



CUSTOMER PERCEPTION TOWARDS ONLINE APPAREL SHOPPING IN KARNATAKA

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Abstract—Consumer perception towards apparel shopping has drastically changed, with the advent of online options. Customers may now compare products from several websites, add sufficient filters to satisfy their criteria (such as style, fabric, budget, etc.), and do all of this from the convenience of their homes. This article is being conducted to better understand the perception of people who make apparel shopping through a digital platform. This research primarily focuses on factors influencing, challenges faced, various demographic factors affecting individuals, encouraging factors as well as scope of improvement while doing online apparel shopping. 100 set of questionnaire had been disseminated via Google Forms as a study tool. The chi test and descriptive statistics are among the statistical techniques used by the study.

Index Terms—Clothes, Purchase, E-shopping, Ethnic wear, Fashion.

I. INTRODUCTION

People all throughout the world use the internet extensively in their daily lives. Online buying for clothing is growing more and more popular. Online shopping is described as the method a customer uses to make an online purchase of a good or service. Before the World Wide Web, this idea was first proven (www). Video text was the name of the technology, which was initially exhibited in 1979 by M. Aldrick, who created and set up the systems in the United Kingdom. T. Berners-Lee created the very first online server and browser in 1990, and Amazon launched its online buying options in 1995. Many real benefits of e-commerce can be seen, including shorter shopping times, better purchasing decisions, open 24 hours a day, 365 days a year, and an expansion of consumer purchasing options outside their immediate geographic area. Because customers can simply satiate their requirements without leaving the house, online shopping is more environmentally friendly than shopping in stores. A quick transformation in people's lives appears amazing because the Internet has changed how people live all across the world. Since its creation, e-commerce, or electronic commerce, has become a more popular

way to do business. This led to the development of online shopping, which changed the way people used to shop. Before this, customers made their final purchases by physically visiting the store, touching the merchandise, and haggling over the price. E-commerce is not just available in the developed apparel economies worldwide. Also, the growing fashion economies must adhere to it. In terms of Gross Domestic Product, emerging economies like India, Brazil, South America, and China are expanding quickly (GDP). When it comes to earning money from exports, their main asset is textiles and fashion items. In large part, emerging markets are also emerging trend economies. In these nations, internet usage and online purchasing both continue to grow.

What is online shopping? Electronic commerce, also referred to as e-commerce or online shopping, covers a wide range of online commercial transactions for goods and services. The exchange of services and products through the Internet is referred to as e-commerce or electronic commerce. A lot of people commonly use the internet for informational purposes in addition to purchasing and selling in order to research innovative goods or evaluate prices before making a purchase, whether online or in a real store.

The motive for using the online shopping As a result of the general ICT dispersion, the corporate world is taking steps towards corporate-to-Business (B2B) e-Commerce. Consumers are definitely at an advantage when they have access to the global market via the world of the internet since they are able to compare prices between places and ascertain whether prices fluctuate based on how an order is divided up, and learn about alternative products that are available everywhere. In e-commerce, rivals are just a few clicks away from the consumer. If a customer is dissatisfied with the products, prices, or services offered by a particular store, they can shift far more readily online than they could in an actual store. Sellers don't need a real store, salespeople, or anything else, in their opinion.

Apparel industry: In an effort to increase marketing efficiency and effectiveness, give customers access to information about apparel products and their affordability, strengthen brand recognition, and give customers a quick way to make online purchases, the fashion apparel and accessory industry has started using the Internet. Items that the buyer is familiar with through prior experience, usually brand-name products, are very simple to sell. Also, emerging technologies like 3-dimensional surfing and virtual fitting rooms aim to reduce the significance of physically seeing the object and soothe consumers' purchase decisions.

Significance of the study: According to this study, Online clothing purchasing has suddenly increased, as has the number of clients, especially among young people who have more readily adapted to it. For millions of merchants that operate smaller shops and rely solely on an infinite supply of clothing as a source of income, this has turned into a serious cause for concern. This research aims to identify the factors influencing, consumer challenges, and encouraging factors as well as the impact customers' perceptions of online apparel purchasing over traditional shops are having on the industry. It is time for merchants to start thinking about this and develop more effective and advanced approaches that meet customer expectations and requirements. This study is especially beneficial to the following individuals: Consumers: This study will bring data to the consumer that provides information about buying apparel online, as well as

challenges and factors influencing, demographic factors.

Background of the study: Online apparel shopping is becoming increasingly common because it is quick and simple for consumers. Online shopping can save consumers time and money by enabling them to compare prices on a variety of goods and services. So the internet has been developing over the past few years, and a new system has emerged in which everything is available online. Now that using the internet is so widely available, anyone may make a purchase or even start an online retail business. The act of acquiring commodities or goods from a retailer in return for cash is known as shopping. But, in today's globalized world, shopping most frequently refers to the act of making numerous online purchases. Online retailers that enable customers to negotiate for goods or services from vendors through the Internet are referred to as online retailers. As of now, customers are adopting internet apparel shopping as the standard because it has numerous benefits. According to consumers, Online apparel shopping removes the inconveniences associated with traditional shopping, such as pressing through crowds, waiting in a queue at the cashier counter, and angling for a parking spot at a busy mall, by offering low and transparent costs, an extensive selection of collections and a much more accessible shopping option. Retailers, on one hand, see it as a fantastic business opportunity to take advantage of.

II. RELATED WORK

In his paper "Digital Marketing and Its Impact on Buying Behaviour of Youth (Special Reference to Kanyakumari District)", Dr S. Sivasankaran, 2017, Associate Professor of Commerce, S.T. Hindu College, Nagercoil, Tamil Nadu, India. concluded that young people's buying behaviour is influenced by digital marketing. Individual and family purchase patterns are more influenced by behaviour, their spending power, product awareness, etc. In order for the market to move on from the simple customer-oriented marketing approach to the technological customer-oriented sales strategy in the near future, digital marketing, which has revolutionized the world's economy and marketing in particular, poses many threats and challenges to the marketer. "Online apparel purchasing: a cultural comparison of Saudi Arabian and U.S. consumers(2014)" With 79 percent of all e-tail sales worldwide coming from the United States (U.S.), which has one of the greatest growth rates in the world, apparel and accessories make up around 27 billion dollars of those sales. This study aimed to compare and contrast how customers in South Africa and the United States behaved while shopping online, as well as how they felt about e-tailing and perceived the danger of doing so when buying clothing. The platform for e-merchants, enables both established retailers and start-ups to save costs, boost productivity, reach more international customers, and do all of this without being constrained by physical location. The results of our study revealed that while U.S. customers do not feel significant danger when purchasing clothing online, South African consumers do. "Women's Awareness Towards Good Shopping for Clothes (2018) Ebtessam Ibrahim Mohammed Salim" This study is being undertaken to determine the women's knowledge of the shopping idea through her behaviour when shopping to measure her essential demands and her sentiments of complete fulfilment as fulfilling her desires. Moreover, it identifies the relationship among what women are doing and the parts of the purchasing process that support it, including the customer, an appropriate pricing, advertising, and distribution that depend on

communication channels to meet these demands. The study looked at the significance of shopping in a woman's life as someone who is dedicated to her kids and family. It found that while men tend to make quick decisions and have more purchasing power, women tend to hesitate and wait when making purchases for their needs and focus on colour and designation.

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H.N (2020) investigated how consumers' perceptions of online shopping varied from person to person and were somewhat limited given the possibility of more connections. In order to improve the customer's perception of online shopping, this limitation must be addressed. The consumer's perspective has also Depending on how their personal characteristics are used to meet their wants and demands, people have similarities and differences. The world has a lot of potential now, and many businesses will launch online platforms to make their consumers' lives easier. But, in order to do so in the long run, businesses must increase client trust by offering them valuable services. According to Kothari and Maindargi (2016), client familiarity is the main factor impeding the expansion of online purchasing. The majority of clients are unaware of the numerous pre- and post-sales services offered by e-commerce businesses. Although the Indian telecom sector revolution has boosted the growth in internet users, many consumers still favour traditional retail stores for their every-day transactions. Substantial advertising and marketing efforts are needed for online shopping in order to broaden the client base and attract all customer types. According to Kanupriya and Kaur (2016), the major factors that encourage customers to purchase online are convenience and customer service. They began purchasing items online rather than going to a store, such as books, household appliances, technological devices, movie tickets, and tickets for trains and aeroplanes. According to their research, as internet usage grew, so did the number of people who did their shopping online. This led to the requirement for greater broadband adoption, which will hasten the expansion of online commerce. They also noted that a significant portion of consumers were buying online as a result of shifting lifestyles and purchasing patterns. According to Sandhe (2015), there are challenges in terms of attribute, quality, and after-sales support. India will sell durable items online for a charge. By offering high-quality products and a pleasant shopping experience when buying durable goods online in India, the lack of belief may be addressed. Online selling will flourish if online retailers can deliver the correct experience and raise consumer awareness. He discovered that the majority of the time, people had negative beliefs about buying durable things online. According to Rajesh and Purushothaman (2015) discovered that "price" and "delivery time" are the key variables influencing online purchase. Discounts, the variety of items accessible, free parcel delivery, website adaptation, ease of order placement, deals, time savings, and avoiding lengthy lines are just a few of the considerations. This works well for internet shopping. Good product descriptions and a company's reputation have little effect on online buying. In his article "Study of the Variables Influencing Online Purchasing Behaviour of Consumers," Abhinav Gupta (2016) hypothesised that as electronic trade, specifically electronic retailing, advances, it creates a number of challenges for both businesses and customers. Online shopping that is not discreet is possible due to the simplicity and accessibility of electronic retailing. Imprudent purchasing behaviour refers to a customer's propensity to make a purchase hastily, without prior thinking, and right away. Generally speaking, the topic of reckless buying is not thoroughly addressed in logical studies in the Croatian context. This is particularly true in relation to electronic shopping. Despite the fact

that this section focuses on a very small portion of online shopping behavior, it aimed to provide a better understanding of Croatian consumers' purchasing habits. In their research titled "A Study on Online Purchasing Behaviour of Customers at Bhopal," Arun Mishra et al. (2014) noted that visitors are a component of India's Internet Population. Online merchants are drawn to tier II and III cities as well as metro areas. In smaller locations like Bhopal in India, brand recognition and the discrepancy between supply and demand are the key factors driving internet merchants' success. The study focuses on the variables that internet shoppers take into account while making purchases. This study found a number of aspects, including the buyer's limited time, the availability of methods of payment like Cash on delivery, the range of products available, the price of the products, coupons, and offers, etc.

On a collection of one hundred people, a questionnaire is used to get the data. In his article titled "Factors Influencing Internet Purchase Decisions in Youth with Particular Reference to Chhattisgarh," Manabhanjan Sahu (2020) examined these issues. E-marketers must be aware of the factors influencing Central Indian consumers' online purchasing behaviour and how these factors are related in order to develop their advertising strategies that will convert prospective customers into actual ones while retaining current online customers and attracting new ones. The focus of this study is on the elements that young online shoppers recall while making purchases. Since young people make up the majority of online shoppers in Raipur City at the moment, this study aims to understand how young people feel about doing their shopping online. The numbers are growing gradually as a result of the rapid advancement of sites. According to Van and Thuy (2018), "consumer perception towards online shopping website" markets are expanding quickly and continue to draw customers who purchase online. They also stated that the practise of online transactions is significantly and favourably impacted by consumer perceptions of website design, trust, dependability, privacy, and customer service. Vinita Singh et al. (2019) investigated the psychological elements that influence young Indian customers' inclination to purchase clothes online. They discovered that online shopping is significantly impacted by the component perceived value. 100 respondents completed the survey that was done among rural areas for the study. "The Study on consumer behavior towards online shopping" was published in 2014 by Sharma D. R. The study's objective was to comprehend Indian customers' online purchasing habits. Also, it has made an effort to learn more about the potential for improvement in online shopping websites. The investigation was descriptive in character and made an effort to comprehend Indian customers' attitudes on online buying. Although the statistical significance of numerous criteria was not explored, the overall findings from data analysis have provided a strong indicator of the growing importance of online retailers in Indians' daily lives. "The study on consumers' perceptions including offline and online shopping" (Vaghela, 2014) The main goals of this research were to examine customer attitudes towards internet purchasing and to make gender distinctions in these attitudes. 150 respondents' data were gathered for this purpose using a practical sample technique and a structured questionnaire. Based on data research, it was discovered that the majority of customers believed that buying online was preferable to manual shopping and that they were generally happy with their experiences. Users used their homes, offices, and colleges to access the internet. Customers are primarily purchasing clothing, accessories, and electronics. The study's primary goal was to evaluate "customer behaviours towards internet

buying in Nairobi City county, Kenya” (Kibet, 2016). The precise goals included choosing a suitable framework from earlier research projects, gathering data, and using it to evaluate the adopted framework. Making required suggestions to the framework in light of the study’s findings was the final particular goal. This study’s research technique uses an explanation-based design and a deductive approach. Data were gathered using an electronic and paper-based structured questionnaire. Purpose random sampling was used to obtain the responders from the 384-person sample group. ”customer attitudes about online purchasing” (NaziyaMaldar, 2017) A preliminary assessment, appraisal, and knowledge of the features of internet purchasing are the goals of this study. There is a need to improve broadband penetration since it will hasten the expansion of online trade, as the research indicates that increased internet usage will increase online purchasing. “Online communities on social networks as resources for clothing purchasing” (2012) Hira Cho and Huiju Park. The study concentrated on how membership in an online community enhances member engagement when it comes to seeking help in various situations. This might be used by clothing manufacturers to create a brand-specific, dedicated online community with the goal of influencing consumer purchasing behavior. The clothing shops would gain from making the internet community enjoyable and transforming it into a close-knit, dependable club.

III. RESEARCH GAP

Numerous studies have been conducted on various aspects of buyer attitude towards online shopping and its impact in India or other countries, such as consumer attitude towards shopping experience in the Indian context, factors influencing a generation of people Y students mindset towards online fashion shopping, factors influencing consumers towards e- shopping, Women consumers purchasing behavior towards online shopping, consumers perception on online shopping, gender bias in customer behavior, and gender differences in consumer perception on online shopping. The literature survey undertaken for the current study reveals that there is an opportunity for more research into consumers of online apparel shopping perceptions. As a result, based on the recent study during 2023 may, it is decided to investigate the challenges experienced and the factors influencing customers, various demographic factors affecting individuals, encouraging factors as well as the scope of improvement while doing online apparel shopping.

IV. STATEMENT OF PROBLEM

the various study finds the uncovered issues with delivery time, quality, women purchasing, purchasing behavior, etc. This study identifies the customer’s perception towards online apparel shopping with reference to Karnataka (this study is conducted during may 2023) which helps to understand the customer perception about online apparel shopping, To analyse the challenges faced by customer, to identify the factors influencing consumer to purchase online also to find various demographic factors affecting individuals, encouraging factors as well as scope of improvement while doing online apparel shopping. there are numerous websites or platform to purchase apparel online, they also made easy to the customer to return or replace option in case customer didn’t like the product. customer will also get attracts with various factors,

The majority of the report makes positive observations on online apparel shopping. Customers choose online shopping because of the numerous discounts, extensive selection, high level of trust, and other factors.

V. OBJECTIVES

- To identify the factors influencing customers to purchase online
- To analyze what challenges people experience while shopping for clothing online
- To identify which demographic factors influence people’s online clothes purchases
- To study the encouraging factors for online apparel shopping
- To study the scope of improvement while shopping for apparel online

VI. PROPOSED METHODOLOGY

A research plan is a systematic strategy for investigating a research problem. The investigation was carried out using a convenience sampling technique. It aims to investigate how the Customer perception towards online apparel shopping in Mysore city. 100 person comprised the sample size, and the study problem’s primary variables were collected. The study’s data was gathered using a standardized questionnaire. The first section of the questionnaire asked about the respondents’ income, age, occupation, and other demographic data. The second part of the questionnaire consisted of questions about the various factors influencing them to purchase apparel online and challenges facing them and their perception of shopping apparel online etc. The part of the questionnaire was utilized on a Likert scale ranging 1- highly risky to 5-strongly secured and another one ranging from 1-yes to 3-sometimes etc.

VII. ANALYSIS AND INTERPRETATION OF THE STUDY

- Demographic factors affecting individual’s online apparel shopping

Table 1. GENDERS OF THE RESPONDENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	43	43.0	43.0	43.0
female	57	57.0	57.0	100.0
Total	100	100.0	100.0	

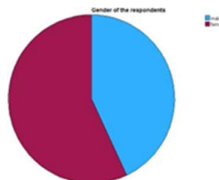


Figure 1. Pie Chart for Genders of the respondent

The table-1 The gender distribution within a particular population is shown in the table. According to the data, 43 percent of the sample’s participants are male and 57 percent are female. This suggests that women make up a significantly larger proportion of the population. The total percentages indicate that all responses have been taken into account, with men making up 43 percent and women making up the remaining 57 percent. Overall, the table gives a clear picture of how the sample under consideration is split up by gender.

Table 2. AGES OF THE RESPONDENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 18	1	1.0	1.0	1.0
19-28	77	77.0	77.0	78.0
29-38	12	12.0	12.0	90.0
39-48	7	7.0	7.0	97.0
49above	3	3.0	3.0	100.0
Total	100	100.0	100.0	

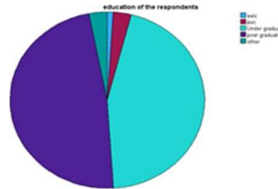


Figure 3. Pie Chart for Education of the Respondent

making up 45 percent of the total. The cumulative percentages show a steady rise, with postgraduate degrees showing the greatest cumulative proportion at 97 percent. The population’s educational distribution is clearly shown in the table, with a sizeable percentage of people possessing advanced degrees.

Table 4. OCCUPATION OF THE RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid employed	42	42.0	42.0	42.0
unemployed	4	4.0	4.0	46.0
student	45	45.0	45.0	91.0
homemaker	5	5.0	5.0	96.0
others	4	4.0	4.0	100.0
Total	100	100.0	100.0	

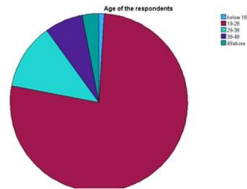


Figure 2. Pie Chart for Ages of the respondent

Table 2 depicts the split of age categories within a particular population is shown in the table. The data shows that 77 percent of the sample’s population, or most people, are between the ages of 19 and 28. The cumulative percentages show a gradual rise in age categories, with the 19–28 age group having the greatest percentage at 78 percent. The age distribution is clearly shown in the table, with an emphasis on a comparatively younger population.

Table 3. EDUCATION OF THE RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SSLC	1	1.0	1.0	1.0
PUC	3	3.0	3.0	4.0
Under Graduate	45	45.0	45.0	49.0
Post Graduate	48	48.0	48.0	97.0
other	3	3.0	3.0	100.0
Total	100	100.0	100.0	

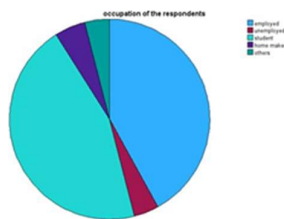


Figure 4. Pie Chart for Occupation of the Respondent

Table 4 shows the employment situation of a certain demographic is shown in the table. According to the data, 42 percent of the sample’s participants have employment, followed by 45 percent of students. According to the total percentages, the majority of respondents—42 percent and 91 percent, respectively—are employed or enrolled in school. Homemakers make up a lesser percentage of the population (5 percent), as do the unemployed (4 percent). Employment segregation within the population is clearly outlined in the table.

Table 3 shows the level of education of a particular population. The findings show that, with 48 percent of the sample having a graduate degree, the bulk of people are postgraduate degree holders. Individuals with a bachelor’s degree come in second,

Table 5. ANNUAL INCOME OF THE RESPONDENTS

Valid		Frequency		Valid		Cumulative	
		Frequency	Percent	Percent	Percent		
	below 10000	32	32.0	32.0	32.0		
	10000-30000	21	21.0	21.0	53.0		
	30000-50000	17	17.0	17.0	70.0		
	above 50000	30	30.0	30.0	100.0		
	Total	100	100.0	100.0			

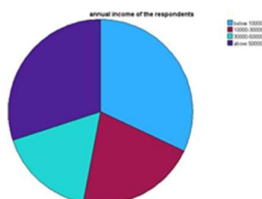


Figure 5. Pie Chart for Annual Income of the Respondent

Table 5 shows how much money each member of a particular population makes. According to the data, 21 percent of people have an income between 10,000 and 30,000 units, while 32 percent have a revenue below this amount. In addition, 17 percent earn between 30,000 and 50,000 and 30 percent earn more than 50,000 units. The cumulative percentages illustrate the escalating income brackets, with the income bracket over 50,000 units having the greatest cumulative proportion of 100 percent. The table gives a good picture of how the population’s income is distributed.

Table 6. THE FACTORS ENCOURAGING ONLINE PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 10000	32	32.0	32.0	32.0
	10000-30000	21	21.0	21.0	53.0
	30000-50000	17	17.0	17.0	70.0
	above 50000	30	30.0	30.0	100.0
Total		100	100.0	100.0	

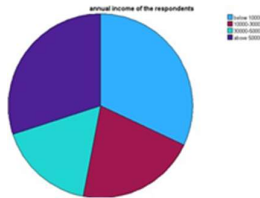


Figure 6. Pie Chart for factors encouraging online purchase

Table 6 shows the prevalence and distribution of various buying motivations within a specific demographic are shown in the table. According to the survey, 34 percent of people prefer cashless transactions, while 36 percent prioritize convenience when making purchases. In addition, 11 percent

of respondents value having a lower chance of fraud connected to their shopping habits, and 19 percent value having a single location to shop for all of their clothing requirements. The table sheds light on the several factors that buyers take into account.

Table 7. THE FACTORS INFLUENCING CUSTOMERS TO PURCHASE ONLINE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	convenience	10	10.0	10.0	10.0
	wide range of collection	11	11.0	11.0	21.0
	more discounts	10	10.0	10.0	31.0
	payments options	7	7.0	7.0	38.0
	EMI	7	7.0	7.0	45.0
	trust factors	8	8.0	8.0	53.0
	return and refund facilities	9	9.0	9.0	62.0
	all the above	38	38.0	38.0	100.0
	Total		100	100.0	100.0

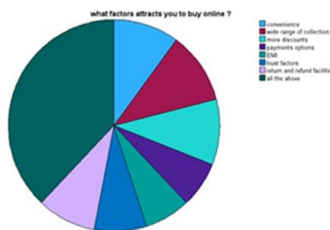


Figure 6. Pie Chart for depicting the factors that influence customers to purchase online

Table 7 shows the frequency as well as the distribution of the variables affecting a population’s purchasing decisions are shown in the table. According to the study, 10 percent of people place a high value on convenience, a broad selection, and more savings. Additionally, EMI, payment choices, trust considerations, and return and refund possibilities are also valued by between 7 percent and 9 percent of respondents. Interestingly, 38 percent of people take into account all

of the aforementioned aspects before making a purchase. The cumulative percentages, with "all the above" having the largest cumulative proportion of 100 percent, show how important certain issues are becoming. The table offers details on the various elements that have an impact on buying choices.

TABLE 8. THE CHALLENGES PEOPLE EXPERIENCE WHILE SHOPPING FOR APPAREL ONLINE

Hypothesis 1: do customers face challenges while ordering apparel online?

H0: Customers do not face challenges while purchasing apparel online

H1: Customers do face challenges while purchasing apparel online

Table 8. Hypothesis Analysis

what challenges do you experience while purchasing apparel online?	
Chi-Square	5.360 ^a
df	3
Asymp. Sig.	.147

0 cells (.0 percent) have expected frequencies less than 5. The minimum expected cell frequency is 25.0. The chi-square analysis's findings are shown in the table with a chi-square statistic of 5.360 and three degrees of freedom. At the standard significance level of .05, the associated p-value of .147 indicates that there is no significant relationship between the variables. Therefore, there is no statistically significant association between the variables under analysis.

TABLE 9. IDENTIFIES THE BARRIERS TO ONLINE APPAREL SHOPPING

Hypothesis 2: Barriers for online apparel shopping

H0: There are no certain barriers for customers in online apparel shopping

H1: There are certain barriers for customers in online apparel shopping

Table 9. Hypothesis Analysis

	worried about giving credit card number	like to see the product before buying	the product is expensive due to access	internet connectivity problem	wrong/bad quality of product arrival & could not return it
Chi-Square	9.000 ^a	49.000 ^a	.160 ^a	5.760 ^a	11.560 ^a
df	1	1	1	1	1
Asymp. Sig.	.003	<.001	.689	.016	<.001

0 cells (0 percent) have an expected frequency of less than 5. The minimum expected cell frequency is 50.0, here p Value is .689 which is more than 0.05 so we reject the null hypothesis. The table displays the findings of an analysis using chi-square that looked at the connections between various worries about buying a product. Significant correlations have been shown between wanting to view the

product in person before purchasing it and being concerned about disclosing your

credit card information, as well as between the products being pricey owing to access and having trouble connecting to the internet. The other cited issues, such the product's quality and return-ability, do not, however, appear to be significantly related.

TABLE 10. SCOPE OF IMPROVEMENT WHILE SHOPPING APPAREL ONLINE

		more secured website	more secured payment	delivery on time	customer service	return/exchange policy	product tracking process
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
	Mean	1.36	1.54	1.51	1.53	1.46	1.46
	Median	1.00	2.00	2.00	2.00	1.00	1.00
	Mode	1	2	2	2	1	1
	Std. Deviation	.482	.501	.502	.502	.521	.576
	Variance	.233	.251	.252	.252	.271	.332
	Range	1	1	1	1	2	2

Table 10 reveals the ratings offered by respondents on several areas of their experience while shopping online are provided in the table. According to the mean ratings, customers gave "More Secured Website" the lowest rating (1.36), while "More Secured Payment," "Delivery on Time," "Customer Service," "Return/Exchange Policy," and "Product Tracking Process" obtained somewhat higher mean ratings (1.46 to 1.54). The median scores were largely in line with the mode, demonstrating that the majority of respondents gave each aspect a rating of either 1 or 2. The standard deviation numbers imply that there is not much variation in the responses. The table summarises the degrees of satisfaction and perceived relevance for several areas of internet buying. When the average is among agree, neutral, and disagree.

VIII. FINDINGS The findings of the study are:

- Large no of respondents are youngsters and females to use online apparel shopping
- Factors encouraging online purchases according to customers are cashless purchases, convenient purchase
- The factors influencing customers to purchase online by all the above options like convenience, a wide range of collections, more discounts, payment options, EMI option, trust factor, return, and refund facility
- the challenges experienced by the customers while shopping apparel online, here p-value is .147 which is more than 0.05. so we reject the null hypothesis.

IX. SUGGESTION

- Provide accurate size recommendations and measurements for every product of apparel to assist customers in choosing the appropriate size. Describe how to take measurements, and have them compare them to their own body measurements.
- Simple and Flexible Returns: Streamline the return procedure and make the return policy explicit. To increase customer convenience, provide easy returns and take into account solutions such as prepaid return labels or no-cost return postage.
- It is important to remember proper on-time delivery, no product damage, and quality checks.
- There must be better, safer, and simpler payment solutions found.

- Better internet connectivity could spur exponential growth in the e-commerce sector.

X. CONCLUSION

Online shopping has grown to be very popular and is very convenient. When shopping online versus in a real store, consumers have demonstrated different purchasing behaviors. Online shopping is advantageous and incredibly convenient. Online resources are more frequently used by people who grew up in small towns but now reside in cities. The service class prefers online shopping more than other classes. Customer knowledge, the security of online transactions, personal privacy, ease, transparency in prices, accessibility, time savings, and trust, among other things A variety of variables that were changed throughout time yet cannot be ignored. To ensure the majority of people can utilize digital payment methods while conducting online commerce and that they do not perceive any risk with transactions conducted online, customers should be provided with free orientations regarding how to use credit cards, debit cards, and inter banks fund transfers.

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