients eye catching discounts in festivals and another events.

Market Size

Online Fashion Retail business capital in our nation is estimated to increase by **USD 22.97 billion** 2021 to 2025, and the market growth will accelerate at a **CAGR of 18.83%**. The growing acceptability of digital payment systems, as well as the rise in

internet and smartphone usage, are some of the significant market factors. However, concerns such as the difficulties of sustaining online client loyalty will pose a hurdle to market expansion.

While the COVID-19 has impacted as a negative economic on the country, India's online fashion market continues to grow in terms of volume and value. Unicommerce, an ecommerce-based supply chain technology platform, confirmed in a study that the virtual fashion business continues to increase. **in sequence of quantity increase of 51% and GMV increases of 46% in Financial year 21**, in comparison to 2020.

"With the highest order volume, the fashion area is one of the most important contributors to India's ecommerce economy." Websites are driving fashion growth, according to the report, and the expanding use of D2C among fashion firms has resulted in developing a unbreakable connection with customers, resulting to increased growth.

Unicommerce revealed that brand websites reported a 66 percent increase in order volume and a 77 percent increase in gross merchandise value (GMV) in financial year 21, in comparison to the previous FY. In comparison to webstores, business resulted a 45% increase in order volume and a 33 percent increase in gross merchandise value (GMV) for FY-2021. The expansion of Tier-II to Tier-III areas has been a positive development. According to the Unicommerce survey, volume in Tier-II regions increased by 118 percent, while volume in Tier-III and beyond options increased by 192%. It is most likely due to the cloth and wearable industry's history of early technology adoption, which enabled it to stay away of the movement. As an impact, online business is gaining traction. According to the survey, organisations are now fulfilling 20-25% of their maximum purchases in-store, demonstrating that omnichannel adoption has risen across the board.

Women's wear has a majority stack of the online fashion business, with around half share of market share in financial year 21, and has resulted a 30% increase in order volume over the previous financial year.

Developments

Fashion is not just a massive industry; it is the king of all industries. With a worldwide trade price of around \$769.5 bn in 21, outfit, wearable, and footwears are the nation's biggest online sector. In upcoming 5 years, ecommerce clothing business will grow at an annual growth rate (cagr of 7.18%, valuing the biz at +\$1.0 trillion.

This expansion is being fueled by two factors: permeation rate increases (characterised as "the equity of active needing to pay customers") and ecommerce's start sharing of the fashion retail market. As according estimates, digital commerce penetration will increase to 61% by 24, from 47 in 22. Appropriate for 3 significant fashion categories:

- Apparel: 12.71%
- Footwear: 11.61%
- Wearable: 8.49%

This shows that a total market stack increases from 21.13% in 2020 changes to 23.56% in 2023.

Global Expansion Continues East, But ARPU (Average revenue per unit) Rules the West. Geographically, uses moving rapidly inclined to China; its \$274.3 billion in 20 sales stating the upcoming 4 countries adding together:

1. China: \$274.31B
2. United States: \$136.51B
3. United Kingdom : \$32.51B
4. Japan : \$23.91B
5. Germany: \$22.46B

Indian ecommerce fashion industry grows 51% in financial year 21.

Amidst the pandemic, India's online fashion sector continued to expand at a 51 percent clip on various brand websites, breaking previous online shopping records. According to Unicommerce's 'Fashion online shopping Report,' Tier 3 towns and others saw the

greatest increase in order volume growth of 192%, while kid's wear saw the greatest increase in order volume increase of more than 200% online.

The growing use of D2C (direct-to-consumer) marketing by fashion brands has aided them in developing a more personal relationship with their customers, resulting in increased growth."

The fashion segment, with the highest order volume, is a significant contributor to India's online shopping economy."

Online shopping has radically altered the international business landscape over the last decade, most lately bolstered by the near-complete rise in online shoppers during the Covid-19 epidemic. Despite the reality that many retail companies, even well brands like Zara, saw income decrease, digitalisation and changes in customer ensured a substantial market rebound. Despite the pandemic's economic impact, a Unicommerce report found that India's online fashion company having grown by 45 percent from April 1, 2020 to March 31, 2021.

Government initiatives

Numerous initiatives undertaken by the BJP-led government of Narendra Modi are speeding up the growth of India's online shopping sector. While Indian online shopping is accelerating its growth to become the world's fastest increasing business industry, applications such

Increased internet penetration and quality, advances in payments and shopping on mobile platforms, leading in consumer behaviour and buying habits, the accessibility of goods at affordable prices on online shopping platforms all resulted in the enhancement of Indian ecommerce. According to CARE Ratings research, "online shopping is undoubtedly driving the most significant transformation in the retail industry, and this trend continues in the coming years."

For all firms operating as online shopping marketplaces, the government has changed its FDI (Foreign Direct Investment) policy in online shopping. The policy revisions, which took effect on February 1, 2019, clarify and enhance the regulatory regime governing

FDI in India's online business marketplace businesses, while also levelling the playing field for online and offline sellers. Traditional merchants have accused online shopping firms of market distortion through predatory pricing and unethical business practises. The stricter regulations are expected to have a major impact on India's online industry.

Electronics & apparel account for the lion's share of online shopping sales in India, taking total of more than 40% of all sales. Lifestyle and apparel are another popular product category, accounting for more than a quarter of total sales. According to the survey, home and living sales comprise 5%, food and daily needs sales comprise 2-3%, and other products sales comprise 19%-31%. Amazon, founded by Jeff Bezos, and Walmart, which recently acquired Flipkart, currently dominate India's online shopping sector.

Michael Porter's Analysis of the Indian Online shopping Industry

Five forces A model is a technique for analysing business culture and deciding the prospective profit of the business strategy. Knowledge of this will be advancement because it empowers business group to just be cautious in response to different factors affecting profitability. Power of buyers, power of suppliers, the threat of new entry, the availability of new, and the threat of rivals are the five forces. Often, the dangers posed by competing companies are taken account. The very next study will examine these components in the context of the online shopping market sector.

Shopper Power Factor (Strong Force) :

The e - commerce market had exploded in following years. Recognizable influences have become the expansion of global economics and the advancement of technology. Two of these issues have an effect in increase of the online market industry. The online industry has seen the emergence of numerous small and large brands. As an impact, clients pay relatively little to transfer providers. In current society, consumers are well

concerned. They have access to the highest whereabouts about the services and products offered by online retailers. People who shop on online shopping websites can find things easier now because of this, alternative online retail services is harmed. Additionally, several stable businesses have entered the online web space. In addition of real markets, additional pressure has been created. Wal-foray Mart's into ecommerce in order to compete with Amazon is an example of this. Because of this, buyers have a lot of power when they negotiate. in the ecommerce industry. Brand image, brand quality, and cost are all factors that can affect the bargaining power of a brand.

Supplier Power (Moderate Force):

Online shopping online industry, stable businesses have different advantage, while others has to struggle.' bargaining option is very limited. Only a few suppliers, most notably Amazon, are ready to address the requirements of internet purchases businesses. Those who succeed in this endeavour will cement their position as a dominant power in the online shopping sector. For instance, changes in the price levels of devices from a major suppliers could have a direct impact on the retail operating costs of an online shopping company. On the other hand, due to their lack of control over the sale of their products to busines, confined forward assimilation limits providers' actual influence. As an impacgt, many online markets are be careful to your supplier. . Frequently, shops create a rules of behavior that deals with issues such as quality, labour, wages, and sustainable development. Regarding the industry's growth, suppliers face fewer chances and are therefore constrained by brand-imposed restrictions. Due to their small size, the majority of manufacturers and distributors, on the other hand, have a negligible impact on online shopping businesses.

Threat of New Entrants (Moderate Force):

In the online shopping market, brands have the upper hand, while suppliers have limited bargaining leverage. There are only a handful of vendors who can meet the needs requirements of online shopping companies, most notably Amazon. Those who are

successful in doing so will reposition themselves as a dominant in the online industry. i.e changes in the cost of equipment with a few large suppliers could have a direct impact on the retail running costs of an online shopping company. On the other hand, due to their lack of control over the sale of their products to businessesn real effect on online shopping labels is limited. It impacted, numerous web stores must takes precaution when establishing venders relationships. Frequently, labels will code of ethics should be made. solves problems such as product, labor, wage disparities, occurrence. Regardless the increasing number of players in industry, venderss is constrained by brand-imposed restrictions. However, due to their relative insignificance, the majority of manufacturers and venderss have a limited impact on online shopping enterprises.

Threat From Substitutes (Strong Force) :

Consumers may easily change companies because switching costs are low. For instance, clients can simply purchase from Walmart or other retail companies rather than Amazo. The widespread availabiity of alternative solutions and low product cost amplify the negative impact of substitutes on the business.

Threat From Competitors/ Rivals (Strong Force):

Retail online shopping businesses are well-known for their aggressiveness and fierce competition. There is a great deal of competition in the market as an impact of the large number of contenders. The ecommerce sector saw an increase in the number of domestic and international labels, resulting in growing competition. This is shown in Amazon's ongoing battle with Walmart, which is rapidly expanding its online shopping presence. Substitutes are a regular threat due to their widespread availability. Walmart and other cinder block retailers are attempting to emulate the online retail capabilities of Amazon. Additionally, the switching cost makes it simple for customers to switch from one retailer to another. As an impact, new firms and adversaries pose a serious threat.

Finally, in order to sustain my company's long-term competence, strategic focus must be placed on competitive rivalry within the online shopping retail market. To overcome

commercial barriers in the retail market, retail stores must consider the significant bargaining power of purchasers. Due to the vast number and threat of competing companies, it is critical to emphasize ongoing popularity strategies in the online market.

PESTLE Analysis of “The Online Fashion Industry”

Fashion is an artistic expression that includes makeup, garments, footwear, wearable, hairdos, and way of life. Fashion is transient, typically lasting as little as a season. Fashion, as regarding Pierre Bourdieu, is "something distinctive or contemporary." It is ever-changing. On either side, style has a longer life span and can be worn throughout the year.. In the nearly nineteenth century, the cloths industry appeared out. However, it has matured into a global industry in which makers generate garments in one nation, manufacturers fabricate them, and labels sell them in a different of markets worldwide. In summary, fashion industry is divided into the following categories: Cloths, fur, shoe materials, fibres, and cotton are all examples of raw materials.

1. Manufacturing, designing, or the contracting
2. Trader shop sales
3. TV advertising, and promotion

Each component of the above said level is unique, but they are all linked. The objective is to provide end consumers with superior products that meet their needs, whether that is accomplished through the purchasing of high-quality raw materials, competent designers and manufacturers, finished product sales, or advertising.

Now is the time to discuss how political, financial, social, technical, legal, and environmental factors influence the fashion industry, and how new trends emerge and the sector evolves over time. Here's a look at fashion's pestle analysis.:

Political Factors:

If the cost of imported goods increases As an impact of increased taxes or tariffs at the border. Typically, the government wants civilians to purchase clothing from individual designers and small businesses in these instances. Rather than offshoring clothing and other goods, some organisations, including such PETA, have made a point of refusing to do trading with business owners that use animal skin. Whether a business . for example or a global corporation, the objective is the same: to prevent animal torture.

Economic Factors:

Economically speaking, we see the world throughout two extreme values: elevated nation's people can buy elegant apparel and shoes, baltic states. Food and liquid survival are even more critical in low-income countries to high levels of unemployment, where fashion is an unaffordable luxury. Middle class individuals with captioned financial resources prefer to have dress code or informal clothing and jewelers. As, the cloths industry is weather dependent and always changing. If you regularly acquire such fashion items, you would have to pay for additional storage space. As an impact, these rental clothing facilities are a lot cheaper than regular ones, it suit your requirements without charging more.

Social Factors:

To get noticeable, musicians, vocalists, creative types look and dress accordingly. The purpose of this attire just distinguishes from the throng of people such that fans and the media personnel can easily identify you. After capturing the public notices you, you're centre of attraction. Later on, garments and wearable become tied to a specific figure as well as brand emblem. Consider Michael Jackson's LED gloves, depressing light or shredded celebrity pants, or a ornament. For the musicians and artists who wear them, thry did not become special. They however, have a meaningful impact on crowd, as they can be identified by those product lines. Fashion often does not necessitate you to look

unique; it can be abstinent and light depending on the circumstances. Consider the following scenario: a person attends a question and answer session and dresses appropriately. Ordinary staff members dress in a semi-formal or casual manner, with comfy shoes; this is also referred to as casual light fashion. However, the majority of people are dismissive of it or hesitant to start embracing it as a pattern.

Technological Factors:

Certain consumers prefer online shopping because it enables them to rapidly compare products from multiple retailers. They'd add them to their cart as well as place their order if any of them piqued their interest. They avoid shopping malls and stores as they consider travel and wandering to be strenuous exercises. The Internet has made it easier than ever to establish an online store. Sophia Duo started collecting vintage clothing in the last few years before opening an online store and profitably selling her collection on eBay. In 2018, investments had a combined wealth of much more than \$300 million.

We've seen runway television shows in which experts and designers decide the implications of the fashion industry while showcasing one's designs and goods. There are biz shows where early buyers and young, bright fashion companies discuss their future prospects. Technology is helpful in terms of aiding designers and clients in achieving their goals. Designers are constantly inventing new ways to earn money.

Legal Factors:

Whenever it indicates to adhering to the law, the apparel sector is no exclusion. It must follow the similar rules regarding excise taxes, rise in price, and labor regulations, and exports and imports restrictions as the U.S. As a organisation or a fashion company outsources collaborate to other Asian nations to seek of cheaper labor, the company's logo and the nation's laws are altered. International outsourcing robs the local market and individuals of employment opportunities and investment. As an impact, some

consumers refuse to purchase products manufactured by companies that outsource manufacturing to other countries.

Environmental Factors:

The fashion industry's product lines have a variety of negative environmental consequences. To begin, consider manufacturing, where companies emit chemical fumes while chemically treating cloth to create jeans. Trucks and motorcars emit vapours and aprons into the atmosphere throughout the shipment process, resulting in air pollution.. If the shipping is made by sea, oil will leak into the water. After being used by customers, it degrades into garbage. Recent research indicates that the average American discards nearly 80 pounds of clothing every year. Waste has increased by 60% in the last 15 years. When the totals are added up on a global scale, it becomes clear how much cloth has been wasted. Due to the fact that each season brings new clothes as well as new style, the fashion business contributes significantly to clothing waste. While some sectors have begun recycling used clothing, the practise is still in its infancy. This is a step that every industry and nation should take to assist in environmental cleanup.

MAJOR ONLINE SHOPPING COMPANIES

AMAZON

Introduction

Amazon is the retail giant, and its achievement has prompted other brick-and-mortar businesses to follow consequences. Due to its presence all over and aggressive pricing strategies, it is commonly termed as Wal-online Mart's counterpart. Amazon can seize numerous emerging market opportunities and make sure that its supply process chain of interconnected warehouses gives significant share for both the company and its

stakeholders. Additionally, Amazon's business map of operating at near-zero margins must be reconsidered, and that states it has not earned a profit in last five years suggests that is still room for development.

SWOT Analysis

Strengths

- Cost ownership, distinctions, and focus are three of the three main strategic areas that Amazon has focused on in order to be the world's biggest online trader and be the best at what it does. This strategy has helped the company, and its shareholders have also been helped. Online shopping and That too (IT) are two of the ways Amazon has a big advantage over its competitors. This allows the company to keep up with its rivals and stay ahead of them. One of the most important things about Amazon is that it's always at the top of people's minds, which has helped it get into new markets that other online retailers couldn't reach.
- Amazon has an edge over its competitors due to its superior logistics distribution capabilities.

Weaknesses

- This is how it has been "going to spread itself somewhat thin" in the last few days: As a result of its huge strategy, it has been able to shift its focus aside from the main thing that online readers do best, which is to buy things online, and toward new things. However, Amazon needs to be aware that as it moves away from the core competency, its strategic advantage could be wiped out. Because Amazon gives its customers free shipping, it may lose money and may not be able to get the best possible outcome. As a result of this plan.
- Amazon is just mainly an online trader, its exclusive concentrate on internet buying may "obstruct" its growth ambitions, particularly in emerging business.

- According to traders and business experts, the company's primary flaw is its reliance on near-zero profitability business models, which has severely harmed its growth. Despite its enormous volume and revenue, it has been not able to generate a growth.

Opportunities

- It has a significant opportunity to gain profit through the launch of its online payment, given customer concerns about web shopping in terms of data security among their top issues. Additionally, it would grow the profit margins of the business by convincing it to realize the rewards of needing its own payment system.
- Amazon might also result in growth it wants to sell by its own label, rather than keep running as a world market for third-party goods all over the world, like it does now. In other words, instead of trying to sell and stocking products made by other people, it can build its own brand.
- Amazon could expand its business selection by supplying more goods than it does now. This means that corporate in a stronger and so more secure position because more money can be turned into more money, which would provide the company with a significant competitive advantage in the hyper-competitive online retail segment.

Threats

- When people start to worry about buying things online, it could be bad for Amazon's business. As a result of losing your identity and being hacked, which gives your personal information to other people? As a result, Amazon needs to act quickly to make sure customers are satisfied with its site and defend their online privacy and safety.
- Content providers and other businesses in the retail sector have filed suit because of its high prices. Amazon has gotten into a lot of trouble because it is very strict

about how much money it spends. Competitors are angry that Amazon is taking their business.

- On the conclusions, Amazon has a large number of competitors from small online sellers who can move faster and more quickly than Amazon. This appears to mean that while the company needs to focus on its strategic vision, it can't forget about its local farmers market at all.

FLIPKART

Introduction

Flipkart is an Indian company that sells things online. It is based in Bengaluru, India, Asia. A privately owned company was formed in Singapore when it began. Initially, the company focused on selling books on amazon. It then moved on to other types of products like consumer devices, home furnishings, groceries, and fashion clothes.

The service's main rivals are Amazon's Indian subsidiary and Snapdeal, a well-known company in the United States. If you want to buy something on the internet, Flipkart had a 39.5 percent market share in March 2017. Flipkart is the leader in the clothing market, thanks to the acquisition of Myntra. It has been compared to Amazon in the sale of gadgets and phones. There is also a mobile payment service called PhonePe that Flipkart owns. This service is based on the National Payment Interaction (UPI).

SWOT Analysis

Strengths

- Promoters: The founders of Flipkart, Sachin and Binny Bansal, are ex-Amazon employees. Their experience in online shopping has aided the pioneers in strategizing and distinguishes their especially in a professional competitive industry.

- Acquisitions: The company has expanded into the online shopping industry through purchases such as Letsbuy.co, adding more information, weread.com, Mine360, and the most recent acquisition of Myntra.
- Brand recall is high: Flipkart has become known internet shopping company in India thanks to tv ads, online labels, and a strong social media following. As a result, the company's brand recall went up a lot thanks to things like "Big Billion Day."
- Own payment gateway and logistics arm: E-kart, it's delivery arm, and Payzippy, a payment service, have helped the organisation keep costs under control. In a result, the advantages are moved on to the consumers.
- Exclusive & wide product range: Exclusive to launch certain items, such as Google Pixels and Google Buds, as well as other personal designer sectors in the fashion area, have allowed the corporation differentiate and generalise its offering.
- Brand portfolio: Flipkart has amassed a substantial brand portfolio. This is supported by Flipkart's SWOT analysis. When it comes to introducing new product lines, this company's brand portfolio might be incredibly valuable.

Weaknesses

- Limited Distribution: Although Flipkart's channel reach is restricted, the logistics department has kept expenses low. Because of the company's limited reach, this is a vulnerability. Outsourcing allows global behemoths, Amazon and competitor eBay to transport their goods to any section of the country. Flipkart retails, on the other side, is having trouble with this.
- Cost of Acquisitio: Flipkart's purchase price is high due to intense market competition and low retaining customers, as it recruits a huge amount of customers through internet ads. The ordinary gaining a new consumer, according to Flipkart, is Rs. 400.

- Buyers have the power: Due to the vast number of participants in this market, purchasers have a wide range of possibilities from which to choose. Customers save money on switching charges by transferring from one online store to another with ease. Multiple online retail websites provide the same products. Because there is little product differentiation, the competition is purely based on price.

Opportunities

- Change in Interest: There are numerous potential in this market as more customers become familiar with the growth of online commerce and the popularity of the internet in India.
- Supply Chain System: They can compete with the other companies and manage sales loss owing to product availability due to supply shortages by optimising their supply chain.
- Global Markets: Flipkart, like Amazon, may gradually expand its operations outside of India and do business in other nations, which will assist to increase revenue.
- Consumer Behaviour: Flipkart will be able to take advantage of new customer behaviour trends. This is a fantastic opportunity for the organisation to diversify into new product categories and increase revenue sources.

Threats

- Intense competition: Big player's eBay Amazon, as well as local players like Snapdeal, , and Tolexo, are constantly vying for market share.
- Government regulations: The growth of India's online shopping industry has been impeded by government prohibitions on problems foreign direct investment (FDI) in multi-brand retail, for example.

MYNTRA

Introduction

Myntra is one shop for clothing and lifestyle products. With the widest picking of trades and products on its website, Myntra, India's biggest online shopping platform for lifestyle and fashion products, strives to provide a hardship and enjoyable buying experience to customers across the country.

SWOT Analysis

Strengths

- Its strength have increased As an impact of the merger with Flipkart.
- Maintaining independence.
- Provide more than 1.5 lakh items from more than 1000 labels.
- It is able to serve more than 90,000 locations due to an efficient supply chain and performance is achieved.
- "End of Season Sale" — a big success, with goods worth Rs.90 crore sold.
- Excellent marketing and advertising efforts on t.v, the internet, and in print.

Weaknesses

- Intense competition means limited market share growth.

Opportunities

- Selling private labels allows them to boost their profit margins.
- Bollywood celebrities can improve their stylish appeal by collaborating with star designers.
- Bridal collection to leverage India's large wedding market
- Expansion into international markets can help a company grow.

Threats

- Global competitors such as Amazon are slowly moving inroads.
- The cloth industry is growing in rapidly, resulting in more contenders.

- Adverse government laws and changes in the economy
- Its app-only business strategy adds to its specialised proposition, and removing the website may prevent it from capturing the increasing online area.

AJIO

Introduction

AJIO, Reliance Retail's online sales venture, is a lifestyle and fashion brand that serves as the true fashion location for carefully curated, on-trend bits at the best prices available.

Ajio is constantly on the lookout for new, contemporary, and available ways to bring a fresh, contemporary, and accessible perspective to individual style. Ajio's states and actions all things to one fundamental truth: a certain inclusion and acknowledgement are the only ways to improve the human condition in our society. And a little extra fashionable along the way, whether that's through canister collection that simplify the process of putting together great looks, bringing together newly international labels in one location, reviving India's rich textile legacy through the Independent music collection, or producing excellent style more accessible through in-house brand AJIO Own.

By combining JIO's superior broadband network with Reliance Retail's extreme physical retail business, the company is trying to establish a differentiated online shopping prototype for India through AJIO. This will entail the complete connection of online and offline business models, as well as improved customer experience, delivery companies, and billing ecosystem innovation.

SWOT Analysis

Strengths

- Hypermarket with 95000 markets for tailoring, shoes, and watches, among other things.
- It is the owner of a number of private label labels.
- It has a well-developed distribution network.
- The parent company's strong support

Weaknesses

- There are numerous products available, but due to insufficient back-end architectural style, there are fewer SKUs. (Stock keeping Unit).
- Inventory management issues at some locations are a concern.

Opportunities

- Using the brand name to enter the Reliance saloon or other such areas.
- Significant potential for cost savings in cities by the use of a robust supply network.

Threats

- Strong competition from websites such as myntra.com, nykaafashion.com, bewakoof.com, and nike.com, among others.
- The operating costs are excessive.
- In terms of supplying and backward integration, Walmart is by far the most significant competitor.

SNAPDEAL

Introduction

Snapdeal is a company that sells things online. It is based in New Delhi. Rohit Bansal and Kunal Bahl started the company in February 2010. They both went to the Wharton School and the Indian Institute of Technology, Delhi, where they studied business. Snapdeal's website has a wide range of high-quality, low-priced goods. Snapdeal's goal

is to bring the joy of shopping to people in Bharat through reliable, cost-effective shopping. Snapdeal has made it easier for value-conscious customers to buy things by highlighting the most important products that meet their needs and are long-lasting. They do this by giving them a personalised, multilingual interface and cutting-edge new technology.

Snapdeal's vendors work in a well-structured way that allows them to deliver the best products at the best prices because of the rules and regulations that govern superior service standards. Snapdeal's logistics networks, which are run by third-party logistics, cover more than 96% of India's pin codes, which means that orders can be delivered to more than 2500 towns and cities. The network is growing because most of the people who are value-conscious, center-oriented, and price-conscious live outside of the big cities.

Snapdeal wants to be India's best omni-channel value lifestyle retailer. To build a complete ecosystem around value commerce, they are looking forward to following. This will allow them to serve 'Bharat' customers as they move between buying things at a store and buying things online.

SWOT Analysis

Strengths

- Constant new ideas and a brand image.
- A nationwide network of retailers.
- Excellent service is provided through simple steps.
- A diverse choice of transactions and offers to pick from.
- Numerous honours and accolades, such as top startups, ecommerce, and so on.

Weaknesses

- Not all cities have the same services.
- Only relying on the internet

Opportunities

- The markets that aren't connected to the internet.
- Customers who are hesitant to shop online can be encouraged to do so.
- Collaborations with larger corporations to offer in bulk.

Threats

- It is possible to be a victim of a scam.
- Possibility of becoming involved in the sale of illicit entities.
- Competitive internet shopping platforms that are only becoming started.

OBJECTIVES OF THE STUDY

We are currently living in the most opportune time period in human history. Online shopping has transformed the retail industry, making it easier than ever to shop for clothing. With a wide range of applications as well as websites to choose from, you could indeed shop for clothing from the convenience of your own home in a matter of clicks. The Internet has altered the way we shop. Due to the increased benefits, many people nowadays prefer buying goods online rather than in-store. When shopping online, you have a large selection of items from which to choose. The internet is changing the way people buy for and obtain goods and services at a breakneck pace, and it has grown into a global phenomenon. Numerous businesses have begun to leverage the internet to cut marketing costs and thus lower the price of its products and assistance, and to interact and disseminate, sell a product, solicit feedback, and conduct consumer satisfaction surveys. Customers use the internet to compare prices, product attributes, and after-sales service that they will receive from a particular retailer. Numerous specialists believe online commerce will thrive in the future. The purpose of this study is to ascertain whether customers who are using the web and are familiar with online buying have an interest in online clothing shopping and what factors influence their purchasing decisions. The goal is to understand the behavior of the customers on the web and to know what factors affect their purchasing decision.

Below are the main objectives of this study:

1. To find out the frequency of use of Ecommerce websites for buying clothes online.
2. To find out the most preferred website for shopping clothes online.
3. To find the problems faced by customers while buying clothes online.
4. To know the biggest challenge consumers face while shopping clothes online.
5. To find out reason which prompts consumers to shop clothes online.
6. To know the preferred timing of consumers to shop clothes online.

NEED OF THE STUDY

At any given time, there are huge numbers of people online, and each one of people represents an important consumer for an internet sales organization. Due to the rapid evolution of the technology that surrounds the Internet, a business that wishes to sell products via its website must constantly seek a competitive edge. Due to the large number of potential customers, it is critical to understand their wants and needs. The critical nature of comprehending the factors that influence an user's decision to purchase garments online cannot be overstated. Due to the fact that the Internet is indeed a different medium, consumers have developed new expectations. The rapid growth is attributed to increased adoption of broadband technology in conjunction with a change in consumer behaviour. The Internet is viewed as a form of mass that provides customers with purchasing capabilities unmatched by any channel. Certain features, like the ability to browse as well as purchase items at any time, visualise their desires through products, and engage in product debates with other customers, make the process easier for the user than conventional stores. Blumberg and Ward (2006) assert that the primary reason consumers shop online at the moment is convenience. Additionally, they admit that the primary driver of online shopping used be price, but has since shifted to comfort. Previously, only food, clothing, and sanctuary were considered basic needs; however, the "internet" has indeed been added to a list. As an impact of the telecoms revolution, the internet has changed the way people who shop for and buy goods and services. In order to stay competitive, businesses both inside and outside the United States and around the world are using the Internet to cut costs and lower prices. Businesses also use Communication to connect with customers, share information, sell products, get feedback, and do customer satisfaction surveys. To buy goods online, customers use the Internet to look at prices, features of the goods they want, and ways to get help after the sale. It's not just Online shopping that has a lot of potential. Businesses can use the Internet to communicate more effectively with both current and potential customers. The study's main goal is to find and look at the things that make people decide to buy clothes online. The goal of this study is to find out what makes people decide to buy clothes online. Three variables will be looked at: how often, which

website is the most popular, and which gender prefers it. As important as it is to know why people buy things, it's also important to know how people think about and act on things they buy online. This is because how people think about and act on things they buy online is a big factor in what they do.

LITERATURE REVIEW

It is called "electronic commerce" when you buy something from a seller on the Internet. There is now a new strategy called the "click and order" or "internet-based" business model that is replacing the old physical retail business model. More folks than before are online shopping for a wide variety of items, from homes to footwear to plane tickets, all at once. Individuals now have a lot of options when they shop online for things and services.

Clothes shopping online have its own set of characteristics. According to Huseynov and Yldrm (2014), the most significant barrier to online retail purchases is the lack of physical interaction, followed by the privacy of personal information and the security of online financial transactions. Demangeot and Broderick (2010) also discovered that in this scenario, perceived ease of use has no effect on the behavioral pattern, which is shaped by security and privacy concerns. Numerous factors, like the introduction of internet, have an effect on daily taste, personal taste, and selection. However, this advancement requires a more complete understanding of the customer behaviour. Consumer behaviour research has established an unifying framework of purchasing behaviour that illustrates the steps consumers take when making a purchase decision (Vrender, 2016). Marketing companies value these designs even though they can be used to explain and predict customer purchasing behaviour.

Jarvenpaa, Todd, Jarvenpaa, and Todd (1997a) developed a model of general Internet shopping attitudes, behaviours, and intentions. The design incorporates a number of indicators, which are classified into four categories: Product value, the quality of services provided through the website, the shopping experience, and the risk perception associated with online purchasing are all factors to consider. Chang, Cheung, and Lai (2005) examined a variety of factors influencing online shopping behaviour. They classified the qualities in their research into three broad categories. The first is the perceived characteristics of the web sale channel, which include risk, online shopping experiences, added benefit, quality of service, and trust. The second category includes risk mitigation measures, characteristics of the site, and product attributes; the third

category includes consumer attributes. Consumer characteristics are influenced by a variety of factors, including demographic variables, consumer purchasing preferences, consumer innovativeness and psychosocial factors, computer and Internet proficiency, and usages.

Consumer perceptions of online shopping are frequently shaped by two factors: trust and purported value (Hoque, Ali, & Mahfuz, 2015). As an impact, consumer behaviour forward into online purchases appears to be influenced by perceived benefits and trust (Al-Debei, Akroush, & Ashouri, 2015; Hajli, 2014). Additionally, the quality of information, merchandise attributes, website design, transaction capability, payment, security/privacy, and delivery, as well as the consumer's self-consciousness, state of mind, and sense of time, all contribute significantly to online shopping gratification (Katawetawaraks & Wang, 2011; Liu, He, Gao, & Xie, 2008; Mudambi & Schuff, 2010; Novak, Hoffman, & Yung, 2000; Shergill & Chen, 2005; Sorce, Perotti, & Widrick, 2005).

The image of the brand and the quality of the product, as well as the reputation of the country of origin, all have a significant impact on online product purchase intent (Haque et al., 2015). Additionally, online data extraction about products, services, and historical data for specific customers is critical when deciding on an online retailer or making a buyback decision (Liao, Chu, Chen, & Chang, 2012).

Koufaris (2002) asserts that both shopping pleasure and perceived utility (of a website) are significantly predictive of online repurchase intent. However, Lee and Lin (2005) discovered that, while shopping delight can increase new customer intent, it has no effect on customer retention. Indeed, a web store that employs value-added search engine methods and provides a demanding experience for customers may increase their purchasing satisfaction. Additionally, if customers return to the web store on a regular basis, their purchasing pleasure will be determined by their interaction with the products (Marios Koufaris, Kambil, & LaBarbera, 2001). Additionally, demographic factors such as age, gender, and income level facilitate online purchasing by influencing customer perception and behaviour (Kim, Zhao, & Yang, 2008; Laforet & Li, 2005; Sabbir Rahman, 2012).

Study of models

Consumers make purchasing decisions by becoming cognizant of and identifying their wants, gathering information about the best ways to meet those wants, weighing various available options, making a buying decision, and evaluating their purchase.

While it is critical for any organisation to understand the consumer decision-making process, online sellers have a distinct advantage in this area. Because online shoppers generate significantly more data than in brick-and-mortar locations, online merchants can use that data to develop conversion techniques for each stage of the process.

The 5 Stages of the Consumer Decision Making Process

It is critical to keep in mind that the terms "purchaser journey," "purchasing cycle," "purchaser cannula," and "consumers ' purchase decision procedure" all allude to the consumers to compare process. However, all of these factors point to the same thing: this same person's journey through the buying process. Thus, the following is a collapse of what occurs in each step:

- **Need recognition (awareness):** Need recognition occurs when a consumer precisely determines their own needs. Consumers may feel as though they are missing out on something, and this is a problem that must be addressed in order to close the gap. Businesses can maximise their advertising if they can predict when their target audience starts to form these demands or desires.
- The term "need recognition" refers to the process by which a consumer accurately defines their requirements. Consumers may feel as though they are lacking out on something, and this issue must be recognized in order to bridge the divide. Companies can maximise their advertising opportunities if they can predict when their target audience develops these needs or desires.
- **Search for information (research):** As consumers demand increasing amounts of data about products that suit their needs, the information seeking stage of the buyer decision process is likely to evolve over time. Additionally, information can be gathered through product recommendations from individuals who have

used the product previously. At this stage, consumers are more likely to consider risk management and compile a list of a brand's characteristics. This is done to ensure that the majority of consumers are not disappointed with their purchase. There are numerous locations where you can obtain information about products and services, including:

- Commercial sources include advertisements, promotional campaigns, salespeople, and product packaging.
- Personal sources: The specifications were discussed with family and friends, who made product recommendations.
- Public sources include radio, newspapers, and magazines.
- Experiential sources: A customer's personal interaction with a brand..

➤ **Evaluation of alternatives (consideration):** This stage incorporates weighing the upsides and downsides of various market choices, as well as the product's anticipated lifespan. After determining which option best meets their needs, the customer would then start searching again for best possible alternative. This assessment might be based on a variety of factors, such as quality of product, pricing, or other factor that is significant to customers. They can compare the prices and read reviews to ascertain that what product is the best perfect match for their particular criteria.

➤ **Purchasing decision (conversion):** After completing all of the preceding phases, the customer has finally chosen to make a purchase decision. At this point, the consumer has weighed all of the available information and arrived at a logical conclusion based on the marketing efforts, emotional ties, previous anecdotes, or a combination of the two.

➤ **Post-purchase evaluation (re-purchase):** Relating to the purchase of a product, post-purchase evaluation is performed to determine whether the product had been beneficial to the customer. If indeed the product meets the customers ' expectation, they becomes a spokesperson, influencing other potential customers

and thereby increasing the customer base of the business. Negative experiences are similar; however, they can deter potential customers from purchasing the product.

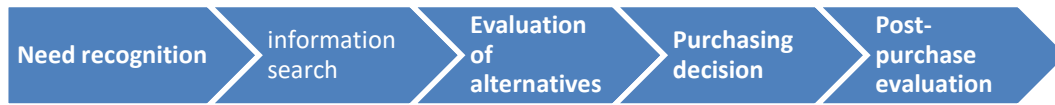
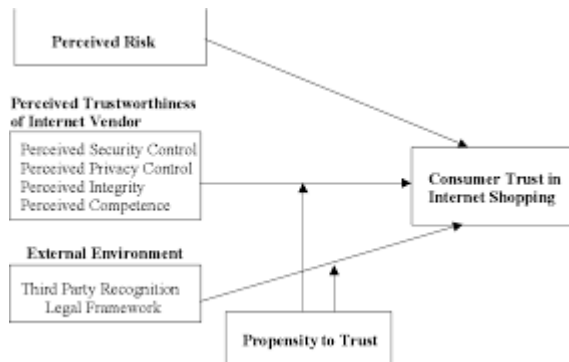


Figure: Consumer Buying Behavior Model

Internet shopping and its impact on consumer behavior

The internet is growing at an incredible rate over the last two decades, thanks to computer technology that made a lot of things digital. It was because of the internet's long-term growth, which meant more people were online, as well as because of the use of trying to cut technology for web development, that businesses were able to promote and improve their products and services' images through web sites. As a result, people are moving away from the traditional shoppers and toward shopping online because of good product information and customer service. On the other hand, more and more businesses are realising that people's behaviour is going to change and have changed their marketing strategies as a result. Studies say that people now prefer to shop online, especially when it comes to business to consumer (B2C) commerce, which has become more popular. Many factors are behind the rapid growth of online shopping, but the most important one is the fact that the internet has a lot of benefits. To start with, the internet has a lot of advantages for people who use it. Consumers no longer have to go outside to look for information about products, because the internet can help them browse websites and compare prices to find the best deal. In addition, the internet has the ability to get more people to use a product more quickly and effectively than traditional channels. It takes time to learn about and choose the right product, but clients

can save time by using search engines that combine images, sound, and very detailed written descriptions to make it easier for them to communicate. On either side, people who shop online face risks, such as those related to online payments and customer service after the sale. Because of new technology, web payment has become a popular way to buy things on the internet. Due to the fact that internet payments are virtual, they make it easier to use them, but they also make it less safe to use them.



Source: Research Gate

External and internal factors frequently influence consumer behaviour. Typically, internal factors are deduced from the consumer's feelings, whereas external factors are deduced from the surroundings. Numerous factors can influence consumer behaviour. External influences can be classified into five categories, according to Warner: demographic groups, socio - economics, new tech, and policy making; culture; subculture; reference groups; and advertising. Among other psychological processes, internal factors include attitudes, learning, perception, motivation, self-image, and semiotics (Malcolm). Additionally, Sheth (1983) proposed that buyers are There are two distinct motivational styles: functional and non-functional. The produce various are concerned primarily with time, shopping location, and customer needs, including one-stop shopping to save time, the shoppers location's environment, including parking fees, lower product prices, and the ability to choose between a diverse product selection. Non-functional variables, like the store's brand name, have a stronger connection to culture or socially constructed ideals. Historically, shopping has been entirely focused on the buyer obtaining what they require. This behaviour will be influenced by the seller's marketing

and advertising efforts, which will encourage buyers to visit the store and make purchases, with a portion of the newly items purchased being taken home and used.

Internet Shopping

- While traditional buying groceries and Internet shopping share many similarities, they also have some distinctions. For instance, Internet shopping can offer convenience and service on the basis (Jarvanpaa and Todd, 1997), whereas shopping experience can offer a more comfortable retail experience and high-quality goods (Lee and Chung, 2000). Traditional shopping malls provide more parking spaces, more counters, and are located nearer to residential areas to improve service and convenience; Internet shopping malls improve product display through the use of virtual reality (Lee, 2001) and 3D technology (Miller, 2000)
- **Convenience:** The fundamental reason for shopping online has been agreed upon by the majority of researchers and consumers: the internet provides shoppers with a great deal of convenience (Wolhandler, 1999). Customers can shop online at any time and from any place, which means they can browse and shop 24 hours a day, seven days a week from their homes and offices, which attracts some time-pressed shoppers to the Internet in order to save time searching for a product in physical stores. Additionally, the Internet offers numerous opportunities for money and time savings. For example, shoppers avoid the need to visit a physical store, saving on transportation costs. Customers shopping online do not have to wait in line, and while some buyers have disclosed feeling pressured by salespeople at times, they have discovered that shopping online is more enjoyable.
- **Technology** The ease with which one can use the Internet is determined largely by technological advancements, which have been instrumental in the growth of online shopping. In the last decade, organisations have recognised the potential for new technology to have a significant impact on online shopping, and As an

impact, numerous critical technologies including such virtual reality and 3D techniques have been utilized to meet strong competitive advantage (Clark, 1989). The Internet, a form of information technology, has improved the performance of product details, assisting customers in making purchasing decisions (White, 1997). According to a variety of surveys, the Internet's growth and usage have been accelerating in the last decade. According to BMRB International (2004) and GVU's WWW 9th User Surveys (1998), the percentage of Internet users in the United Kingdom has increased to 22.7 million, accounting for 48.4 percent of the adult population, and approximately 53% of Internet users say they use the Internet primarily for shopping. CNNIC (China Internet Network Information Centre) published a statistical study on the Internet's development in China in July 2006. According to this questionnaire, 30 million people make regular purchases online, accounting for more than a quarter of any and all Internet users. Both surveys indicate that an increasing number of Online prefer to pay for purchases online, and As an impact, the security of online payment would then undoubtedly become a significant factor influencing Internet purchasing.

➤ **Consumer Confidence in Online Shopping**

Mayer, Davis, and Schoorman (1995) defined trust as "the willingness of one party to be vulnerable to the acts of another based on the expectation that the other will perform a specific activity significant to the trustor, regardless of the trustor's ability to monitor or control the other party" (p.712) Lee and Cheung (2006; Cheung and Lee, 2006). This is the most frequently cited and widely accepted definition (Rousseau, Sitkin, Burt, & Camerer.).

- Individuals buy goods and services on the basis of their trust in both the product or service and the seller, whether in a physical store or online. Establishing a relationship with customers is contingent upon the presence of an element of online trust. According to a recent study (Cassell and Bickmore, 2000), online trust is lower than trust in physical stores, and Cheung and Lee (2006)

discovered that both the trustworthiness of Web merchants (perceived integrity, self efficacy, and perceived system security) and the physical factors (third-party acknowledgement and legal framework) have a significant effect on consumer trust in Internet shopping (see figure 1). A website's credibility is determined by the level of privacy security provided. For instance, a high level of technical competence can play a role in determining trustworthiness (Singh and Sirdeshmukh, 2000). As previously stated, an online merchant can provide third-party verification for an Online shopping web site, and when these privacy and security measures are implemented, clients will believe their Online shopping exchanges over the Internet are secure, and the site will gain their trust. Apart from that, if the Ecommerce web site includes information about customer service, an office location, a contact phone number, and a help button, clients will become more likely to trust the online retailer because they will believe the retailer exists (Lohse and Spiller, 1998).

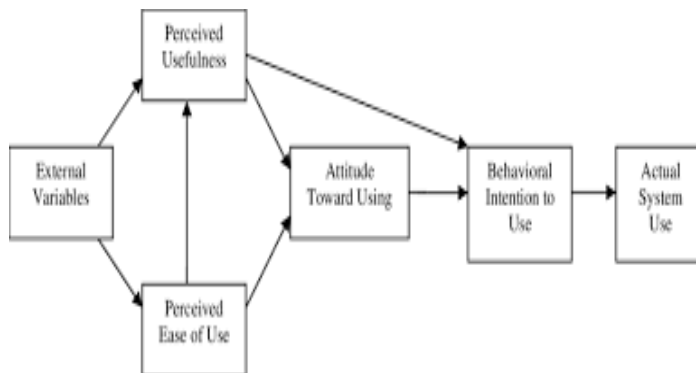
➤ **The Model of Technology Acceptance (TAM)**

The technology acceptance model (TAM) is a computer science theory that describes how people consume and use technology. The point at which humans make use of technology is at the point of system utilisation. One factor that influences people's decision to use technology is their theory of planned behaviour. The attitude (A), or overall impression of the technology, has an effect on the behavioural intention (BI). When consumers are presented with new technology, the pattern suggests that a number of factors influence their decision about how and when to use it, including the following: **Perceived usefulness (PU)** – Fred Davis defined perceived usefulness (PU) as "the degree to which a person believes that employing a certain system would improve their job performance." It refers to whether or not someone considers a piece of technology to be beneficial for the task at hand.

➤ **Perceived ease-of-use (PEOU)** – Davis defined ease (PEOU) as "the extent to which an individual believes that utilising a particular system would be

effortless" (Davis 1989). The barriers will be conquer if the innovation is simple to use. Nobody likes something that is difficult to use or has a contrived interface.

External factors, such as social influence, have a significant impact on attitude formation. Once all these objects (TAM) are in place, people will develop an attitude and desire to use technology. However, because each person is unique, perceptions may vary according to age and gender.



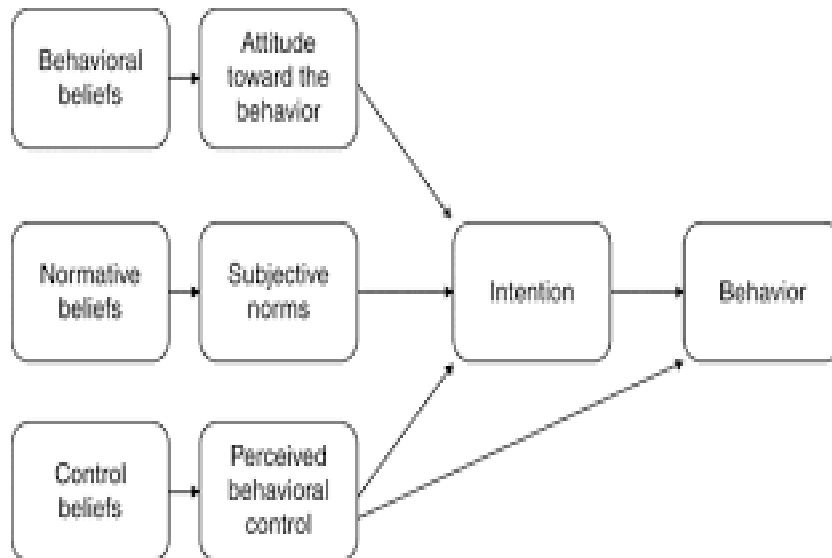
Source: Semantic Scholar

Theory of reasoned action

The theory of rational action (TRA or ToRA) aims to explain how attitudes and behaviours interact in human action. It is primarily used to forecast future behaviour

based on an individual's prior beliefs and continuance intention. An individual's decision to engage in a behavior is conditional on the outcomes he or she predicts as a consequence of doing so. In 1967, Martin Fishbein and Icek Ajzen posited the hypothesis, which was based on prior psychology research, persuasive communication models, and attitude theories. Fishbein asserts that there is a correlation between attitude and behaviour (the A-B relationship). On either hand, critics contended that mindset theories had failed to demonstrate their predictive utility for human behaviour. Since then, the two theorists have refined and expanded the TRA to address discrepancies in the A-B connection between the planned behavior (TPB) and the reasoned action technique (RAA). Additionally, the theory is used in communication discourse as a theory of comprehension.

The primary goal of the TRA is to develop a better knowledge of an individual's proactive behavior by analysing the underlying fundamental motivation for acting. According to TRA, the primary factor deciding whether or not an inquiry learning in a behaviour is their purpose to do so. Likewise, the norms (i.e., the social norms that surround the act) influences whether or not the individual engages in the activity. According to the concept, the purpose to engage in a behavior precedes the current behaviour. This is known as behavioural intention, and it is motivated by the conviction that engaging in the behaviour will result in the desired outcome. The concept emphasises the significance of behaviour intent, which is "influentially impacted by attitudes toward actions and subjective norms." Stronger intentions, according to TRA, result in higher exertion to bring out the activity, which makes it more likely that the action will be carried out.



Source: Research gate

The theory of planned behaviour

The theory of planned behaviour (TPB) is a psychological concept that describes the relationship between thoughts and actions. According to the theory, three fundamental components shape an individual's behavioural intentions: attitude, subjective norms, and perceived behaviour control. According to TPB, the most proximal predictor of human social behaviour is behavioural intention.

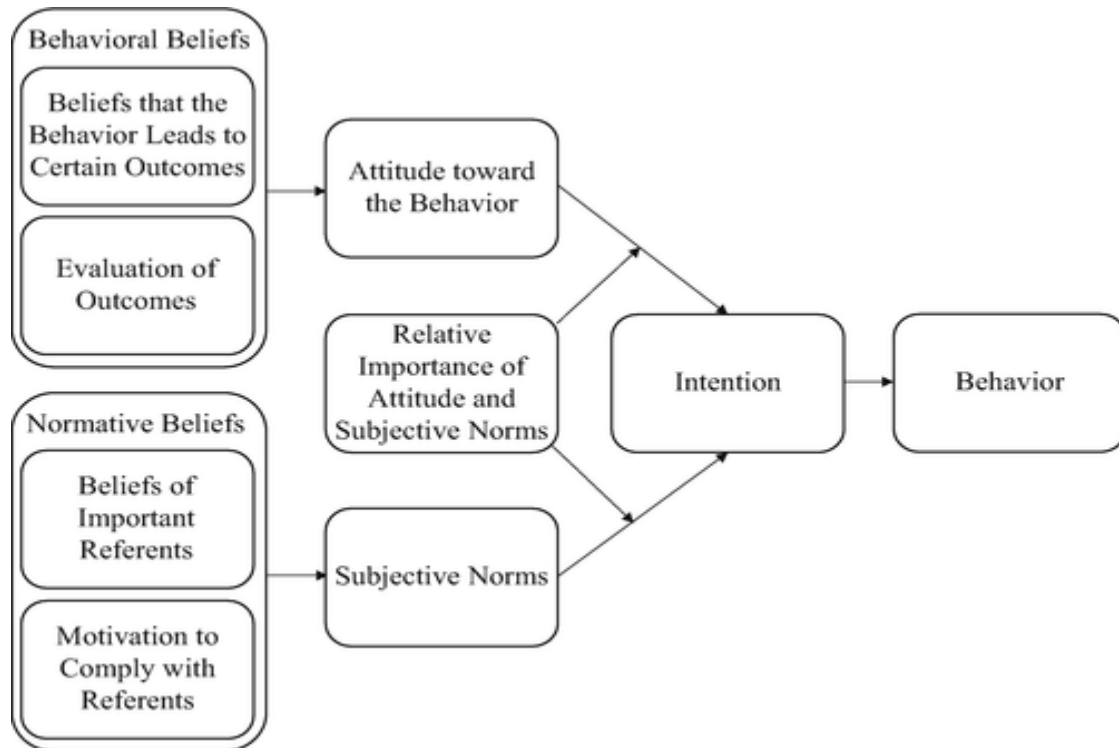
Icek Ajzen came up with the concept in order to boost the predictive ability of the theory of reasoned action (TRA). Ajzen's concept was to incorporate perceived behavioural control into TPB. TRA lacked a component devoted to perceived behaviour control. TPB has been used to examine the relationships between beliefs, attitudes, behavioural intentions, and behaviour patterns in a variety of human domains. These disciplines include adverts, media affairs, ad campaigns, healthcare, sport management, and sustainability.

According to TPB intentions are determined by three variables:

- **Personal attitudes** - These are our feelings about a particular act. When we evaluate behaviour, we take into account all of our knowledge, attitudes, and prejudices, both positive and negative. Tobacco, for example, is calming and makes me feel good, but it causes me to cough in the morning, is expensive, and smells awful.

- **Subjective norms** - This is how we interpret other people's attitudes toward a particular routine, such as cigarettes. This could be a result of family, mates, and coworkers' smoking behaviours. It is less about what other people want to believe than it is about how we perceive their beliefs.

- **Perceived behavioural control**- It makes reference to our faith in our capacity for self-control. This is dependent upon our conceptions of both internal and external factors, of that kind as our own ability and persistence, as well as help and support obtainable to us. Our current knowledge of planned behaviour has two implications, according to the theory: It has an impact on our intentions to act a certain way, i.e. the greater our intention to act a certain way, more the authority we assume we have over our actions. Likewise, it has a direct impact on our behaviour; if we truly believe we have a significant level of control, people will work much harder to achieve our goals.



Source: Research Gate

RESEARCH METHODOLOGY

Research Model

Clothes shopping online are a choice that each person makes on their own. Behavioral theorists like the planned behaviour model can help explain this choice (TPB). Genes, personality, behavioral patterns, attitudes, intentions and behaviour are just some of the things that make up an individual. It also includes things that really are straight related to environmental in which the person is living . It isn't just easier to make things in the TPB model, but this hypothesis has a lot of evidence from information systems and other fields, too.

The inclusion of innovativeness broadens our theoretical awareness of the effect of personality traits on innovation adoption. Indeed, identifying those who can purchase online could be extremely beneficial for cause of marketing such as targeted retail segmentation. Personal innovativeness has an effect on technology acceptance intentions in both a direct and indirect manner, which is mediated by attitude. The indirect effect implies that inventive individuals are more optimistic about shopping online, which benefits their online purchasing intentions. Petrof highlights the crucial role of personality characteristics in the context of consumer attitudes. Thus, as a personality trait, personal innovativeness should foster of a favourable attitude toward innovative behaviours including such online shopping. Feaster, who views innovative behavior as a good outlook toward change, and Roehrich, who views it as a critical attitude factor, both contribute to the proof for this association. On either side, the direct connection between innovative behavior and aspirations aims to grasp potential impacts those are not wholly made by society's reaction Additionally, personal inventiveness has an effect on online purchase behaviour in both a direct and indirect manner, which is mediated by intention.

A person's behaviour is determined by the probability that a specific move will result in a particular outcome. This concept was included to aid in the comprehension of the end results of shopping online that drive people to engage in this behaviour. The TPB and

TRA assert that attitudes completely mediate beliefs about perceived outcomes. On either side, Traindis viewed intents as a direct cause of observed consequences. While an inventive person may appreciate online shopping, he or she will not accept it if significant negative consequences are identified. This perspective is consistent with the technical acceptance paradigm, which maintains that perceived utility precedes both attitude and intention.

Methodology

Google forms were used to collect the data. Consumers were randomly selected and invited to take part in this study by distributing the questionnaire's google form link across social media platforms. Although 119 respondents' data were collected, only 110 respondents' views were considered for the study. Due consideration was given to the way the queries are phrased in a serious but not routine manner. This is an empirical study that utilises both primary and secondary sources of data. The methodology, which includes sample design and data analysis, is detailed below.

Sample Design

The current study is a cross-sectional sample study using empirical data. The study employs a survey methodology. The study collected data from individuals who regularly use the internet and have a working knowledge of online shopping. Primary data were collected from 119 individuals; however, only 110 individuals were considered for analysis because they were comprehensive and accessible in all respects.

Analysis of Data

Tools such as percentages, charts, averages are used for analysis of the data.

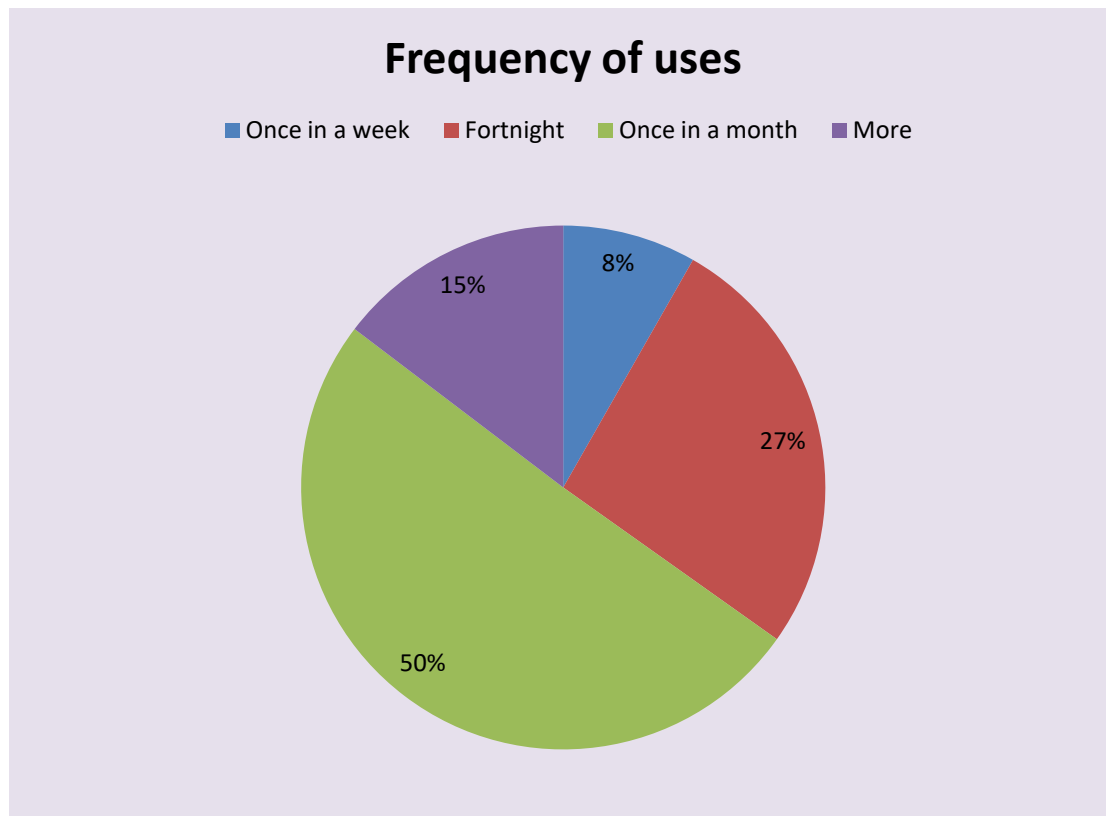
1. The frequency of consumers buying clothes online.

Once in a week, fortnight, once in a month and more slots are used to find the frequency of shopping clothes online. From Table 1 it is understood that more than half i.e. 50.9 percent respondents prefer online shopping once in a month.

Table 1: The frequency of consumers buying clothes online.

	Frequency	Percentage
Once in a week	9	8.18
Fortnight	29	26.36
Once in a month	56	50.9
More	16	14.54
Total	110	100

Source: Own analysis



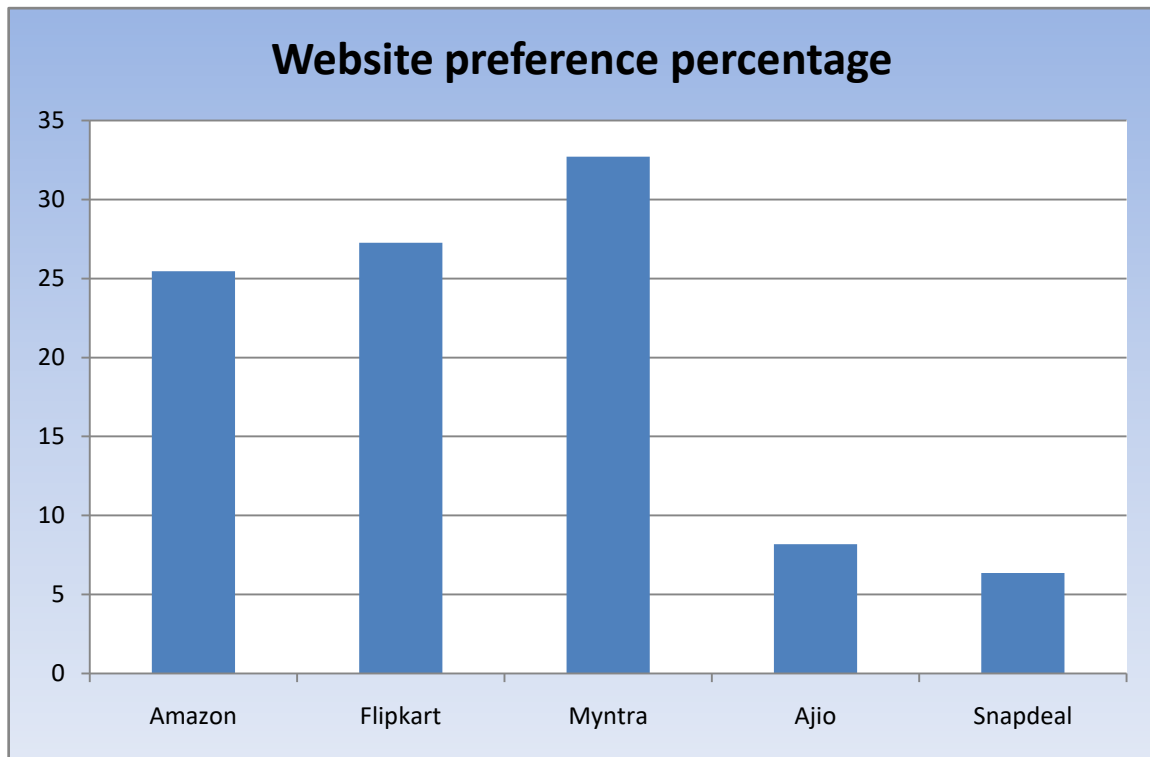
2. Website preference for consumers.

Websites like Amazon, Flipkart, Myntra, Ajo and Snapdeal were taken to find the preference of website to buy clothes online. From Table 2 it is understood that about 32.72 percent respondents prefer online cloths shopping through myntra.

Table 2: Website Preference

	Frequency	Percentage
Amazon	28	25.45
Flipkart	30	27.27
Myntra	36	32.72
Ajio	9	8.18
Snapdeal	7	6.36
Total	110	100

Source: Own analysis



3. Consumers biggest challenge with online shopping.

The purpose of this study was to determine the general problems faced by the costumers while online shopping of cloths, data is obtained from the online survey through google forms and then analysis is done.

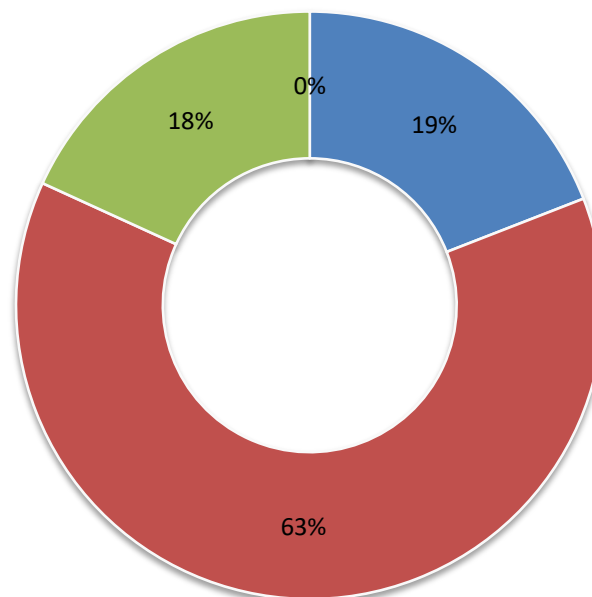
Table 3: Problem faced by customers while buying clothes online.

	Frequency	Percentage
Slow checkout time	21	19.09
Lack of products I want	69	62.72
Slow webpage response time	20	18.18
Others	0	0
Total	110	100

Source: Own analysis

Problem faced

■ Slow checkout timer ■ Lack of products I want ■ Slow webpage response time ■ Others



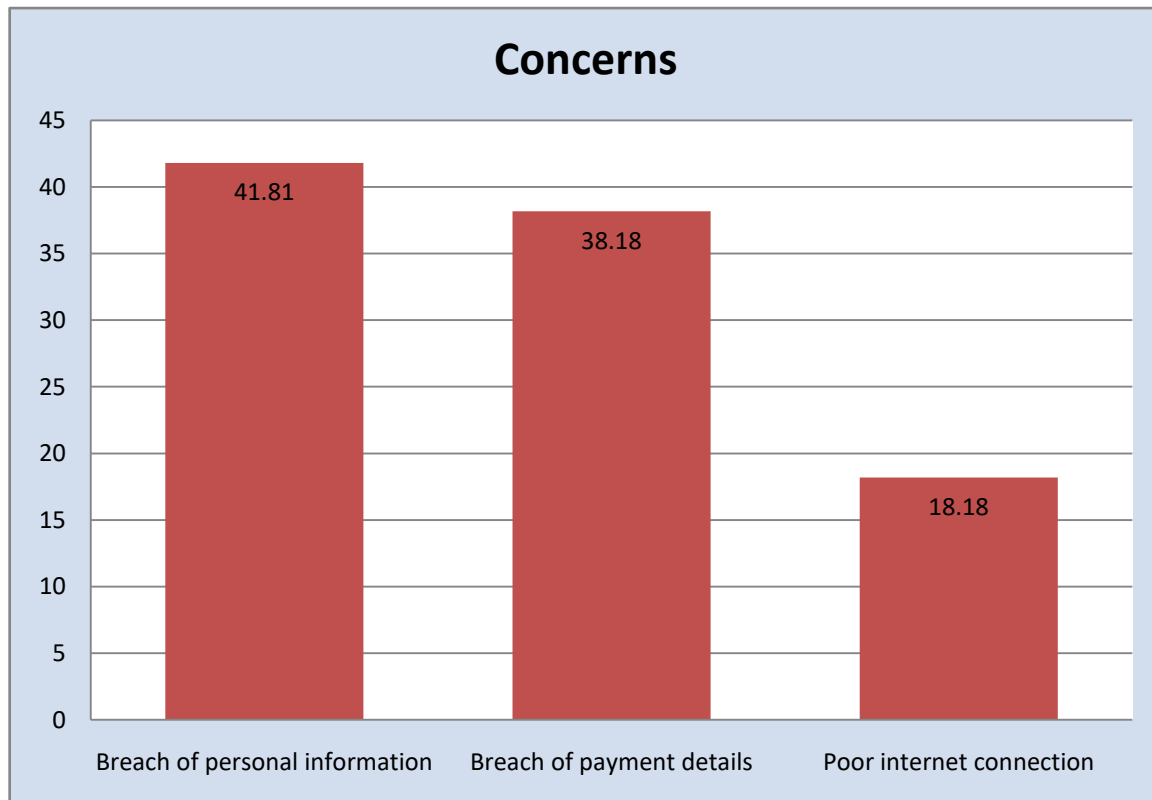
4. Consumers biggest concerns about online shopping.

The purpose of this study was to determine the biggest concerns faced by the costumers while online shopping of cloths, data is obtained from the online survey through google forms and then analysis is done.

Table 4: Biggest concern about online shopping.

	Frequency	Percentage
Breach of personal information	46	41.81
Breach of payment details	42	38.18
Poor internet connection	22	18.18
Total	110	100

Source: Own analysis



5. To find out reason which prompts consumers to shop clothes online.

The purpose of this study was to determine that what prompts customers to shop clothes online, data is obtained from the online survey through google forms and then analysis is done.

Table 5: Inspirations to shop clothes online.

	Frequency	Percentage
Brand	12	10.90
Price	46	41.81
Quality	35	31.81
Service	17	15.45
Others	0	0
Total	110	100

Source: Own analysis



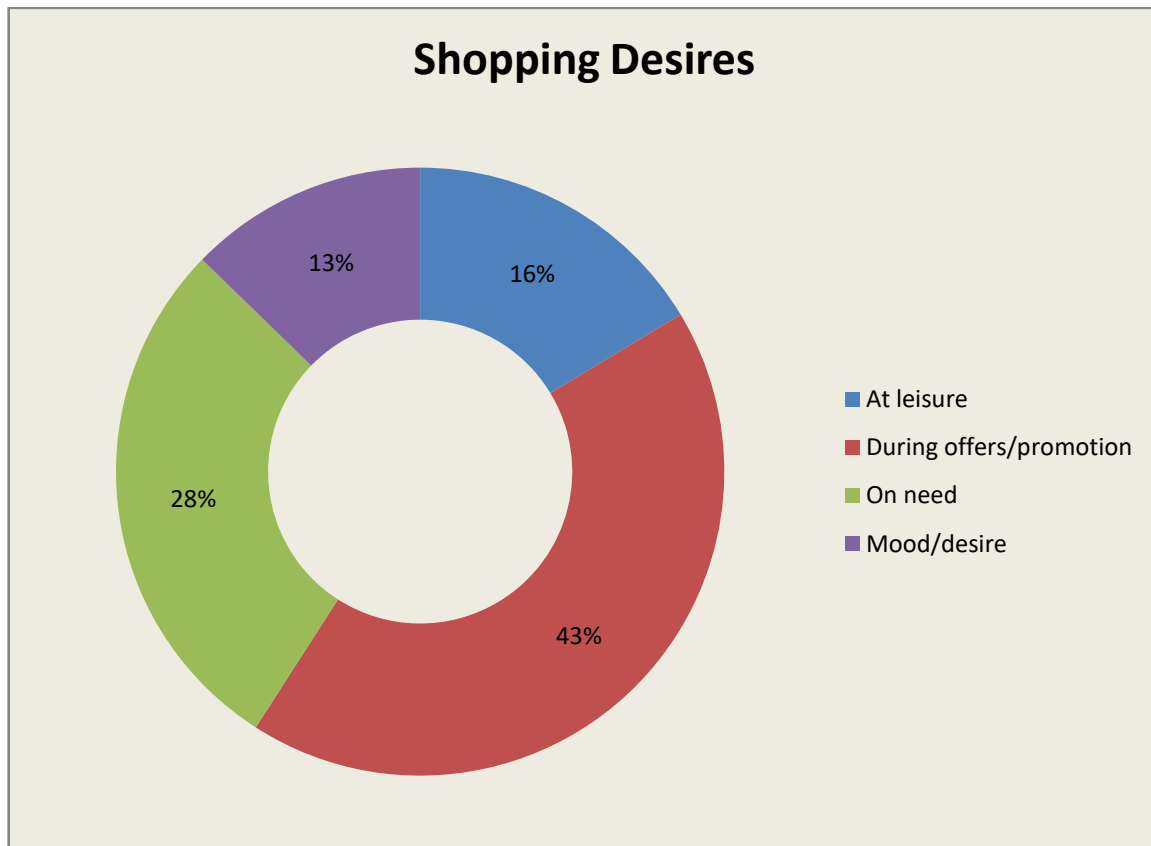
6. Consumers preferred timing to shop online.

The purpose of this study was to determine that when customer desires to shop clothes online, data is obtained from the online survey through google forms and then analysis is done.

Table 6: Shopping desires.

	Frequency	Percentage
At leisure	18	16.36
During offers/promotion	47	42.72
On need	31	28.18
Mood/desire	14	12.72
Total	110	100

Source: Own analysis



FINDINGS AND RECOMMENDATIONS

The findings emphasise the critical nature of assessing the construct of personal innovativeness in the context of online shopping. For example, the findings indicate that both intentions and behavioural intention have an equivalent impact on online shopping behaviour. Similarly, assuming that only intentions determine behaviour may be deceptive. This study demonstrates that perceived behavioural control (such as self-efficacy and enabling situations) plays an equal role in determining online clothing buying behaviour as intentions do.

Additionally, the findings indicate that attitudes forward into online purchasing have the greatest influence on having plans to buy online. As an impact, it occurs as critical to investigate the aspects that influence attitude. This research examines the origins of attitudes toward online shopping.

Personal inventiveness was found to have an effect on both direct and indirect online shopping intention, which are arbitrated by attitude. As an impact, progressive shoppers are more likely to prefer online shopping.

These customers are critical for a variety of reasons, and so many marketers should aim and target them.

1. For starters, sales to early online buyers generate positive cash flow for a company looking to swiftly recoup its online selling costs. In many product fields, early adopters are likely to be heavy users.
2. It could also make it more difficult for other competitors to get into the same cyber market if innovators make a lot of money from their sales.
3. Third, think ahead. Online customers can give useful information to the company about the whole online purchase they have, pointing out flaws or making suggestions about how to improve it.
4. Finally, inventive online buyers can aid in the promotion of the website to other Internet users. Many online shoppers are already linking their favourite online shops to their personal websites.

Perceived consequences, such as personal inventiveness, were found to significantly influence internet shopping attitude and behavioral intention. Online shopping appears to result in lower prices. As an impact, business owners should pass along the savings associated with electronic commerce to their customers. Additionally, discounts, promotions, and other enticing offers should be available.

Additionally, the findings indicate that security flaws are still viewed as a significant disadvantage of online shopping. Despite the fact that Online security is increasingly a psychological issue rather than an economic as well as technological one, concerned online consumers require assurances regarding security of their transactions.

The people who make the market and websites should incorporate stability features shown as encryption, (SSL), and safe payment options. Additionally, they shall make their security protocols accessible to prospective online shoppers. For example, going to add the phrase "Secure Server" to a website can increase client trust. Additionally, one of the most significant perceived benefits of online shopping is the "chance of saving time."

According to Bellman et al., the amount of free available time to shoppers is a significant predictor of online purchasing. Customers may become irate if the checkout process is more complicated than necessary, resulting in lost sales. As an impact, web developers should make it simple and rapid for shoppers to evaluate and vacant their shopping carts in full or in part. It is strongly recommended to use coherent menus to enable online customers to view and modify their shopping basket contents from any page of the site.

A significant perceived benefit of online shopping was discovered to be enhanced customer service. Customer service and support should cover all aspects of the purchase process, including pre- and post-purchase interactions. According to Rhee and Riggins, people who have bought things online think that web-based businesses help with all three stages. On either side, people who are looking for information about products and services don't think that internet businesses can help them. Jarvenpaa and Todd found that 80% of people have had a bad experience with online customer service. Guarantees

and warranties are a great way to improve customer service for online purchases while also increasing the number of people who use them.

According to Lohse and Spiller, adding a common questions (FAQ) segment about the company's products resulted in higher cyberstore traffic and sales. Comparison shopping is a significant perceived outcome. This corroborates Rowley's assertion that the majority of buyers expect to be able to compare available products as well as pricing across multiple online merchants. As an impact, web designers must make it simple for online shoppers to compare the characteristics of a business's products to those of competitors. Rego & Dholakia claims which emphasizing the special benefits of a company's goods is a critical indicator of how good the data is contained on commercial websites.

A strong correlation existed between planned behavior and internet shopping behaviour. As measured by a formative measure of internet / intranet competence, self-efficacy has been found to be significant. This was a virtual certainty, as online shopping is only available to those with internet access. Additionally, there were a number of favourable circumstances. To begin, site accessibility was critical in making online shopping more convenient. This study corroborates Lohse and Spiller's research results that advertising on websites increased traffic and revenue.

Additionally, they discovered that increasing the number of "shop entrances" increased the number of website visitors and resulted in growth in sales. Additionally, When Rego & Dholakia looked at the number of links, they found that it went up from other websites to the commercial website was linked to the amount of links from other websites to the commercial home page. Marketers can promote their business websites by linking to them from other cybermalls, arranging circuit contains with other commercial websites, and sending them to search engines. A fast loading website is critical. These findings corroborated the study's findings. Georgia Tech's Graphics, Visualization, and Functionality (GVU) Center conducted numerous surveys. According to research, slow loading speeds are one of the most common user complaints. According to Gehrke and Turban, web designers should keep graphics simple and

meaningful, avoid unwanted animation and multimedia connection needs, use thumbnail images, provide a "text-only" option, monitor the server database and online activities constantly, also allows text should load first, then graphics.. "Excellent product description" was another critical enabler. According to Lohse and Spiller, improved product records had a significant impact on sales. They recommend supplementing these listings with product images.

Additionally, Ho and Wu discovered that useful and accurate product information result in increased customer satisfaction among online shoppers. Obtaining accurate goods knowledge effectively says the buyers to act. Web designers and marketers are primarily responsible for providing and managing such information through the use of clear and concise text and appropriate visuals. "Transaction efficiency" was another formative metric that played a significant role in facilitating the process. This study corroborates the findings of Ho and Wu, who discovered that the value of rational assistance given to clients during online purchases is linked to more satisfied customers. It's not just how easy it is to get information or make a payment that makes it easy., critical feature and marketers must not overlook the delivery component of the transaction. The speed in which items are delivered has an effect on online customers' perceptions. The efficiency of navigation was found to be the final enabling condition that was established to be critical. This is a point that numerous authors make.

Lohse and Spiller, for instance, told web designers to think very carefully about the layout of their online store in order to make navigation easier. There was a lot of money and visitors made by using the product list to find what you want.. They illustrate the importance of quick navigation by quoting dissatisfied customers, such as "this is not for computer uneducated individuals" and "I had regions I wanted to visit but couldn't figure out how." Hyperlinks simplify the process of locating critical information and, if necessary, delving deeper into specifics. These hyperlinks must be prominently displayed a accurate (not manipulated). A commercial website having a large number of given links should include a data site and a usable search engine. The significant relationship between subjective norms and online shopping intentions is the ultimate result worth addressing. According to Kraut et al., single person uses the Web more if

they are living in a socially acceptable environment that includes Internet-using friends and relatives. What makes this study unique is that, in addition to family influence, the media emerged as a significant social factor influencing internet shopping intentions. As an impact, online businesses should advertise on tv and radio, as well as in newspaper articles and trade publications.

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ANNEXURE

Factors Affecting Consumer Behavior in Online Apparel Shopping.

Name *

Your answer _____

Gender *

Male

Female

Other: _____

Age *

Your answer _____



How often do you buy clothes online? *

Once in a week

Fortnight

Once in a month

More



Which website you prefer most for online shopping of clothes?*

- Amazon
- Flipkart
- Myntra
- Ajio
- Snapdeal

What is the biggest challenge you face with shopping online? *

- Slow checkout time
- Lack of products I want
- Slow webpage response time
- Other: _____

What is your biggest concern about online shopping? *

- Breach of personal information
- Breach of payment details
- Poor internet connection



What prompts you to shop clothes online? *

- Brand
- Price
- Quality
- Service
- Other: _____

When do you prefer shopping online? *

- At leisure
- During offers/promotion
- On need
- Mood/desire

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