**ONLINE SHOPPING BUYING BEHVIOUR IN CONSUMERS FOR APPAREL INDUSTRY**

\***Author**: Dr.S.Barani Chelvi ,Ph.D ,Assistant Professor, Department of Commerce, Bharath Institute Of Higher Education And Research , Chennai-600 073.

**ABSTRACT**

The demand for clothing online has grown significantly on a global scale. Increased internet access in Tier 2 and Tier 3 cities, an increase in mobile users, low entry hurdles, and a movement in the economy towards digitalization are some of the factors that contributed to the boom of the online garment business. It has been determined after studying the available literature that there are numerous studies concentrating on the various different parameters that influence online purchasing intentions in silos. Additionally, relatively little study has been done on the effects of digital marketing characteristics on online clothes shopping. So, a thorough model for forecasting online purchase intents is created in order to close this gap. This study emphasises the significance of three key constructs in influencing and forecasting online purchase intentions: consumer brand perception, consumer brand connection, and consumer buying behaviour. To determine the numerous factors influencing the key research constructs, a thorough literature review is done.

**Keywords:** Buyer Behaviour, Apparels, Chi square test, Online Shopping

**Introduction**

Buying products or services directly from a vendor online in real time without the need of a middleman service is known as online shopping. It is a type of online trade. In the case of new books on Amazon.com, the sale or purchase transaction is conducted electronically and interactively in real-time. However, there are some situations where a middleman might be involved in a sale or purchase, like on eBay.com.

For virtual goods like access to premium content on a website, a significant portion of electronic commerce is handled wholly online, but most electronic commerce requires the conveyance of actual goods in some fashion. Online retail is also referred to as e-tail, and online retailers as e-trailers. Nowadays, almost all significant merchants have an online presence.

The scientific study of how customers choose, obtain, use, and dispose of goods and services that meet their requirements is known as consumer behaviour research. Because of their consuming habits, shifting demographics, lifestyle changes, the purchasing process, shopping behaviour, shopping motivations and aims, and evolving consumer preferences, among other factors, consumers are constantly found to have specific requirements and wants. Marketing strategy is directly impacted by customer behaviour knowledge. The marketing concept, or the notion that businesses exist to meet client wants, is to blame for this. Only to the extent that businesses comprehend their clients can they meet those wants. Because of this, businesses need to incorporate consumer behaviour insights into every aspect of their strategic marketing plan.

**Review of Literature**

Singh and Balbir (2023) aimed to investigate customer online purchase habits in Himachal Pradesh's Kangra area. A total of 300 respondents were chosen for this study, and data were gathered using a questionnaire. The findings show that internet shopping has grown in popularity among customers of the younger generation (73.33%), particularly students (93.33%) between the ages of 20 and 30. The results showed that a consumer's decision to buy something online is driven by a variety of variables, including ease of purchase or convenience, time savings, cost effectiveness, anywhere-anytime availability, and broad categories availability. The factor that customers regarded to be most important was ease of online shopping (53.33%). 90% of customers use their 0–5 hours per day to browse the internet and make purchases. Customers no longer need to physically visit markets and stores. However, there are still several factors that are making internet shopping difficult. Customers cannot physically touch, test, sample, or see the products, hence there is a danger of receiving the wrong thing once an order is placed.

Jun et al.,(2021) An excellent illustration of the business transformation is online purchasing. E-commerce is currently undergoing a period of tremendous development in China, and the country's enormous population of Internet users provides a solid base for the growth of the online retail industry. In this study, perceptions of perceived usability, security, privacy, after-sales support, marketing mix, and reputation were used to analyse data. The primary data source was used in this study's research, and the survey method was applied. According to this study, there are correlations between consumers' attitudes about adopting online shopping in China and perceived usability, security, privacy, after-sales support, marketing mix, and reputation. Only marketing mix and reputation, however, were discovered to have a substantial impact on customers' attitudes towards adopting online buying. We can better understand customer internet shopping habits according to the findings.

Sinha et al. (2015) It is suggested that the two most prevalent retailing forms in emerging nations will be internet and the ubiquitous kirana (mom-and-pop equivalent) stores, given the poor penetration of large format retailing. The expansion of internet commerce in emerging economies has been fueled by four key causes. The first is the quick uptake of technology, and the second is the quick uptake of the online media as a component of every big brand's sales and marketing plan. The third aspect is the ease and variety that online purchasing offers consumers.

Shanthi & Kanniaiah (2015) investigated a variety of products bought online in order to identify the elements influencing consumer choice. 100 Madras University and Madras Christian College students participated in a self-administered survey. The majority of responders, it was discovered, bought concert and movie tickets, then books and magazines. According to the report, the most important consideration for online shoppers is pricing, which is followed by product security, assurances, and insurance.

Faldu (2013) argued that there doesn't seem to be a successful e-commerce model; neither the dependent nor independent factors for Virtual Retail Store Success are currently established and supported by empirical data. This research used a mixed model, which combines both qualitative and quantitative data. The qualitative research methodology contributed to a better grasp of the concepts and theories in the field and to the discovery of the variables that influence the success of online retail stores. In order to ascertain whether or not the theory's prediction generalisations are valid, the quantitative approach helped evaluate the hypothesis and the recommended study model. Due to a lack of a sample frame, a non-probability and convenience sampling strategy was adopted. The convenience concept was used to choose the respondents.

Pappas et al (2012) The study Moderating Effects of Online Shopping Experience on Customer Satisfaction and Repurchase Intentions sought to determine the relationship between customer satisfaction and repurchase intentions. SEM (structural equation modelling) and multigroup analysis were used to analyse 393 consumers' replies. The findings demonstrated that the connection between performance expectations and satisfaction as well as between satisfaction and repurchase expectations was moderated by the shopping experience. The results suggested that better user satisfaction would be associated with higher user experience. Performance expectations have little impact on the poor experienced customer satisfaction.

**Objectives of the study**

1. To know the socio-economic profile of the respondents who are online shopping apparel.
2. To check the association between frequency of online shopping apparel and gender, Marital status, family status, age, occupation and monthly income
3. To validate the association between the mode using internet and Gender, Marital status, family status, Age. Occupation, monthly income

**Hypotheses of the study**

* Ha 1: There is an association between frequency of online shopping apparel and Gender

Ho 1: There is no association between frequency of online shopping apparel and Gender

* Ha 2: There is an association between frequency of online shopping apparel and Marital status

Ho 2: There is no association between frequency of online shopping apparel and Marital status

* Ha 3: There is an association between frequency of online shopping apparel and family status

Ho 3: There is no association between frequency of online shopping apparel and family status

* Ha 4: There is an association between frequency of online shopping apparel and Age

Ho 4: There is no association between frequency of online shopping apparel and Age

* Ha 5: There is an association between frequency of online shopping apparel and Occupation

Ho 5: There is no association between frequency of online shopping apparel and Occupation

* Ha 6: There is an association between frequency of online shopping apparel and Monthly Income

Ho 6: There is no association between frequency of online shopping apparel and Monthly Income

* Ha 7: There is an association between the mode of using internet through and Gender

Ho 7: There is no association between the mode of using internet through and Gender

* Ha 8: There is an association between the mode of using internet through and Marital status

Ho 8: There is no association between the mode of using internet through and Marital status

* Ha 9: There is an association between the mode of using internet through and family status

Ho 9: There is no association between the mode of using internet through and family status

* Ha 10: There is an association between the mode of using internet through and Age

Ho 10: There is no association between the mode of using internet through and Age

* Ha 11: There is an association between the mode of using internet through and Occupation

Ho 11: There is no association between the mode of using internet through and Occupation

* Ha 12: There is an association between the mode of using internet through and Monthly Income

Ho 12: There is no association between the mode of using internet through and Monthly Income

**Research Methodology**

The customer preference as well as the variables influencing consumer preferences towards in-store and non-store environment have been studied using a descriptive research approach. The information from respondents has been gathered using a convenience sample method. Customers who have purchased clothes products from both traditional brick-and-mortar retailers and cutting-edge online retailers are among the responders. 100 respondents make up the study's entire sample. The SPSS 16 programme was used to do the data analysis. Cross-tabulation and chi-square tests were used to analyse the data in order to determine the differences between consumers' preferences for two different types of retailing, the factors influencing in-store and online purchase behavior, and the influence of consumer demographic characteristics on these behaviors.

**Analysis and Interpretation**

**Frequency Table**

**Table 1**

**Percentage analysis**

|  |  |  |
| --- | --- | --- |
| **Gender** | **No. of. Respondents** | **Total Percentage** |
| male | 194 | 53.4 |
| female | 157 | 43.3 |
| transgender | 12 | 3.3 |
| **Total** | **363** | **100.0** |
| **Marital status** | **No. of. Respondents** | **Total Percentage** |
| unmarried | 186 | 51.2 |
| married | 163 | 44.9 |
| seperated | 14 | 3.9 |
| **Total** | **363** | **100.0** |
| **family status** | **No. of. Respondents** | **Total Percentage** |
| nuclear | 184 | 50.7 |
| joint | 179 | 49.3 |
| **Total** | **363** | **100.0** |
| **Age** | **No. of. Respondents** | **Total Percentage** |
| 21-30 | 51 | 14.0 |
| 31-40 | 135 | 37.2 |
| 41-50 | 125 | 34.4 |
| 51-60 | 52 | 14.3 |
| **Total** | **363** | **100.0** |
| **Occupation** | **No. of. Respondents** | **Total Percentage** |
| private | 41 | 11.3 |
| government | 92 | 25.3 |
| business | 97 | 26.7 |
| self employed | 88 | 24.2 |
| others | 45 | 12.4 |
| **Total** | **363** | **100.0** |
| **Monthly Income** | **No. of. Respondents** | **Total Percentage** |
| less than 40000 | 42 | 11.6 |
| 40000-60000 | 93 | 25.6 |
| 60000-80000 | 99 | 27.3 |
| 80000-100000 | 92 | 25.3 |
| above 100000 | 37 | 10.2 |
| **Total** | **363** | **100.0** |
| **frequency of online shopping apparel** | **No. of. Respondents** | **Total Percentage** |
| daily | 57 | 15.7 |
| weekly | 72 | 19.8 |
| fortnightly | 90 | 24.8 |
| monthly | 98 | 27.0 |
| couple of times in a year | 46 | 12.7 |
| **Total** | **363** | **100.0** |
| **I use internet through** | **No. of. Respondents** | **Total Percentage** |
| laptop/desktop | 82 | 22.6 |
| mobile/tablet | 184 | 50.7 |
| browsing centre/internet cafe | 97 | 26.7 |
| **Total** | **363** | **100.0** |

From the above table, it is clearly understood that majority of the respondents are male with 53.4 % also we can understand that majority of the respondents are coming under the age group between 31- 40 with 37.2%. Only 14.0 percentage of the respondents are in the group of 21-30 age group. 50.7 percent respondents are nuclear family, whereas 49.3% are join family. More than 26.7% respondents are Employee of business. 25.3% are government. Among the 363 respondents, 27.3 percentage of the respondents earing their salary between 60000-80000. 10.2 percentage of the respondents are getting above 100000 of salary from their workplace. 50.7% of respondents are using internet through mobile/tablet.

**Table 2**

**Descriptive Statistics**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Median | Mode | Std. Deviation | Skewness | Std. Error of Skewness | Kurtosis | Std. Error of Kurtosis |
| Gender | 1.50 | 1.00 | 1 | .563 | .566 | .128 | -.708 | .255 |
| Marital status | 1.53 | 1.00 | 1 | .572 | .520 | .128 | -.705 | .255 |
| family status | 1.49 | 1.00 | 1 | .501 | .028 | .128 | -2.010 | .255 |
| Age | 2.49 | 2.00 | 2 | .905 | .040 | .128 | -.776 | .255 |
| Occupation | 3.01 | 3.00 | 3 | 1.203 | .017 | .128 | -.940 | .255 |
| Monthly Income | 2.97 | 3.00 | 3 | 1.176 | .008 | .128 | -.901 | .255 |
| frequency of online shopping apparel | 3.01 | 3.00 | 4 | 1.268 | -.111 | .128 | -1.046 | .255 |
| I use internet through | 2.04 | 2.00 | 2 | .702 | -.057 | .128 | -.962 | .255 |

From the above table 2, it is found that all the items relate to the respondent’s in frequency of online shopping apparel having the mean value between 2 to 3. The highest median value is Occupation, Monthly Income, frequency of online shopping apparel as 3. The question “frequency of online shopping apparel?” is having the mode value of 4. The skewness and kurtosis value of all the items are prevailing between -1 and +1.

**Chi-Square Tests**

**Table 3**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and Gender** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 5.311a | 8 | .024 |
| Likelihood Ratio | 6.219 | 8 | .023 |
| Linear-by-Linear Association | .135 | 1 | .713 |
| N of Valid Cases | 363 |  |  |
| a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.52. | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Gender

Ho 1: There is no association between frequency of online shopping apparel and Gender

From the chi square table, it is proved that **there is a association between frequency of online shopping apparel and Gender** with the Pearson chi square value of 0.024. So, the null hypothesis is rejected

**Table 4**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and Marital status** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 4.761a | 8 | .783 |
| Likelihood Ratio | 4.785 | 8 | .780 |
| Linear-by-Linear Association | .000 | 1 | .994 |
| N of Valid Cases | 363 |  |  |
| a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77. | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Marital status

Ho 1: There is no association between frequency of online shopping apparel and Marital status

From the chi square table, it is proved that **there is no association between frequency of online shopping apparel and Marital status** with the Pearson chi square value of 0.783. So, the null hypothesis is accepted

**Table 5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
| Count | | | | | |
|  | | Marital status | | | Total |
| Unmarried | Married | seperated |
| frequency of online shopping apparel | daily | 29 | 25 | 3 | 57 |
| weekly | 37 | 33 | 2 | 72 |
| fortnightly | 48 | 40 | 2 | 90 |
| monthly | 45 | 49 | 4 | 98 |
| couple of times in a year | 27 | 16 | 3 | 46 |
| Total | | 186 | 163 | 14 | 363 |

This is the table indicated that the detailed cross tabulation between frequency of online shopping apparel and Marital status of the respondents. The total of 363 respondents are divided according with their frequency of online shopping apparel and Marital status interfere with your life.

**Table 6**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and family status** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 7.149a | 4 | .028 |
| Likelihood Ratio | 7.197 | 4 | .026 |
| Linear-by-Linear Association | .992 | 1 | .319 |
| N of Valid Cases | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.68. | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and family status

Ho 1: There is no association between frequency of online shopping apparel and family status

From the chi square table, it is proved that **there is an association between frequency of online shopping apparel and family status** with the Pearson chi square value of 0.028. So, the null hypothesis is rejected

**Table 7**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and Age** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 9.733a | 12 | .039 |
| Likelihood Ratio | 9.782 | 12 | .035 |
| Linear-by-Linear Association | .211 | 1 | .646 |
| N of Valid Cases | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.46. | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Age

Ho 1: There is no association between frequency of online shopping apparel and Age

From the chi square table 5, it is proved that **there is an association between frequency of online shopping apparel and Age** with the Pearson chi square value of 0.039. So, the null hypothesis is rejected

**Table 8**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and Occupation** | | | |
|  | | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | | 17.669a | 16 | .344 |
| Likelihood Ratio | | 17.486 | 16 | .355 |
| Linear-by-Linear Association | | .739 | 1 | .390 |
| N of Valid Cases | | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.20. | | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Occupation

Ho 1: There is no association between frequency of online shopping apparel and Occupation

From the chi square table, it is proved that **there is an association between frequency of online shopping apparel and Occupation** with the Pearson chi square value of 0.344. So, the null hypothesis is rejected

**Table 9**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between frequency of online shopping apparel and Monthly Income** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 9.140a | 16 | .908 |
| Likelihood Ratio | 9.447 | 16 | .894 |
| Linear-by-Linear Association | .408 | 1 | .523 |
| N of Valid Cases | 363 |  |  |
| a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 4.69. | | | |

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Monthly Income

Ho 1: There is no association between frequency of online shopping apparel and Monthly Income

From the chi square table, it is proved that **there is no association between frequency of online shopping apparel and Monthly Income** with the Pearson chi square value of 0.908. So, the null hypothesis is accepted

**Table 10**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | | | |
| Count | | | | | | | |
|  | | Monthly Income | | | | | Total |
| less than 40000 | 40000-60000 | 60000-80000 | 80000-100000 | above 100000 |
| frequency of online shopping apparel | Daily | 7 | 18 | 17 | 12 | 3 | 57 |
| Weekly | 8 | 15 | 21 | 20 | 8 | 72 |
| fortnightly | 9 | 28 | 21 | 22 | 10 | 90 |
| monthly | 12 | 20 | 25 | 29 | 12 | 98 |
| couple of times in a year | 6 | 12 | 15 | 9 | 4 | 46 |
| Total | | 42 | 93 | 99 | 92 | 37 | 363 |

This is the table indicated that the detailed cross tabulation between frequency of online shopping apparel and Monthly Income of the respondents. The total of 363 respondents are divided according with their frequency of online shopping apparel and Monthly Income interfere with your life.

**Table 11**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between I using** **internet through and Gender** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 1.644a | 4 | .801 |
| Likelihood Ratio | 1.663 | 4 | .797 |
| Linear-by-Linear Association | .214 | 1 | .644 |
| N of Valid Cases | 363 |  |  |
| a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.71. | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Gender

Ho 1: There is no association between the mode of using internet through and Gender

From the chi square table, it is proved that **there is no association between the mode of using** **internet through and Gender** with the Pearson chi square value of 0.801. So, the null hypothesis is accepted

**Table 12**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crosstab** | | | | | |
| Count | | | | | |
|  | | Gender | | | Total |
| male | female | transgender |
| I use internet through | laptop/desktop | 43 | 37 | 2 | 82 |
| mobile/tablet | 95 | 83 | 6 | 184 |
| browsing centre/internet cafe | 56 | 37 | 4 | 97 |
| Total | | 194 | 157 | 12 | 363 |

This is the table indicated that the detailed cross tabulation between the mode of using internet through and Gender of the respondents. The total of 363 respondents are divided according with the mode of using internet through and Gender interfere with your life.

**Table 13**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between I use internet through and Marital status** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 5.029a | 4 | .004 |
| Likelihood Ratio | 5.615 | 4 | .003 |
| Linear-by-Linear Association | .259 | 1 | .610 |
| N of Valid Cases | 363 |  |  |
| a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.16. | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Marital status

Ho 1: There is no association between the mode of using internet through and Marital status

From the chi square table, it is proved that **there is an association between the mode of using** **internet through and Marital status** with the Pearson chi square value of 0.004. So, the null hypothesis is rejected

**Table 14**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between I use internet through and family status** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 1.309a | 2 | .520 |
| Likelihood Ratio | 1.311 | 2 | .519 |
| Linear-by-Linear Association | .128 | 1 | .720 |
| N of Valid Cases | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 40.44. | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and family status

Ho 1: There is no association between the mode of using internet through and family status

From the chi square table, it is proved that **there is no association between the mode of using** **internet through and family status** with the Pearson chi square value of 0.520. So, the null hypothesis is accepted

**Table 15**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Crosstab** | | | | |
| Count | | | | |
|  | | family status | | Total |
| nuclear | joint |
| I use internet through | laptop/desktop | 43 | 39 | 82 |
| mobile/tablet | 88 | 96 | 184 |
| browsing centre/internet cafe | 53 | 44 | 97 |
| Total | | 184 | 179 | 363 |

This is the table indicated that the detailed cross tabulation between the mode of using internet through and family status of the respondents. The total of 363 respondents are divided according with the mode of using internet through and family status interfere with your life.

**Table 16**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Chi-Square Tests between I use internet through and Age** | | | | |
|  | | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | | 2.261a | 6 | .894 |
| Likelihood Ratio | | 2.251 | 6 | .895 |
| Linear-by-Linear Association | | 1.613 | 1 | .204 |
| N of Valid Cases | | 363 |  |  |
| 1. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.52. | | | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Age

Ho 1: There is no association between the mode of using internet through and Age

From the chi square table, it is proved that **there is no association between the mode of using** **internet through and Age** with the Pearson chi square value of 0.894. So, the null hypothesis is accepted

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Table 17**  **Crosstab** | | | | | | |
| Count | | | | | | |
|  | | Age | | | | Total |
| 21-30 | 31-40 | 41-50 | 51-60 |
| I use internet through | laptop/desktop | 10 | 29 | 30 | 13 | 82 |
| mobile/tablet | 24 | 70 | 62 | 28 | 184 |
| browsing centre/internet cafe | 17 | 36 | 33 | 11 | 97 |
| Total | | 51 | 135 | 125 | 52 | 363 |

This is the table indicated that the detailed cross tabulation between the mode of using internet through and Age of the respondents. The total of 363 respondents are divided according with the mode of using internet through and Age interfere with your life.

**Table 18**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between I use internet through and Occupation** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 8.938a | 8 | .348 |
| Likelihood Ratio | 9.019 | 8 | .341 |
| Linear-by-Linear Association | .018 | 1 | .893 |
| N of Valid Cases | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.26. | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Occupation

Ho 1: There is no association between the mode of using internet through and Occupation

From the chi square table, it is proved that **there is an association between the mode of using** **internet through and Occupation?** with the Pearson chi square value of 0.348. So, the null hypothesis is rejected

**Table 19**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests between I use internet through and Monthly Income** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 8.652a | 8 | .372 |
| Likelihood Ratio | 8.908 | 8 | .350 |
| Linear-by-Linear Association | .629 | 1 | .428 |
| N of Valid Cases | 363 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.36. | | | |

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Monthly Income

Ho 1: There is no association between the mode of using internet through and Monthly Income

From the chi square table, it is proved that **there is an association between the mode of using** **internet through and Monthly Income** with the Pearson chi square value of 0.372. So, the null hypothesis is rejected

**Implications**

The results lead to the conclusion that consumer online purchasing behaviour in the fashion and clothing business is significantly influenced by factors such as brand choice, advertising, sales promotion, pricing, and time savings. Several powerful factors, including pricing, branding, the internet and catalogues, play a significant impact in purchasing decisions while shopping online. Branding is the aspect that internet shoppers prioritise while making purchases. The market for clothing and fashion is expanding significantly. The necessity of the age is to comprehend the mindset of the client and act accordingly, This experimental study examined how demographics and consumer purchasing characteristics affect decisions made by apparel buyers. The study's findings revealed that price, promotion, and online apparel attributes are the three main factors that influence consumer purchasing behaviour. This indicates that apparel sites should place more emphasis on these factors to entice and appeal to consumers, and that promotional campaigns should also be aggressive and appropriate.

**References**

Faldu, R.-B. (2013). Does E-Trust Matter? Study of Risk Perceptions in Internet Shopping. Shri Jaysukhlal Vadhar Institute of Management Studies, Jamnagar, 31- 46, 91-98.

<https://online.maryville.edu/online-bachelors> degrees/marketing/resources/what-is-consumer-behavior

[https://textileconsult.wordpress.com/2017/04/28/how-can-consumer behaviour-change-the-fashion-industry/](https://textileconsult.wordpress.com/2017/04/28/how-can-consumer%20behaviour-change-the-fashion-industry/)

https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation

<https://www.scirp.org/journal/paperinformation.aspx?paperid=112946>

<https://www.ukessays.com/essays/marketing/consumer-behaviour-in-the-fashion-market-marketing-essay.php>

Jun, Guo & Jaafar, Noor Ismawati. (2021). A Study on Consumers' Attitude towards Online Shopping in China. International Journal of Business and Social Science. 2.

M A Bourlakis , S Papagiannidis , H Fox, E-Consumer Behaviour: Past, Present and Future Trajectories of an Evolving Revolution Internation Journal of E-Business Research , volume 4 , issue 3 , p. 71 - 76 Posted: 2008

M Kulmala , N Mesiranta , P Tuominen, Organic and amplified eWOM in consumer fashion blogs, Journal of Fashion Marketing and Management , volume 17 , p. 20 - 37 Posted: 2013

Pappas, I.O., Pateli, A.G., Giannakos, M.N.& Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. International Journal of Retail & Distribution Management, 42(3), 187-204

R V Kozinets , A Hemetsberger , H J Schau, The wisdom of consumer crowds: Collective innovation in the age of networked marketing, Journal of Macromarketing , volume 28 , p. 339 - 354 Posted: 2008

R V Kozinets , K D Valck , A C Wojnicki , S J Wilner, Networked narratives: Understanding wordof-mouth marketing in online communities, Journal of Marketing , issue 2 , p. 71 - 89 Posted: 2010

Shanthi, R. and Kannaiah, D. (2015). Consumers‘ Perception on Online Shopping. Journal of Marketing and Consumer Research, 13, 14-20.

Singh, Balbir. (2023). Consumer Behaviour Towards Online shopping.

Sinha, P.-K., Gokhale, S., & Rawal, S. (2015). Online Retailing Paired with Kirana—A Formidable Combination for Emerging Markets. Costumer Need and Solution,2(4). Retrieved from [https://link.springer.com/article /10.1007/ s40547- 015-0057-9](https://link.springer.com/article%20/10.1007/%20s40547-%20015-0057-9).