COMPARATIVE STUDY ON COLLEGE BOYS AND GIRLS REGARDING ONLINE CLOTHING BUYING BEHAVIOUR

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THESIS

MASTER OF SCIENCE (HOME SCIENCE)

IN

(Department of Textiles and Apparel Designing)

2015

DEPARTMENT OF TEXTILES AND APPAREL DESIGNING

COLLEGE OF HOME SCIENCE, UDAIPUR

MAHARANA PRATAP UNIVERSITY OF AGRICULTURE

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CERTIFICATE - II

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This is to certify that this thesis entitled **"A comparative study on college boys and girls regarding online clothing buying behaviour"** submitted for the degree of **Master of Science** in the subject of **Textiles and Apparel Designing** of the **Maharana Pratap University of Agriculture and Technology, Udaipur** embodies bonafide research work carried out by **Shanu Parashar** under my guidance and supervision and that no part of this thesis has been submitted for any other degree. The assistance and help received during the course of investigation have been fully acknowledged. The draft of the thesis was also approved by the advisory committee on ....

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This is to certify that this thesis entitled **"A comparative study on college boys and girls regarding online clothing buying behaviour"** submitted by **Shanu Parashar** to **Maharana Pratap University of Agriculture & Technology, Udaipur** in partial fulfilment of the requirements for the degree of **Master of Science** in **Home Science** in the subject of **Textiles and Apparel Designing** after recommendation by the external examiner was defended by the candidate before the following members of the examination committee. The performance of the candidate in the oral examination on this thesis has been found satisfactory. We therefore, recommend that the thesis be approved.

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Enclosed one original and two copies of bound thesis, forwarded to the Director Resident Instructions, Maharana Pratap University of Agriculture and Technology, Udaipur through the Dean, College of Home Science, Udaipur.

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CERTIFICATE – V

Dated : ….…...

This is to certify that **Shanu Parashar** (M.Sc. Scholar) has worked under me on **"A comparative study on college boys and girls regarding online clothing buying behaviour".**

1. I have monitored her research work.

2. I and the scholar were in contact with the committee members and the research work was reviewed regularly.

3. The advisory committee members have gone through M.Sc. thesis critically and made the corrections as per requirement.

Dr. Rupal Babel
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M.Sc. Thesis, 2015

Topic: A comparative study on college boys and girls regarding online clothing buying behaviour

ABSTRACT

Apparel is one of the basic necessities of human civilization along with food, water and shelter. Online shopping has been a growing phenomenon in all four corners of the world, particularly amongst countries possessing highly developed infrastructure available for marketing activities through the internet. College students have been considered as very potential target segment for online shopping due to high rate of internet. Boys and girls due to their different upbringing and socialization along with various other social, biological and psychological factors depict different types of behaviour at various situations. Girls seem to have satisfaction and find pleasure while they shop apparels online whereas boys appear to be more disdain towards shopping for apparels online.

To achieve the objective of the current study, survey was carried out on 180 college students of Udaipur city, studying in technological colleges i.e. College of Technology and Engineering (M.P.U.A.T), Pacific College of Engineering and Geetanjali Institute of Technical Studies.

The major findings revealed that boys were using internet more frequently than girls. Majority of the boys used internet at friends and relative's home whereas majority of girls used internet at their home. Both boys and girls (55.5%) equally used internet for online shopping. On the other hand maximum girls were using internet for checking E-mails whereas boys were using internet for checking E-mails and for entertainment also. Maximum boys felt that internet is a good source of entertainment while majority of girls felt that internet provides information related to current fashion. As compared to boys, girls shopped for apparels more frequently. Maximum boys preferred to buy new clothes according to their need whereas maximum girls purchased new clothes on their birthday. None of the boys purchased unstitched fabric or garment online, while nearly one fourth of the girls rarely purchased and few frequently purchased unstitched garments or fabrics online. Majority of the boys always took suggestions from their friends whereas girls made their apparel purchase decision with their

cousins. For the boys; brand status and quality of the clothes were the most important factors while purchasing their apparels and for the girls; care and maintenance, texture of the garments, fitting, overall quality of products were the most important factors while purchasing clothes.

On the basis of Chi-square value it was found that, there was a significant difference between views of boys and girls regarding online apparel buying. Maximum girls have more positive attitude towards online shopping of clothes as compared to boys. Moreover, it was found that, girls more interested in online apparel shopping while boys only used apparel sites for knowledge of current fashion.

Major Advisor   **Research Scholar**

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INTRODUCTION

"Human person composed of 3 part, soul, body and clothes"

-James (1990)

The third triumvirate of man's existence apart from food and shelter is clothing. Clothing means a covering designed to be worn on a person's body. Clothing is one of the means of achieving social and economic mobility in a class system like the one prevalent in India. Clothes can help a person to advance both socially and economically and they play a significant role in an individual's life by giving lot of personal satisfaction. Clothing is a form of non verbal communication that conveys emotions, behavior and differentiation.

Consumer buying behaviour

The actions a person takes in purchasing and using products and services, includes the mental and social processes that proceed and follow these actions can be called as buying behaviour. It helps us to answer questions such as:

(i)   Why people choose one product over another?

(ii)   How they make these choices?

Consumer purchase decision process: Behind the visible act of making a purchase, lies a decision that must be investigated. The purchase decision process is the stages a buyer passes through in making choices about which products to buy. There are five stages of buying behaviour:

(i)   Problem recognition

(ii)   Information search

(iii)   Alternative evaluation

(iv)   Purchase decision

(v)   Post purchase behaviour.

Buying is always a matter of making choices. Buying practices consists of the mental and physical activities which consumers undertake to acquire the products and services and obtain satisfaction from them. It include both observable physical activities, such as making a purchase, and mental activities, such as forming attitudes, perceiving advertising material, and learning to prefer a particular brand.

Clothing buying behaviour of college students

Pattern of clothing differs among the people of different age, religion, community, cast, occupation and socio economic conditions. Today the importance of clothing is recognized everywhere, from the richest to the poor, from inhabitants of large cities to inhabitants of remote area and in all age groups. But clothing interest is highest at adult age that is almost the college years.

The Indian economy has grown over the last 10 years. Apparel is a highly symbolic product category due to its high visibility. Individuals will often make assumptions about a person's self-concept simply on the basis of his/her clothing. Every stage of life cycle has different stage of dressing. The late adolescent and twenties are among challenging years of lifetime. In our culture these are the years that set the patterns of the lifetime. It is during this period that one emerges from the family setting to become an independent family individual. The youngsters give special consideration to the kind of clothing they wear. Clothing is of great importance during young age and late adolescence, than any other period. It is a time of insecurity and period in which clothes have a greater effect upon the individual. This is the age when youngsters realize that clothing can do much to improve appearance and to camouflage an unattractive appearance.

College students are most likely to devote a great deal of time and attention to clothing and appearance. They have their own ideas about what they want to wear, so have more influence on what eventually ends up hanging in their closets. They give special consideration to the kind of clothing, make their own purchase decision. They are not dependent on their parents or others.

Adolescent's dress is a form of communication. It carries nonverbal message to its audience composed of teenage peers and adults. The recent development of internet, music and video demonstrates the powerful effect of clothing of popular rock stars has college students as audiences. Today's college students are of particular interest to marketers, they are Generation Y consumers. Generation Y, also known as "echo boomers," consists of about 56 million people. This cohort continues to grow as a powerful buying group and as consumers they "love to shop" (Taylor and Cosenza, 2002).

Internet in India

Nothing is predictable in India except change. The internet revolution has brought about a paradigm shift in the way things are done. The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. India has the world's 4th largest Internet user base, which crossed the 100 million mark recently. (Mehrotra *et al.* 2007). Recently internet has spread quickly and has become crucial tool all over the world (Farag, Schwanrn, Dijst and Faber, 2007). Today Internet is not only a networking media, but also as a means of transaction for consumers at global market. Internet usage has grown rapidly over the past years and it has become common means for delivering and trading information, services and goods (Albarq, 2006).

Internet give opportunities to people share their idea and improvement about their works easily so one, who searches specific knowledge, can easily find over internet. User have developed many applications one of the important application developed is online shopping (Teo, 2006). More than 627 million people in the world have shopped online (Nielsen, 2007).

Internet and Online Shopping: The Internet, which was earlier conceptualized as a tool for enchasing information, has become an important place of business these days. Due to exponentially rising business opportunities, there are a number of services being offered on the internet. Online shopping has emerged as one of the most prominent services available through internet. Online shopping has become a popular way for consumers. This new innovative pattern of shopping not only brings a great number and wide range of merchandise to

consumers; it also offers a huge market. In the past twenty years, we have witnessed the rapid development of the Internet and the geometric growth of the Internet users. There are 32 countries worldwide with the Internet penetration rate higher than 50%. Moreover, Internet users' ability to shop online has significantly improved from 16% to 32% since March 2001. (http://www.internetworldstats. com)

Benefits from online shopping: Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchases online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so (Vijay, Sai. T. and Balaji, M. S., 2009). It is more environment friendly compared to purchase in store because consumers can just fulfill their desires just with a click of mouse without going out from house by taking any transportation.

It has enormous advantages for the customers as well as business houses. However, it is not that the online shopping has benefited only the business houses. As truly stated "Customer is the King today", the concept of on-line shopping will not materialize if the customers are not benefited. Online shopping brings many advantages to the customers. Customers can shop from any place and need not physically visit the shops/outlets for shopping purposes. Therefore, even if customer is staying in remote area, they can easily shop through internet. If a customer goes to any retail outlet or any other shop, the choice of products is normally very limited. However, here customers can visit any number of sites to reach at final choice. Hence, online shopping provides unlimited choices to the customers in nut shell. The customer can shop any day of the year and on any time of the day. This also helps in customers' time and energy saving. More over due to unlimited choice in less time, customers can easily search for the desired things and can compare the products/items. People, who have Internet experiences, can search and find information quickly. Most of the people do not have time to go

shopping and they try to purchase their needs over internet and for these people variety and quickness are valuable characteristics of internet shopping (Jarvelainen, 2007). Internet shopping changed shopping trends and shopping without going to a retail store from home or work has become popular (Mckinney, 2004). People do not need to travel store by store, they can get product at home. So they do not get tired to find the product and they do not need to deal with dealer. Internet shopping activities began to increase rapidly in the beginning of 90s (Guo-xin, 2009). The potential benefits of online shopping for consumers include convenience, various selection, low price, original services, personal attention, and easy access to information, among others.

Problems while online shopping: As truly said nothing comes without a cost in business. On-line shopping is not an exception to this. As customer has unlimited choice, he/she can fall a victim to over choice. Customer may spend a good amount of time without taking any final decision. But the biggest disadvantage is that there is no "touch and feel factor" involved in on-line shopping. Apart from item/product cost, transaction cost is also very important. Therefore, it is very much possible that customer purchases from internet by just looking at price, but ultimately may land up paying more due to transaction cost. Thus, these extra costs become very crucial in online shopping. Other important issue is that one of the major options to purchase from Internet is through credit cards. However, it is quite possible that customers may fall victim due to security and privacy problems on the Internet.

Online apparel shopping among college students

College students as a young consumer group have gained significant importance from marketers in recent years because of their growing purchasing power. They have easy access to credit cards and income from part-time jobs to spend. Students spend money on clothing and beauty products, and find these items to be important. With the rapid development of network technology, the Internet has strongly impacted the worldwide marketing environment. Online shopping holds a great potential for youth marketers. Young are the main buyers who buy products online (Vrechopoulos et al., 2001). Younger consumers searched for more products online and they were more likely to agree that online

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shopping was more convenient (Dholakia and Uusitalo, 2002) and (Sorce et al., 2005). As Generation Y College students graduate and enter the work force, their earning potential will make them even more important as a consumer group. The ample purchasing power and technological savvy of this consumer population will play a large part in determining whether online retailers succeed over the long term (Hanford, 2005).

Because of today's busy life college students cannot spend more time on shopping in the markets so nowadays they sometimes prefer online shopping. Some college students think that apparel online shopping is convenient and quick. Especially since today's students are very comfortable with computer. Apparel online shopping has become sophisticated, that specialized comparison sites now give consumers abundance of tool to track the best deal. On the other side few students do not agree that online shopping is good idea for purchasing apparels because they cannot touch and feel the fabric of apparels. Therefore, college student's apparel shopping orientation is important to research because it is an important sector of consumer behavior. So the present study **"A comparative study on college boys and girls regarding online clothing buying behavior"** was undertaken.

1.1 OBJECTIVES OF THE STUDY

1. To assess the existing practices of college students regarding online apparel buying.

2. To find out the key factors that influence online apparel buying behavior of college students.

3. To examine the comparison between college girl's and boy's beliefs regarding online shopping for apparels.

1.2 OPERATIONAL DEFINITIONS

1. **Internet shopping/ Online shopping** - "The buying of goods or services over the Internet, using either a computer or an Internet television" (Oxford Reference Online, 2008).

2. **Buying Behavior –** Buying behavior is the decision process and acts of people involved in buying and using products.

1.3 DELIMITATION

The study will be delimited only to the college boys and girls (between 18 to 25 years) of Udaipur district of Rajasthan.

1.4 IMPLICATIONS

- The study will be helpful in identifying and understanding the different views of college girls and boys about online shopping.

- The proper documentation of the collected information will help to know about awareness of apparel online shopping among youth.

- It will help us in acquainting with the preferences and trends prevailing among the college students.

- It will provide useful information and will serve as a valuable aid to those who are interested in exploring apparel online shopping.

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REVIEW OF LITERATURE

A comprehensive knowledge of the related literature not only helps the investigator to define the frontiers of the field but also helps in avoiding the unintentional replication of the previous work done. Therefore an extensive review of literature is must in any research endeavor to define the goal and interpretation of the significance of results.

This chapter, relevant literature having direct or indirect bearing on the present study on "A comparative study on college boys and girls regarding Online Shopping and clothing buying behavior" has been reviewed and organized under the following heads.

2.1 Clothing buying practices of college students.

2.2 Factor influencing on clothing buying practices.

2.3 College student's beliefs regarding online shopping for apparels.

2.1 CLOTHING BUYING PRACTICES OF COLLEGE STUDENTS

Kumar (2000) in a study on "Consumers' Behavioral Intentions Regarding Online Shopping" It was found that attitude towards online shopping can be predicted by three variables, gender, computer expertise and amount of money spent online. Respondents who had more experience with computers and had spent more money online had more favorable attitude towards online shopping. Female respondents also had more favorable opinion. The relationship between previous purchases and future purchase intentions were also investigated in this study. The results indicated that respondents who have made previous purchases have higher intentions of future purchases. This could be because their purchase experience met or exceeded their expectations.

Kim *et al*. (2003) in a research on "Testing the Behavioral Intentions Model of Online Shopping for Clothing" raveled that, there is a positive relationship between attitude and subjective norms implies that behavioral intention is not a functions of independent set of attitudinal and normative

variables but it is a set of interdependence between these variables. The results of this study suggests that although the power of attitude and subjective norms are not equivalent in their effects on behavioral intentions both are important predictors of consumers' shopping behavior in the specific context of online shopping for clothing.

Mehrotra *et al*. (2007) In a study on "Online Consumer Buying Behaviour" objectives which aimed at finding information regarding the popular product categories, frequency of purchases, average spending, factors affecting buying decision process, found that owning a credit card has a significant impact on the frequency of online purchases as credit card is the most popular mode of payment on the Internet. Gender does not have any major impact on the average amount spent over the Internet in a month, but it does have a relationship with the frequency of purchases. In India, 14% of the total population is doing apparel online shopping.

Alam *et al.* (2009) in a study on "Young Consumers Online Shopping: An Empirical Study" found that, the analytical results of this investigation indicated relationships between young consumers' perceptions of the factors that influence their intention to buy through online. More specifically, consumers' perceptions of the customer service, reliability and trust of online purchasing exhibit significant relationships with their online buying intention. It was also found that, for online buyers, the good perception on the customer service is considered as the best predictor when compared to other constructs. When individuals have more experience with online buying, the impact of perceived factors on intentions to buy online is different from that of inexperienced online buyers. In this study, it was also found that few consumers were buying through online regularly, although 72.4 percent of the respondents browsed the Internet every day.

Turner (2009) In a study on "Clothing Preference and Selection Criteria of African-American Female College Students Enrolled at the University of Arkansas at Pine Bluff" Findings from this study confirmed that the respondents seriously care about their appearance and felt that appearance is a direct reflection of how a person feels about oneself and that not caring about one's physical

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appearance did not make sense to them. They (82.6%) also felt that they purchased apparel that expressed their personality, and made clothing choices and purchased items that they (83%) personally approved of, regardless of others' reactions. Respondents also indicated that they love to purchase fashionable clothing and accessories. While they only somewhat agreed that choosing comfortable, nice looking apparel was more important than wearing the latest fashions, they were neutral about spending a large percentage of their monthly budget on clothing. Over 65% of respondents indicated that they were influenced to shop for apparel when it was on sale. Nearly 40% of respondents only shopped for clothing a few times per year. Over half of the students answered that they usually shopped for clothing within the city they live in and that 52.2% of them preferred patronizing department stores. In addition to brick-and-mortar retailers, 21.7% of the respondents purchased clothing on-line or through mail order catalogs. This supports the fact that convenience is an issue for them.

The data found that over 78 percent of the students viewed Internet sites that contain information on clothing and accessories. Nearly 74% of respondents found that the Internet offers a wider selection of clothing and prices to choose from.

Jirasek and Safarli (2010) in a study on "How Do Men Shop for Garments?" found that men do have their own ideas and attitudes towards shopping for garments. Men also possessed their own type of shopping behavior which has been identified to be clearly different from women's type. This study has indicated that men are very much present in the global shopping arena and as very active participants, should not be neglected or ignored.

Burkolter and Kluge (2011) in their study on "Online Consumer Behavior and Its Relationship with Socio-Demographics, Shopping Orientations, Need for Emotion and Fashion Leadership" The present study provides both practical and scientific insights. From a scientific point of view, the study showed that online consumer behavior is a multilayered process with a range of factors that influence the shopping decisions socio demographic variables, personality or shopping orientations all have a different effect on online consumer behavior. From a

practical point of view, findings suggest a careful analysis of targeted consumers for advertising design with respect to online information and shopping behavior, product categories, and a range of individual characteristics.

Barnes (2012) in a study on "Men and Shopping" reveled that, as illustrated, there is strong recent evidence to confirm that real differences in the way that men and women approach shopping exist. Whether buying food or fashion or shopping in-store or online, men have different priorities and different expectations to women at all stages of the shopping process.

Jusoh and Ling (2012) in a study on "Factors Influencing Consumers: Attitude towards through Online Shopping". The first specific objective is to investigate how demographic (age, occupation and income) affect consumer, attitude towards online shopping. From the research, it was found that there was no significant difference in attitude towards online shopping among age group.

The second specific objective is to probe how the pattern of buying online (types of goods, e-commerce experience and hours use on internet) influence consumer's attitude towards online shopping. There was no significant relationship between hours spent on internet and attitude towards online shopping among the respondents.

The third specific objective is to examine how purchase perception (product perception, customer service and consumer risk) influence consumers attitude towards online shopping. The result findings showed that there was significant relationship between e-commerce experience and attitude towards online shopping among the respondents. The result showed that there was no significant relationship between risk and attitude towards online shopping among the respondents.

Kiyici (2012) In a study on "Internet Shopping Behavior of College of Education Students" it was found that male students teacher are more familiar and have more positive attitude than female student teacher. Teacher students, who have more monthly income and have more internet self efficacy have positive

attitude and intension to shop online. Participants, who have credit card, have more familiarity and less anxiety concerning internet shopping.

Richa (2012) in a study on "Impact of Demographic Factors of Consumers on Online Shopping Behaviour: A Study of Consumers in India" The present research paper has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The data was collected through Questionnaires on a sample of 580 respondents from Delhi, Mumbai, Chennai, Hyderabad and Bangalore. The results of study revealed that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income. Gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the country. However, the frequency of online shopping is relatively less in the country.

Zhang (2012) in a study on "Fashion Attitudes and Buying Behaviors of Cross-Cultural College Students Toward Apparel Products". The primary objectives of this study were to identify and understand characteristics of fashion attitudes and buying behaviors toward apparel products between American college students and Chinese college students. In addition, clarification of the factors that impact the differences and similarities among these two markets was investigated. The factor analysis results of the CSI revealed an eight consumer decision-making mental characteristics for 317 participants:"Perfectionist", "Brand consciousness", "Novelty-Fashion conscious", "Recreational", "Price conscious", "Impulsive", "Confused by Over-choice" and "Habitual, Brand-Loyal" characteristics.

Bakshi, (2013) in a study on "Impact of Gender on Consumer Purchase Behaviour". Reveled that there is huge differences lie in the attitudinal and behavioral aspects of men and women due to psychological and physiological differences. Both male and female consumers depict completely different

behaviors as far as purchasing various goods and services are concerned. Where men are more externally focused women tend to be internally focused people who tend to talk in order to connect with others unlike men who talk to others more often than not in order to inform. Men tend to gather information through heuristic men as and gather salient cues in comparison to women who believe in depth information search.

Where women are more subjective and intuitive men tend to be more analytical and logical who make their opinion based on other peoples purchase rather than trying it themselves.

Men tend to value quality and efficiency the most while women value emotional connect and relations. Further, where men tend to make purchases based on the immediate needs women look at purchase as a long term decision. Thus, we clearly see that every stage of consumer purchase decision, the behaviour depicted by men and women is completely opposite and in order to gain competitive advantage marketers have to look and capture this difference in the best possible manner.

2.2 FACTOR INFLUENCING ON CLOTHING BUYING PRACTICES

Armstrong and Kotler (2000) in their seminar on "Marketing" reveled that, a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs/attitude. That means that, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs.

Ranganthan and Ganapathy (2002) in a study on "Key Dimensions of Business-to-Consumer Web Sites" found four key dimensions of online shopping namely web sites; information content, design, security and privacy. They concluded that, though all these dimensions have an impact on the purchase intention, security and privacy will have greater impact on the purchase intent of online buyers.

Mckinney et al. (2004) Found that the influence of selected social factors on the clothing buying behaviour practices of college consumers. The sample consists of 333 students. The results showed that social participation was significantly related to buying practices. In addition social involvement and clothing benefits bought were significantly related to time and frequency of clothing purchases.

Dixan (2007) in a study on "Invested Attributes and Other Social and Psychological Factors Influencing Dress and Appearance of African and American College Students". A web based survey was used to collect data of 282, freshman through graduate level, on two college campuses in a U.S. Southern state; it was emailed to students by university personnel. As an incentive to complete the survey, participants were offered a university logo item. Attributes like quality, texture, design were most important in dress and appearance of AACS (African and American College students) of the social factors, media was a better predictor of dress and appearance than family and peers. With regard to the psychological factors, all of the variables, contributed to the influence of dress and appearance, with fashion leadership having the greatest influence.

Malmarugan (2008) in a study on "Strategic Model for Predicting Customer's Intention to Purchase Apparel Online" reveled that, The variables "It is easy to place an order through web site", "Web sites enable you to touch/try merchandise", "Online shopping protects security and privacy", "Online shopping provides ease of price comparison" are predicting the intention to purchase."It is easy to place order through web site" is based on the convenience online shopping provides to the customer. "Web sites enable you to touch/try merchandise" – this variable is about the bottleneck in online shopping. Customers prefer to feel the merchandise before considering purchase. "Online shopping protects security and privacy" – customers are concerned about their personal details being kept confidential and security of the payment mechanism."Online shopping provides ease of price comparison" variable is about the ease for the customer to be informed of a wide range of products and their prices without actually visiting the retail outlet.

Mordani (2008) in a study on "Investigation of Consumer Perception Towards Internet Based E-shopping" found that the positive experience with a website plays a vital role in forming consumers trust while shopping online and if consumers trust the website then they will perceive ease of use, perceive enjoyment and perceive the website to be less risky which would finally culminate into an intention to transact with the website.

Tamboli (2008) in a study on "Buying Behaviour". The result showed that, different outlook of design, price, information medium are main factors that influence purchase of clothes for female students.

- The results indicated that advertising and more specific print advertising is one of the most important influential factors for the aforementioned group.

- Price, comfort, good design and good quality are four of the most important factors among the purchasing criteria. The brand name is not the most important factor when buying clothes. Female students considered design as an important factor, they tend to choose designs which showcase their personality and not so much their status, the uniqueness in design is a prime motivation for students. The qualitative analysis also was supportive of this line of argument and indicated that consumers have self confidence in their own sense of style.

Sancheti (2009) Conducted a study on "Understanding Teen Girl's Self Perception and Clothing Behavior: A Conceptual Framework" A conceptual framework was developed in this study that explored factors affecting teens' self perception and clothing behavior. Six factors (social, psychological, environmental, physical, cultural and demographic, and clothing) were identified that influenced teens' consumer behavior, specifically clothing behavior. Of these, five factors (social, environmental, physical, cultural and demographic, and clothing) were identified as influential's of teens' self perceptions and clothing behavior. Need for conformity with peer groups increases the importance of friends' opinions. Therefore, peers were listed as one of the social factors in the framework that influences teens' self perceptions and clothing behavior. Similar to

previous studies, peers' influence in this study increased with age. Peer influence increased significantly for older girls' buying and wearing decisions.

Dennis *et al.* (2010) in their study on "The Influence of Social E-shopping in Enhancing Young Women's Online Shopping Behavior" found that, confirm what many men suspect - shopping and socialization are strongly related for females - even online. Females prefer social shopping sites to traditional web-based shopping site. In addition, they're more likely than men to pursue social and entertainment links on a website than men are.

Zheng *et al.* (2012) In a study "Chinese Consumer Perceived Risk Relievers in E-Shopping for Clothing". The aim of this study was to identify risk dimensions perceived by Chinese online shoppers and their preferences for methods of reducing risk, thus allowing us classify Chinese online shoppers and provide e-marketers with useful information concerning their clients.

Among the ten risk dimensions, a two-factor perceived risk was estimated. The seven dimensions include financial risk, payment risk, privacy risk, delivery risk, performance risk, source risk and physical risk. The other three dimensions emerging include social risk, psychological risk, and time risk. Compared with personal perceived risks, non-personal perceived risks are considered more serious by Chinese online shoppers. Time risk is, however, also quite important to online shoppers.

In light of these findings, e-marketers and e-retailers should be encouraged to minimize non-personal perceived risks, particularly in their efforts to propose more information about clothing products. Consumers need certain types of information to reduce potential uncertainty/risk [Weinberg 2001]. For example, 3D pictures, the details about clothing size, material components and product comparison. This information enables buyers to develop a more complete idea of the quality and outward appearance of the product.

Chandra and Sinha (2013) conducted a study on "Factors Affecting the Online Shopping Behavior: A Study with Reference to Bhilai Durg" revealed that, the most influencing and attractive factor among four factors is website

design/features with possibilities. Convenience that is second most influencing factor. Time saving and security is also important, particularly the security concerns are very important while shopping online. They found that maximum number of respondent strongly agreed for online shopping that it saves the time and it has an advantages to purchase anything from anywhere an any times. Most of the respondents have agreed that the prices of good are cheaper than offline shop. In an another part the respondent have some fears related to delivery time, goods guarantee & warrantee, returning the product procedure, trustworthiness of vendors, security. They found that low price, discount, feedback from precious shoppers, and quality of product and information are also considered to be important factors.

2.3 COLLEGE STUDENTS' BELIEFS REGARDING ONLINE SHOPPING FOR APPARELS

Bhatnagar *et al*. (2000) in their research on "On Risk, Convenience, and Internet Shopping Behavior" reveled that, when consumers are shopping for apparel, they like to physically examine the products to assess color, size, design, and fabric. Also, for apparel as a product, fit is very important. Due to the sensory and interactive nature of the apparel purchase process, apparel products are categorized as high-risk item.

Lee and Cunningham (2001) in a study on "A Cost/Benefit Approach to Understanding Service Loyalty" studied on trust in internet shopping and it was found that lack of trust is one of the commonly cited reasons as to why the consumers do not prefer an online purchase and it plays a significant role in facilitating online transactions. This might be because in an online environment the consumers have no physical interaction with the seller. So website plays an important role to gain customers trust online.

Lee and Johnson (2002) in their research on "Exploring Differences Between Internet Apparel Purchasers, Browsers, and Non Purchasers" They found that purchasers were significantly different from browsers and non-purchasers in terms of perceptions of relative advantages and ease of Internet shopping. In addition, compared to browsers and non-purchasers, Internet apparel purchasers

tended to perceive Internet shopping as safe for using credit cards. Browsers and non-purchasers showed similar attitudes toward Internet apparel shopping. The researchers have studied how and why consumers use Internet to make purchases. They have discovered two basic consumer usage patterns: information search and purchase.

Beck (2003) in their research on "Key Strategic Issues in Online Apparel Retailing" found that, concerns with fit and size of garments is one of the most critical issues in online apparel shopping because the consumption experience of apparel is directly related to body-related information such as fit and appearance on the body.

Wolin and korgaonkar (2005) in a study on "Web Advertising: Gender Differences in Beliefs, Attitudes, and Behavior" found that, although males are more likely to make web purchases than females, perhaps females are more likely to use the shopping sites for enjoyment and information gathering (versus purchase) and then purchase in more traditional settings.

Cowart and Goldsmith (2007) in a study on "The Influence of Consumer Decision- Making Styles on Online Apparel Consumption by College Students" investigated, motivations for online apparel consumption using the Consumer Styles Inventory. Data from a sample of 357 US 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.

Anjum (2010) in a study on "Virtual Size Measurement for Garments and Fashion Industry Selection of Right Size at the Online Fashion Buyers" The investigation in this paper provided relevant data and provided meaningful reason of consumer's hesitation in online purchasing. Consumers need to have some proper interactive sizing solution in order to shop online garments. Consumers need to try on garments before spending money. The investigation in this paper resulted in very useful knowledge about the elements about user experience that can be put into the design process of designing the sizing solution for the online

garment industry. Keeping track of all the resulted knowledge and information, the designing solution can lead the industry towards a meaningful and practical solution. The future aspect of this paper is to come up with an interactive sizing solution which reflects the fulfillment of the online buying requirement specifications of consumers discovered above, and promotes the online garment industry. The solution where consumers can try on different sizes of garment on the body. This will increase the level of decision making confidence of consumers in the online fashion buying activity.

Kim and Damhorst (2010) in a study on "The Relationship of Body-Related Self-Discrepancy to Body Dissatisfaction, Apparel Involvement, Concerns with Fit and Size of Garments, and Purchase Intentions in Online Apparel Shopping" found that body dissatisfaction positively related to five concerns with fit and size of garment dimensions, including concerns with overall appearance, concerns with an inability to try on products in online shopping, concerns with projecting a correct impression, concerns with unavailability of correct size, and concerns with imagining fit/size in online shopping. This study also revealed that concerns with overall appearance and concerns with imagining fit/size in online shopping negatively related to purchase intentions. The negative relationships are particularly important considering that this study used existing websites, with which consumers are familiar. In fact, almost one half of the respondents reported that they have purchased from the website they visited and, thus, already had some experiences with the specific website and have tried apparel items from the retailer.

Basir and Albarbarawi (2011) in a study on "A Study of Attitudes Towards SSTs (Internet Banking, Online Shopping and Self-Check-In Machine at the Airports) and The Influence of New Technologies (smart phones and tablet computers)"found that participants aged 20-30 years old have more trends to use Internet banking and online shopping comparing with other age groups (31-40 and 41-50 years old). Participants feel more comfortable to buy clothes from the physical stores instead of interacting with technology since they want to try and touch the product material before they buy it.

Jun and Jaafar (2011) in a Study on "A Study on Consumers' Attitude Towards Online Shopping in China". Found that, in China, the marketing mix and seller's reputation have a significant positive impact on the consumers' attitude towards adopting online purchase. It is important for sellers to pay more attention to product variety, quality, design, features and their reputation, when they expand their business through the Internet in China.

Research Report of CNNIC (2009) the low quality of merchandise was the main reason that caused online consumers' dissatisfaction. In the group of online consumers who had a dissatisfy online shopping experience, 52.3% of consumers received merchandise that was different from the pictures the online sellers provided; 25% of them obtained fake products; 21.2% of them got poor quality products. What is more, only 50.9% of online shopping users believed that they could purchase good quality products in online shops; 49.1% of them worried about the quality of products that negatively impacted on e-consumers' purchase enthusiasm. However, the report indicated that online consumers had a high degree of satisfaction concerning the price with 64.2% of e-buyers satisfied with the cheap price of goods. Therefore, the marketing mix is an important factor, which can influence consumers' attitude to adopting online purchase in China.

In the process of traditional shopping, the seller does not require consumers to provide their personal information, such as name, address, and mobile phone number. The consumers' right to privacy has not been protected by the consumer protection law of China. Chinese consumers lack the awareness of protecting their online privacy. Hence, privacy is not an important factor that impacts on consumers' attitude in this study.

Duong (2013) In a study on " College Students' Attitude Towards the Online Shopping of Apparel Product in Ho Chi Minh City" was conducted in order to analyze and evaluate the level of students' attitude towards online shopping of apparel products in Ho Chi Minh city, and make suitable solution to make students have more positive attitude towards online shopping of apparel products, a kind of business transaction that attract many youth generation to try but still suffer many limitation from undergoing problems. Moreover, this helps

consolidate the loyalty among students toward online shopping of apparel products, who likely make more future purchase and the money they spend can be much larger due to their higher income. According to the statistical result, the average Mean value of students' attitude dimension is 3.49. Comparing with 5 - maximum value, this average point is normal, not too high, and not too low. . It means that no one of college student hold the bad evaluation of online shopping of apparel product, but their attitude are not quite positive. Therefore, this e-commerce should be enhanced to raise the attitude of student more, and increase their loyalty and introduce it to their friends when they need to purchase apparel products

Resume

On the basis of above review it can be said that college going students are a separate and powerful segment in the clothing buying practices and online apparel selection.

They are more conscious about selection of fabrics, garments, price of garments. Every college student is quite involved in clothing buying practices and make decision based on life style, according to fashion and both peers and family. So the topic has been planned to know "A comparative study on college boys and girls regarding Online Shopping and clothing buying behavior".

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METHODOLOGY

*T*he present investigation was undertaken to study "**A comparative study on college boys and girls regarding Online clothing buying behavior**". In all kinds of researches certain approach to resolve the problem is taken into account. This chapter contains a description of sample and the step taken in conducting research. The various step followed are organized along with the relevant details under the following sections-

3.1 Locale of the study

3.2 Selection of the sample

3.3 Development of Research tool

3.4 Pre testing of the tool

3.5 Administration of the tool

3.6 Procedure of data collection

3.7 Analysis of data

3.1 LOCALE OF THE STUDY

Respondents were selected from Udaipur city within its municipal limits. It was selected by the researcher because the researcher is resident of area which facilitated in collecting required information from the respondent and the accessibility and coverage is broad enough.

Based on the preliminary survey, regions of higher population concentration were selected so that greater variation in sample population was available for sample selection and also easy accessibility to the respondents to be made.

3.2 SELECTION OF THE SAMPLE

For the sample selection, technical colleges of Udaipur were selected because the students studying in these colleges have good exposure to internet and they spend more of their time on computers. So they are more doing online shopping. A preliminary survey was done to find out the list of technical colleges in Udaipur. It was found that there were 10 technical colleges in Udaipur. Out of that, three colleges i.e. College of Technology and Engineering, M.P.U.A.T, Pacific College of Engineering and Geetanjali Institute of Technical Studies, were selected for sampling. These colleges were selected purposively as they have good number of enrolled students. Also, the heads of selected colleges have given verbal consent for sample selection. For the preliminary survey, 100 students (50 girls and 50 boys) from each college were selected by random method to form a total sample of 300 students.

Preliminary Performa was given to 300 students and out of that, those students who were doing online shopping, were shortlisted. There were total 214 students who were doing online shopping, from them 180 students were selected. For final sampling 30 girls and 30 boys selected randomly from each college to form a total final sample of 180 college students. Thus the total sample consisted of 180 college students. As they were the main buyers who bought products online and were more likely to opine that clothing online shopping is more convenient or not. Various studies have also pointed out that college students are little bit more independent in making the decisions related to own clothing practices than older people (Alam *et al.* 2008).

College students are most technology and internet savvy and from my research I noticed that there are plenty of students shopping online buying shoes, bags, shirts and t-shirts, jeans. Cited from (https://www.prod.facebook.com/abhilasha.mulimani.5/posts/1568827396677222).

The flowchart for sample selection is as follows:-
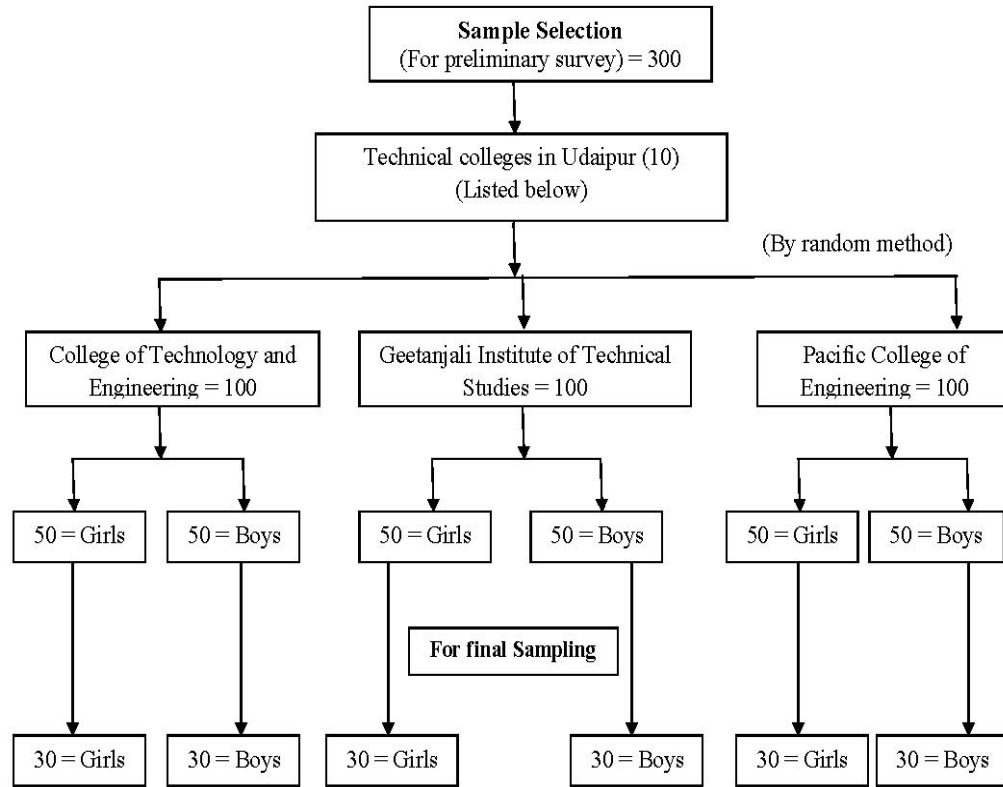
3.1 Sample and its size

Technical Colleges of Udaipur

1. Buddha College of Engineering and Technology

2. College of Technology and Engineering

3. Geetanjali Institute of Technical Studies

4. Shanti Suri College of Engineering

5. Rajasthan Vidhyapeeth Technology College

6. Maharaja College of Engineering

7. Pacific College of Engineering

8. Sir Padampat Singhania College of Technology

9. College of Dairy and food science technology

10. Aravali Institute of Technical Studies

3.3 DEVELOPMENT OF RESEARCH TOOL

For the present study, developed two types of tools, first was questionnaire and second was opinion scale. The questionnaire was aimed to gather information about respondents' existing practices towards clothing online shopping and factors influencing online apparel buying behavior of respondents. Therefore, the questionnaire was used to assess knowledge of online purchasing and buying behaviour of college students. The questions were developed based on objectives and literature review which was found to have high reliability and good validity. A tool was constructed consisting of total 25 questions. In opinion scale two parts included, in the part 'A', 17 aspects included and 16 aspects included in part 'B'. Opinion scale rated by 5 to 1 rating.

Then the developed questionnaire and opinion scale given to experts and necessary modifications were made as per their suggestions. The questionnaire was divided into two sections.

SECTION - A

1. First part included questions related to general information and socio economic status of respondents, like
   - Name
   - Class
   - Age
   - Sex
   - College Name
   - Address
   - Family structure
   - Family occupation
   - Family income etc.

2. This part included questions related to level of using internet, like
   - Frequency of using internet
   - Reasons of using internet
   - Advantages of using internet etc.

SECTION - B

1. This part included questions related to the details about online shopping, like

 ➢ Way of shopping

 ➢ Frequency of online shopping

 ➢ Opinion about clothing online shopping

 ➢ Sites of clothing online shopping

 ➢ Frame of mind for purchasing clothes,

 ➢ Type of clothing, etc.

2. This part included questions related to factors influencing online apparel buying behavior of respondents, like

 ➢ Benefits and losses if any, from online shopping

 ➢ Economical issue

 ➢ Experience about clothing online shopping

 ➢ Problems faced during online shopping etc.

3.4 PRE TESTING OF THE TOOL

The questionnaire and opinion scale so prepared were tested by a pilot study on 10 percent of the total, non sample subjects to ensure validity, clarity as well as feasibility in the present study. Modifications in questions and non understandable terms were made on the basis of pre testing. After the final correction and modification, the schedule was used for final administration of tools.

3.5 ADMINISTRATION OF THE TOOL

After pilot study of the tools it was administrated on the 180 respondents (college students of the selected technical colleges). The survey method was adopted to get information from respondents. Questionnaires and opinion scale were distributed among college students and their responses were recorded in the tool.

3.6 PROCEDURE OF DATA COLLECTION

To collect data, the purpose of investigation was explained to respondents and the information was gathered using developed tools. Questionnaire and opinion scale were thoroughly explained by the researcher prior to the distribution among respondents. No difficulty was faced by investigator as the heads of selected colleges had given verbal consent for sample selection and data collection.

3.7 ANALYSIS OF DATA

When the data was completely collected, dependent and independent variables were categorized and measured.

Coding

After categorization of variables coding was done through Microsoft excel.

Tabulation

To achieve the objectives of the present study the data was decoded by transforming it from Microsoft excel to comprehensive tables and analyzed for suitable statistical treatment in the light of objectives of the study.

Statistical method used

I.   Frequency

The qualitative data were quantified by calculating and expressed in frequency.

II.   Percentage distribution

Data were tabulated according to the frequency and converted into percentage.

$$\text{Percentage of Score} = \frac{\text{Obtained Score}}{\text{Total Score}} \times 100$$

III.   CHI-SQUARE TESTS

A. Pearson Chi- Square Test:

To find out the significance difference between college boys' and girls' clothing online buying behavior. Pearson Chi- Square values were calculated.

$$x^2 = \sum (0\text{-}E)^2 / E$$

$$E = \frac{RT_i \times CT_j}{GT} = \frac{\sum_{i=1}^{r} nij \times \sum_{j=1}^{c} nij}{\sum_{i=1}^{r} \sum_{j=1}^{c} nij}$$

where,

RT = Row Total

CT= column Total

GT= Grand Total

O = Observed frequency

E = Expected frequency

n = Number of respondents

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RESULTS AND DISCUSSION

*T*he chapter results and discussion is the most crucial and significant part of the research work. It deals with the findings of the present investigation, which have been arrived at, after subjecting the data to statistical analysis and interpretation. The results so obtained are presented under the following section:

4.1 SECTION – A

Existing practices of college students regarding online apparel buying

4.1.1 PART-I

4.1.1.1 General information of the respondents

4.1.1.2 Level of using Internet

4.2 SECTION - B

Attributes influencing the buying practices

4.2.1 PART-I

4.2.1.1 Attributes influencing the buying practices

4.2.1.1 Awareness about online shopping

4.2.2 PART-II

4.2.2.1 Attributes influencing the buying practices

4.2.2.2 Views about clothing online buying behaviour

4.1 SECTION - A

Existing practices of college students regarding online apparel buying

4.1.1 PART-I

This part consists of information about existing practices of college students regarding online apparel buying. In this part aspects included i.e. General information of the respondents, Level of using Internet of the respondents.

4.1.1.1 General information of the respondents

This part consists of general information and socio economic status of the respondents. In this section information was collected regarding the name, class, age, gender, college name, address and socio economic status; which included family type, family size, family occupation, family income and number of earning members in family.

The absolute and percentage distribution of the respondents according to each of the above mentioned factors are given in tables and described briefly.

Table 4.1: Percentage distribution of respondents on the basis of general information (Age)

S.No.	Age	Boys n= 90		Girls n= 90	
		Frequency	Percentage	Frequency	Percentage
1.	18 to 21 years	70	77.8	59	65.6
	22 to 25 years	20	22.2	31	34.4

1. **Age-** Data and graph revealed in Table 4.1 and in Fig. 4.1 that, majority of boy's respondents (77.8%) belongs to the age group of 18-21 year and rest (22.2%) of the subjects were from 22- 25 year age group. As shown in Fig. 4.2, majority of girl's respondents (65.6%) were from 18-21 and rest 34.4% were from 22- 25 year age group.

Fig: 4.1 Percentage distributions of the boy's respondents on the basis of age
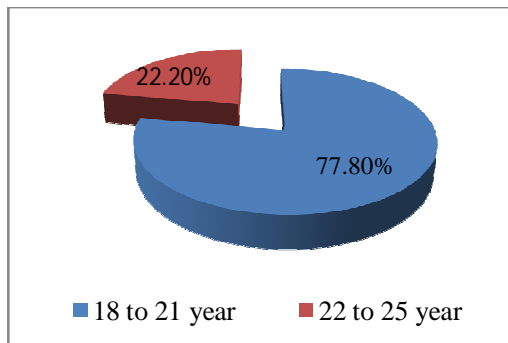
Fig: 4.2 Percentage distributions of the girl's respondents on the basis of age
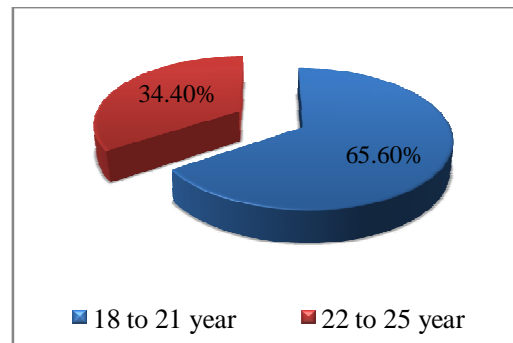
Table 4.2: Percentage distribution of respondents on the basis of Family structure

S. No.	Characteristics	Boys n=90		Girls n=90	
		Frequency	Percentage	Frequency	Percentage
1.	**Family structure:**				
	A: Family type:				
	Nuclear	39	43.3	42	46.7
	Joint	51	56.7	48	53.3
	B: Family Size:				
	Small (up to 4 member)	39	43.3	37	41.1
	Medium (up to 8 member)	27	30	35	38.9
	Large (8 and above)	24	26.7	18	20

2. Socio economic status

i. Family structure:

Family Type: It is evident from Table 4.2 and Fig. 4.3 and 4.4, that more than half of the boy's respondents (56.7%) were from the joint family and 43.3% were from the nuclear family. Similarly, more than half of girl's (53.3%) respondents were belongs to joint family and 46.7% respondents were from nuclear family.

Fig: 4.3 Percentage distributions of the boy's respondents on the basis of family type
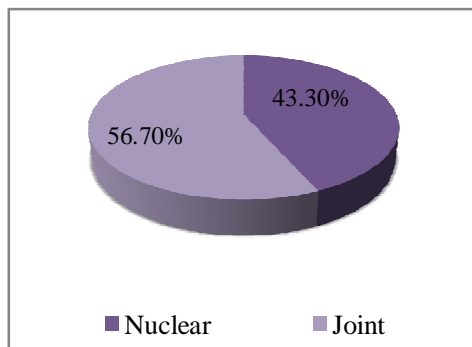
Fig: 4.4 Percentage distributions of the girl's respondents on the basis of family type
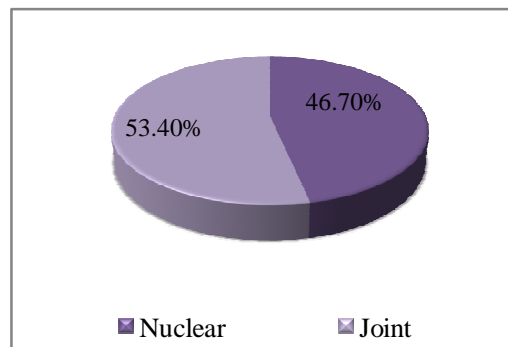
Family Size: The data in table 4.2 brings to light that 43.3% boys were from small size families, 30% were from medium size families and 26.7% were from large families. Where 41.1% girls were from small size families, 38.9% were from medium size families and 20.0% were from large size families.

Table 4.3: Percentage distribution of respondents on the basis of Family occupation, Income and No. of earning member in family

S. No.	Characteristics	Boys n=90		Girls n=90	
		Frequency	Percentage	Frequency	Percentage
1.	**Family Occupation:**				
	Main occupation:				
	Business	56	62.2	37	41.1
	Service	23	25.6	42	46.7
	Farming	11	12.2	11	12.2
2.	**Family Income:**				
	a. 10,000- 20,000	0	0	5	5.5
	b. 20,000- 30,000	0	0	14	15.6
	c. 30,000-40,000	38	42.2	24	26.7
	d. 40,000 and above	52	57.8	47	52.2
3.	**No. of earning member in family:**				
	a. One	26	28.9	35	38.9
	b. Two	33	36.7	33	36.7
	c. Three	31	34.4	16	17.8
	d. Four or more	0	0	6	6.6

ii. Family Occupation

Main Occupation: Table 4.3 and Fig. 4.5 further revealed that, in the boy's, majority of the respondents' family occupation (62.2%) was business. However, 25.6% respondents' family occupation was service and rest (12.2%) had farming as main occupation.

According to the table regarding girl, 41.1% respondents' family occupation was business. However, 46.7% respondents' family occupation was service and only 12.2% had farming as main occupation.

Fig: 4.5   Percentage distributions of the respondents on the basis of family occupation
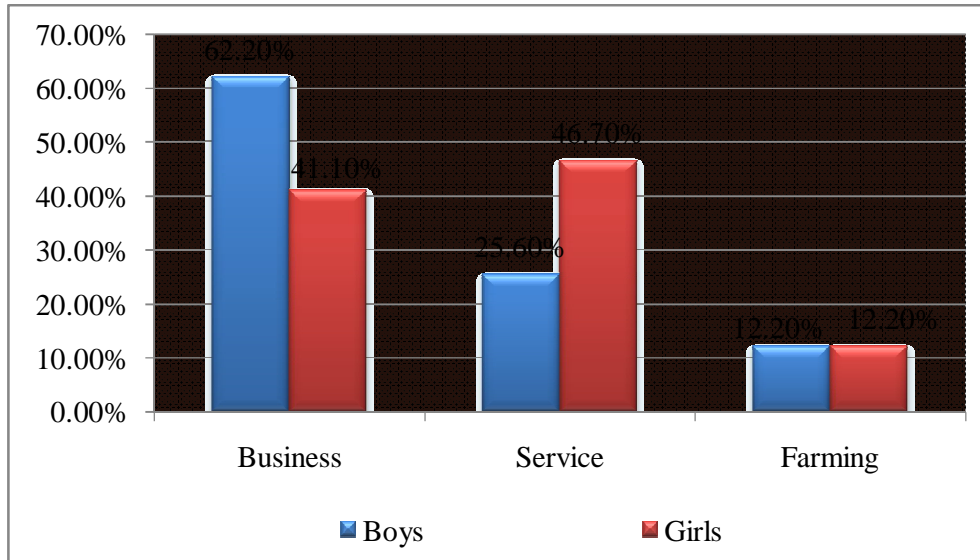
iii. Family income:

It is evident from Table 4.3 that in the boys, 57.8% respondent's family income were Rs. 40,000 and above, where others were (42.2%) from Rs. 30,000-40,000 family income group as shown in Fig. 4.6.

Fig: 4.6 Percentage distributions of the respondents on the basis of family income
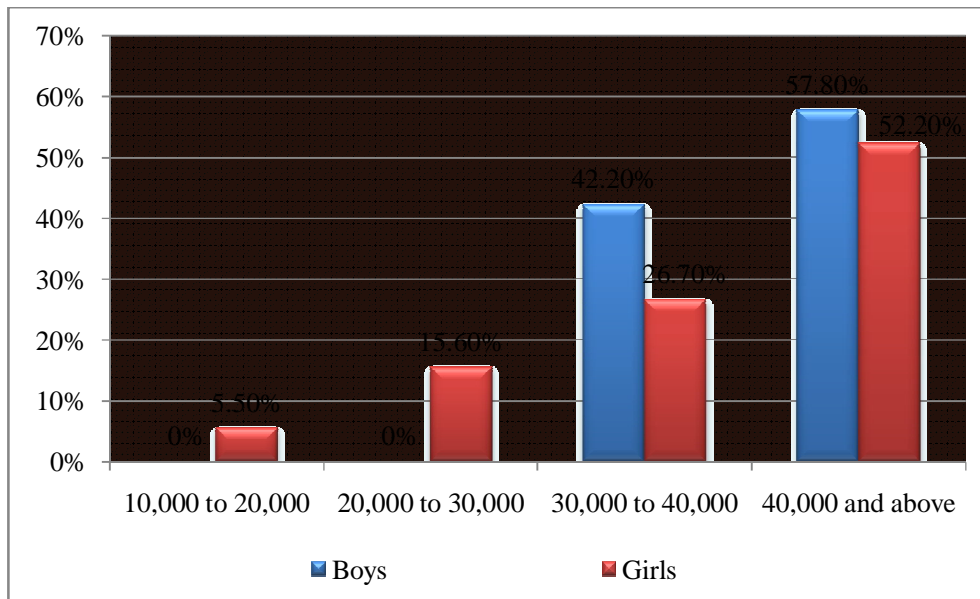
While in the girls' group 52.2% respondents were from Rs.40, 000 and above per month family income, 26.7% respondents were from Rs. 30,000-40,000 family income, and only few (5.5%) were from Rs. 10,000- 20,000 per month family income.

iv. Number of earning member in family:

It is evident from the table that in the boys' respondents, 28.9% had only one member working in the family, 36.7% had two members working in the family and 34.4% had three members working in the family.

In the girls, 38.9% respondents had only one member working in the family, 36.7% respondents had two members working in the family, 17.8% respondents had three and very few (6.6%) respondents had four or more members working in the family.

4.1.1.2 LEVEL OF USING INTERNET

This part dealt with level of Internet use among college students. This may be due to the reason that college students are more conscious about the internet. In this part the respondents were asked about frequency of using internet, hours of using internet, place of using internet, reasons of using internet and advantages of using internet they think.

Table 4.4: Percentage distribution of respondents on the basis of frequency of using Internet

S. No.	Category	Boys n=90		Girls n=90		Pearson chi-Square value
		Freq.	%	Freq.	%	
1.	Frequency of using internet:					
	Most frequently(5 days/week)	68	75.6	16	17.8	
	Frequently (3-4 days/week)	22	24.4	68	75.6	61.720*
	Sometimes (1-2 days/week)	0	0	6	6.6	
	Rarely (Once or twice in a month)	0	0	0	0	

*significant at 0.05 percent level of significance.

Fig: 4.7 Percentage distributions of respondents on the basis of frequency of using Internet
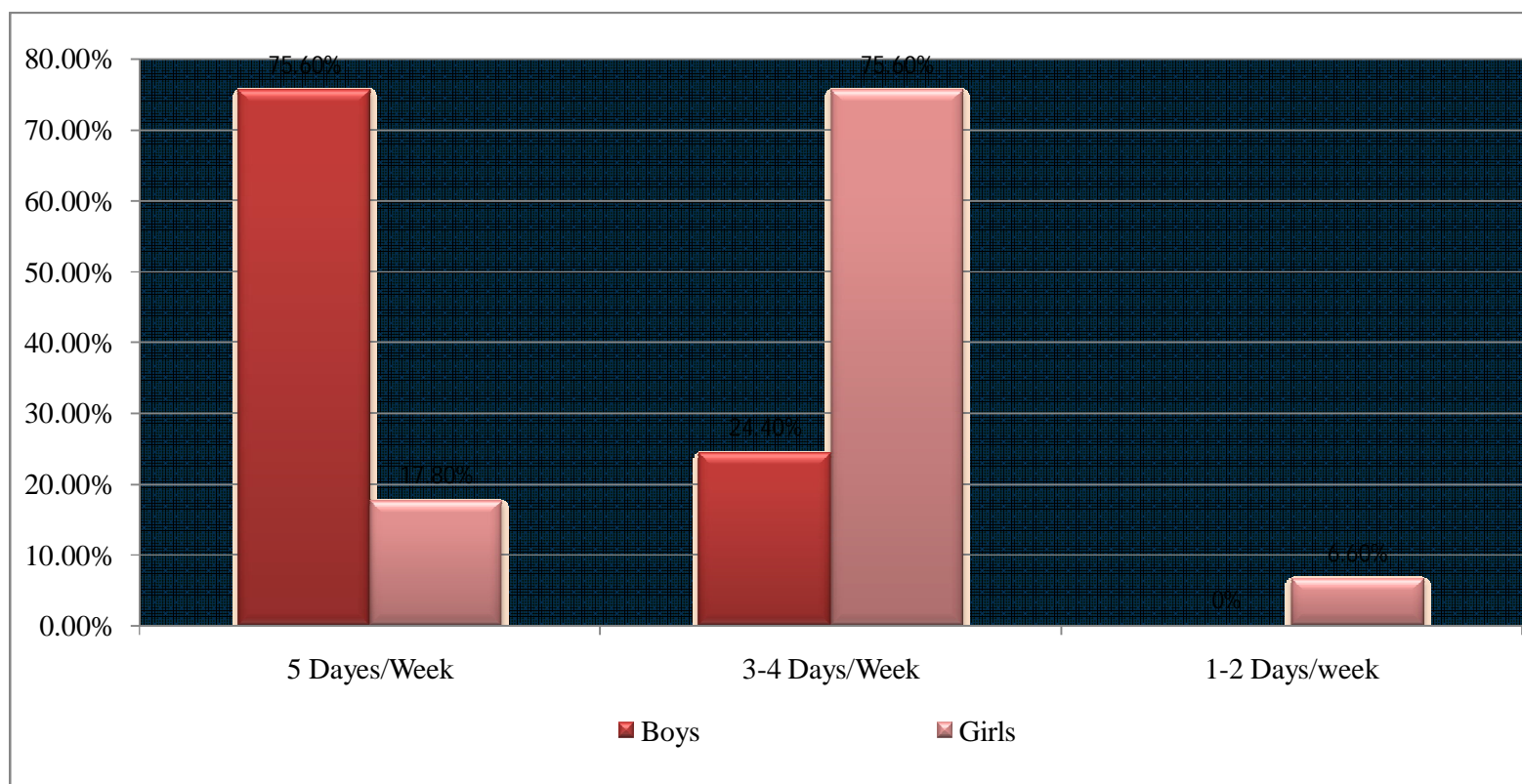
1. **Frequency of using internet:** Data in Table 4.4 depicts that in boys group, majority of boys (75.6%) were using internet, 5 days in a week and 24.4% boys were using internet 3-4 days in a week.

   Whereas maximum girls (75.6%) were using internet 3-4 days in a week while 17.6% and 6.6% respondents were using internet 5 days and 1-2 days respectively in a week.

   Overall data shown in Table 4.4 and in Fig. 4.7 depict that the maximum boys (75.6%) were using internet 5 days in a week, whereas maximum girls (75.6%) were using internet 3-4 days in a week. It was found to be significant as evident from Chi-Square value. (P= .000).

Table 4.5: Percentage distribution of respondents on the basis of hours of using Internet

n= 180

S. No.	Category (Hours of using internet)	Most frequently		Frequently		Sometimes		Rarely		Pearson Chi-Square value
		Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	
1	Up to 1 hour	23 (25.6)	8 (8.8)	0	5 (5.5)	0	6 (6.6)	0	6 (6.6)	24.288*
2	1-2 hours	22 (24.4)	23 (25.6)	2 (2.2)	18 (20.0)	0	0	16 (17.8)	0	28.832*
3	2-3 hours	6 (6.6)	20 (22.2)	0	0	0	0	8 (8.8)	0	15.785*
4	3-4 hours	13 (14.4)	0	0	4 (4.4)	0	0	0	0	17.477*

*significant at 0.05 percent level of significance.

2. **Hours of using internet:** With regards to hours of using internet daily, in the boys, 25.6% respondents were using internet for up to 1 hour. In 1-2 hours category 17.8% boys fell whereas 2.2% falls in the frequent category. Only 8.8% respondents were using internet 2-3 hours daily. Few (14.4%) respondents used internet 3-4 hours daily.

On the other side 8.8% of girls used internet 1 hour daily. While 25.6% girl respondents were using internet 1-2 hours daily. 22.2% girl respondents used internet 2-3 hours and only 4.4% respondents were using internet 3-4 hours daily.

Overall data shows that maximum boys 25.6% and 24.4% fall in the category of one hour and 1-2 hours daily. Whereas maximum girls (25.6%) and (22.2%) falls in the category of 1-2 hour and 2-3 hours daily. (P = .00)

In a line with, the study, **Jones (2002)** reported that 77 percent of college students spend at least an hour online each day. Over half (53 percent) of the students in the current survey reported being online three or more hours per day, compared to fewer than one quarter of Internet users in the general population who reported being online more than three hours per day. Most students (70 percent) could not give a specific time of day at which they most often went online because they are online many times throughout the day.

Thus, it is also supported by, **Jones, *et al.* (2009)** in a study on "Everyday life, online: U.S. college students' use of internet". Found that College students spend considerably more time online each day than Internet users in the general population. Nearly all students (94 percent) reported spending at least one full hour on the Internet every day. The amount of time, College students spend online has risen significantly.

Table 4.6: Percentage distribution of respondents on the basis of locale of using internet

S. No.	Category	Always		Sometimes		Never		Pearson Chi-Square Value
		Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	
1	In Hostel	24 (26.7)	10 (11.1)	10 (11.1)	14 (15.5)	56 (62.2)	66 (73.3)	7.251*
2	In Home	58 (64.4)	66 (73.3)	24 (26.7)	24 (26.7)	8 (8.8)	0	7.537*
3	At Library	4 (4.44)	13 (14.4)	56 (62.2)	34 (37.8)	30 (33.3)	43 (47.8)	12.458*
4	At Friend's/ Relative's Home	65 (72.2)	0	25 (27.8)	21 (23.3)	0	69 (76.7)	.467NS

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

3. **Locale of using internet:** It can be seen from Table 4.6 that majority of the boys (64.4%) respondents always and some of the boys (26.7%) were sometimes using internet in home. Nearly one fourth of the boys respondents were (26.7%) always and few (11.1%) respondents were sometimes using internet in hostel. 62.2% boys were sometimes using and only 4.4% respondents were always using internet in library. While maximum boy's (72.2%) respondents were using internet at friend's / relative's home.

On the other side in the girls, few (15.5%) respondents were sometimes using internet in hostel. Maximum girl's (73.3%) respondents were always using internet in home. While about one fourth of the girl's respondents (37.8%), were sometimes and few (14.4%) respondents were always using internet in their libraries. Where only 23.3% respondents were sometimes using internet at friend's/ relative's home.

Out of the total respondents majority of boys (72.2%) were always used internet at friend's / relative's home (P=.494). Whereas majority of girls (73.3%) were always used internet at home (P= .023).

Findings are in a line with, **Safdar, et al. (2010).** In their study "Internet Use Behavior and Attitude of College Students: a Survey of Leadership Colleges' Network". Results of the study revealed that the college students were new Internet users but used it regularly. Most had access to the Internet at home.

Table 4.7: Percentage distribution of respondents on the basis of reasons of using Internet

S. No.	Category	Boys n=90		Girls n=90		Pearson chi-Square value
		Freq.	%	Freq.	%	
1.	**Reasons of using Internet:**					
	a. For entertainment	80	88.9	59	65.6	13.929*
	b. For checking E- mail	80	88.9	62	68.9	10.808*
	c. Searching for information	79	87.8	59	65.6	12.422*
	d. For online shopping	50	55.6	50	55.6	.000 NS
	e. To get information related to current fashion trends	39	43.3	11	12.2	21.711*

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

4. **Reasons of using Internet:** Data reported in Table 4.7 that in the boys, majority of the respondents (88.9%) were using internet for entertainment and checking E-mail. Maximum respondents (87.8%) were using internet for searching information. More than half (55.6) of the boys respondents were using internet for online shopping. While 43.3% of the respondents were using internet for getting information related to current fashion trends.

Whereas in the girls, majority (68.9%) of the respondents were using internet for checking E-mail. 65.6% respondents were using internet for searching information and for entertainment. Similar to the boys, 55.6% respondents were using internet for online shopping and only 12.2% of the respondents were using internet for getting information related to current fashion trends. As shown in Fig. 4.8.

Data shows that maximum boys (88.9%) were using internet for entertainment and for checking E-mail (P= .000 and .001 respectively). while maximum girls (68.9%) were using internet for checking E-mail (P= .001).

Fig: 4.8 Percentage distributions of respondents on the basis of reasons of using Internet
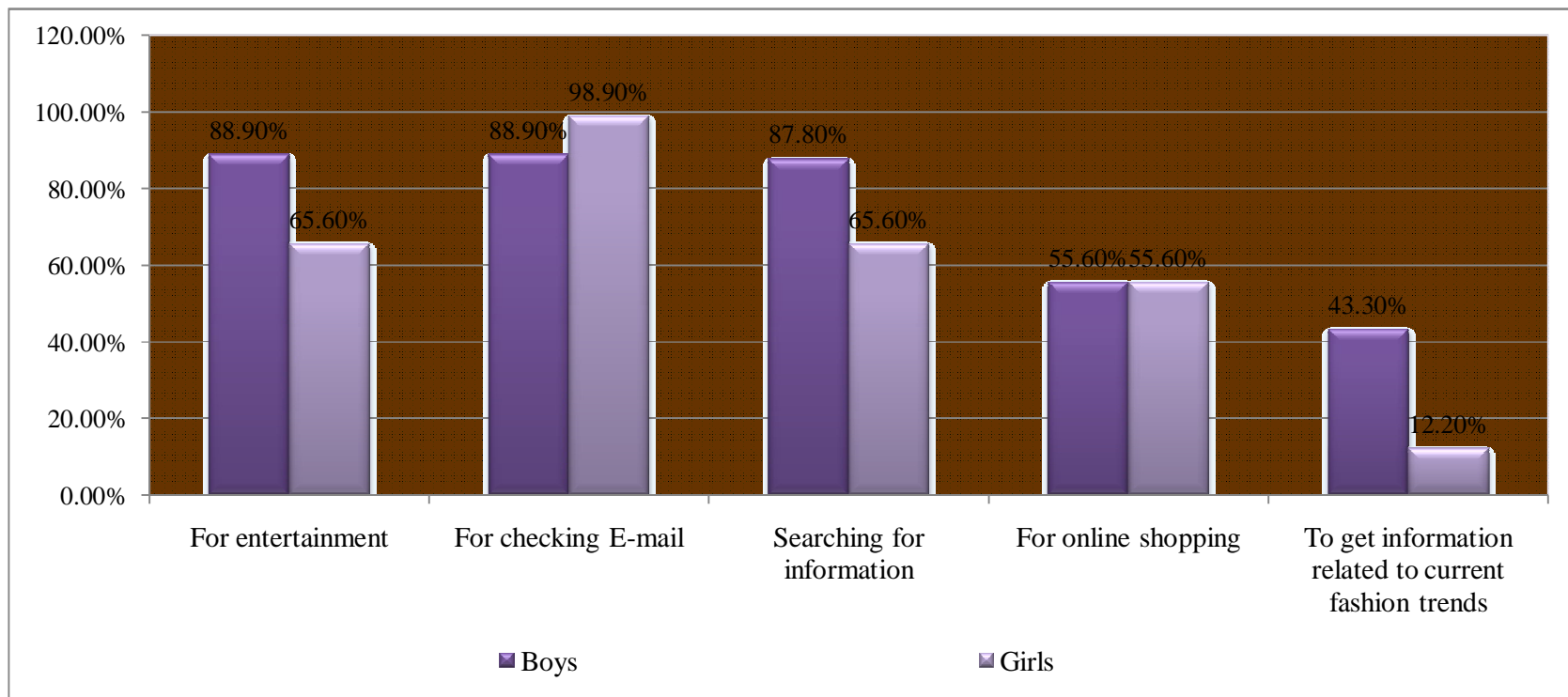
The findings are in conformity with findings of **Jones, (2002)** in a study "The Internet Goes to College**:** How students are living in the future with today's technology" found that, College students are heavy users of the Internet compared to the general population. Use of the Internet is a part of college students' daily routine, in part because they have grown up with computers.

- Eighty-six percent of college students have gone online, compared with 59% of the general population.

- College students are frequently looking for email, with 72% checking email at least once a day.

Table 4.8: Frequency and percentage distribution of respondents on the basis of advantages of using Internet

n=180

S. No.	Category	Always		Sometimes		Never		Pearson Chi-Square Value
		Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	
1	Good source of entertainment	62 (68.9)	55 (61.1)	28 (31.1)	35 (38.9)	0	0	1.197
2	Give study related information	60 (66.7)	60 (66.7)	30 (33.3)	30 (33.3)	0	0	.000 NS
3	Provide information related to current fashion	12 (13.3)	10 (11.1)	56 (62.2)	61 (67.8)	22 (24.4)	19 (21.1)	.615 NS
4	Helps to shop online	22 (24.4)	24 (26.7)	62 (68.9)	19 (21.1)	6 (6.6)	47 (52.2)	48.727*

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

5. **Advantages of using Internet:** In the boys, data shows from the table 4.8 that 68.9% of the total respondents reported that Internet is always the good source of entertainment. From the total respondents, 68.9% and 24.4% boys reported that Internet helps to shop online. 66.7% and 33.3% respondents reported that Internet gives study related information (always and sometimes respectively). While 62.2% respondents said that sometimes Internet provides information related to current fashion.

Whereas in the case of girls, majority (67.8%) responded that sometimes, Internet provides information related to current fashion. From the total respondents 66.7% and 61.1% girls were reported that Internet gives study related information and Internet is always the good source of entertainment. While 26.7% respondents were said that Internet always helps to shop online. Out of the total respondents maximum boys (68.9%) reported that Internet is the good source of entertainment (P= .274) whereas maximum girls (67.8%) reported that Internet provides information related to current fashion (P= 1.000).

4.2 SECTION - B

4.2.1 PART- I

4.2.1.1 AWARENESS ABOUT APPAREL ONLINE SHOPPING

This section deals with awareness about apparel online shopping.

Table 4.9: Percentage distribution of respondents on the basis of awareness about clothing online shopping

S. No.	Category	Boys n=90		Girls n=90		Pearson chi-Square value
		Freq.	%	Freq.	%	
1.	**Frequency of clothing online shopping:**					
	Most frequently (10-12 times/annually)	0	0	0	0	7.340*
	Frequently (5-6 times/annually)	10	11.1	20	22.2	
	Sometimes (2-3 times/annually)	26	28.9	33	36.7	
	Rarely (Once in a year)	54	60	37	41.1	
2.	**Clothing online shopping is good or not:**					
	Yes	54	60	47	52.2	1.102 NS
	No	36	40	43	47.8	
3.	**Views about the price of apparels which are available online**					
	a. Cheap	18	20	4	4.4	10.150*
	b. Value for money	54	60	43	47.8	2.705 NS
	c. Moderate	43	47.8	47	52.2	.356 NS
	d. costly	11	12.2	5	5.5	2.470 NS

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

Fig: 4.9 Percentage distributions of respondents on the basis of frequency of clothing online shopping
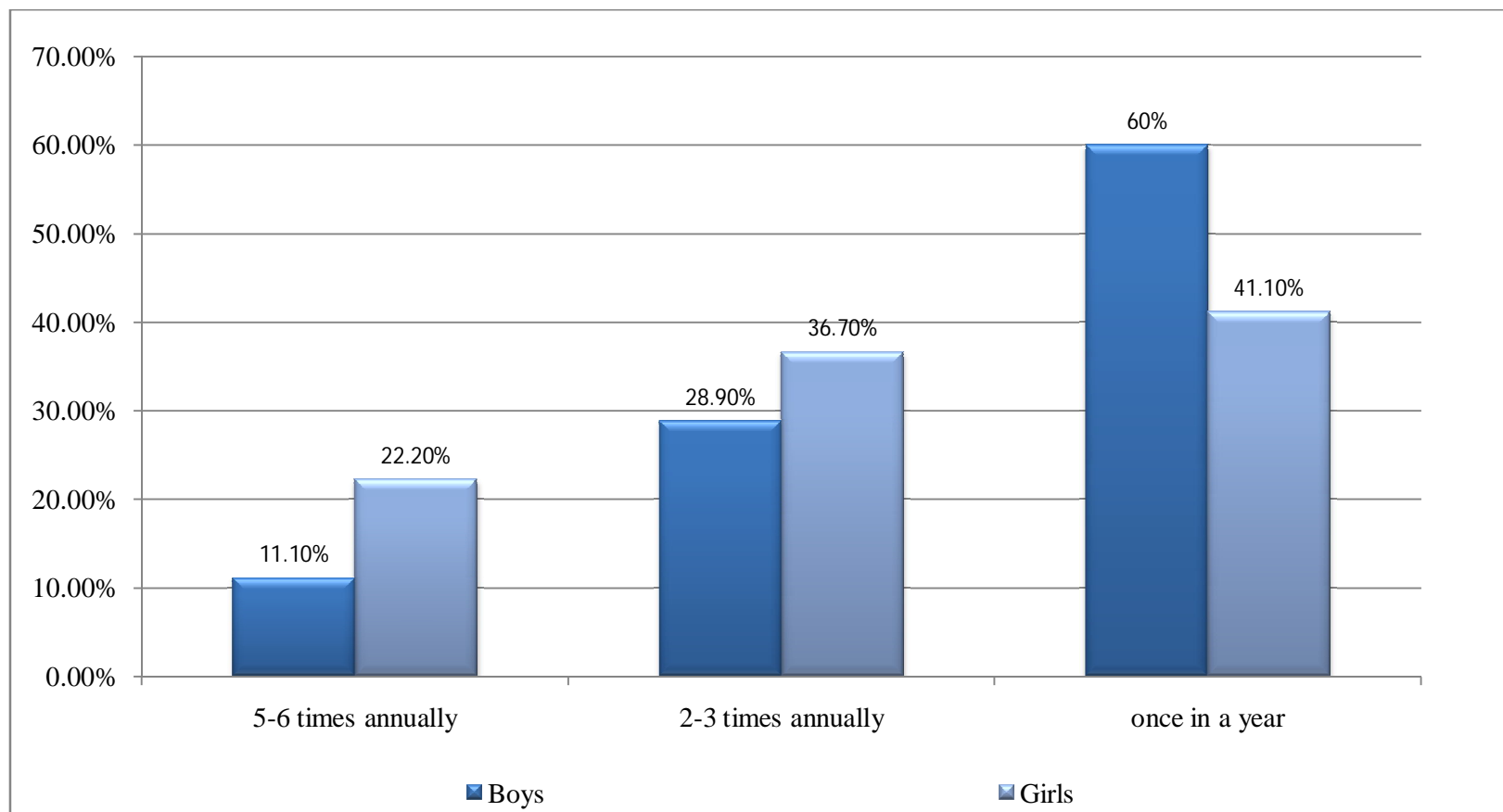
a. **Frequency of clothing online shopping:** An attempt was made to find out that how many times college boys and girls shopped apparels online. Data depicts that maximum boys (60%) fell in rarely shopped apparels online category while 28.9% and 11.1% of the total respondents were sometimes and frequently shopped apparels online respectively.

On the other hand 41.1% girls responded that they rarely shopped apparels online. 36.7% and 22.2% girls responded that they sometimes and frequently shopped apparels online.

Overall data in Table 4.9 reveals that 22.2% girls were shopped apparels 5-6 times/ annually whereas only 11.1% boys shopped apparels 5-6 times/annually in a year.(P= .025), as we can see in Fig. 4.9. Thus as compared to boys, girls shopped apparels frequently.

The reason behind less apparel online shopping may be due to, (**Mehrotra et al. 2007**) owning a credit card has a significant impact on the frequency of online purchases as credit card is the most popular mode of payment on the Internet.

2. **Clothing online shopping good or not:** An attempt was made to find whether respondents think clothing online shopping is good or not. Table 4.9 shows that, 60% boys and 52.2% girls felt that online shopping is a good decision and 47.8% girls and 40.0% boys felt that online shopping is not a good decision for purchasing apparels.

3. Views about the price of apparels which are available online: Table 4.9 clearly reveals that 60.0% boys felt that prices were value for money and 40% felt that prices were moderate of apparels available online. 20.0% of boys felt that prices are cheaper and 12.2% boys felt prices to be costly for the online apparels.

On the other side 52.2% girls think prices of apparel were moderate. Nearly half of the (47.8%) girl's respondents think that apparel products' price was value for money. Whereas very few that is 5.5% and 4.4% fall in costly and cheap category respectively.

Most of the respondents of boys group think that price was value for money whereas most of the girls think that prices were moderate of apparels which are available online for purchase.

Thus it is supported by the study of **Chandra and Sinha (2013)** on "Factors affecting the online shopping behavior: A study with reference to Bhilai Durg" revealed that most of the respondents have agreed that the prices of goods are cheaper than offline shop.

3. **Sites used by college students of clothing online shopping:** For this investigation, respondents were asked about preference regarding sites of clothing online shopping. Though many of the sites of clothing online shopping were used for various apparel purchasing but maximum boys preferred www.zovi.com, www.infibeam.com, whereas maximum girls preferred www.kurtipattern.com, www.cilory.com, www.fabally.com. Some sites preferred by both girls and boys i.e. www.dress365days.com, www.jabong.com, www.myntra.com, www.yebhi.com, www.fashionandyou. com, www.yepme.com and www.homeshop18.com.

According to **Dawson and Kim, (2009)** the results may be due to two main categories emerged as important indicators of buying online and were the promotions and ideas categories. It includes such cues i.e. various sales promotions, gift with purchase, free shipping, contests or sweepstakes, easy return policies, or idea cues including new styles, featured items, top picks, and gift ideas to name a few.

Table 4.10: Percentage distribution of respondents on the basis of occasion of purchasing clothes

n=180

S.No.	Occasion of purchasing clothes	Always		Frequently		Sometimes		Rarely		Never		Pearson Chi-Square Value
		Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	
1.	According to need	58 (64.4)	30 (33.3)	32 (35.6)	56 (62.2)	0	4 (4.4)	0	0	0	0	19.455*
2.	According to season	0	5 (5.6)	22 (24.4)	27 (30.0)	50 (55.6)	30 (33.3)	18 (20.0)	18 (20.0)	0	10 (11.1)	20.510*
3.	According to ceremony	3 (3.3)	24 (26.7)	40 (44.4)	49 (54.4)	38 (42.2)	12 (13.3)	9 (10.0)	5 (5.6)	0	0	31.906*
4.	According to sale and discount offer	30 (33.3)	50 (55.6)	33 (36.7)	16 (17.8)	17 (18.9)	12 (13.3)	7 (7.8)	6 (6.7)	3 (3.3)	6 (6.7)	12.837*
5.	On festival	38 (42.2)	37 (41.1)	21 (23.3)	42 (46.7)	19 (21.1)	5 (5.6)	12 (13.3)	0	0	6 (6.7)	33.180*
6.	On birthday	0	57 (63.3)	15 (16.7)	18 (20.0)	9 (10.0)	9 (10.0)	0	6 (6.7)	19 (21.1)	0	1.080*

*significant at 0.05 percent level of significance.

Fig: 4.10 Percentage distributions of the boy's respondents on the basis of occasion of purchasing clothes
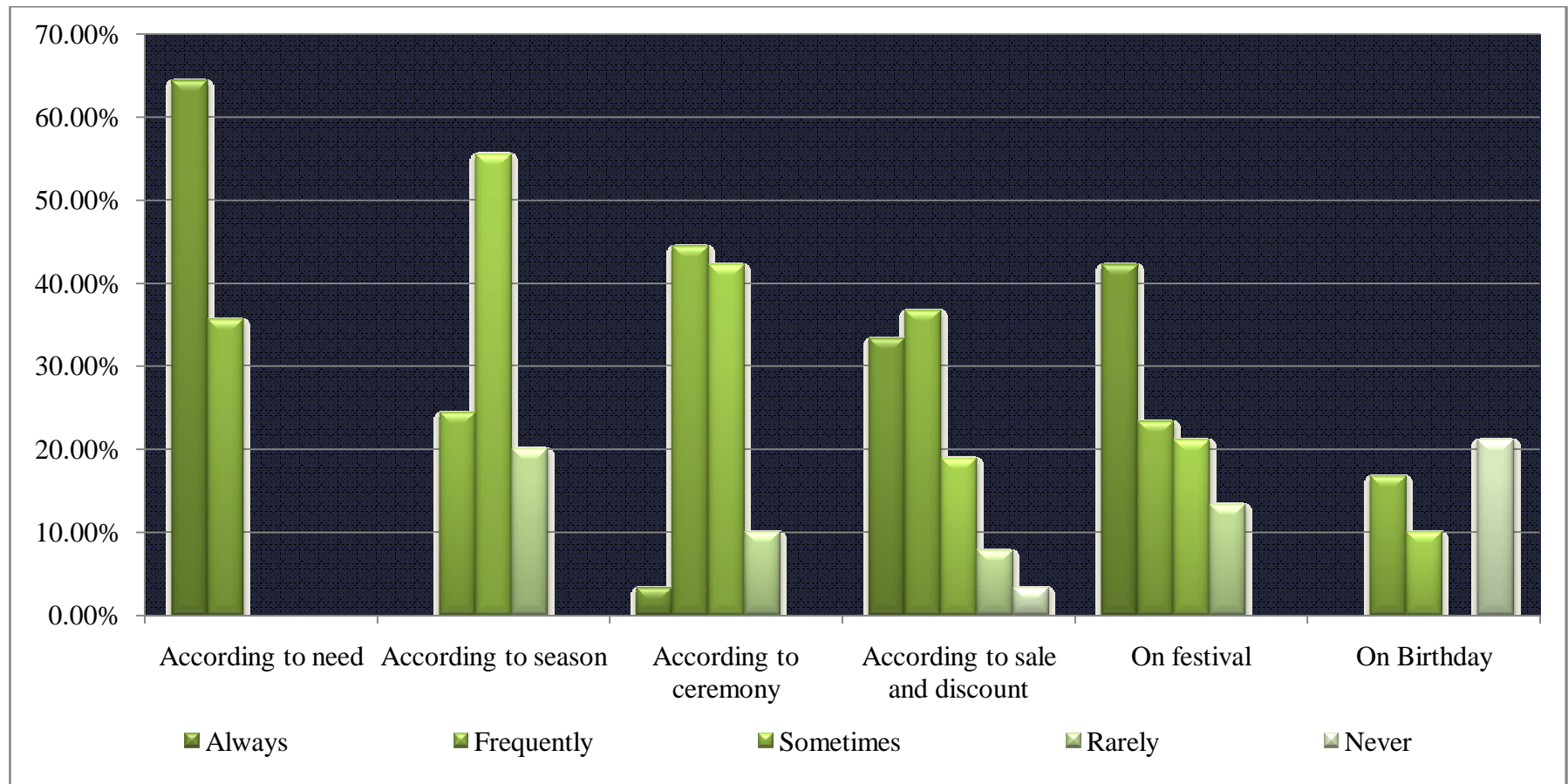
Fig: 4.11 Percentage distributions of the girl's respondents on the basis of occasion of purchasing clothes
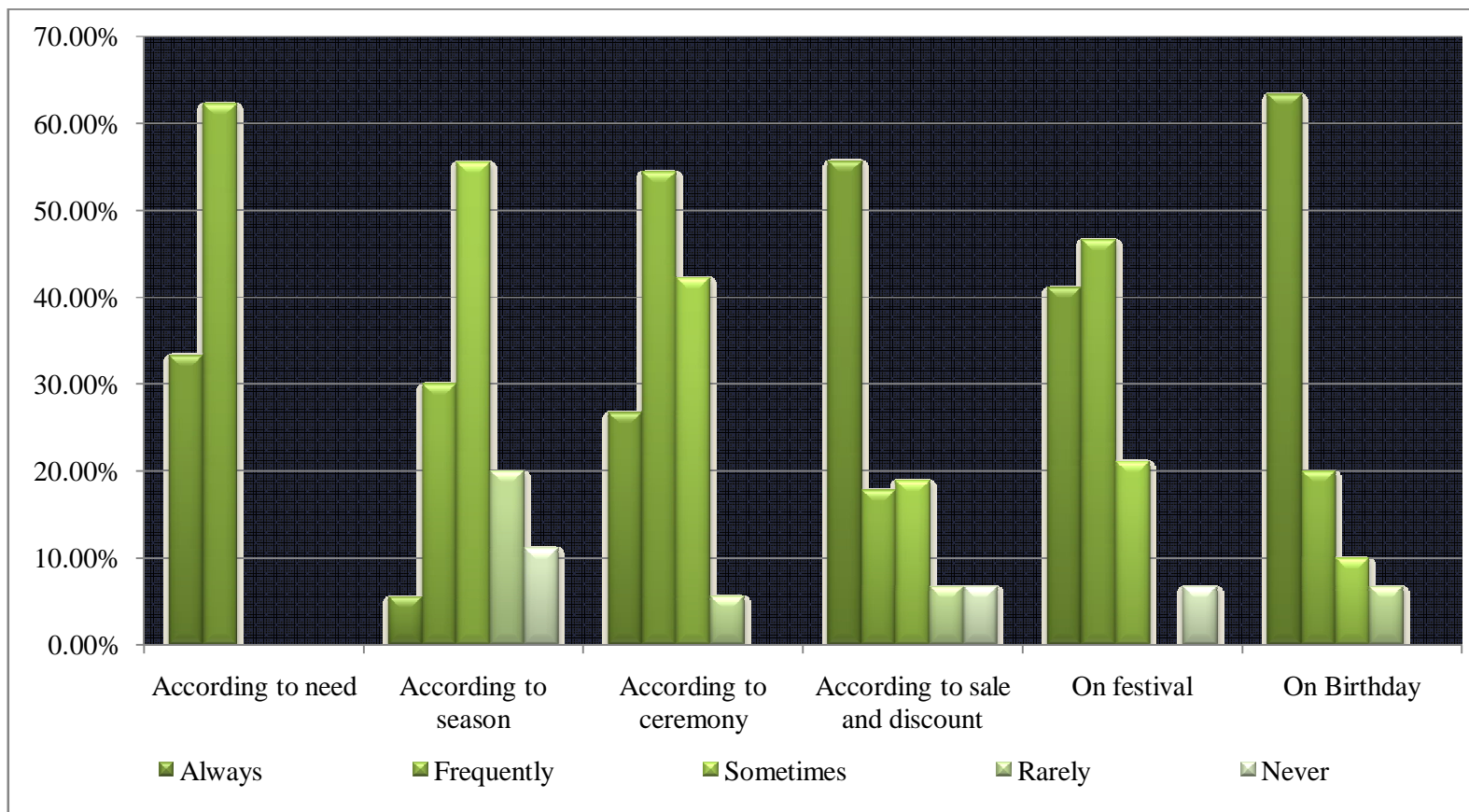
5. Occasion of purchasing clothes:

This part consists of question concerning occasion of purchasing clothes.

Table 4.10 reveals that majority of boys (64.4%) purchase garment according to need followed by sometimes according to season (55.6%), according to ceremony (44.4%), according to sale and discount offer (36%), while 42.2% respondents purchased apparels on festivals and 52.2% respondents rarely purchased apparels on birthday.

Whereas most of the girls (63.3%) answered that they always purchase their garments on their birthday, 62.2% were frequently purchasing their garments according to their need. 55.6% respondents preferred to buy clothes according to sale and discount offer and 54.4% preferred to buy clothes, according to ceremony.

On the whole data shown in Table 4.10 and graph shown in Fig. 4.10 and 4.11 that maximum boys preferred to buy new clothes according to their need whereas maximum girls purchased new garments on their birthday. Result shows significant difference in the case of occasion of purchasing clothes.

Table 4.11: Frequency and percentage distribution of respondents on the basis of type of garment they purchase online

n=180

S.No.	Type of garment	Always		Frequently		Sometimes		Rarely		Never		Pearson Chi-Square Value
		Boys f(%)	**Girls** f(%)	**Boys** f(%)	**Girls** f(%)	**Boys** f(%)	**Girls** f(%)	**Boys** f(%)	**Girls** f(%)	**Boys** f(%)	**Girls** f(%)	
1.	Stitched	32 (35.6)	49 (54.4)	44 (48.9)	30 (33.3)	14 (15.6)	6 (6.7)	0	5 (5.6)	0	0	14.417*
2.	Unstitched	0	0	0	5 (5.6)	0	23 (25.6)	0	32 (35.6)	90 (100)	30 (33.3)	90.000*

*significant at 0.05 percent level of significance.

6. Type of garment purchased online:

This part consists of question concerning selection practices for type of garment. An enquiry was made to find out the type of the garment purchased online. Table 4.11 and Fig. 4.13 clearly shows that 54.4% girls always preferred buying stitched garments online. Whereas 48.9% of boys frequently buy's stitched garments. 33.3% of girls also fell in frequent category of online garment shopping. Thus in category sometimes, 15.6% of boys followed by 6.7% of girls respondents. In the rarely shopped category 5.6% girls come and boy's percentage remain zero.

For unstitched garments 5.6% of girls fell in 'frequently' boys category followed by 0% of boys. 25.6% of girls fell in 'sometimes' category again followed by 0% boys. 35.6% girls come in 'Rarely' bought category boys again remain 0% in this category. 100% of the boys fell in 'Never' bought category followed by 33.3% of girls.

It may be due to stitching cost which will also get added after purchase of unstitched garments. But on the other side, girls preferred unstitched garment more than boys, reasons may be girls were more fitting conscious than boys.

The results are significant in stitched and unstitched dress material at 0.05 percent level of significant.

Outcomes may be, by reason of, **Luniya, (2006).** In her study found that readymade garments are preferred to economics like time and energy. In today's world because of busy life schedule, everyone prefers readymade garments. In addition a larger range and more variety are available according to suitability of everyone's pocket.

Ingalls, (1956). Also conducted a study and concluded that lack of time was most important reason for selecting readymade garments.

4.2.2 PART-II

4.2.2.1 ATTRIBUTE INFLUENCE THE BUYING PRACTICES

This part consist of information about the socio psychological factors, socio personal factors and clothing attributes which effect the buying of apparel products.

Table 4.12: Percentage distribution of respondents on the basis of attribute influence the buying practices

S. No.	Category	Boys n=90		Girls n=90		Pearson chi-Square value
		Freq	%	Freq	%	
1.	Socio-psychological factor					
	a. Need	84	93.3	66	73.3	12.960*
	b. Perception	7	7.8	8	8.9	.073 NS
	c. Beliefs	44	48.9	26	28.9	7.574*
	d. Wearing effect	67	74.4	55	61.1	3.663 NS
	e. Prestige	67	74.4	49	54.4	7.856*
2.	Socio-personal factor					
	a. Lifestyle	57	63.3	56	62.2	.024 NS
	b. Economic situation	73	81.1	53	58.9	10.582*
	c. occupation	10	11.1	6	6.7	1.098 NS
	d. Personality	62	68.9	57	63.3	.620 NS
	e. Self concept	32	35.6	39	43.3	1.140 NS

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

1. **Socio-psychological factor:** With regard to socio-psychological factor affecting the buying decision of clothing, it was found that in the case of boys, socio-psychological factors were more responsible for the purchase of garment. Need factor with 93.3% was followed by prestige and wearing effect (74.4%) and 48.9% respondents followed the beliefs for the purchasing garments and only 7.8% fell in 'Perception' category under socio-psychological factor for the purchase of garment. As we can see in Fig. 4.14.

    Whereas in the case of girl's socio-psychological factor responsible for their purchase of garments are 'Need' 73.3% followed by 'wearing effect' (61.1%) and prestige (54.4%) respectively. 28.9% girls respondents fell in 'Beliefs' category for the purchase of garments and only 8.9% fell in 'perception' responsible under socio-psychological factor for the purchase of garment.

    From the whole data both boys and girls felt that need was most responsible factor for the purchase of their garments.

    2. Socio-personal factor: On further inquiry on the socio-personal factor those affecting the respondents for clothing purchase. It was reported that most of the boys (81.1%) agreed that economic situation was responsible for purchases of garments. Under socio- personal factor 68.9% and 63.3% respondents said that personality and lifestyle factors affects the purchase decision of the garments and only 11.1 % boys marked occupation also as a factor responsible for purchases of garments.

    On the other hand most of the girls (63.3%) and 62.2% responded that personality and lifestyle factors were affects them for purchasing garments. While 58.9% felt that economic situation is the factor which was responsible for the garment purchasing. And only 6.6% girls said that occupation factor is also affects them for buying clothes.

    In Table 4.12 and in Fig. 4.15 overall data and graph shows that similar to socio-psychological factor on socio- personal factor both boys and girls have the same opinion as mentioned on table.

Table 4.13: Percentage distribution of respondents on the basis of Decision makers for purchase apparels n=180

S.No.	Decision makers for purchasing apparels	Always		Frequently		Sometimes		Rarely		Never		Pearson Chi-Square Value
		Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	Boys f(%)	Girls f(%)	
1	Parents	0	14 (15.6)	0	27 (30.0)	23 (25.6)	27 (30.0)	33 (36.7)	22 (24.4)	34 (37.8)	0	77.520*
2	Brother and Sister	0	0	16 (17.8)	20 (22.2)	41 (45.6)	37 (41.1)	23 (25.6)	28 (31.1)	10 (11.1)	5 (5.6)	2.806 NS
3	Cousins	0	0	37 (41.1)	11 (12.2)	37 (41.1)	11 (12.2)	16 (17.8)	52 (57.8)	0	16 (17.8)	63.255*
4	Friends	71 (78.9)	41 (45.6)	16 (17.8)	24 (26.7)	3 (3.3)	9 (10.0)	0	10 (11.1)	0	6 (6.7)	28.636*
5	Senior	0	0	20 (22.2)	0	22 (24.4)	13 (14.4)	31 (34.4)	16 (17.8)	17 (18.9)	61 (67.8)	51.922*
6	Junior	0	0	10 (11.1)	0	18 (20.0)	0	41 (45.6)	18 (20.0)	21 (23.3)	72 (80.0)	64.934*
7	Alone	0	0	8 (8.9)	0	25 (27.8)	5 (5.6)	12 (13.3)	13 (14.4)	45 (50.0)	72 (80.0)	27.604*

*significant at 0.05 percent level of significance.
Respondents were free to give more than one response.

Decision makers for purchase clothes: An attempt was also made to find out the respondents' decision makers, and it was found that the majority of the boys (78.9%) always shop with their friends and 45.6% shop with brother and sister and with juniors. Above one fourth of the total respondents (41.1%) respondents rely on their cousins. However 36.6% reported that rarely they took their parents' help in decision making for purchase of garments. And 27.8% respondents made self decision.

While more than half of the girls (57.8%) were in 'rarely' category shop with their cousins. Nearly half of the respondents (45.6%) always took suggestions from their friends. Some of the girls (41.1%) sometimes shop with their brother and sisters. And 30.0% respondents preferred shopping with their parents.

Gandhi and Sudha (1966) had conformity with the study and reported that adolescents take help from mothers, friends for selecting color, print, style, price and to decide where to buy.

Overall data reveals that maximum boys always took suggestions from their friends whereas girls made decisions with their cousins. On the other side boys were preferred shopping on their own decision (27.8%) that is more than girl's preference (14.4%). Pearson Chi-Square value revealed significant at 0.05 percent level of significance in the case of decision makers for purchase clothes.

Table 4.14: Percentage distribution on the basis of factor influencing online clothing purchase   n=180

S. No.	Factors	Most Important				Important				Sometimes Important				Not Important				Pearson chi-square value
		Boys		Girls		Boys		Girls		Boys		Girls		Boys		Girls		
		f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	
1.	Cost (budget)	41	45.6	30	33.3	14	15.6	42	46.7	23	25.6	11	12.2	12	13.3	7	7.8	21.255*
2.	Brand status	50	55.6	23	25.6	30	33.3	25	27.8	10	11.1	35	38.9	0	0	7	7.8	31.330*
3.	Quality of the cloth	68	75.6	66	73.3	22	24.4	24	26.7	0	0	0	0	0	0	0	0	0.117 NS
4.	Current fashion trends	55	61.1	60	66.7	35	38.9	19	21.1	0	0	11	12.2	0	0	0	0	15.958*
5.	Durability	20	22.2	34	37.8	37	41.1	30	33.3	19	21.1	17	18.9	14	15.6	9	10.0	5.559 NS
6.	Comfort	39	43.3	66	73.3	51	56.7	19	21.1	0	0	5	5.6	0	0	0	0	26.571*
7.	Fitting on physique	70	77.8	80	88.9	20	22.2	10	11.1	0	0	0	0	0	0	0	0	4.00*
8.	Texture of the garment	8	8.9	39	43.3	23	25.6	40	44.4	25	27.8	6	6.7	34	37.8	5	5.6	58.243*
9.	Quality of overall product	44	48.9	66	73.3	43	47.8	18	20.0	3	3.3	6	6.7	0	0	0	0	15.646*
10.	Advertisement	0	0	10	11.1	0	0	19	21.1	25	27.8	30	33.3	65	72.2	31	34.4	41.496*
11.	Care and maintains	0	0	23	25.6	19	21.1	26	28.9	43	47.8	19	21.1	28	31.1	22	24.4	34.099*
12.	Suitability for the accessories	13	14.4	56	62.2	24	26.7	24	26.7	42	46.7	10	11.1	11	12.2	0	0	57.489*

2. **Factor influencing online clothing purchase:** With regard to the most important reasons for the selection of clothing was found that majority of boys (77.8%) said that fitting of the apparels most important followed by quality of the apparels (75.6%) and current fashion trends (61.1%). Equal importance (55.6%) and (56.7%) was given to brand status and comfort level of apparels. In the case of cost, nearly half (45.6%) of the respondents responded most important and (15.6%) said that it was important factor for purchase apparels.

Similar, results are reported by **Alpa-la-izke (1968)** that no single factor influences clothing selection as greatly as does fashion comfort, colour, price, quality individuality all these rate for fashion as influencing forces.

Kuthiala, (1987) quoted in a study that the price was most predominating criteria influencing decision.

Whereas 13.3% respondents thought cost was not important for them. While nearly half of the total respondents (47.8%) responded that care and maintains was sometimes important while purchasing apparels. On the other side 72.2% respondents said that advertisement was not important for them while purchasing apparels and only 27.8% said advertisement was sometimes important for purchasing their clothes.

In the case of girls for the majority of the respondents (88.9%), fitting is most important factor while purchasing apparels. Many girls (73.3%) said that quality of the cloth, comfort level of the garment and overall quality of the garment are the most important factors for selection of the garment. For an average 62.2% to 66.7% current fashion trends and suitability for the accessories are the most important factor for choosing garments.

Thus study is supported by, **Gandhi, (1970)** that almost all the respondents planned before buying and the factors considered by the subjects while buying clothes were color, occasion to wear, age, cost and available money. Wearing quality, style and fashion ranked second.

Rayan, (1966) found that girls want their clothes to look fashionable and expensive. Comfort and serviceability, while approved aspects, would be sacrificed if necessary for style and fashion.

Horridge and Richards (1984) also reported that there is a significant and positive relationship between fashion and clothing practices.

In the matter of 'advertisement' nearly one fourth of the total (34.4%) respondents answered that it was not important for garment purchasing.

Critical examination of Table 4.14 and Fig. 4.18 and 4.19 shows that in the in the column of care and maintains (25.6%) girls marked where none of the boy was with girl's opinion, that means according to boys care and maintains factor was not so important as girls. 43.3% girls believed that texture of the garment is also most important factor for the purchasing apparels but only 8.9% boys were agree to this. Brand status is most 'important factor' for the boys (55.6%) where only 25.6% girls found it 'most important' while purchasing their clothes. Only few boys (27.8%) think that advertisement factor was sometimes important for purchasing clothes where 11.1%, 21.1% and 33.3% girls were think that it was 'most important', 'important' and 'sometimes important' respectively for them while selection clothes. It was found to be significantly evident from Chi-Square value.

Results of present study are in co-ordination with **Jacob and Subrahamanium, (1986)** who also reported that durability, price, appearance and ease of care were the main criteria considered while selecting the fabric for use.

Rich, (1992) also reported that consumer want durability as an important quality in readymade garments. In terms of durable a garment should be wearable, something that are can move and live with seams and buttons do not break, can be washed, dried and ironed easily.

Table 4.15: Percentage distribution of the respondents on the basis of their views about clothing online buying behaviour (Table 'A')   n=180

S. No.	Statements	Strongly Agree				Agree				Neither agree nor disagree				Disagree				Strongly Disagree				Pearson chi-square value
		Boys		Girls		Boys		Girls		Boys		Girls		Boys		Girls		Boys		Girls		
		f.	%	f.	%	f.	%	f.	%	f	%	f.	%	f.	%	f.	%	f.	%	f.	%	
1	I can shop in privacy.	26	28.9	23	25.6	59	65.6	61	67.8	5	5.6	0	0	0	0	6	6.7	0	0	0	0	11.217*
2	I don't have to leave home.	35	38.9	58	64.4	54	60.0	27	30.0	1	1.1	5	5.6	0	0	0	0	0	0	0	0	17.355*
3	I can shop whenever I want.	24	26.7	39	43.3	51	56.7	46	51.1	15	16.7	0	0	0	0	5	5.6	0	0	0	0	23.829*
4	I can save the effort of visiting stores.	21	23.3	60	66.7	69	76.7	30	33.3	0	0	0	0	0	0	0	0	0	0	0	0	34.141*
5	I can avoid the hassle of driving and parking.	13	14.4	24	26.7	56	62.2	46	51.1	21	23.3	20	22.2	0	0	0	0	0	0	0	0	4.275 NS
6	I can get good product information online.	21	23.3	9	10.0	21	23.3	50	55.6	23	25.6	21	23.3	25	27.8	10	11.1	0	0	0	0	23.165*
7	I can get a broader selection of products.	20	22.2	35	38.9	30	33.3	32	35.6	15	16.7	11	12.2	25	27.8	12	13.3	0	0	0	0	9.338*
8	I can access many brands and retailer.	15	16.7	27	30.0	44	48.9	47	52.2	21	23.3	11	12.2	10	11.1	5	5.6	0	0	0	0	8.319*
9	I can find special products not available elsewhere.	8	8.9	29	32.2	20	22.2	33	36.7	29	32.2	16	17.8	23	25.6	12	13.3	10	11.1	0	0	32.320*
10	I don't have to wait to be served.	1	1.1	35	38.9	81	90.0	44	48.9	6	6.7	7	7.8	0	0	4	4.4	2	2.2	0	0	49.140*
11	I won't be embarrassed even if I don't buy.	3	3.3	0	0	12	13.3	41	45.6	32	35.6	40	44.4	35	38.9	4	4.4	8	8.9	5	5.6	45.090*
12	I don't have to deal with pushy sales person on the Internet.	8	8.9	30	33.3	41	45.6	56	62.2	29	32.2	0	0	12	13.3	4	4.4	0	0	0	0	48.056*
13	Internet shops make shopping fun.	3	3.3	15	16.7	37	41.1	42	46.7	8	8.9	17	18.9	42	46.7	16	17.8	0	0	0	0	23.212*
14	Internet shopping is less expensive provide best prices.	8	8.9	38	42.2	17	18.9	31	34.4	43	47.8	9	10.0	22	24.4	12	13.3	0	0	0	0	48.820*
15	It is easy to place on order through web site.	0	0	6	6.7	9	10.0	48	53.3	39	43.3	29	32.2	42	46.7	7	7.8	0	0	0	0	59.155*
16	It is easy to compare price on Internet.	39	43.3	47	52.2	51	56.7	43	47.8	0	0	0	0	0	0	0	0	0	0	0	0	1.425 NS
17	Web sites have 24 hours accessibility.	59	65.6	50	55.6	31	34.4	40	44.4	0	0	0	0	0	0	0	0	0	0	0	0	1.884 NS

4.2.2.2 VIEWS ABOUT CLOTHING ONLINE SHOPPING

1. **Views about clothing online buying (Table 'A'):** The percentile score in Table 4.15 clearly shows that, in statement majority of (65.6%) boys strongly agree with the last statement that "websites have 24 hours accessibility". Most of the boys (90.0%) boys agree from the statement i.e. "I do not have to wait to be served" and 4.4% and 2.2% 'disagree' and 'strongly disagree' with this statement. Where 76.7% 'agree' from the fourth statement that "I can save the effort of visiting stores" 23.3% of them fell in 'strongly agree' on this statement.

    Above half of the respondents (62.2%) agreed that, they can avoid the hassle of driving and parking and 14% 'strongly agreed' with this statement.

    Above half of the respondents (56.7%) agreed from both of the statements i.e. "I can shop whenever I want" and second one was "it is easy to compare price on internet", rest strongly agreed from both statements.

    "Internet shops make shopping fun" and "It is easy to place on order through web site". 46.7% respondents were disagree from both statements where 41.1% were agree with first one and only few (10.0%) were agree from next one.

    Nearly one fourth of the total respondents (38.9%) agreed and 8.9% strongly disagree with the statement "I won't be embarrassed even if I don't buy" where only 13.3% respondents agree.

    Some respondents were (27.8%) disagree from both statements i.e. "I can get good product information online" and next one was "I can get broader selection of products" only few were (23.3%) 'strongly agree' and 'agree' from first statement where only 22.2% 'strongly agree' and 33.3% 'agree' from the next statement.

    In the case of girls maximum (67.8%) 'agree' that they can shop in privacy, while rest of them 'strongly agree' except only 6.7% disagree with above statement

    Majority of (66.7%) respondents strongly agree from the statement i.e. "I can save the effort of visiting stores" and rest of them agree.

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"I don't have to leave home", 64.4% were strongly agree by this statement and 30.0% were agree. 62.2% respondents were agreed that, they don't have to deal with pushy sales person on the Internet while rest 'strongly agree' only some of them (4.4%) were 'disagree'.

Above half of the respondents (55.6%) strongly agreed that Web sites have 24 hours accessibility, and rest were agreeing.

In a line with **Chandra and Sinha (2013)** conducted a study on "Factors affecting the online shopping behavior: A study with reference to Bhilai Durg" They found that maximum number of respondent strongly agreed for online shopping that it saves the time and it has an advantages to purchase anything from anywhere an any times.

Similar percentage 55.6% of respondents agreed that they can get good product information online and 10.0% were strongly agreeing, where 11.1% were disagreed from this statement.

Maximum number in the option of disagree (17.8%) was, "Internet shops make shopping fun" while 16.7% were strongly agree and 46.7% were agree from above statement.

Whereas in the issue of **comparison,** according to boys 38.9% were disagreeing that they won't be embarrassed even if they are buy, but 45.6% girls agreed from this. 46.7% boys were disagreed that internet shops make shopping fun on the other hand with the same percentage (46.7%) girls agreed the statement. Boys (46.7%) were disagreed that "It is easy to place on order through web site" but 53.3% girls agreed this. According to boys (27.8%) they disagreed the statement that is "I can get good product information online" whereas only some of the girls (11.1%) disagreed from this statement which is less than boys percentage. 24.4% boys were not agree with the statement "Internet shopping is less expensive provide best prices" while only (13.3%) girls were with boy's responses. Results shows significant difference in the case of views of clothing online buying between girls and boys.

Results of present study are in accordance with **Sharma and Aggrawal (2014).** In a study "Standards & Trends in Online Shopping Industry" According to the report, the online shopping grew at a rapid pace in 2013 due to aggressive online discounts, rising fuel prices and availability of abundant online options. The survey found that the age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, besides, 65 percent of online shoppers are male while 35 per cent are female. Those who are reluctant to shop online cited reasons like preference to research products and services online (30 percent), finding delivery costs too high (20), fear of sharing personal financial information online (25) and lack of trust on whether products would be delivered in good condition (15), while 10 per cent do not have a credit or debit card.

Table 4.16: Views about online clothing buying behaviour (Table 'B') n=180

S.No.	Statements	Strongly Agree				Agree				Neither agree nor disagree				Disagree				Strongly Disagree				Pearson chi-square value
		Boys		Girls		Boys		Girls		Boys		Girls		Boys		Girls		Boys		Girls		
		f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	f.	%	
1	I am not able to touch and feel the item.	45	50.0	25	27.8	42	46.7	60	66.7	3	3.3	5	5.6	0	0	0	0	0	0	0	0	9.391*
2	Size may be a problem with clothes.	49	54.4	14	15.6	37	41.1	34	37.8	4	4.4	19	21.1	0	0	23	25.6	0	0	0	0	52.354*
3	I can't try on clothing online.	58	64.4	37	41.1	29	32.2	32	35.6	3	3.3	5	5.6	0	0	11	12.2	0	0	5	5.6	21.290*
4	It is too complicated to place order.	35	38.9	0	0	41	45.6	20	22.2	7	7.8	10	11.1	7	7.8	36	40.0	0	0	24	26.7	86.317*
5	It is difficult to find appropriate website.	0	0	6	6.7	24	26.7	14	15.6	39	43.3	24	26.7	18	20.0	35	38.9	9	10.0	11	12.2	17.856*
6	Pictures take too long to come up.	0	0	0	0	11	12.2	5	5.6	57	63.3	18	20.0	13	14.4	43	47.8	9	10.0	24	26.7	45.420*
7	It is difficult to return items which I don't want to keep.	9	10.0	8	8.9	35	38.9	51	56.7	30	33.3	10	11.1	7	7.8	10	11.1	9	10.0	11	12.2	13.765*
8	Internet shopping lacks the social dimension of shopping.	10	11.1	0	0	22	24.4	24	26.7	54	60.0	11	12.2	4	4.4	37	41.1	0	0	18	20.0	83.094*
9	Internet shopping lacks personal costumer service.	0	0	6	6.7	39	43.3	23	25.6	31	34.4	19	21.1	20	22.2	27	30.0	0	0	15	16.7	29.052*
10	There is no physical place to complain.	23	25.6	22	24.4	49	54.4	32	35.6	0	0	32	35.6	18	20.0	4	4.4	0	0	0	0	44.499*
11	Internet shopping is more expensive.	0	0	0	0	13	14.4	5	5.6	25	27.8	13	14.4	43	47.8	54	60.0	9	10.0	18	20.0	11.592*
12	It is not reliable and possibilities of fake label on apparels.	12	13.3	12	13.3	26	28.9	32	35.6	35	38.9	29	32.2	9	10.0	17	18.9	8	8.9	0	0	11.645*
13	There is limited variety in designs.	3	3.3	0	0	35	38.9	6	6.7	25	27.8	18	20.0	24	26.7	37	41.1	3	3.3	29	32.2	48.547*
14	I feel anxiety about online transaction.	12	13.3	0	0	59	65.6	28	31.1	4	4.4	10	11.1	7	7.8	52	57.8	8	8.9	0	0	67.939*
15	Apparels sites having insufficient information about their product.	0	0	0	0	44	48.9	17	18.9	32	35.6	40	44.4	3	3.3	33	36.7	11	12.2	0	0	48.840*
16	I am confused while select colour of the cloth.	39	43.3	15	16.7	22	24.4	39	43.3	18	20.0	8	8.9	11	12.2	22	24.4	0	0	6	6.7	28.917*

2. **Views about online clothing buying behaviour (Table 'B'):** With regard to possible reasons for not buying apparels online, it was found that maximum boys (64.4%) 'strongly agree' with the third statement that is "I can't try on clothing online" and rest 32.2% of respondents 'agree'. 54.4% respondents 'strongly agreed' that size may be a problem with clothes and 41.1% agreed with this statement.

In line with study of **Beck (2003)** in their research on "Key strategic issues in online apparel retailing" found that, Concerns with fit and size of garments is one of the most critical issues in online apparel shopping because the consumption experience of apparel is directly related to body-related information such as fit and appearance on the body.

Nearly half of the respondents agreed that they cannot touch and feel the fabric or garment on the next side 46.7% agreed from the statement, it means almost all the respondents were agreeing from the statement. Some (43.3%) were 'strongly agreeing' from the statement that is, I am confused while selecting colour of the cloth and remaining 24.4% were 'agreeing' that.

Findings are in line with findings of **Malmarugan (2008)** in a study on "Strategic model for predicting customer's intention to purchase apparel online" he studied on, The variables "It is easy to place an order through web site", "Web sites enable you to touch/try merchandise", "Online shopping protects security and privacy", "Online shopping provides ease of price comparison" are predicting the intention to purchase. "It is easy to place order through web site" is based on the convenience online shopping provides to the customer. "Web sites enable you to touch/try merchandise" – this variable is about the bottleneck in online shopping. Customers prefer to feel the merchandise before considering purchase. "Online shopping provides ease of price comparison" variable is about the ease for the customer to be informed of a wide range of products and their prices without actually visiting the retail outlet.

While majority of the respondents (65.6%) were agreeing that they feel anxiety about online transaction where 7.8% were disagreeing with this statement

and 8.9% were strongly disagreeing. Though many respondents among boys were agreeing from the statements which were negative about online clothing purchase where some were disagreeing from many statements.

This is supported by **Lee and Cunningham (2001)** in a study on "A cost/benefit approach to understanding service loyalty" studied on trust in internet shopping and it was found that lack of trust is one of the commonly cited reasons as to why the consumers do not prefer an online purchase and it plays a significant role in facilitating online transactions.

Nearly half of the total boy's respondents (47.8%) disagreed that internet shopping is more expensive related to clothing but 14.4% agreed. In the same way 26.7% respondents disagreed that there is limited variety in designs and few (3.3%) were strongly disagreeing from this statement but 38.9% respondents were agreeing that.

Results are similar to a study conducting by, **Chandra and Sinha (2013)** they found that in online shopping, low price, discount, feedback from precious shoppers, and quality of product and information are also considered to be important factors.

In the case of girls (41.1%) respondents were strongly agreeing the statement "I can't try on clothing online" where only (12.2%) were disagreeing with this statement and few (5.6%) strongly disagreed.

Similarly results are found by **Anjum (2010)** in a study on "Virtual size measurement for garments and fashion industry Selection of right size at the online fashion buyers" This paper provided provided meaningful reason of consumer's hesitation in online purchasing. Consumers need to have some proper interactive sizing solution in order to shop online garments. Consumers need to try on garments before spending money.

Majority of respondents (66.7%) agreed that they cannot touch and feel the fabric and garments. While 56.7% were agreeing "It is difficult to return items which I don't want to keep" where only 11.1% were 'disagreeing' and 12.2% were 'strongly disagreeing' from this statement.

In a line with, **Chandra and Sinha (2013)** revealed that, respondent have some fears related to delivery time, goods guarantee & warrantee, returning the product procedure, trustworthiness of vendors, security

Equally to the boys, girls (43.3%) were also agreeing from the statement that is "I am confused while selecting colour of the cloth" but 24.4% were disagreeing and 6.7% were strongly disagreeing with this statement.

It may be reason by **Bhatnagar *et al.* (2000)** in their research on "On risk, convenience, and Internet shopping behavior" reveled that, when consumers are shopping for apparel, they like to physically examine the products to assess color, size, design, and fabric. Also, for apparel as a product, fit is very important. Due to the sensory and interactive nature of the apparel purchase process, apparel products are categorized as high-risk item.

Where in the matter of **evaluation** boys (38.9%) felt (strongly agree) that, It is too complicated to place order where no one girl (0.0%) was with their response and 48.9% boys were agreeing while only 22.2% girls agreed which is half of boy's percentage and only 7.8% boys were disagreeing while 40.0% girls disagreed which is more than boys about this statement. Boys (65.6%) felt anxiety about online transaction but nearly half of those (31.1%) girls were with them and 7.8% boys were disagreed with it, where 57.8% girls were with boy's response which is more than boys. 54.4% boys were strongly agreeing that "size may be a problem with clothes" where only 15.6% girls were with them and 25.6% girls were disagreeing with this statement but no one boy was with the girl's opinion.

Nearly half of the girl's respondents (47.8%) were disagreeing with the statement of "pictures take too long to come up" while only few (14.4%) boys were disagreeing with this statement which is less than girls. Nearly half of the respondents (41.1%) girls disagreed with the statement that is "Internet shopping lacks the social dimension of shopping" whereas only few (4.4%) boys disagreed with this statement. On the other side 11.1% boys were strongly agreeing this statement where no girl was agree with this statement. Above half of the respondents (54.4%) boys agreed that "There is no physical place to complain" where 35.6% girls were with the boy's opinion which is less than boys. 38.9%

boys were agreeing with the statement i.e. "There is limited variety in design" but only few (6.7%) girls were agreeing with the statement. On the other hand 32.2% girls were strongly disagreeing with this statement where only few (3.3%) boys were with the girl's opinion. 38.9% boys were agreeing with the statement i.e. "There is limited variety in design" but only few (6.7%) girls were agreeing with the statement. On the other hand 32.2% girls were strongly disagreeing with this statement where only few (3.3%) boys were with the girl's opinion. From the value of Chi-Square we can see the significant difference between the views of boys and girls regarding clothing online buying.

China Online Shopping Report 2009: Apparel and Home Accessories the most popular 2009 By Rocky Fu Female Internet users become more active online shopping crowd than male and gradually increase. In addition, most online shoppers are in the age of 18 to 30 years. (http://www.chinainternetwatch.com /449/china-online-shopping-statistics-2009/)

Similar results are reported by **Dennis *et al.* (2010)** in their study on "The influence of social e-shopping in enhancing young women's online shopping behavior" found that, confirm what many men suspect - shopping and socialization are strongly related for females - even online. Females prefer social shopping sites to traditional web-based shopping site. In addition, they're more likely than men to pursue social and entertainment links on a website than men are.

Where, findings were not in line with the findings of, **Kiyici (2012).** In a study on "Internet shopping behavior of college of education students" it was found that male students teacher are more familiar and have more positive attitude than female student teacher. Participants, who have credit card, have more familiarity and less anxiety concerning internet shopping.

It may be the reason of data collection from the diverse location, from the present investigation researcher found that female students are more familiar and have more positive thoughts than male students.

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SUMMARY AND CONCLUSION

*P*roducts that are congruent with individual self images facilitates the information and expression of personal identity. Clothing may be an especially effective product category in this regard (Goldsmitt, 2002).

Clothing as a form of nonverbal communication reflects the wearer's identity. Consumers tend to select products and stores that correspond to their self concept (Onkivist and Show, 1987).

People's interest in clothes is not new, down through the age; human beings had taken pride in their personal appearance and have tried to create the effect of beauty. College students are greatly interested in clothing and are emotionally insecure about their appearance and constantly worry attempting to achieve the look desired. Buying practices is the economical, sociological, physiological and psychological behaviour of customers as they become aware to evaluate, purchase, consume and make up the ideas about products and services.

Nothing is predictable in India except change. The internet revolution has brought about a paradigm shift in the way things are done. Online shopping has become a popular way for consumers. It is one of the most rapidly expanding channels of shopping, and online shopping is the fastest growing application of the Internet. Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. College students as a young consumer group have gained significant importance from marketers in recent years because of their growing purchasing power. Therefore, "college students" apparel shopping orientation is important to research because it is an important sector of consumer behavior.

Young consumers are playing an important role in online shopping. Online shopping has become a popular way for consumers. This new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities. Clothing online buying practices pattern of the consumers has changed over

period of time. Due to change in the income, lifestyle of himself/herself and changes in the multiple environmental factors, it become difficult to understand the clothing online buying practices pattern of the college students.

Clothing online buying practices, which include level of using internet, awareness about online shopping, attributes influence the buying practices, views about clothing online buying behaviour. These observations impelled to conduct a comparative study on college boys and girls regarding online clothing buying behaviour with the following specific objectives.

- To assess the existing practices of college students regarding online apparel buying.

- To find out the key factors that influence online apparel buying behavior of college students.

- To examine the comparison between college girl's and boy's beliefs regarding online shopping for apparels.

Methodology: The study was conducted on 180 college students of 18 – 25 years of age group, studying in technological colleges i.e. College of Technology and Engineering, M.P.U.A.T, Pacific College of Engineering, Geetanjali Institute of Technical Studies. For this study preliminary survey was also done by researcher. For preliminary survey, Performa were given to 300 students and out of that, those students who were doing online shopping, were selected. From the selected Performa 180 were chosen for sampling. 90 boys and 90 girls were selected randomly for the present study. Interview method was considered as the most suitable technique for getting the complete and desired information. The structured interview schedule was pretested on 10 percent non- sampled subjects. The collected data was analyzed for percentage and chi-square tests.

The structured interview schedule consist of following sections-

Section A

1. First part included questions related to general information socio economic status of respondents, like name, class, age, sex, college name, address, family structure, family occupation, family income etc.

2. This part included questions related to level of using internet, like- frequency of using   internet, reasons of using internet, advantages of using internet etc.

Section- B

1. This part included questions related to detail about online shopping, like- way of shopping, frequency of online shopping, opinion about clothing online shopping, sites of clothing online shopping, frame of mind for purchasing clothes, type of clothing, etc.

2. This part included questions related to factors influencing online apparel buying behavior of respondents, like- benefits and losses if any, from online shopping, economical issue, experience about clothing online shopping, problems faced during online shopping etc.

Major findings of the study

General information of the respondents:

Majority of boys (77.8%) respondents were from 18-21 year of age and rest (22.2%) were from 22- 25 year age group. Also is in the case of girl's majority of respondents (65.6%) were from 18-21year age group and rest (34.4%) were from 22- 25 year age group.

Socio economic status

Family structure

Both group in boys and girls, above half of the respondents belongs to joint family type and nearly half of the respondents were from nuclear families.

Maximum boys (43.3%) and girls (41.1%) were from small size families and minimum boys (26.7%) and girls (20.0%) were from large size families.

Family Occupation

In the boy's, majority of the respondents' family occupation (62.2%) was business and on the other hand nearly half of the girls (46.7%) respondents' main

family occupation was service. In both the group only few (12.2%) had farming as main occupation.

In subsidiary occupation majority of the boys (70%) and girls (61.1%) respondents responded as none.

Family income

Above half of the total respondents, both maximum boys (57.8%) and girls (52.2%) were from group Rs.40, 000 and above per monthly family income.

LEVEL OF USING INTERNET

Frequency of using internet:

Maximum boys (75.6%) were using internet 5 days in a weak (Most frequently) whereas maximum girls (75.6%) were using internet 3-4 days in a week (frequently).

Hours of using internet

Most of the boys (25.6%) and (24.4%) were using internet for up to one hour and 1-2 hours daily. Whereas maximum girls (25.6%) and (22.2%) were using internet for 1-2 hour and 2-3 hours daily.

Locale of using internet

Majority of boys (72.2%) were always using internet at friend's / relative's home. Whereas most of the girls (73.3%) were always using internet at home.

Reasons of using Internet

Maximum boys (88.9%) were using internet for entertainment and for checking E-mail. While maximum girls (68.9%) were using internet for checking E-mail.

Advantages of using Internet:

Majority of the boys (68.9%) reported that Internet is the good source of entertainment, whereas maximum girls (67.8%) reported that Internet provides information related to current fashion.

AWARENESS ABOUT APPAREL ONLINE SHOPPING

Frequency of clothing online shopping:

Only 22.2% girls shopped apparels 5-6 times/ annually and nearly half of this 11.1% boys shopped apparels in a year.

Clothing online shopping good or not:

60% boys and 52.2% girls felt that online shopping was good decision and 47.8% girls and 40.0% boys felt that online shopping was not a good decision for purchasing apparels.

Views about the price of apparels which are available online:

Most of the respondents of boys group think that price was value for money whereas most of the girls think that prices was moderate for apparel products which are available online for purchase.

Occasion of purchasing clothes:

Maximum boys (64.4%) preferred to buy new clothes according to their need whereas maximum girls (63.3%) purchased new garments on their birthday.

Type of garment purchased online

Most of the boys (48.9%) purchased only stitched garment online and same as boys most of the girls (54.4%) purchased stitched garments from online. Whereas no respondent from the boys purchased unstitched garments or fabric online but 35.6% girls rarely purchased unstitched dress materials online and 25.6% girls sometimes and 5.6% girls were frequently purchased unstitched dress materials online.

ATTRIBUTE INFLUENCE THE BUYING PRACTICES

Socio-psychological factor:

Both boys and girls felt that need, part of socio-psychological factor was more responsible for the purchase of their garment. In the case of other socio-psychological factors responsible for their purchase of garment both groups similarly agreed.

Socio-personal factor:

As similar to socio-psychological factor, on socio- personal factor both boys and girls were having the same opinions i.e. lifestyle, economic situation, occupation, personality and self concept.

Decision makers for purchase clothes:

Maximum boys always took suggestions from their friends whereas girls made decisions with their cousins. On the other side boys preferred shopping on their own decision (27.8%) that is more than girl's preference (14.4%).

Factor influencing online clothing purchase:

- About the opinion of care and maintains (25.6%) girls were agreeing where none of the boy agreed from that response, that means according to boys care and maintains factor was not so important as girls.

- 43.3% girls believed that texture of the garment was also most important factor for the purchasing apparels but only few (8.9%) boys agreed from this.

- Brand status is most important factor for the boys (55.6%) where only half of the (25.6%) girls found it to be most important for them while purchasing their clothes.

- Only few boys (27.8%) think that advertisement factor was sometimes important for purchasing clothes where (11.1%), (21.1%) and (33.3%) girls were think that it was most important, important and sometimes important respectively for them while selection of clothes.

Views about clothing online buying (Table 'A'):

- 38.9% boys disagreed that they won't be embarrassed even if they are busy, but 45.6% girls agreed from this.

- 46.7% boys disagreed that internet shops make shopping fun and with the same percentage 46.7% girls also agreed the statement.

- Boys (46.7%) disagreed that "It is easy to place on order through web site" but more (53.3%) girls agreed this.

- 27.8% boys disagreed the statement that is "I can get good product information online" where only some of the girls (11.1%) also disagreed from this statement; which is less than boy's percentage.

- 24.4% boys were not agree with the statement "Internet shopping is less expensive provide best prices" while only 13.3% girls were with boy's responses.

Views about online clothing buying behaviour (Table 'B'):

- According to boys (38.9%) felt (strongly agree) that, It is too complicated to place order where no girl (0.0%) was with their response and 48.9% boys were agreeing while only 22.2% girls agreed which is half of boy's percentage and only 7.8% boys disagreed while 40.0% girls disagreed; which is more than boys about this statement.

- Boys (65.6%) felt anxiety about online transaction but nearly half of those (31.1%) girls were with them and (7.8%) boys were disagreeing with it where (57.8%) girls were with boy's response which is more than boys.

- (54.4%) boys strongly agreed that "Size may be a problem with clothes" where only (15.6%) girls were with them and (25.6%) girls disagreed with this statement but none of the boy was with the girl's opinion.

- Nearly half of the girl's respondents (47.8%) were disagreeing with the statement of "Pictures take too long to come up" while only few (14.4%) boys disagreed with this statement which is less than girls.

- Nearly half of the girl respondents (41.1%) disagreed with the statement that is "Internet shopping lacks the social dimension of shopping" where only 4.4% boys disagreed with this statement. On the other side 11.1% boys strongly agreed this statement where no girl agreed with this statement.

- Above half of the respondents, 54.4% boys agreed that "There is no physical place to complain" whereas 35.6% girls were with the boy's opinion which is less than boys.

- 38.9% boys were agreeing with the statement i.e. "There is limited variety in design" but only few (6.7%) girls were agreeing with the statement. On the other hand 32.2% girls were strongly disagreeing with this statement and only few (3.3%) boys were with girl's opinion.

CONCLUSION

The study "A comparative study on college boys and girls regarding online clothing buying behaviour" was carried out to assess the existing practices of college students regarding online apparel buying, to find out the key factors that influence online apparel buying behavior of college students and to examine the comparison between college girl's and boy's beliefs regarding online shopping for apparels. It was found that girls shopped apparels online more than boys. Boys purchase clothing according to their need where maximum girls purchased new garments on their birthday. Boys are not interested in purchasing unstitched materials or fabric online but girls purchase unstitched materials or fabrics also. For the boys; brand status and quality of the clothes are the most important factors while purchasing their apparels and for the girls; care and maintains, textures of the garments, fitting on physique, quality of overall products are the most important factors while purchasing clothes. On the basis of Chi-square value there was significant difference between views of boys and girls regarding apparel online buying. Maximum girls have more positive attitude towards clothing online purchasing than boys.

✱✱✱✱✱✱✱✱✱

RECOMMENDATIONS

Recommendations for further studies:

1. A comparative study can be undertaken between college male teachers and female teachers regarding clothing online buying behaviour.

2. A follow up study can be undertaken between employed and non employed women regarding factors affecting clothing online buying behaviour and their buying practices.

3. A study can be done between metro city and small city students.

4. Different culture background groups can be examined for a comparison with apparel online buying behaviour.

5. A comparative study can be done between the women belonging to different socio-economic status.

6. The results of this study are based on data provided by 180 college students enrolled in technical colleges in Udaipur of who were recruited to participate in the research. Thus, more studies can be done on more samples and can be done on those students who belong to different faculty of education to confirm or to refute the results of this study.

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INTERVIEW SCHEDULE

Title: **"A Comparative Study on College Boys and Girls Regarding Online Clothing Buying Behaviour".**

Section 'A'

PART- I

GENERAL INFORMATION

1. Name of the respondent- ……………………………..
2. Class -………………………………..
3. Age -……………………………….…...
4. Gender -………………………………..
5. College Name -…………………………
6. Address -……………………………….

SOCIO ECONOMIC STATUS

7. Family Structure –

   A. Family Type :   Nuclear   ☐

   Joint   ☐

   B. Family Size :   Small   (up to 4 members)   ☐

   Medium (up to 8 members)   ☐

   Large   (8 and above)   ☐

8. Family Occupation

   A. Main Occupation: Business   ☐

   Service   ☐

   Farming   ☐

   Any other   ………………………

   B. Subsidiary Occupation: None   ☐

   Only one   ☐

   Two or more   ☐

8. Family Income :

    a. 10,000 – 20,000   ☐

    b. 20,001 – 30,000   ☐

    c. 30,001 – 40,000   ☐

    d. 40,001 and above   ☐

9. No. of earning members in family

    a. One   ☐

    b. Two   ☐

    c. Three   ☐

    d. Four or more   ☐

PART –II

LEVEL OF USING INTERNET

10. Frequency of using Internet-

Score	Most Frequently 5 days/ week	Frequently 3-4 days/week	Sometimes 1-2 days/week	Rarely Once or twice in a month

11. Hours of using Internet daily-

Hours	Most Frequently 5 days/week	Frequently 3-4 days/week	Sometimes 1-2 days/week	Rarely Once or twice in a month
Up to 1 hour				
1-2 hours				
2-3 hours				
3-4 hours				

12. Where you use Internet-

		Always	Sometimes	Never
a.	In Hostel			
b.	In Home			
c.	At Library			
d.	At friend's/ relative's residence			

13. Reasons of using Internet-
   a. For entertainment ☐
   b. For checking E- mail ☐
   c. Searching for information ☐
   d. For online shopping ☐
   e. To get information related to current fashion trends ☐

14. Advantages of using Internet-

	Options	Always	sometimes	Never
a.	Good source of entertainment			
b.	Gives study related information			
c.	Provide information related to current fashion			
d.	Helps to shop online			
e.	Any other			

SECTION 'B'

PART- I

AWARENESS ABOUT ONLINE SHOPPING

15. Way of shopping:

    A. Do you familiar with online shopping?   Yes   ☐

                                                  No   ☐

    B. Do you purchase apparel products online?   Yes   ☐

                                                  No   ☐

16. Frequency of apparel online shopping:

Score	Most Frequently 10-12 times/annually	Frequently 5-6 times/annually	Sometimes 2-3 times/annually	Rarely Once in a year

17. Opinion about clothing online shopping:

    A. Is online shopping good decision for purchasing clothing products?   Yes ☐

                                                          No ☐

    B. What do you think about the price of apparels which are available online?

                    a. Cheap   ☐

                    b. Value for money   ☐

                    c. Moderate   ☐

                    d. costly   ☐

18. How often you are using following sites of clothing online shopping?

S.no.	Sites Name	Always	Frequently	Sometimes	Rarely	Never
a.	www.dress365days.com					
b.	www.kurtipatterns.com					
c.	www.lucknowisuits.com					
d.	www.lucknowichikan.in					
e.	www.jabong.com					
f.	www.myntra.com					
g.	www.yebhi.com					
h.	www.pepperfry.com					
i.	www.fashionara.com					
j.	www.fashionandyou.com					
k.	www.shopclues.com					
l.	www.cilory.com					
m.	www.zovi.com					
n.	www.teesort.com					
o.	www.urbantouch.com					
p.	www.infibeam.com					
q.	www.yepme.com					
r.	www.brandmile.com					
s.	www.faballey.com					
	Any other					

19. When you Purchase your clothes?

S.no.	Categories	Always	Frequently	Sometimes	Rarely	Never
a.	According to need					
b.	According to season					
c.	According to ceremony					
d.	According to sale and discount offer					
e.	On festival					
f.	On birthday					

20. Which type of garment you purchase online?

S.no.	Stitched/ unstitched	Always	Frequently	sometimes	Rarely	Never
a.	Stitched					
b.	Unstitched					

PART- II

ATTRIBUTES INFLUENCE THE BUYING PRACTICES

21. Socio-psychological factors, which are responsible for your purchase decision of garment. ☐
    a. Need
    b. Perception ☐
    c. Beliefs ☐
    d. Wearing effect ☐
    e. Prestige ☐

22. Socio-personal factors, which affects your purchase decision of garment.
    a. Lifestyle ☐
    b. Economic situation ☐
    c. Occupation ☐
    d. Personality ☐
    e. Self concept ☐

23. With whom you purchase your clothes?

S.no.	Purchase with whom	Always	Frequently	sometimes	Rarely	Never
a.	Parents					
b.	Brother and sister					
c.	Cousins					
d.	Friends					
e.	Seniors					
f.	Juniors					
g.	Alone					

24. What are the most important factors that you look for while buying apparel products?

S.no.	Options	Most Important	Important	Sometimes important	Not important
a.	Cost (budget)				
b.	Brand status				
c.	Quality of the cloth				
d.	Current fashion trends				
e.	Durability				
f.	comfort				
g.	Fitting on your physique				
h.	Texture of garment				
i.	Quality of overall product				
j.	Advertisement				
k.	Care and maintains of garment				
l.	Suitability for the accessories				

OPINION SCALE

We would like to know the different ways you like to shop. Please indicate your level of agreement with each of the statements using the following scale. Mark tick in column that best matches your response to each statement.

Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.	2.	3.	4.	5.

1. Why you shop apparels online?

S.no.	Statements	Strongly disagree 1.	disagree 2.	Neither agree nor disagree 3.	agree 4.	strongly agree 5.
1.	I can shop in privacy.					
2.	I don't have to leave home.					
3.	I can shop whenever I want.					
4.	I can save the effort of visiting stores.					
5.	I can avoid the hassle of driving and parking.					
6.	I can get good product information online.					
7.	I can get a broader selection of products.					
8.	I can access many brands and retailer.					
9.	I can find special products not available elsewhere.					

10.	I don't have to wait to be served.					
11.	I won't be embarrassed even if I don't busy.					
12.	I don't have to deal with pushy sales person on the Internet.					
13.	Internet shops make shopping fun.					
14.	Internet shopping is less expensive provide best prices.					
15.	It is easy to place on order through web site.					
16.	It is easy to compare price on Internet.					
17.	Web site have 24 hours accessibility.					

2. Why you do not shop apparels online?

S.no.	Statements	Strongly disagree 1.	disagree 2.	Neither agree nor disagree 3.	agree 4.	strongly agree 5.
1.	I am not able to touch and feel the item.					
2.	Size may be a problem with clothes.					
3.	I can't try on clothing online.					
4.	It is too complicated to place order.					
5.	It is difficult to find appropriate website.					
6.	Pictures take too long to come up.					
7.	It is difficult to return items which I don't want to keep.					
8.	Internet shopping lacks the social dimension of shopping.					
9.	Internet shopping lacks personal costumer service.					
10.	There is no physical place to complain.					
11.	Internet shopping is more expensive.					
12.	It is not reliable and possibilities of fake label on apparels.					
13.	There is limited variety in designs.					
14.	I feel anxiety about online transaction.					
15.	Apparels sites having insufficient information about their product.					
16.	I am confused while select colour of the cloth.					

Thank you for participation