DO CUSTOMER PREFER BUYING THEIR CLOTHES ONLINE

Project Report
Submitted By
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Under the guidance of
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In partial fulfilment of the requirements for the award of the degree of

Bachelor of Management Studies (International Business)

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE
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CERTIFICATE

This is to certify that the project report entitled, "Do customers prefer buying their clothes online" is a bonafide record submitted by Ms.Krishnaveni Byju, Reg. No.SB21BMS021, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2021-2024.

DATE: **Dr. ANU RAJ**

                                                              INTERNAL FACULTY GUIDE

DECLARATION

I, Krishnaveni Byju, Reg. No.SB21BMS021, hereby declare that this project work entitled "Do customers prefer buying their clothes online" is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: **KRISHNAVENI BYJU**

                                                             REG. NO: SB21BMS021

ACKNOWLEDGEMENT

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I would like to express my profound gratitude to the Director of the college, Rev. Dr. Sr. Vinitha (CSST), the principal of the college, Dr. Alphonsa Vijaya Joseph and many thanks go to all the faculties of the Department of management Studies who have given their full effort in guiding the team in achieving the goal as well as their encouragement to maintain our progress in track.

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My profound thanks go to all classmates for spending their time helping and giving support whenever I need it in completing my project.

EXECUTIVE SUMMARY

The growing trend of buying clothes online is driven by a number of variables, with convenience, variety, and competitive pricing emerging as significant drivers. Consumers are increasingly choosing online platforms over traditional brick-and-mortar establishments because of the flexibility and accessibility provided by digital buying experiences. Technological developments, like virtual try-on features and seamless return policies, help to expedite the process and boost user satisfaction.

Nonetheless, challenges exist, particularly with sizing accuracy and the inability to physically engage with products. These concerns highlight the significance of ongoing innovation in the online retail sector to alleviate customer worries and improve the shopping experience. Despite these hurdles, the trend towards online clothing shopping shows no signs of slowing. As e-commerce platforms improve their user interfaces, extend product choices, and prioritise customer-centric solutions, the apparel industry's path to digital supremacy is set to accelerate.

The purpose of this research is to deconstruct the various elements that influence consumers' decision-making processes while purchasing apparel online.

The researcher hopes to unravel the intricate web of factors influencing consumer behaviour in the e-commerce fashion domain by conducting a thorough examination that includes cultural nuances, pricing dynamics, convenience factors, trust considerations, social influences, user experiences, brand perceptions, and pricing strategies.With a focus on understanding customers' intentions to shop for garments online, this project is ready to perform a detailed investigation of the key components determining consumer behaviour in the ever-changing environment of e-commerce fashion. The ultimate goal of this study project is to provide organisations working in the e-commerce fashion sector with practical insights aimed at improving the online shopping experience and refining strategic approaches.

CHAPTER 1
INTRODUCTION

1.1 Introduction to the study

In today's digital age, the practice of shopping online has transcended mere convenience to become an essential facet of modern business operations. The act of a consumer making a purchase through an online store or website, also known as online shopping (Monsuwe et al., 2004), has evolved as a pillar of modern commerce. With the internet penetrating practically every facet of daily life, internet shopping has grown rapidly in popularity, particularly in the apparel retail industry.

As technology advances at a rate never before seen and consumer tastes evolve, understanding the factors influencing customers' tendency to buy apparel online has become an increasingly interesting and relevant field of research. The dynamic interaction of technology innovation, new consumer behaviours, and changing market dynamics has resulted in a dramatic change of the fashion retail sector. Against this backdrop, looking into the motivations and reasons driving this revolutionary change becomes critical.

Thus, this study aims to shed light on the complex nature of buying apparel online by investigating the numerous factors that influence customer choices in this arena. This study's goal is to uncover the complex patterns of elements that impact customers' decision-making processes when it comes to online clothes purchases.

This study will conduct a comprehensive examination, exploring various facets like ease of use, selection, cost, and the general e-commerce encounter. The research intends to provide insights into the elements that influence consumers' decision-making process when it comes to online clothing purchases by looking at consumer behaviours, perceptions, and developing trends. Furthermore, investigating the influence of digital platforms, user evaluations, and brand trust on consumers' decisions will advance a thorough comprehension of the dynamic changes occurring in the online apparel industry.

1.2 Problem statement

Clothing retail landscape is witnessing a significant shift towards online shopping platforms, challenging the traditional in-store shopping experience. Understanding consumers' preferences between online and offline channels for buying clothes is important for retailers to develop and design their marketing strategies effectively. Online platforms provide convenience, accessibility, and a wider selection of products, while offline stores continue to offer advantages such as touch and feel

experiences, gratification from trying the clothes, and personalised customer service. Understanding these dynamics of which channel is preferred, what are the key factors influencing consumers' preferences between online and offline buying of clothes, and how these preferences vary across different demographic segments and purchase contexts is crucial in gaining consumer insights and effectively catering to the diverse needs and preferences of their target audience.

1.3 Literature reviews

1.3.1 References for Shopping Online Versus in Stores What Do Customers Prefer and How Do Offline Retailers Cope with It?

Roy Setiawan, Kanchan Rani, Luigi Pio Leanardo Cavaliere, Ngo Tan Hiep, Sudipta Halder, Ismail Raisal, Ruby Mishra, S Suman Rajest

Productivity Management 25 (1s), 874-898, 2020

The purpose of this study is to cover the importance of online shopping in today's competitive markets. How offline retailers will be able to survive. And how to sustain a good relationship between customers in providing them with the finest products or services, attractive and transparent prices, deals. In a world where online retailing and modern in-store Shopping coexist and support each other through various shopping behaviours, very little is accepted regarding the possibility of an evolving reality where shopping online or offline blends into a common trend. However, the shoppers have turned upside down due to the emergence of the Internet. Moreover, a new trend has emerged in the past years: Online shopping. The following offers a huge abundance of possibilities for buying products, news, book tickets, clothes, furniture, toys. Lebanese people are being used to this trend; however, they still visit stores to purchase, especially grocery stores and pharmacies. This study will also be directed to figure out its effect on retail shops that operate offline. In this study, a quantitative method will be adopted. Moreover, the research will develop analysis and understanding of the theoretical framework and models related to online Shopping and in-store Shopping, and the effect of online Shopping on offline retail shops. Adding customer satisfaction through service quality provided, whether online or in-store, maintains customer loyalty and satisfaction, which will help stores survive in the markets and sustain competitive advantage.

1.3.2 Consumers' perception on online shopping

R Shanthi, Kannaiah Desti

E-commerce is emerging at a great level given that organised retail is still not ubiquitous across the length and breadth of the country with large retail chains making up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the larger cities have access to. It is being forecast that close to 60% of online shoppers would come from beyond the top eight large cities by the end of this year.Increasing internet penetration has helped to expand the potential customer pool. Internet penetration is only about 10% (or about 121 million users) as against about 81% in the US and 36% in China. However this number continues to rise at a consistent pace because of falling prices for broadband connections. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and inter-shop's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was introduced in 1996. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel it's very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made from home at ease looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision. Internet marketing is conceptually different from other marketing channels and the internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively.

1.3.3 The Aspects of Online Clothing Store Photo Product which Affect Consumer Decision Making

Jasson Harsojo, Elisha Lazaria, Ajaxta Chesio, Takhta Incra

Online shopping in this era is something that is already common in society, especially with the rapid growth of technology. Especially in Indonesia, the majority of the population already has access to the internet. This trend has become much more common since the rise of e-commerce in Indonesia such as Tokopedia, Shopee, and Bukalapak. Since there's no physical appearance of the product, customers will rely on the photo of the product. Aesthetics of the photo presumably will affect the customer's intention to buy the product. This journal will cover the factors from the product's photo that will affect the consumers intention to buy the product. The product that will be covered in this journal is clothes. The methodology used for this research will be based on quantitative and qualitative research. The quantitative research was done by 9 interviewees and the qualitative research was done by 52 respondents. All of the research participants were from Indonesia. There are several hypotheses made, such as the physical appearance of the model, the lighting of the photo, editing of the photo, and also the quality of the photo will affect consumer decision making. There are several findings from this research. Better photo lighting, mix-match of the product, and detail of the product will definitely affect consumer decision making. While there's interesting finding which is foreign model, in this case non asian models will decrease the intention to buy the product, as the customer prefers to see the model with the same physical posture so the customer is able to visualise how the clothes fit in their body. Editing is also necessary as long as it's not affecting the clothes' colour.

1.3.4 How do customers meet their needs in in-store and online fashion shopping? A comparative study based on the jobs-to-be-done theory

Franziska S Kullak, Daniel Baier, Herbert Woratschek

Understanding customer needs is key for fashion retailers to stay competitive and innovative. Surprisingly, however, extant literature mainly explores customer needs in terms of a garment and its attributes rather than viewing shopping as a problem-solving process to meet customer needs. Moreover, these studies fail to address how customers meet their needs in-store (ISFR) and online fashion retailing (OFR). To fill this research gap, we empirically investigate customers' personal and social needs and how they can be met through the jobs-to-be-done theory. Findings reveal that, beyond the purchase of a garment, customer needs can be fulfilled through different ways, such as smart technology or a person's high interaction with social others in ISFR and the online shop experience or a social linkage without social interaction in OFR. Additionally, our findings offer potential service innovations for fashion retailing managers.

1.3.5 Shopping online for freedom, control, and fun

Mary Wolfinbarger, Mary C Gilly

The number of consumers buying online and the amount being spent by online buyers has been on the rise; Forrester Research has esti-mated Internet sales in 2000 to be more than double that of 1999, $45 billion. In comparison, overall retail sales in the US totaled $13 trillion in 2000. Thus, e-commerce sales currently account for only about 2.4% of retail sales, and experts and scholars have argued over the possible upper limit to the percentage of consumer online spending. Will the upper limit of online spending exceed that of other direct marketing at 8%? 1 Or will it be as much as one third of purchases in many retail product categories by 2010, as recently suggested by Forrester Research?

Ultimately, the degree to which online shopping fulfils goal-oriented and/or experiential consumer needs will affect the amount of shopping dollars that consumers will choose to spend in each environment. While many writers are touting the unique capabilities of the online medium to provide interactivity and personalised experiences, few have focused systematically on what online shoppers really desire and why they are shopping online in the first place. Clearly understanding what motivates consumers to shop online can and should inform strategy, technology, and marketing decisions as well as web site design. So, what motivates online shopping? In the offline environment, marketers

1.4 Scope of Study

With a particular focus on customers' intentions to buy apparel online, this project intends to carry out a thorough analysis of the key elements influencing consumer behaviour within the e-commerce fashion scene. The study aims to identify key determinants that influence consumers' decision-making process when making online clothing purchases by analysing a variety of elements, including cultural aspects, pricing strategies, convenience, trust, social influence, user experience, brand perception, and pricing strategies. The goal of this research is to give companies in the e-commerce fashion industry useful information that will help them improve customer experiences when buying online and hone their strategy. By carefully analysing these variables, the study hopes to advance knowledge of customer behaviour and preferences, which will aid in the creation of more effective strategies to meet the evolving needs of online shoppers in the fashion industry.

1.5 Significance of the Study:

For companies in the e-commerce fashion industry, this study is extremely important. Through an examination of the key elements influencing consumer behaviour when it comes to online apparel purchases, the study offers priceless insights that can guide strategic decision-making and improve customers' overall online shopping experience. Businesses can adjust their plans to better suit the unique tastes and intentions of consumers in the digital fashion space by understanding this and optimising elements like website design, product offers, pricing strategies, and marketing approaches. Moreover, companies can focus their efforts to draw in and keep online customers by recognizing important factors including social impact, convenience, trust, demography, and technological adoption. In the end, the knowledge gained from this research enables companies to improve their strategies, allocate resources more effectively, and stay ahead of the competition in the dynamic e-commerce fashion industry, thereby fostering sustainable growth and customer satisfaction.

1.6 Research Objective

- To investigate influential factors shaping consumer behaviour in e-commerce fashion, specifically online clothing purchases.

- To identify key elements such as demographics, convenience, trust, user experience, and pricing strategies influencing consumers' intentions.

- To provide actionable insights for businesses to refine strategies and enhance the online shopping experience in the e-commerce fashion industry.

1.7 RESEARCH METHODOLOGY

1.7.1 DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.Researchers generally use primary and secondary data to collect data. Primary data is collected from main sources through interviews, surveys, experiments, etc. it is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs. whereas secondary data means data collected by someone else earlier. Government publications, websites, books, journal articles, internal records, etc are the sources of secondary data.Here the researcher has used both primary and secondary sources for collecting information. The questionnaire was used as the primary data collection tool for identifying customer attitudes toward organic personal care products. secondary data were used for collecting information for the literature review, introduction, and the cosmetic/FMCG industry.

CUSTOMER VALUES

- Health consciousness
- Environment consciousness

CUSTOMER ATTITUDE

PURCHASE INTENTION

WILLINGNESS TO PAY

CUSTOMER'S KNOWLEDGE

- Past Experience
- Product knowledge

1.7.2 SAMPLING

1.7.2.1 Sample population

For this survey, the population chosen comprised people of all ages who use organic personal care products or have used them in the past. The survey was not limited to a specific region or country.

1.7.2.2 Sample Size

Considering the limited time and resources available, the sample size taken is 170 respondents.Surveys were sent through social media platforms such as WhatsApp and email to respondents and respondents were given enough time to complete the questionnaire. In order to collect data on time and avoid low response rates, the researcher used convenience sampling techniques.

TOOLS USED FOR DATA COLLECTION

To meet the research objectives, the questionnaire was carefully designed. Among the questions in the questionnaire were those related to demographic information about respondents, as well as questions about health consciousness, environmental consciousness, customer knowledge, attitudes, purchase intentions, and willingness to pay.
The majority of the questions are categorised into the Likert scale, which belongs to the noncomparative scaling technique, ranging from 1-strongly agree; 2-strongly agree; 3-undecided;
4-disagree; and 5-strongly disagree.

STATISTICAL ANALYSIS AND INTERPRETATIONS:

The collected data was edited and consolidated by using simple Percentage Analysis Method and it is presented in the form of tabular columns and charts. Percentage analysis is appropriate when it is important to know how many of the participants gave a particular answer. This enabled the researcher to acquire findings and interpretations of the study and to give appropriate suggestions.

1.8 Limitations of study

The study's limitations include potential biases in the sample population and self-reported data, impacting generalizability. External factors like economic conditions may not be fully considered, and subjective measures like convenience and brand perception could be challenging to gauge accurately. Cultural variations and temporal shifts in consumer behaviour also present constraints, affecting the study's relevance over time. These limitations underscore the need for cautious interpretation of findings and consideration of broader contextual factors in the e-commerce fashion landscape.

CHAPTER 2
Industry Profile and Product Profile

2.1 Industry Profile

The fashion industry is a dynamic and ever-changing sector, strongly connected to the larger landscape of internet commerce (e-commerce). With the advent of digital devices and internet access, the fashion industry has seen a significant shift in how consumers interact with clothes buying. Online apparel shopping has evolved as a critical component of the e-commerce landscape, disrupting established retail norms and altering consumer expectations.

Brands such as Myntra, Nykaa Fashion, Ajio, Meesho, and Limeroad are well-known players in the online garment buying industry, each providing a distinct blend of style, variety, and ease. Myntra, a Flipkart subsidiary, is one of India's largest fashion e-commerce sites, known for its diverse range of national and international brands, curated fashion trends, and effortless shopping experience. Nykaa Fashion, an outgrowth of the successful cosmetic e-commerce platform Nykaa, has evolved as a must-visit destination for fashion fans, offering a varied range of apparel, accessories, and footwear from well-known designers and brands.

Ajio, which is supported by Reliance Industries, has carved itself a position in the online fashion space by focusing on curated collections, unique collaborations, and trendsetting styles. Meesho, on the other hand, stands out as a social commerce platform that enables users to launch their own online companies by reselling fashion and lifestyle products to their network. Limeroad, noted for its revolutionary scrapbook feature and user-generated content, provides a personalised shopping experience, allowing users to discover and purchase unique fashion finds curated by other customers.

These online garment shopping firms use technology and data-driven insights to improve the overall buying experience, including virtual try-on tools, personalised recommendations, and simple checkout processes. Furthermore, these platforms prioritise client pleasure and loyalty by offering quick customer service, easy returns, and fast shipping choices.

Despite the benefits given by online garment buying, the fashion sector faces obstacles such as intense competition, cybersecurity threats, logistical complexities, and shifting consumer tastes. Despite these challenges, the fashion e-commerce industry is strong, because of a culture of creativity, technical improvements, and a never-ending focus to improving customer experience.

Looking ahead, the fashion sector is expected to undergo more disruption as e-commerce evolves and shapes the future of retail. As customer behaviours and tastes shift, industry participants must adapt and innovate to stay ahead of the competition,

employing data-driven insights and technology advancements to provide seamless, personalised, and immersive online shopping experiences. In essence, the combination of fashion and e-commerce is a dynamic area with limitless prospects for expansion, innovation, and reinvention.

2.2 Product Profile

The evolution of clothing product purchases—both online and offline—has changed significantly over time. The retail landscape used to be dominated by offline shopping, when customers would visit physical stores to look through, try on, and buy clothing. In-store purchases provided instant satisfaction, interacting with sales personnel, and being able to physically inspect things were just a few of the concrete advantages of this traditional shopping experience. But with the development of e-commerce and the internet, online shopping has become a strong rival to traditional retail. Using laptops, smartphones, or other digital devices, shoppers may conveniently purchase apparel products from the comfort of their homes or while on the go. With just a few clicks, customers can browse through a wide variety of styles, sizes, and brands thanks to the huge product selection offered by online merchants. Both online and offline channels have seen substantial

changes in the apparel product purchasing process. Customers usually visit physical locations of offline retailers, peruse clothes racks, try on various products, and complete their purchases at the checkout counter. To improve the in-store experience, offline businesses might also provide extra services like personal styling, changes, and in-store events.

Online shopping for clothing, on the other hand, entails browsing digital catalogues, seeing product pictures and descriptions, and choosing what to put in a virtual shopping basket. To assist customers in making knowledgeable purchases, online stores frequently offer virtual try-on capabilities, sizing charts, and user feedback. Credit/debit cards, digital wallets, and other online payment methods are some of the available payment alternatives. Online shops usually provide real-time order tracking along with shipping choices for in-store pickup or home delivery after a purchase is made. Overall, internet shopping has revolutionised the way apparel is bought, providing customers all over the world with unmatched ease, accessibility, and choice—even though offline shopping is still appealing to some consumers. The landscape of garment purchases is expected to shift further as consumer preferences and technology progress, with advancements in fields like virtual reality, augmented reality, and artificial intelligence influencing the future of retail.
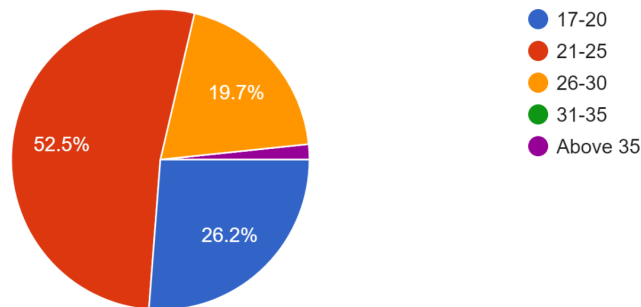
CHAPTER 3
Data Analysis And Interpretation

PERCENTAGE ANALYSIS

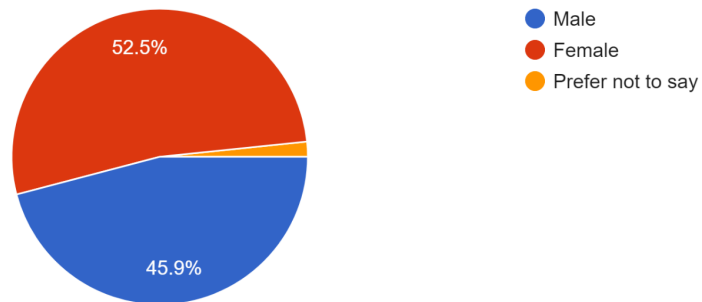Demographic details of the respondents

Age
61 responses

Graph (age of the respondents)

The findings reveal a significant age-based distribution among respondents. The majority (52.5%) fall within the 21-25 age range, indicating a strong inclination towards online clothing purchases. Additionally, 19.7% of respondents are aged 26-30, and 26.2% are between 17-20 years old, suggesting a notable interest in online shopping among younger demographics. Conversely, respondents above 35 years old constitute a smaller segment, potentially indicating a lower adoption rate of online clothing purchases in this age group. These findings underscore the importance of catering to younger demographics in online clothing retail strategies.

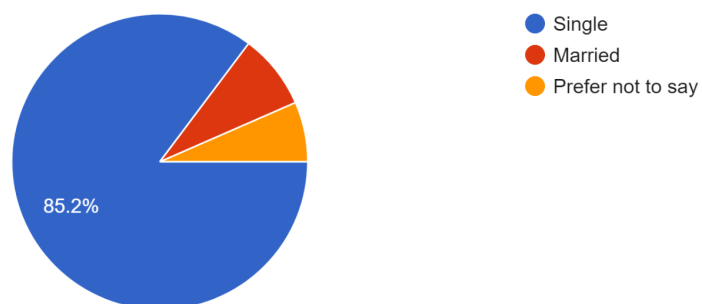| Age	Respondents
17 - 20	16
21 - 25	32
26 - 30	12
31 - 35	0
Above 35	1

Gender

61 responses

Graph (Gender of the respondents)

To understand the demographic details of the respondent's gender was taken into consideration and from the data obtained it is evident that females are more inclined than males. The percentage shows 52.5% are females, 45.9% are males and rest of them are prefer not to say.

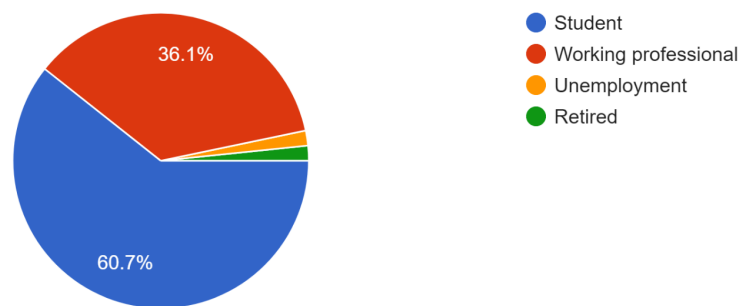| Gender	Frequency
Female	32
Male	26

Marital status

61 responses

To understand the demographic details of the respondent's marital status was taken into consideration and from the data obtained it is evident that 85.2% are single rest of them are married and prefer not to say.

Marital status	Number of Respondents
Married	6
Single	52
Prefer not to say	4

Employeement status

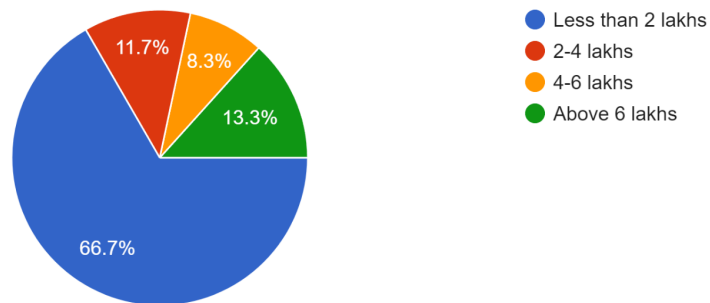61 responses

- Student
- Working professional
- Unemployment
- Retired

36.1%

60.7%

To understand the demographic details of the respondent's employment status was taken into consideration and from the data obtained it is evident that 60.7% are students and 36.1% are working professionals

Marital status	Number of Respondents
Student	37
Working Professional	22
Retired	1
Unemployed	1

Annual income

60 responses

Annual income	Respondents
Less than 2 lakhs	40
2 - 4 lakhs	7
4 - 6 lakhs	5
Above 6 lakhs	8

To understand the demographic details of the respondent's annual income status was taken into consideration and from the data obtained it is evident that 66.7% are less than 2 lakhs, 13.3% are above 6 lakhs, 11.7% are 2-4 lakhs and 8.3% are 4-6 lakhs .

1. How frequently do you buy clothing online Compared to in-store?

61 responses
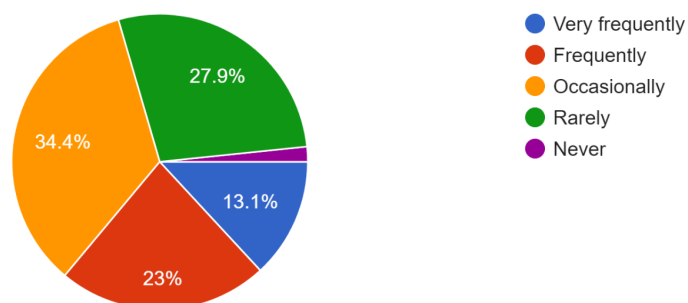
Frequency of Online Shopping	Number of Respondents
Very frequently	8
Frequently	14
Occasionally	21
Rarely	17
Never	1

The breakdown of responses to apparel purchasing patterns reveals a clear tendency towards internet shopping. A total of 36.1% of respondents buy clothing online regularly or very frequently, significantly more than the 27.9% who rarely do so. This demonstrates a major trend towards using online platforms to buy clothing, even while traditional in-store shopping remains popular. With 34.4% of respondents occasionally purchasing clothing online, this illustrates a wide spectrum of shopping habits in today's market.

2. Please rank the following factors based on their influence on your decision to shop for clothes online. (1 being the most important, 5 being the least important)
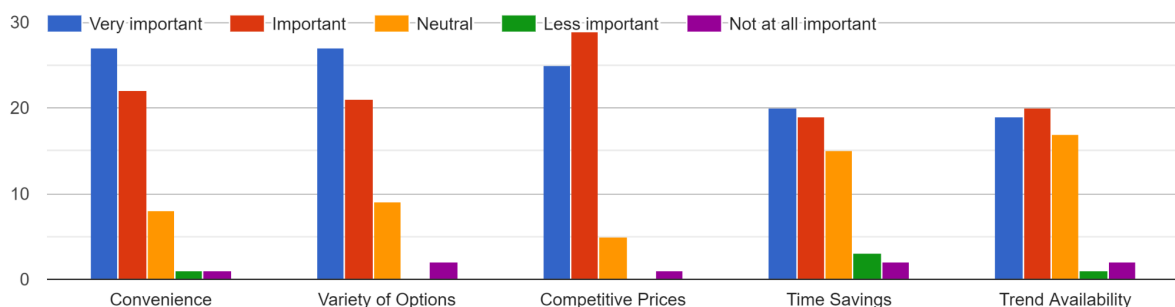
Convenience	Number of Response
Important	18
Neutral	4
Very important	16

Trend Availability	Number of Response
Important	9
Less important	1
Neutral	8
Very important	15

Shopping Enjoyment	Number of Responses'
Offline Shopping	50
Online Shopping	9

Competitive Prices	Number of Response
Important	29
Neutral	5
Not at all important	1
Very important	25

Time Savings	Number of Response
Important	10
Less important	1
Neutral	7
Not at all important	1
Very important	14

Variety of Options	Number of Response
Important	21
Neutral	9
Not at all important	2
Very important	27

The graphic shows that convenience is most important for online shoppers, followed by variety and competitive pricing. Time-saving features are also prized, but trend availability is rated lower. Overall, convenience and variety are important factors in online shopping preferences.

3. What aspects of the online shopping experience do you find most appealing? (Select all that apply)
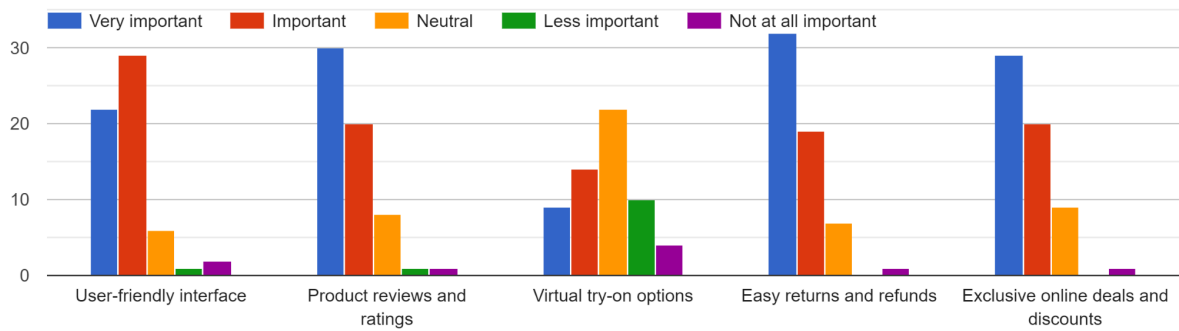
User friendly interface	Respondents
Very important	22
Important	29
Neutral	6
Less important	1
Not at all important	2

Product reviews and ratings	Respondents
Very important	30
Important	20
Neutral	8
Less important	1
Not at all important	1

Virtual try-on options	Respondents
Very important	8
Important	14
Neutral	22
Less important	10
Not at all important	4

Easy returns and refunds	Respondents
Very important	32
Important	19
Neutral	7
Less important	0
Not at all important	1

Exclusive online deals and discounts	Respondents
Very important	29
Important	20
Neutral	9
Less important	0
Not at all important	1

This diagram demonstrates that a user-friendly interface and product reviews are critical components of the online shopping experience. Easy return and refund policies help to develop confidence. Consumers significantly value unique online bargains and discounts, although virtual trial possibilities are indifferent. Overall, these criteria promote a favourable online purchasing experience by emphasising usability, trust, and value.

4. Have you ever hesitated to buy clothes online due to concerns about sizing and fit?

61 responses

- ● Yes
- ● No
- ● Sometimes

36.1%

13.1%

50.8%
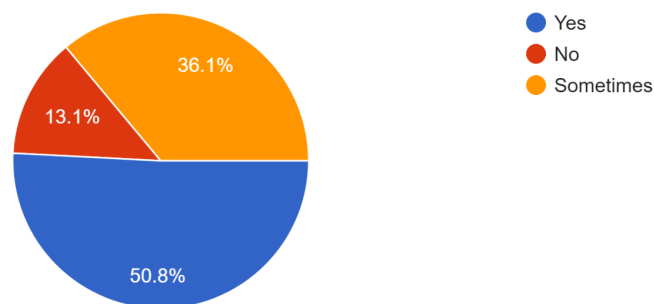
Online clothing sizing	Respondents
Yes	31
No	8
Sometimes	22

This diagram shows that 50.8% of consumers are concerned about the sizing and fit of apparel purchased online. While 13.1% are confident in making online purchases without reluctance, 36.1% acknowledge occasional worries. This highlights a key problem for internet businesses in resolving consumer sizing and fit concerns.

5. For each of the attributes mentioned below while shopping for clothes, which is a better option Online or Offline (In store) were
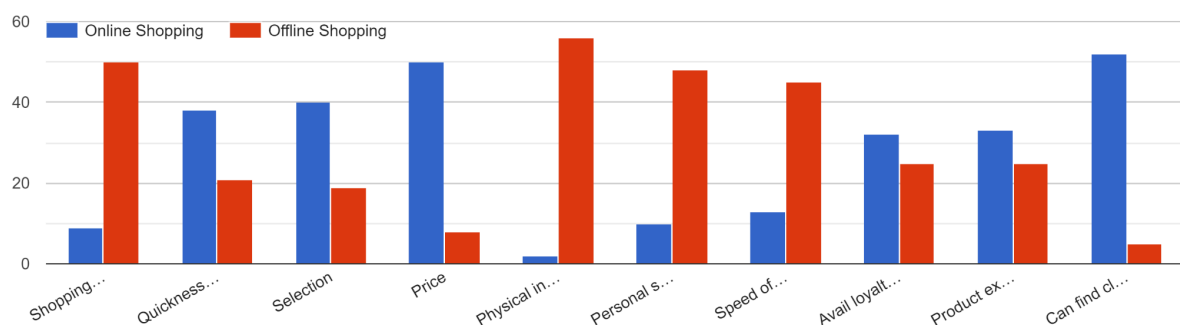
Shopping enjoyment	Respondents
Online shopping	9
Offline shopping	50

Quickness of shopping	Respondents
Online shopping	38
Offline shopping	21

Selection	Respondents
Online shopping	40
Offline shopping	19

Price	Respondents
Online shopping	50
Offline shopping	8

Physical investigation of the product	Respondents
Online shopping	2
Offline shopping	56

Personal service	Respondents
Online shopping	10
Offline shopping	48

Speed of delivery	Respondents
Online shopping	13
Offline shopping	45

Avail loyalty points	Respondents
Online shopping	32
Offline shopping	25

Product exchange	Respondents
Online shopping	33
Offline shopping	25

Can find clothing that are not available in the retail stores	Respondents
Online shopping	52
Offline shopping	5

The fifth illustration contrasts the advantages of online and offline apparel shopping. Offline is preferred for entertainment and personalised service, whereas online is superior in speed, selection, price, delivery, loyalty points, exchange alternatives, and access to exclusive items. It represents consumers' different preferences for tangible pleasures and ease.

6. How often do you compare prices across different online platforms before making a clothing purchase?
61 responses

- Very often
- Often
- Occasionally
- Rarely
- Never

29.5% 18% 26.2% 24.6%
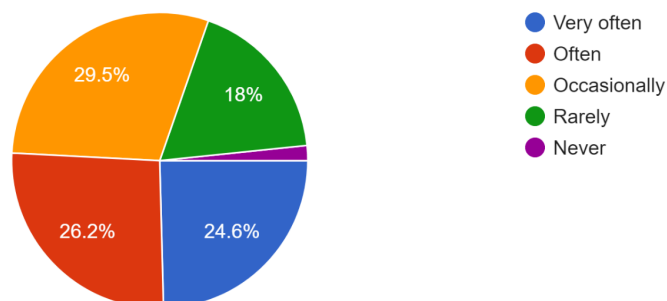
Price comparison habits	Respondents
Very often	15
Often	16
Occasionally	18
Rarely	11
Never	1

This diagram depicts varying levels of consumer engagement in price comparison when shopping for apparel online. While 24.6% compare prices frequently, 26.2% do so frequently, and 29.5% just occasionally do so. In contrast, only 18% occasionally compare prices, indicating differing levels of devotion to finding the best rates.

7. To what extent do price offers positively influence your decision to buy clothing online rather than in-store?

60 responses
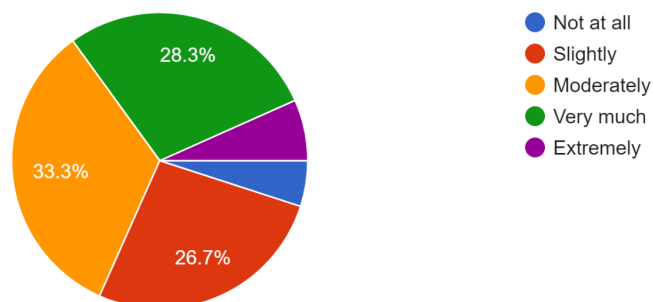
Influence of Online Price Offers	Respondents
Not at all	3
Slightly	16
Moderately	20
Very much	17
Extremely	4

This diagram depicts how pricing offers influence consumers' decisions to buy apparel online versus in-store. While 8.3% are strongly influenced, 26.7% are slightly influenced, and 33.3% have a moderate influence. It emphasises the importance of discounts and promotions in boosting online purchases, with respondents reporting varied degrees of influence.

8. How likely are you to explore new clothing styles or brands online due to the wide range of clothing offered?
61 responses
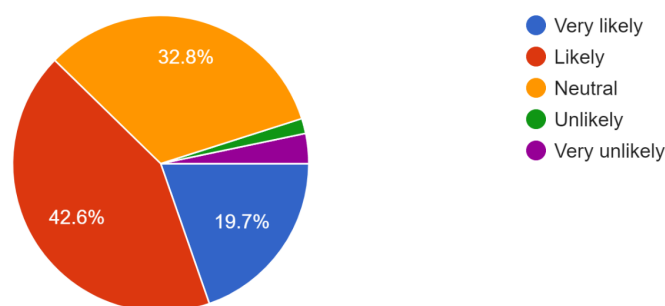
Exploring New Styles Online	Respondents
Very likely	12
Likely	26
Neutral	20
Unlikely	1
Very unlikely	2

This diagram depicts consumers' chances of looking at new apparel styles or companies online. With 19.7% highly likely and 42.6% likely to investigate, there is a strong desire to discover new trends and businesses online. However, 32.8% are neutral, showing some uncertainty.

9. How likely are you to recommend online clothing shopping to friends based on the delightful variety available?

61 responses
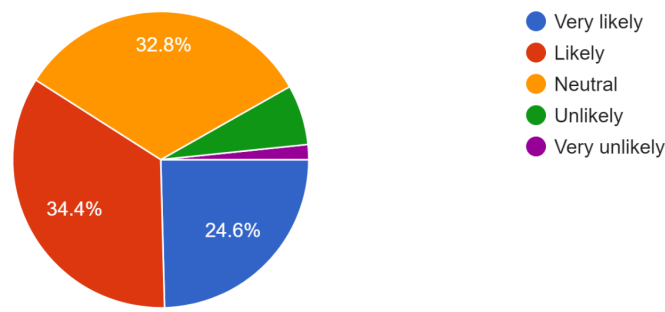
Recommend online shopping: delightful variety	Respondents
Very likely	15
Likely	21
Neutral	20
Unlikely	4
Very unlikely	1

Consumers show a high likelihood (24.6%) of recommending online shopping due to variety, with 34.4% likely to recommend. However, 32.8% remain neutral, neither strongly advocating nor opposing based on variety available.

10. Do you believe that online platforms provide an excellent balance between convenience and variety for clothing, contributing to a positive experience?

61 responses
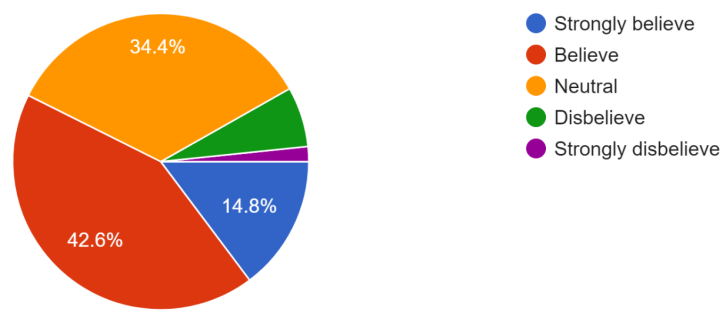
Online platforms: Convenience & Variety.	Respondents
Strongly believe	9
Believe	26
Neutral	21
Disbelieve	4
Strongly disbelieve	1

42.6% believe online platforms offer a good balance of convenience and variety, with 14.8% strongly believing in this balance. However, 34.4% remain neutral, indicating varied perceptions.

11. Evaluating your safety concerns with online shopping, please select the options that aligns best with how you feel about the statement / questions
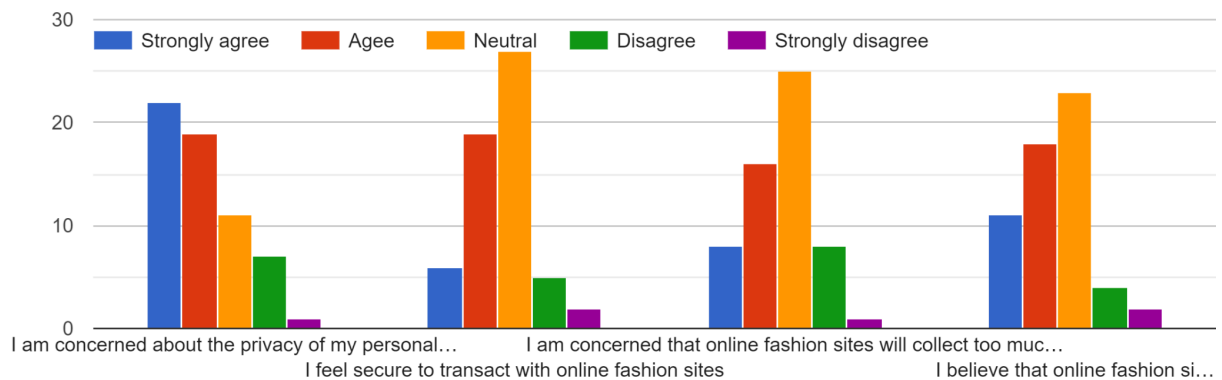
I am concerned about the privacy of my personal information during a transaction with online fashion sites	Respondents
Strongly agree	22
Agree	19
Neutral	11
Disagree	7
Strongly disagree	1

I feel secure to transact with online fashion sites	Respondents
Strongly agree	6
Agree	19
Neutral	27
Disagree	5
Strongly disagree	2

I am concerned that online fashion sites will collect too much information about me	Respondents
Strongly agree	8
Agree	16
Neutral	25
Disagree	8
Strongly disagree	1

I believe that online fashion sites will ensure that transactional information is protected	Respondents
Strongly agree	11
Agree	18
Neutral	23
Disagree	4
Strongly disagree	2

Consumers express strong concern about privacy during transactions with online fashion sites. There's a mixed sentiment on transactional security and data collection practices, with a prevailing neutral stance on concerns about online fashion sites collecting too much personal information.

12. Assessing your purchase intention from online shopping sites choose the option that best corresponds with your feelings about the statement
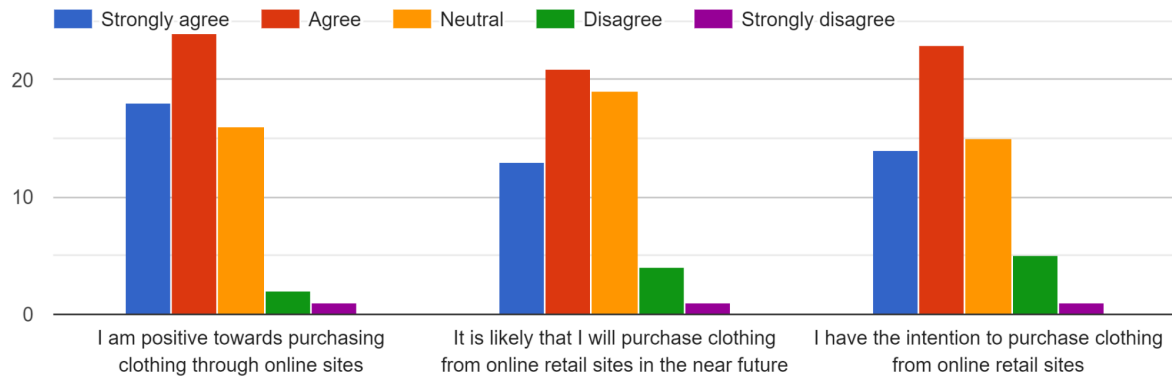
I am positive towards purchasing clothing through online sites	Respondents
Strongly agree	18
Agree	24
Neutral	16
Disagree	2
Strongly disagree	1

It is likely that I will purchase clothing from online retail sites in the near future	Respondents
Strongly agree	13
Agree	21
Neutral	19
Disagree	4
Strongly disagree	1

I have the intention to purchase clothing from online retail sites	Respondents
Strongly agree	14
Agree	23
Neutral	15
Disagree	5
Strongly disagree	1

Respondents have a strong positive attitude towards purchasing clothing online, with the majority planning to do so in the near future. There is broad agreement on the intention to buy clothing from online retail sites, indicating a significant readiness to shop for apparel online.

CHAPTER 4
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

1. *Demographics:* The majority of respondents are young persons aged 21-25, primarily female, single, employed as working professionals, and earn less than 2 lakh per year.

2. *Purchase Frequency:* There has been a considerable shift towards online shopping, with the majority of respondents buying clothing online on occasion or frequently.

3. *Factors Influencing Online buying:* Convenience is the most important element in online buying selections, followed by variety, competitive pricing, time-saving features, and trend availability.

4. *Aspects of the Online Shopping Experience:* Customers prefer a user-friendly interface, product reviews, simple return procedures, and exclusive bargains.

5. *Online Shopping Hesitations:* Despite some expressing trust in their online shopping abilities, customers continue to be concerned about sizing and fit.

6. *Benefits of Online vs. Offline Shopping:* Online shopping succeeds in terms of speed, selection, price competitiveness, and access to unique clothing, whereas offline shopping is preferred for fun, product review, and personal service.

7. *Price Comparison:* A sizable proportion of consumers regularly check prices across online platforms to find the best bargains.

8. *Price Offer Influence:* Discounts and promotions have a big impact on consumers' decisions to buy apparel online.

9. *Exploration of New Styles and Brands:* A sizable portion of consumers are willing to try new clothing styles and brands online.

10. *Likelihood of Recommending Online Shopping:* While many consumers are likely to recommend online shopping due to the variety available, others are ambivalent, showing varying preferences.

11. *Perceived Balance of Convenience and Variety:* A significant number of respondents say that online platforms strike an outstanding balance between convenience and variety, resulting in a positive experience.

12. *Safety Concerns:* Consumers express concerns about the protection of personal information during online transactions.

13. *Purchase Intentions:* Respondents had a high inclination and a good attitude on acquiring clothing from online retail sites.

Suggestions:

1. Improve the User Experience: To improve the online buying experience, focus on creating user-friendly interfaces and implementing simple return policies.

2. Address Sizing Concerns: Provide accurate sizing charts and virtual try-on alternatives to ease customers' concerns about sizing and fit.

3. Competitive Pricing: Continue to offer competitive rates and appealing deals to attract and keep customers.

4. Increase Product Variety: To appeal to a wide variety of consumer tastes, regularly update and expand the selection of apparel designs and brands available online.

5. Prioritise Security: Prioritise data security measures to address customer privacy concerns and foster trust in online purchasing platforms.

Conclusion

A careful review of the poll data reveals that people obviously prefer to buy apparel online. This preference is influenced by a variety of factors, including the time-saving features, competitive pricing, diverse selection, and convenience of use offered by online shopping platforms. Despite some reservations about dimensions and fit, respondents' attitudes towards online clothing purchases are largely positive, with a sizable number saying they would be eager to try out new brands and styles and urge others to shop online. Online purchasing is preferred because it is seen to be more convenient, diverse, and enjoyable. Although there are certain privacy and data security concerns, they do not appear to outweigh the benefits that customers see.

Furthermore, a consistent and expanding trend towards online purchases in this industry is indicated by the significant purchase intent towards clothing-related online shopping platforms.Overall, the results indicate a significant customer preference for online clothes purchases, highlighting the importance of merchants continuing to improve and grow their online platforms in order to meet evolving consumer tastes and expectations.

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(Wolfinbarger & Gilly, 2001)

ANNEXURE 1
Questionnaire

1. How frequently do you buy clothing online compared to in-store?
- Very frequently
- Frequently
- Occasionally
- Rarely
- Never

2. Please rank the following factors based on their influence on your decision to shop for clothes online. (1 being the most important, 5 being the least important)
    - Convenience
    - Variety of Options
    - Competitive Prices
    - Time Savings
    - Trend Availability

3. What aspects of the online shopping experience do you find most appealing? (Select all that apply)
    - User-friendly interface
    - Product reviews and ratings
    - Virtual try-on options
    - Easy returns and refunds
    - Exclusive online deals and discounts

4. Have you ever hesitated to buy clothes online due to concerns about sizing and fit?
    - Yes
    - No
    - Sometimes

5. For each of the attributes mentioned below while shopping for clothes, which is a better option Online or Offline (In store) were
    1. "shopping enjoyment,"
    2. "quickness of shopping,"
    3. "selection,"
    4. "price,"
    5. "physical investigation of the product,"
    6. "personal service,"
    7. "speed of delivery"
    8. Avail loyalty points

9. "product exchange."
10. Can find clothing that are not available in the retail stores

6. How often do you compare prices across different online platforms before making a clothing purchase?
   - Very often
   - Often
   - Occasionally
   - Rarely
   - Never

7. To what extent do price offers positively influence your decision to buy clothing online rather than in-store?
   - Not at all
   - Slightly
   - Moderately
   - Very much
   - Extremely

.

8. How likely are you to explore new clothing styles or brands online due to the wide range of clothing offered?
   - Very likely
   - Likely
   - Neutral
   - Unlikely
   - Very unlikely

11. How likely are you to recommend online clothing shopping to friends based on the delightful variety available?
   - Very likely
   - Likely
   - Neutral
   - Unlikely
   - Very unlikely

12. Do you believe that online platforms provide an excellent balance between convenience and variety for clothing, contributing to a positive experience?
   - Strongly believe
   - Believe
   - Neutral
   - Disbelieve
   - Strongly disbelieve

Perceived risk

1. I am concerned about the privacy of my personal information during a transaction with online fashion sites
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

2. I feel secure to transact with online fashion sites
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

1. I am concerned that online fashion sites will collect too much information about me
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

2. I believe that online fashion sites will ensure that transactional information is protected
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Purchase Intention

1. I am positive towards purchasing clothing through online sites
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

It is likely that I will purchase clothing from online retail sites in the near future
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I have the intention to purchase clothing from online retail sites

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree