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A Study on Changing Trends in Online Shopping of Indian Consumers in Apparel Segment

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Abstract

In the last couple of years we saw the Indian ecommerce industry making it to news for all the funds it raised. Indian e-commerce industry has been growing at a scorching rate during the last few years with hundreds of million dollars being invested by venture capital funds in the sector. E-commerce has been around in India for more than a decade but has become main stream only in the last few years. E-commerce was low in starting years due to initial inhibitions, but it is growing now with extraordinary pace as the confidence of Indian buyers is increasing day by day. By analysing the current behaviour of Indian buyers, experts estimated that the trend of e-shopping will become basic phenomena among buyers in coming years. The business model of the Indian ecommerce is taking a full circle flip to go back to where it started, though this time the infrastructure has changed and along with that the size and understanding of the market as well. The players are moving towards a model that they did not originally start with; hence the belief is that they have definite answers to the intricacies of the model and not just a me-too jump. The present study is to analyse the changing trends in online shopping of Indian consumers in the apparel segment. In the beginning stages of online shopping consumers were reluctant to buy apparels online as it has many limitations. But today the market is able to overcome many of the limitations and build confidence among the consumers to buy online. The last two years have seen considerable increase in online trade in the apparel segment.

Keywords: apparel shopping, fashion retailing, online shopping, e-commerce

1. Introduction

Internet is playing a major role in removing business limitations of past. Today a sales representative of a company can directly reach to a client's doorstep and offer the most satisfying services in a click. Though internet marketing in India is low as compared to the western countries, it is growing at a fast pace. There is a huge online market in India as computer and internet is becoming an inevitable part of our life. The technology is developing day by day as it removes the misconceptions and limitations of the technology in the past. Advanced technologies and web applications with safe transaction assurance are giving enough reasons to the new age Indian buyers to shop online. The best thing about the e-business is that it never phase-out and it demands half of the amount which a retail business does. If the web promotion and up gradation of website are at place, it means you are there to survive in the business for many more years.

In last two years many e-commerce websites have come up and competing one another with striking deals like free shipping, coupons, free gifts, easy return policy, and many others. The latest data reveals that Flipkart, Amazon, Snapdeal, Paytm, Myntra, eBay, Jabong, Shopclues, Homeshop 18, and Infibeam are the top ten e-commerce websites in India. Flipkart is one of the biggest Ecommerce giant that arrived as the top among e-commerce websites in India.

Advantages of Online Shopping

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

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

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

3. Save time and energy: You don't have to waste your time in going to store and standing in front of the crowd.

4. Freedom of choice: Freedom of choice is very high in online than shopping from a nearby store. In online you can choose the product you are looking, from a vast range of products.

5. Freedom of price flexibility: You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to other online store to look for cheaper price.

6. High satisfaction percentage: Now a days shopping online is very reliable. The percentage of satisfaction is very high.

7. Buyer protection: Dependable websites like Ebay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller do not deliver the item or deliver an item which does not match with the description.

8. Rare product: Shopping online is very useful in buying rare products.

9. Privacy: There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy.

10. E-business: The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

Disadvantages of Online Shopping

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

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

3. Shipping Charge: Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.

4. Delivery Problem: Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.

5. Shopaholic: Since it is very easy to search & purchase different items very easily and quickly from online, many people ends up being an online shopaholic. That means they buy too many things they actually don't need. Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them.

6. Scam: As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation.

7. Some items are better to buy from the real Store: You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not.

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

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

10. Miscellaneous trouble: There are some other rare disadvantages such as credit card fraud, spyware etc

Review of Literature

Cowart, Kelly O. Goldsmith, Ronald E. (2001),” The influence of consumer decision-making styles on online apparel consumption by college students”. Apparel purchases now constitute one of the fastest-growing segments of e-commerce. Thus, there are strong theoretical and managerial reasons to better understand consumer characteristics associated with buying apparel online. This paper investigates motivations for online apparel consumption using the Consumer Styles Inventory. Data from a sample of college students showed that quality consciousness, brand consciousness, fashion consciousness, hedonistic shopping, impulsiveness and brand loyalty were positively correlated with online apparel shopping. Price sensitivity was negatively correlated with online spending.

Lee, Eun-Jung, Park Jung Kun Park, Jung Kun (2005),” Online service personalization for apparel shopping.” This study explores the dynamics of online service personalization in the online apparel retailing context, with regard to customers' actual online shopping activities, this study empirically present the dynamics of online service personalization in the context of online apparel retailing. Also, the results show that customer online shopping experiences may impact on their online service personalization attitudes. Theoretical and managerial implications are also discussed regarding online service management. Based on the results, Internet-based apparel retailers may benefit from developing various types of personalization services by enhancing shopping intentions of their customers, in particular, of those who are loyal to the retailers.

Business Today (2007),” Internet's 10 Best Shops.” Vol. 16 Issue 20, p194-196.The article provides information on the 10 best online stores in India. It cites that the "Personal Shopper" tool of Style Feeder Company helps one to shop and narrow down purchases. The Thread less. COM Company offers an online community-centered apparel store. The comparison shopping site of PriceForSure.COM company offers presents online catalogs, video uploads, live-Web television, and auction capabilities.

Jones, Christie, Soyoung Kim, “Influences of retail brand trust, off-line patronage, clothing involvement and website quality on online apparel shopping intention” (2009) this study examines the influence of retail brand trust, off-line patronage, clothing involvement, and website quality on online apparel shopping intention for young female US consumers. Retail brand trust, off-line patronage, clothing involvement and two factors of website quality were found to significantly influence online apparel shopping intention. Off-line patronage was the strongest predictor of online shopping intention. Implications for multi-channel apparel retailers were discussed based on these findings.

Agrawal, Mohan Sandhir, Vidushi Gupta, Gaurav (2010),” Emerging Profile of Online Apparel Shoppers in India” Online shopping is most common these days in the developed world especially in the USA. Though rapidly rising, online shopping in the developing countries particularly in India is yet to become strong and diversified. The theme hasn't been researched strongly either. Towards researching the emerging profile and identifying differences between the American and Indian online shoppers, this study reports a survey and several other empirical tests. The study reveals a huge potential for converting Indian in-store consumers into online buyers. This study should facilitate retailers and brands in expanding their presence and impact though online portals.

Economic times article “Bata, Fabindia&Evok going for the plan to cash in on online shopping craze” (2014) A growing number of brick-and-mortar retailers and mall operators are adopting a "click-and-collect" strategy — where consumers buy products online but take deliveries from physical stores — in a bid to join the online shopping frenzy and, at the same time, ensure higher footfall in offline shops, ethnic wear brand Fabindia, Flying Machine jeans, furniture seller Evok and mall operators Infiniti Mall and Virtuous Retail are among retailers that offer or plan 'clickand-collect' service — a concept introduced by retailers such as Wal-Mart, Tesco and Target that has taken off in a big way in the US and Europe this year. The move comes at a time when a burgeoning number of Indian consumers are shifting a good part of their shopping to e-commerce players such as Flipkart, Amazon and Snapdeal. Infiniti Mall in Mumbai, for example, is working on an e-commerce concept where its tenants are encouraged to give about 10% discount to online shoppers, but the consumers must visit the stores to take delivery. Virtuous Retail, which operates malls in six cities across the country, too, is working on a similar model.

**Research Design
Statement of the Problem**

The trends emerging within the Indian fashion market can be broadly classified into four categories, depending on their

associations; these are discussed in the following sections. The sound growth of the fashion products market, driven by the 8-to-9% GDP growth and positive investment sentiment, looks like a thing of the past. The growth story of one of the largest emerging economies, India, has required severe revision. A growth rate under 5%, coupled with double-digit inflation, has dampened consumer demand for fashion items. As a result, the Indian fashion products consumer has become a cautious spender; demanding value for the money spent. In many cases, the Indian middle class has started trading down by shifting to either products available at a lower price-range or to lowering purchase volumes if within the same price range. The recent inflation in food and vegetables' prices has added to the woes of the Indian consumer. Food being an irreplaceable item has eaten into the share of non-food items in recent years. In addition to the weak economic sentiment, the worsening political environment and an increasing lack of confidence in governments and institutions has negatively impacted the country's overall business competitiveness. As a consequence, the retail market is also hit in terms of business growth. From the above observation the researcher has made an attempt to study and analyze changing trends in online shopping in the apparel segment.

Objectives of the Study

1. To examine the emerging trends in apparel shopping in India.
2. To evaluate the scope and challenges of fashion in apparel in India.
3. To study the trends of latest developments in the Apparel Industry in India and the awareness of the same amongst the people.
4. To study the preferences of the people in online shopping.

Hypothesis

- 1) H0: There is no relationship between the youth and the changing trends in online shopping.
H1: There is a relationship between the youth and the changing trends in online shopping.
- 2) H0: There is no relationship between the income of an individual/ family and the spending for online.
H1: There is a relationship between the income of an individual/ family and the spending for online
- 3) H0: There is no association between online shopping trends and the online shopping intention for apparel of an individual
H1: there is an association between online shopping trends and the online shopping intention for apparel of an individual

Scope of the Study

This study is confined only to Indian online users. This study has been conducted to analyze the changing trends in online shopping in the apparel segment, and the preferences of the consumers in online shopping and the changes happening in this sector over the past few years.

Research Methodology

Both primary and secondary data has been used for the purpose of this study. Primary data is collected with the help of a structured questionnaire the same is finalized after conducting a pilot study.

The secondary data is collected from various published sources such as books, journals, newspapers, websites etc.

Sampling Design

- **Sampling frame:** individuals between 15 years to 28years.
- **Sampling unit:** youth in Bangalore using online shopping.
- **Sample size:** 150 respondents.
- **Sampling method:** non-probability -convenience sampling

Data Analysis and Interpretation

Table 1: Online Purchase of Apparel

Rating	No. of Respondents	Percentage
YES	142	94.6%
NO	8	5.4%
TOTAL	150	100%

Source: Primary Data

Inference

To know or understand the changing trends in online shopping one should experience online shopping. It is found that 94.6 % of the respondents have experienced online shopping and the remaining 5.4% have not experienced online shopping of apparel.

Table 2: Respondents who search apparel online and buy in store

Rating	No. of Respondents	Percentage
NEVER	46	30.7%
RARELY	34	22.7%
SOMETIMES	44	29.3%
OFTEN	16	10.6%
VERY OFTEN	10	6.7%
TOTAL	150	100%

Source: Primary Data

Inference

It can be inferred from the above table that 31% of the respondents do not search apparel online and buy in a store, 23% respondents rarely follow the above pattern, 29% prefer this option sometimes, 10% of the respondents prefer this option often and 7% of the respondents prefer this option very often.

Table 3: Respondents who search apparel in store and buy online

Rating	No. of Respondents	Percentage
Never	6	4%
Rarely	20	13.3%
Sometimes	46	30.7%
Often	32	21.3%
Very Often	46	30.7%
Total	150	100%

Source: Primary Data

Inference

It can be inferred from the above table that 31% of the respondents prefer this option very often, 21% of the respondents prefer often, 31% of the respondents are neutral who prefer this option sometime, 13% consider this option rarely and the remaining 4% do not prefer this option at all.

Table 4: Average amount spent in online shopping per month

Rating	No. of Respondents	Percentage
below 1000	23	15.3%
1000-3000	59	39.3%
3000-5000	47	31.4%
5000 and above	21	14%
TOTAL	150	100%

Source: Primary Data

Inference

From the above table it can be concluded that about 40% of the respondents spend between Rs. 1000-3000, 31% of the respondents spend between 3000-5000, 14% above 5000 and 15% of the respondents spend below 1000.

Table 5: Promotional activities that attracts people to shop online

Rating	No. of Respondents	Percentage
Discounts	68	45.3%
Extra offers	29	19%
1+1 offers	16	11%
Advertisements	37	24.6%
TOTAL	150	100%

Source: Primary Data

Inference

It can be inferred that discounts attracts 45% of the respondents, 25% are attracted by advertisement, 19% by extra offers and 11% by 1+1 offers. So the above table and chart says that more the offers the people are attracted to shop online due the financial benefits as they can save more because of offers.

Table 6: Reasons for online shopping of apparels

Column1	Never	Rarely	Sometimes	Often	Very often
Ability to shop for a lower price	3	13	38	30	66
Flexibility of shopping hours	2	11	26	49	62
Ease of shopping from home	4	16	32	46	52
Ability to compare brands	1	22	38	31	58
Ability to purchase a gift and have it delivered directly to a friend/ relative	8	29	48	32	33
More merchandise options	1	28	37	48	36
Flexibility of delivery time and place	12	22	38	48	30

Source: Primary Data

Inference: It can be inferred from the above table that people prefer to shop online because of the ability to shop around for a lower price and 26% of the respondents often shop online because of the flexibility of shopping hours, 49% of the respondents prefer to shop online because of the ease of shopping from home, 45% of the respondents sometimes prefer the ability to purchase a gift and have it delivered to friend.

Table 7: Problems with buying apparel online

Rating	No. of Respondents	Percentage
Can't Touch And Feel	40	26.7%
Can't Check Fitting	55	36.75
Offline Buying Is More Fun	6	4%
Poor Return Policy	25	16.6%
Low Payment Security	14	9.3%
Total	150	100%

Source: Primary Data

Inference

It can be inferred from the above table that 39% of the respondents face the problem of the difficulty to check the fitting, 29% of the respondents face to problem of not able to touch and feel the apparel while shopping, 18% feel there is no proper return policy, 10% feel there is low payment security and 4% feel that offline shopping is fun.

Table 8: Most important criterion while choosing an online retailer for buying apparel

	Never	Rarely	Sometimes	Often	Very often
Product Availability	12	19	46	33	40
Price	8	21	38	48	35
Easy navigation	0	21	54	46	29
Good return policy	12	27	46	41	24
Product Quality	1	11	23	53	62

Source: Primary Data

Inference

It can be inferred from the above table that all the criteria's are important while shopping but the most important criteria for buying apparel online is the product quality which is preferred by most of the respondents, and the second important criteria is easy navigation followed by price and product availability.

Table 9: Opinion on the changing trends in online shopping impact on the Indian economy

Rating	No. of Respondents	Percentage
YES	141	94%
NO	9	6%
TOTAL	150	100%

Source: Primary Data

Inference

It can be inferred from the above table and chart that 94% of the respondents think that changing trends in online shopping has a good and positive impact on the economy whereas 6% of the respondents think that there's no positive impact on the economy.

- 1) **H0: There is no relationship between the youth and the changing trends in online shopping.**
- H1: There is a relationship between the youth and the changing trends in online shopping.**

Chi-Square Test

Changing trends

	Observed N	Expected N	Residual
1.00	24	14.3	9.7
2.00	1	14.3	-13.3
3.00	18	14.3	3.7
Total	43		

Age

	Observed N	Expected N	Residual
1.00	30	19.5	10.5
2.00	9	19.5	-10.5
Total	39		

Changing Trends

	Observed N	Expected N	Residual
1.00	26	19.5	6.5
2.00	13	19.5	-6.5
Total	39		

Test Statistics

	VAR00002	VAR00005	VAR00006
Chi-Square(a,b)	19.860	11.308	4.333
Df	2	1	1
Asymp. Sig.	.000	.001	.037

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.3.

b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.5.

The significant value is less than .05 hence in the above test the null hypothesis (H0) is rejected and the alternative hypothesis is accepted. So, there is a relationship between the youth and the changing trends in online shopping.

- 2) **H0: There is no relationship between the income of an individual/ family and the spending for online shopping**
- H1: There is a relationship between the income of an individual/ family and the spending for online.**

Chi-Square Test

VAR00001

	Observed N	Expected N	Residual
1.00	2	7.8	-5.8
2.00	10	7.8	2.2
3.00	13	7.8	5.2
4.00	2	7.8	-5.8
5.00	12	7.8	4.2
Total	39		

VAR00002

	Observed N	Expected N	Residual
1.00	17	9.8	7.3
2.00	3	9.8	-6.8
3.00	12	9.8	2.3
4.00	7	9.8	-2.8
Total	39		

Test Statistics

	VAR00001	VAR00002
Chi-Square(a,b)	14.974	11.359
Df	4	3
Asymp. Sig.	.005	.010

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.8.

b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.8.

The probability value is less than .05 the significant value, in the above test the null hypothesis (H0) is rejected and the alternative hypothesis is accepted. Hence there is a relationship between the income of an individual/ family and the spending for online.

3) H0: There is no association between online shopping trends and the online shopping intention for apparel of an individual

H1: there is an association between online shopping trends and the online shopping intention for apparel of an individual

Chi-Square Test

VAR00001

	Observed N	Expected N	Residual
1.00	1	10.0	-9.0
2.00	3	10.0	-7.0
3.00	23	10.0	13.0
4.00	13	10.0	3.0
Total	40		

VAR00002

	Observed N	Expected N	Residual
2.00	38	38.0	.0
Total	38(a)		

a This variable is constant. Chi-Square Test cannot be performed.

VAR00003

	Observed N	Expected N	Residual
1.00	31	20.0	11.0
2.00	9	20.0	-11.0
Total	40		

VAR00004

	Observed N	Expected N	Residual
1.00	27	20.0	7.0
2.00	13	20.0	-7.0
Total	40		

Test Statistics

	VAR00001	VAR00003	VAR00004
Chi-Square(a,b)	30.800	12.100	4.900
Df	3	1	1
Asymp. Sig.	.000	.001	.027

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.

b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

The probability value is less than .05 the significant value, in the above test the null hypothesis (H0) is rejected and the alternative hypothesis is accepted. Hence there is an association between online shopping trends and the online shopping intention for apparel of an individual.

Findings of the Study

This study is conducted to find the changing trends in online shopping in the apparel sector. This analysis was done through statistical tools based on primary data acquired through survey conducted with questionnaires distributed at the stores and online.

- People who belong to the age group of 20-22 shop online more often than people of other age groups.
- Amongst the respondents the number of female respondents is more than the male respondents.
- People who are undergraduates shop online more often than a post graduate or any other qualified person.
- Almost all the respondents who shop online have access to internet except a very few who do not have direct access to internet.
- In the survey conducted almost all the respondents have had previous experience in shopping online and have purchased apparel online previously.
- People prefer to search apparel in store and buy online rather than search apparel online and buy in a store, the respondents prefer the option of searching apparel in a store and then buy online is to assure the quality and fitness.
- The respondent's family income affects the online buying behavior.
- Various offers attract large number of online apparel shoppers as it leads to saving of money.
- According to the responses given by the respondents most of the people are aware of the new trends in online apparel shopping, this says that respondents adapt easily to the changing trends which encourages the online retail to experiment with new trends.
- People prefer a lot of options while shopping online and the respondents prefer to shop online because of the ability to shop around for a lower price and the flexibility of shopping hours.
- Amongst all the other facilities quality of apparel is the most important variable preferred by the respondents as the quality matters the most, also with the quality the respondents look into a better customer service from the online retailers while buying apparel.
- Along with product quality as the important criteria for apparel online shopping the respondents prefer easy navigation facility followed by price and product availability.
- While shopping apparel online the respondents prefer that online retailer who has a better return policy and the ability to compare the products in the website that is the online site should be user friendly.
- One of the major problems faced by the respondents while buying apparel online is the buyers cannot check the fitting of the apparel, for which the alternative is found by few of the online retailers that a facility called true-fit which lets the buyers to check their fitting.
- Changing trends in online shopping is affected by the services provided by the online retailers. Majority of the respondents feel that Flipkart has the best customer

service and they have all the best facilities needed by the customers, the next online retailer for apparel preferred by the respondents is Myntra and amazon.

- Online shopping or E-commerce being one of the fastest growing areas in India has an impact on the economy. The study found that the changing trends in online shopping in India has a positive impact on the economy
- It is also found that there is considerable improvement in the online shopping trend and the respondents agree that they can easily adapt to the change and the change enables them to buy apparel online very often.

Suggestions and Recommendations

Based on the findings of the study the following suggestions are given by the researcher to overcome the problems associated with online shopping of apparels:

- The online retailers should give first preference to the quality of the apparel than any other factor, as the quality of the apparel is preferred by the customers.
- About the range of the apparel in the online shopping sites there should be a range of designer clothing added, the online retailers can tie-up with the designers so that there will be easy access to designer clothing too.
- The online retailers can also bring international brands such as Louis Vuitton, Dior which are not easily available to their sites as many of the international brands are not found everywhere, so that the Indian customers can get their favorite international brands from anywhere in the world.
- The online wardrobe should be updated according to the changing fashion in the country as the customers are updated in the changing fashion
- Since the fittings are important the online retailers should have a policy where you can try the product as soon as it is delivered and then return it there itself if the customers are not satisfied.
- The apparel bought online, since it is going to be delivered to the customer's address the exact delivery date should be specified when the apparel is ordered.
- Online retailers can try drone delivery technology may be tried to delivery costly items.
- Online retailers should concentrate on prompt delivery and supply of non-defective products which enables to remove the misconception about online shopping of apparels.

Conclusion

The Indian fashion online apparel industry encompasses a plethora of opportunities. But tapping these opportunities, and converting them to business value, requires a holistic understanding of the industry, starting from fiber-to- online fashion retail. Online Fashion retailers have to go beyond the boundaries of sales, marketing, merchandising, and category management, and have to explore upstream and allied industries with accuracy. Online apparel retailers in India have to continue realigning and restructuring their models to cater to the evolving needs of this dynamic market. The opportunity in the online fashion market is immense, but this opportunity exists only for those who can visualize the future and reinvent themselves in order to address the associated challenges.

The retailers should spend on online marketing as the rural areas are not aware of the online shopping facilities. They should also indulge in cost cutting, reach their customers,

target markets, build long term relationship, available at all hours, low cost and better quality apparel and increase sales. We are now living in a digital age and thus need to keep up with new trends in the online apparel shopping and where new norms are created over time; many challenges evolve that we need to keep up with the new updates in the market creating value along with delivering delight to the customers. It can be concluded that the online retailers operating in India have this major responsibility of keeping their customers updated with facilities as e-commerce is the fastest growing industry and has a lot of innovation to be made in time. The variables that keep online shopping of apparel are the facilities, time factor, offers, advertisements, price, services, impact on the economy, flexibility to adapt to new changes are all the aspects of the changing trends in online shopping of apparel amongst Indian consumers and has influence on the economy and these factors are said to have a strong impact on the changing trends.

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