

**A COMPARATIVE STUDY ON APPAREL BUYING
BEHAVIOUR OF WORKING WOMEN BEFORE AND
DURING COVID-19 PANDEMIC**

कोविड-19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं
के परिधान खरीदने के व्यवहार पर एक तुलनात्मक अध्ययन

MISS ANKITA PAREEK

THESIS

MASTER OF SCIENCE (HOME SCIENCE)

IN

(Textiles and Apparel Designing)



2021

**Department of Textiles and Apparel Designing
College of Community and Applied Sciences, Udaipur
MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND
TECHNOLOGY, UDAIPUR (RAJASTHAN)**

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A

THESIS

SUBMITTED TO THE

MAHARANA PRATAAP UNIVERSITY OF

AGRICULTURE AND TECHNOLOGY, UDAIPUR

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR

The Degree of

MASTER OF SCIENCE IN HOME SCIENCES

(Textiles and Apparel Designing)



By

Miss Ankita Pareek

2021

CERTIFICATE - I
CERTIFICATE OF ORIGINALITY

The research work embodied in this thesis titled “**A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic**” submitted for the award degree of **Master of Home Science** to Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan), is original and bonafide record of research work carried out by me under the supervision of **Dr. Rupal Babel**, Professor, Department of Textiles and apparel Designing, College of Community and Applied Sciences, MPUAT, Udaipur. The contents of the thesis, either partially or fully, have not been submitted or will not be submitted to any other Institute or University for the award of any degree or diploma.

The work embodies in the thesis represents my idea in my own words and where others ideas or words have been included. I have adequately cited and referenced the original sources. I also declared that I have adhered to all principle of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the source which have thus not been properly cited or form proper permission has not been taken when needed.

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This is to certify that **Miss Ankita Pareek** student of the **Textiles and Apparel Designing** of Community and Applied Sciences has made all correction/ modification in the thesis entitled “**A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic**” which was suggested by the external examiner and the advisory committee in the oral examination held on..... The final copies of the thesis duly bound and corrected were submitted on.....are enclosed herewith for approval.

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CERTIFICATE – V

Date:.....

This is to certify that **Miss Ankita Pareek** (M.Sc. Scholar) has worked under me on
**“A Comparative Study on Apparel Buying Behaviour of Working Women
Before and During Covid-19 Pandemic”**.

1. I have monitored her research work.
2. Myself 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 correction as per requirement.

Dr. Rupal Babel
Major Advisor

ACKNOWLEDGEMENT

*I owe a debt of gratitude to **The Almighty** for showering goodwill, blessing and divine favor on me throughout each step of my work.*

*I take this opportunity to express my profound gratitude and indebtedness to my esteemed advisor and mentor **Dr. Rupal Babel**, Assistant Professor, Department of Textiles and Apparel Designing, College of Community and Applied Sciences, Maharana Pratap University of Agriculture and Technology, Udaipur for her invaluable guidance, direction, encouragement, support and unfailing inspiration. Her amiable treatment, quick wittedness and patience helped me overcome many emergency situations during the course of work. I take it as an opportunity to extend my regards to my advisor for her knowledge and intelligence.*

*I am so thankful to **Dr. Meenu Srivastava**, Dean, College of Community and Applied Sciences for providing the facilities and support that was required for the commencement as well as culmination of the research work.*

*I would like to grab this chance to show my deepest gratitude and thankfulness to **Dr. Sudha Babel**, Head and Professor, Department of Textiles and Apparel Designing, College of Community and Applied Sciences, Maharana Pratap University of Agriculture and Technology, Udaipur for her ever present encouragement, concern, timely help, meticulous directions during the research work.*

*I am wholeheartedly grateful to the members of my advisory committee, **Dr. Gayatri Tiwari**, Head and Associate Professor, Department Human Development of Family Studies. **Dr. Sarla Lakhawat**, Associate Professor, Department of Foods Science and Nutrition and DRI nominee, for their kind efforts and support towards the execution, planning, gathering information and critical evaluation of work which helped me finish the work in time.*

*I cannot appropriately acknowledge in words the kindness and confidence showered on me by affectionate and loving Parents **Mr. Rameshwar lal Pareek**, **Mrs. Pushpa Pareek**, **Mr. Vinod Kumar Pareek**, **Mrs. Durga Pareek** for their constant enthusiastic encouragement which spurred me towards higher studies and with whose inspiration and unstained support I would venture to become what I am today. I owe*

*my loving thanks to my Siblings **Vidhya Pareek, Mohit Pareek, Priya Pareek, Tejal** and all family members for their valuable support and encouragement at every stage of my research work for its successful accomplishment.*

*No words can inadequately express my gratitude towards my awfully loving and caring person **Naveen** for his constant support throughout my research work. The words are inadequate to acknowledge my friends **Rishika, Sangita** and hostel mate my seniors **Iti, Anvitha, Yogita, Shikha** for their selfless help and motivation throughout the work.*

*I would also like to thank all the **staff members** of the Department of Textile and Apparel Designing, College of Community and Applied Sciences, for all their support. I also want to extend my thanks to all those people who were directly and indirectly involved in the accomplishment of my work.*

Still there are many well-wishers, friends, who rendered indispensable help to complete this academic endeavor. I have a deep sense of reverence for all of them.

Date

Place: Udaipur

(Ankita Pareek)

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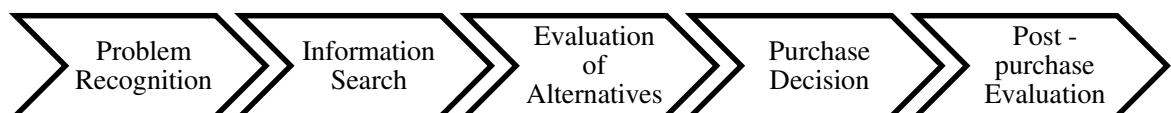
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INTRODUCTION

Apparel is one of the most important needs of humans like water, food and shelter. The apparel reproduces people's lifestyles and shows their social and economic status. The importance of clothing in meeting certain human needs such as physical protection, modesty and decoration is well recognized. The role of clothing is satisfying consumer other needs such as the need for conformity, self-expression, social participation, etc. Researchers have confirmed the importance placed upon clothing by individuals, though the importance of clothing varies from person to person (Erwin *et al.* 1979).

Buying clothes always involves deciding what to buy, when to buy, how to buy and where to buy. Today, many consumers are looking for social media and print media for buying clothes. Consumers buy apparel from various apparel stores and depict a specific kind of behaviour which is related to various factors, such as, age, income, marital status, reference groups, occupation, etc. Apparel shopping especially women, usually spends a substantial amount of time in choosing and purchasing apparel. Apparel purchasing often contains visiting numerous apparel brand stores and relating different brands based on the design, quality, fit, discounts, advertisement, customer loyalty programs, stores atmosphere, in social media, print media and interior of the store.



Clothing includes various physical characteristics, which are viewed differently by many customers. When shopping for clothing, customers tend to compare and contrast different products made from different blended fabric. The choice of garments depends on the cost and characteristics of the product like style, quality and brand. The clothing buyers play an important role in clothing stores. The choice of clothing has evolved over the years, highlighting the need for research on changing consumer behaviour. The aim of this study is to know the clothing purchasing behaviour of working women and to recognize the factors that influence clothing purchasing. To

encourage action from apparel retailers, it is important to seek for standardize or adapt plans based on buyers' preferences (Chaudhary2019).

Over the past few years, as a result of improved economic conditions and growth for women, clothing purchases have increased. It is therefore important to study and consider the factors that influence the purchases of working women. Clothing purchasing behavior is a tendency to buy clothing, depending on factors such as referral groups, consumer characteristics, product attributes, promotion and store attributes. Working women behaviour regarding purchasing vary widely according to their personality, tastes, income, age, occupation and other factors. Working women apparel buying behaviour is different from other people. These characteristics have an impact on the purchasing behaviour of women regarding clothes. These characteristics are responsible for the different types of apparel purchase.

But it doesn't mean that women of the same age or women of the same social background are similar. There is also a personality factor that varies from person to person. Clothing purchases are affected by a number of economic, personal and cultural factors. Suppliers generally want to segment their female customers again to better target from other customers.

Clothing producers must have their division in place they should develop clothing after understanding each section. Clothing is used to think, express or enhance working women's personality consciously or unconsciously. Garments have become an important part of working women's life. The apparel buying behaviour of working women is specific as they spend more time and money on the choice and selection rather than wear apparel garment (Chaudhary 2019).

The covid-19 pandemic is an outbreak of the disease that is spreading. The covid-19 pandemic is defined as “an outbreak occurring worldwide, or in a very large area, crossing international borders and generally affecting large numbers of people. However, seasonal outbreaks are not considered pandemics. Pandemic affects more people and kills more people. The World Health Organization (WHO) declared covid-19 a pandemic when it became clear that the disease was serious and rapidly spreading to a large area. The covid-19 pandemic has impacted the fashion industry around the world. The government closed down manufacturing plants, closed stores, and cancelled events due to spread of the virus. The covid-19 pandemic has had a major impact on fashion brands

globally. At the same time, the fashion industry faces challenges when it comes to consumer demand. New opportunities are also emerging become a fashionable masks against covid-19 face masks ([https://en.wikipedia.org/wiki/Impact of the COVID19 pandemic on the fashion industry](https://en.wikipedia.org/wiki/Impact_of_the_COVID19_pandemic_on_the_fashion_industry)).

In the early stage of pandemic there was lockdown for three months in which sellers got permission to sale grocery and essential needs. But then in many states retailer start selling non-essential items, including clothing, shoes and accessories. However, despite the introduction of more stringent sanitation facilities and precautions in stores, people still hasitate about making their purchases. Than many stores operated at low capacity, which limit the number of people in the store and at the same time to ensure social distancing, changing rooms were closed. Hiring more staff on site to regularly disinfect baskets, and applying more rigorous disinfection processes for returned or tried-on clothes. There haven't been enough studies done to determine how long covid-19 last on fabric, but if an infected person has touched the clothing in the store then there is a chance one will get infected, So, to reduce risk, sanitizers were provide in the stores so that one can sanitize hands before and after trying clothes or one can wear disposable gloves if concerned. One can avoid trying everything that happens next to face, too, like scarves or sunglasses. As a result of this pandemic, consumers prefer to shop online (Tarlton 2020).

The Internet has recently expanded rapidly and has become a critical tool worldwide (Farag, Schwanrn, Dijst, & Faber, 2007). Western countries and in other countries people started using the Internet via a desktop computer. Internet provides opportunities to share their idea and the improvement of their works easily so that one, who searches for specific knowledge, can easily find on the Internet. The user has developed many applications, one of the most important applications being online shopping (Teo, 2006)

Consumers across the globe are increasingly moving from crowded stores to one-click online shopping formats. With the rapid growth of network technology, the internet has greatly influenced the global marketing environment. Online purchases hold great potential in humans life (Vijay, Sai. T. &Balaji, M. S., 2009).

Online shopping is a really quick service. Today online shopping is the attention of the retail marketplace. Many people go shopping offline in order to review the

product and hold possession of the product just after payment of the product. In today's world, customer retention depends on the constant ability to provide quality, value and satisfaction. Some go for offline shopping, some online and many go for both. The study focused on the buying behavior of working women regarding online and offline shopping of apparels. Online buying behaviour means buying clothing on the online site using a web browser. The typical way of shopping online according to consumer needs a product or service is to browse the internet and look for the things he or she needs and information. But instead of actively searching, potential consumers are often attracted to the information on the product they want. The online shopper should have internet and a valid payment method in order to purchase the goods through the internet. Amazon, Myntra, Flipkart are just a few examples of successful online shopping sites that use online shopping great actions to attract the consumer. Offline shopping include stores, shopping malls, shopping marts, etc. The factors affecting online shopping are risk, convenience, previous online experience, pricing policy, quality, online trust, delivery time, income, taste and preference, information, variety of product, offers, available product and services, etc. The factors affecting offline shopping is less number of choice, time consuming, information, authenticity, taste and preference, bargaining (Gupta 2015).

The factors that affect the buying behaviour of a working women are grouped as Motivational factors, Economic factors, Personal factors, Socio-psychological factors and Situational factors (Kotler & Armstrong, 2001).

There are number of factors which affects apparel buying behaviour of working women.

- **Motivational factors:** It includes factors affecting apparel buying behaviour of working women like family and friends, shopkeepers and salesmen, display techniques etc.
- **Economic factors:** Income always affects the purchase of apparels Family size affects the purchasing decision which are also affected to apparel buying behaviour of working women.
- **Personal factors:** It includes factors that are unique to every individual and play a significant role in distressing their apparel purchasing behaviour. Personal factors include demographic variables such as age, occupation play a

vital role in influencing buying behaviour lifestyle factors that includes size of family, brand, preference to latest fashion and trend also affects the apparel buying behaviour of working women

- **Socio-psychological factors:** These factors includes culture, social classes and various reference groups, socio factor etc that change over time. Psychological factors are related to self actualization generated within an individual himself that affects the working women purchase decision. The major factors include perceived risk and apparel quality, need, family status, attitude, learning, and personality of an individual.
- **Situational factors:** Many situational factors affect working women apparel buying behaviour. These includes sale/discount offers, extra facilities (water/cold drink/tea) given by shopkeeper, attitude of shopkeeper etc.

JUSTIFICATION

Clothing is one of the necessary thing in our daily life. Due to covid-19 there was a change in the buying behaviour of women. If there was a change, what has changed and how women used to buy apparel earlier and now. To know about the online and offline buying behaviour before and during covid-19 pandemic, what problems have been faced by the working women to buy apparels and how and which factors affected the buying behaviour of working women before and during covid-19. Based on these facts, the present investigation on "**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**" has been formulated.

OBJECTIVES OF THE STUDY

1. To study the online apparel buying behaviour of working women before and during covid -19 pandemic.
2. To study the offline apparel buying behaviour of working women before and during covid -19 pandemic.
3. To study the factors affecting apparel buying behaviour of working women.

DELIMITATION OF THE STUDY

- The study was delimited to working women of Bhilwara city only.
- The study was delimited to apparel products only.
- Only school teachers of age group 25-60 years of Bhilwara district were taken.

OPERATIONAL DEFINITION

- **Buying behaviour** -Buying behaviour is the decision process and acts of the people involved in buying and using products.

REVIEW OF LITERATURE

Literature review is a crucial part of the research process. The literature review helps to direct one's thinking and moves one towards developing specific research questions. The main objective of the literature review is to understand past work on the topic. (Kothari, 2004).

The literature review carried out of the following sections.

2.1 Apparel buying behavior

2.2 Online and offline shopping

2.3 Apparel buying behaviour for working women

2.4 Covid -19 impacts on buying behaviour

2.1 APPAREL BUYING BEHAVIOUR

The role of apparel such as physical protection, modesty and decoration is well recognized. Apparel is satisfying human needs such as the need for conformity, self-expression, social participation, etc. The importance of clothing varies from person to person. (Erwin *et al.* 1979).

Lahiri and Samanta (2010) studied on factors affecting garment purchase. The study identified the impact of bases on customer buying behaviour for apparel products. Results of the study showed apparel purchasing behaviour affected by the retail segment and the evaluation of customers apparel buying in organized stores.

Mittal and Agarwal (2012) studied, "Consumer impression based on branded apparel". The study was completed with 120 consumers in various shopping centers in Jaipur. The data was collected using a self-administered questionnaire and convenience sampling method. Consumers have been found to associate the brand with apparel quality, style and design. Brands guarantee the acceptance, enjoyment and value of the investment to the consumer. The study also shows how the customer's income relates to the enjoyment of the purchased product. The buyer's budget plays major roles in buying garments. The consumer purchase branded apparel more comfortably and quality of the apparel is better than non- branded apparel.

Gurunathan and Krishnakumar (2013) conducted a study has been carried out in Coimbatore. Sample size was 100 respondents. Result of the study showed that clothing stores should give more importance to store attributes to attract customers, and also the planned promotion should be done aggressively and appropriately.

Saluja (2016) has studied consumers fashion trends for apparel buying behaviour, related to demographic, psychological and branded awareness, etc. Consumer buying behaviour was affected by monthly income, gender and other factors. Sample size selected was 100 people. Survey was conducted in Delhi. The study showed that customers were more likely to be attracted to ethnic outfit than to another segment. It was also found that the purchase frequency is high only when consumers are satisfied with their previous purchase. Age, gender, education and occupation do not affect consumer purchasing behavior. As a result, the purchase intention of consumers becomes high because of the positive attitude and behaviour that consumers develop towards these products.

Xu and Chen (2017) studied the apparel buying behaviour and result showed that decision making process of the consumers depends upon the traditional apparel shopping. The study focused on traditional garment shops to formulate and improve marketing strategies. 1,000 structured questionnaires were distributed to shoppers who shop at clothing stores. The study focused on the five steps in the procurement decision-making process for the Engel Kollat-Blackwell model. A sample assumption was tested in three cities in China. Studies indicate a link between customer behavior and the traditional apparel market and furnished strategies for a fashion store supervisor to expand marketing strategy.

Sehgal and Khanna (2017) studied “factors influencing consumer purchase decisions at organized retail stores in Ludhiana”. The sample size consisted of 200 respondents from the 18 years above. The proforma was examined on a five-point Likert scale. Data was analysed by the statistical package for the social sciences (SPSS) 21. Results of the study revealed that sales assistance is the most important factor and store climate was the least of very important factor affecting apparel shopping.

Kumar and Kanchan (2018) conducted a study on customer buying behaviour for branded apparel. The objective of this study is to measure and understand consumer buying behaviour and the factors that affect the buying behaviour of branded apparel.

The study was carried out in Ludhiana, Sangrur, Patiala and Chandigarh. Sample size was selected 200 students between 15 and 45 years old. Likert scale was used to measure customer buying behaviour. Based on respondents analysis of data was done using ANOVA to verify the impact of unlike factors of the customer so as lead to purchase. The results of the study revealed that respondents from Ludhiana are more concerned with branded clothes and trends. New trends and fashion apparel are updated on the internet and television which create changes in this area.

Dulal and Islam (2018) studied factors affecting buying behavior of consumers towards foreign and domestic branded apparels. The study was conducted on the metropolitan city of Dhaka and regular buyers of clothing from different brands, both foreign and local. The sample size selected was 200 respondents. The study provided a clear understanding of each factor within the decision-making process of the local customer to purchase branded clothing. The final results of the study that several factors affected purchase of clothing like brand performance, purchase intent, customer evaluation and demographic and economic factors etc.

Bhanot (2018) studied customer buying behaviour for branded or non-branded apparel. The aim of the study was to find clothing buying behaviour for consumers and factors such as monthly income, peer influence, gender etc. Sample size 180 respondents were selected using a random sampling approach. The information was collected with the help of proforma. The results of the survey revealed that consumers preferred branded clothing over non- branded clothing. More than 50% of customers prefer private label brands over other brands, as they find them easy to purchase.

2.2 WOMEN'S APPAREL BUYING BEHAVIOUR

Working women clothing purchasing behavior is a tendency to buy clothing, depending on factors such as referral groups, consumer characteristics, product attributes, promotion and store attributes. Working women vary widely according to their personality, taste, income, age, occupation and other factors. These characteristics have an impact on the purchasing behaviour of women who decide to buy. These characteristics are in large part responsible for the different types of behavior represented by women.

Joung and Miller (2002) conducted a study on older women's participation in social events and clothing shopping. Sample were selected randomly, 386 older women

aged 55 years were administered the mail survey whose stepwise return analysis proved that older women response was leisure and formal social activities positively changed their interest on fashion and trends.

According to Chen-Yu and Seock (2002) fundamental segmentation of the clothing market is based on gender, therefore plays a vital role in influencing a consumer's clothing selection and apparel buying behaviour (Bohdanowicz and Clamp 1994). Shopping is even described by Dholakia (1999) as a “gendered activity”. The results of these studies amplify the role of women in the judgment of a brand and consider women as an active partner relative to men in purchasing behavior.

Nam *et al.* (2006) conducted a study on apparel purchase behaviour of mature ladies. In the study majority of working women showed moderate interest in clothing and changed clothing styles as a function of their own choice. Results of this study showed that respondents with high fashion trends have shown greater social and financial involvement with fashion and clothing budget.

Hirst and Omar (2007) reported that women tend to have a positive attitude towards online purchasing. Women were aware of the discouraging characteristics of buying online, but they are always inclined to buy clothing online. The study concluded that the positive features of online shopping, i.e. conveniences, usefulness, ease of use and efficiency overpower some negative features such as the lack of security, privacy of information and online fraud.

Chinwe (2009) studied clothing problems of higher socio-economic womens. The data were collected by means of a questionnaire administered to women in urban areas of Nigeria. The selected respondents were between 35 to 60 years old, married, with higher education and employed. They clothing issues involved fashion leadership, fashion participation, brand typologies, media influence, and pricing and status issues.

Holmlund *et al.* (2011) studied apparel shopping behavior of mature women and its attitudes. The purpose of the study was to investigate and analysed the purchase of clothing by mature women. The empirical material consists of observations from a department store and interviews with a sample of 10 working women between the age group of 50- 63 years. The study produced empirical elements of the purchasing processes of mature women: the need for clothing, ability of fashion, clothing preferences, brand preferences, retail preferences, buying style and price. Analysis of

the result made it possible to develop a new model of the buying habits of working women. The study was limited in size and served as a starting point for further research on working women and clothing purchasing in general. Based on the preferences found, the study provides useful suggestions to clothing designers, manufacturers, retailers and marketers on how to more effectively target middle-aged women.

Rajput *et al.* (2012) conducted a survey on the dynamics of women buying behaviour. The study was to examine Indian female consumers buying behaviour and deeply understand the key factors of branded clothing which influence female consumers involvement towards stylish branded clothing. The results of the study were awareness of the branded apparels amongst females and their shopping behaviour. It was observed in the study that price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant were status, durability, and celebrity endorsement, hence can be ignored by the apparel retailers in their efforts to tap and capture the market.

Singh and Sarvanan (2013) studied the clothing buying behaviour of women from Coimbatore. The study focuses on the buying behaviour of women's clothing and the factors affecting clothing buying preferences in terms of design, fabric types and fashion. The information was collected using questionnaires. The sample size selected was 300 female employees. Sample was college going girls, working women, and middle-aged women in various age groups between the ages of 15 to 45 years. The questionnaire was used to gather the data from the respondents. The data were analyzed in terms of percentage. The results showed that women purchase their apparels during festivals and special occasions. In the age group 16-25 years, most of the college going women prefers casual dress. Most of the middle age women preferred kurtis and tights as casual wear.

Saeed *et al.* (2013) studied on female apparel buying behaviour preference. Aim of the study varied in terms of clothing expenditure, particularly among women, and major differences were observed in their sense of self, ethnic identity and paternal effect. Results of the study were found for the clothing spending paternal effect, cultural effect, question and percentage change for fashion sensitivity. The respondent's results based on lifestyle and social value, the modern apparel market has replaced traditional apparel related cultures.

Agarwal and kulshrehtha (2015) in their study compared clothing shopping behaviour among girls aged group of 13-35 years in the Ghaziabad district. To evaluate the effect of age and socio-economic condition on apparel buying behaviour and knowing among the population of Ghaziabad district, total 500 subjects selected by laminated multistage random sampling technique. The majority of respondents were educated, single, nuclear family and lower income earners. The group was more concerned about cost than sustainability in choosing the garments used for different occasions. The results show most aspects of apparel buying behaviour, and fashion awareness and knowledge, which can be used as a guideline for manufacturers to meet the requirements of different ages from different social economic status.

Koca and Koc (2016) studied on clothing fashion, brand awareness and buying behaviour according to gender. The sample size selected by survey 382 consumers- 86 women and 196 men. The study was conducted at Ankara, collected with the help of tools composed of 29 questions. The data analysed by means of the Social Sciences Statistics Packet (SSSP). Results of the study was determined that male and female consumers do have different perceptions and preferences with respect to fashion and brand awareness in the clothing buying behaviour, the demographic characteristics were influential in purchasing apparel, and that women were more influenced by fashion while men were more influenced by brand name.

Panicker and Mohammad (2017) conducted study on shopping behaviour of urban women. The study covered experience of the brand and the loyalty of urban women. The purpose of the study was to find a correlation between the annual income of consumers and their annual expenditure on formal clothing. Sample size selected by the study, 102 working women from the age group between 21-35 years. The results showed costumer looks for features such as quality, comfort, style and trademark. Working women brands experience enable them to be loyal to the brand as they develop emotional connect.

Chaudhary (2018) conducted a study on factors impacting apparel purchasing behaviour of working women. Factors affecting apparel buying behaviour of working women like consumer characteristics, product attributes, promotion, store attributes and reference groups. Sample size selected 480 working women belonging to the age group of 26-55 years aged of upper middle class income group. The study was conducted in Jaipur city. Convenient sampling technique was used for selection of sample. The data

was analyzed on the basis of mean and standard deviations. The results of analyzed by revealed that store attributes and product attributes are the most important factors of apparel buying behaviour.

Sujatha and Menaka (2018) conducted a study on female buying behaviour towards branded leggings. The leggings were more fashionable garments preferred by most women compared with other garments. Women's expectations of different brand in various aspects such as quality, price, comfort, availability of apparel. The survey was conducted with 150 respondents using the single random technique. The study reveals that most women prefer using branded leggings because it was very comfortable. The study concluded that women's preference for fashion changes on a day-to-day basis.

According to Chaudhary (2019) knowledge about apparel buying behaviour of Indian working women and to assess the impact of big five personality types of apparel buying behaviour like consumer characteristics, product attributes and promotion, store attributes and reference groups. The study was conducted on 480 working women belonging to the three age groups 26-35 years, 36-45 years and 46-55 years. The study was carried out at Jaipur. The convenient sampling technique was used for selection of sample. The analysis of the data was carried out using the percentage, mean and correlation. It was found that there is a positive correlation between the dimensions of clothing buying behaviour and the top five personality types. The conclusion of the study was contribute to understanding of clothing buying behaviour and provides a meaningful insight to retailers, entrepreneurs and merchandisers regarding clothing buying behaviour.

2.3 ONLINE AND OFFLINE BUYING BEHAVIOUR

Online shopping is a really quick service. Today, online shopping is the attention of the retail marketplace. Many people go shopping offline in order to review the product and hold possession of the product just after payment of the product. In today's world, customer retention depends on the constant ability to provide quality, value and satisfaction. Some go for offline shopping, some online and many go for both kinds of shopping. The study focuses on the buying behavior of clothing online and offline working women.

Uzun and Poturak (2014) conducted a study on factors affecting online shopping behavior of consumers. Aim of the study was to find out which factors affect consumers in the context of e-commerce, also to see the relationship between e-satisfaction and e-loyalty. As the Internet has become a channel, online transactions have taken place, creating the need for businesses to understand how consumers view online shopping. The first thing that was done as part of this study was to incorporate the relevant documentation, and then to look at what variables affect consumers' online purchasing decisions. Seven assumptions have been made about the consumers' past experiences in e-commerce. The data collection was done with the survey, which went online to 200 randomly selected citizens, and 104 of them responded as part of the survey. The results of this study highlighted the relationship between online service satisfaction and consumer intent to buy in the future, generating customer loyalty. The main objective of the survey was thus successfully achieved.

Nittala (2015) investigated on factors influencing the online buying behaviour of consumers in India. The study conducted on the state of Andhra Pradesh, India. The study provides a better understanding of the potential of electronic marketing for both researchers and online retailers. Data from a sample of 1,500 internet users (distributed uniformly across six selected cities) were collected through a structured questionnaire covering the demographic profile and factors affecting online shopping. Factor analysis and multiple regression analysis are used to establish the factors affecting online purchase and the behaviour of online purchase. The study found that perceived risk and price have positively impacted online buying behaviour. The results also indicate that the positive attitude, the product risk, adversely affects online shopping behavior.

Ganapathi (2015) studied factors affecting online buying behaviour of consumers. The study was done in the city of Chennai. The 300 consumers selected through random sampling method and the data and information are to the year 2014-15. Results of the study were socio-economic factors affected online shopping. The results indicate that 64 percent of male consumers prefer online shopping and 32 percent of women prefer online shopping. A group between the ages of 31 and 40 years. The results show that 38 percent of online shopping consumers are trained until graduation, followed by graduation, higher education and secondary education.

Reddy and Srinivas (2015) studied impact of demographic factors of Indian costumer on online buying behaviour. Selected respondents according to the different

age group aged 20-30, 30-40 and 40-50. The sample size selected 598 respondents. Showed interest on the demographic factors of customer's online buying behaviour. A questionnaire was used to collect data for six major Indian towns. Conducted study on -New Delhi, Hyderabad, Mumbai, Chennai, Bangalore and Kolkata. The results of the study demonstrated that women of age group 20-30 years do prefer online shopping. The results also indicate that women shop 3-4 times in a month when compared to men who shop online only once in a month. Other factors, such as age, marital status, income and education, had no impact on online shopping. Because of the size of the family had a significant effect on the online shopping behavior of the client.

A comparative survey of online and offline shopping behaviour was conducted by Gupta (2015). The study connected was different age group people shopping behaviour. The people are considered because to know whether which groups of people are involved or not involved more in the online shopping. There are four age group divisions in the survey to determine which group will make more online purchases and which group will make more offline purchases. A study carried out at Rourkela, Sundargarh district of Odisha. The sample size selected 150 respondents. The results of the study analysed that the consumers aged 18 to 25 are more comfortable making online purchases than the rest of the group. The group, which is coming under the age 35 and above are not much aware of the so many shopping sites and as well as they are not technically advanced to do online shopping, whether the product they are ordering will come genuine or not so they less doing online shopping rather they prefer offline shopping. This makes it clear that youth are more inclined to shop online. Men shop less online than women. The woman is purchase more in online shopping because they like to go shopping, be it offline shopping or online shopping. There are increasing demands of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometimes even less price than the market.

Jadhav and Khanna (2016) studied factors affecting online apparel buying behaviour. Online retailing in India has been growing phenomenally in the last few years. The purpose of this study was to explore the factors influencing the online buying behaviour of college students. A convenience sampling methodology was used to select the sample size from 25 college students. The factors influencing online purchases have been identified as availability, low price, promotions, comparison, convenience and customer service, perceived ease of use, attitude, time awareness, trust and diversity

research. Results of the study factors influencing for online shopping were identified as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Patodiya and Birla (2016) examined the exploration, categorization and comparison of empirical research on online and online clothing purchases in India and internationally. The survey results show that some consumers are researching online and buying from physical stores, and some consumers are researching physical stores and buying online. The change in mode also results in changes in buying behaviour. The attention of marketing experts, researchers and academics. The study provides a helpful source for marketers, researchers and retailers, academics to understand the purchasing behavior of clothing online.

Sarkar (2017) conducted a study on both online and offline shopping. The results of the study show fundamentally differences in purchasing behavior between the two modes of purchase (online purchases and offline purchases). Online purchases do not require traveling long distances, offers more variety, remains functional 24*7, offers huge discounts and extend the ease of customer feedback. On the other hand, offline shopping makes it possible for customers to physically examine products that otherwise online shopping is missing. Consumers used the online and offline mode of purchase based on their preferences at some point.

A study on female's online shopping behaviour was conducted by Raman (2020). Study was conducted using questionnaire responses from approximately 529 online-shoppers. The study reveals that customer service have the major influence on the female's attitude to shop online and perceived behaviour control acts as the most influencing factor in female shoppers' to buy online. The overall descriptive power of the proposed model has a 52 percent R² for women wanting to use online shopping and a 42 percent R² for attitude towards online shopping. Since it was difficult to attract new shoppers and retain existing customers, excellent customer service can be the answer to the problems related to customer retention and customer loyalty in the online context.

Chaudhary and Gowda (2020) studied the analysis of online shopping habits of women apparel users in India. It is estimated that India's online market will grow 3.5 times, reaching 175 million by 2020. Main reasons of the growing preference for online

shopping are internet penetration, increasing number of online retailers, ease of shopping, flexibility in delivery, increasing purchasing power, etc. According to Gizmobaba's report online transaction of women have doubled in past two years. As per one Google study, it was expected to drive 25 percent of the total organized retail sales in India by 2020 and expected to reach \$60 billion in gross merchandise value. The study provides a detailed analysis of various factors influencing the online shopping decision and most favorite online retailers.

2.4 COVID -19 IMPACTS OF BUYING BEHAVIOUR

An epidemic is one that spreads across countries or continents. The covid-19 pandemic has impacted the fashion industry around the world. The government closed manufacturing plants, closed stores and cancelled events in an effort to spread the virus. So world people faced lockdown condition. But now that many states are slowly beginning to reopen as a result of the COVID-19 pandemic, retailers selling non-essential items, including clothing, shoes and accessories, are also doing so. After lockdown, a number of stores opened slowly. Many stores operate with low capacity, limiting the number of people that can be present at the store at the same time to ensure social distancing.

The impact of covid-19 pandemic on apparel market was a study conducted by Chakraborty and Biswas (2020). The study highlight was impact of covid-19 on the textile, apparel and fashion manufacturing (TAFM) industry supply chain, focusing on root cause analysis and statistical data on consumption of textile goods, both locally and globally. As the global textile market was interconnected, these outbreaks have a global impact due to travel restrictions and raw material shortages. This study has two parts. The first part is overall impact of the pandemic on the TAFM industry and conducted a text analysis on the statements collected from business reports, academic journals, market researchers' opinions, manufacturers' statements and business journals, in order to identify the most frequently used terms associated with supply chain disruption. The second part was a case study on a ready-to-wear industry (RMG) in Bangladesh that demonstrated that the disruption of the supply chain caused by covid-19 would increase the cost of production.

Koch *et al.* (2020) conducted a study on online shopping behaviour during the covid-19 pandemic. The study examined generation Y and generation Z reasons for

online purchases during the company's covid-19 closure in April 2020. Used survey data from 451 German consumers to examine the relationships between normative, utilitarian and hedonic patterns, and purchasing intentions using structure equation modeling. Results of the study show normative determinants such as media reports on the economic situation are related to consumers purchase intentions, whereas the normative influence of close social network is not. Furthermore, find the hardness motivation were better predictors of purchase intentions than utilitarian motives and the individuals practicing social distancing, generation Z, and the women showed higher levels of hardness motivation.

Parson and Vancic (2020) studied changing buying behaviour during the covid-19 pandemic. In early 2020, the covid-19 pandemic was felt around the world. As a results, Supermarkets, Shopping Mart, Empty Shelves, depleted stocks and a large increase in online sales. Supermarkets, farmers, retailers and businesses have had to adapt to changes in consumer purchasing behaviour. In previous research, it has been found that price and quality are two of the most influential factors in the consumer decision process, in particular, increased price sensitivity and perceived quality of products concerns consumers in crisis situations.

According to a study carried out by Tarlton (2020) during the covid-19 pandemic on clothing buying behaviour. The results found that only 33 percent of US customers feel safe in a Shopping centre, Shopping mart and any other and the 65 percent of women and 54 percent of men say they wouldn't be comfortable using a apparel trying room. But while many remain hesitant, some people have braved shopping in post-covid-19 stores.

METHODOLOGY

Methodology is a logical way to conduct any research, so that a study is consistent and conducted with accuracy. The present investigation was undertaken to study “**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**”. This part deals with description of the research procedure, tools and techniques used for data collection and analysis in the light of the defined objectives. The research procedure followed has been categorized along with relevant details under the following section:

- 3.1 Locale of the study
- 3.2 Selection of the sample
- 3.3 Development of research tool
- 3.4 Procedure of data collection
- 3.5 Analysis of data

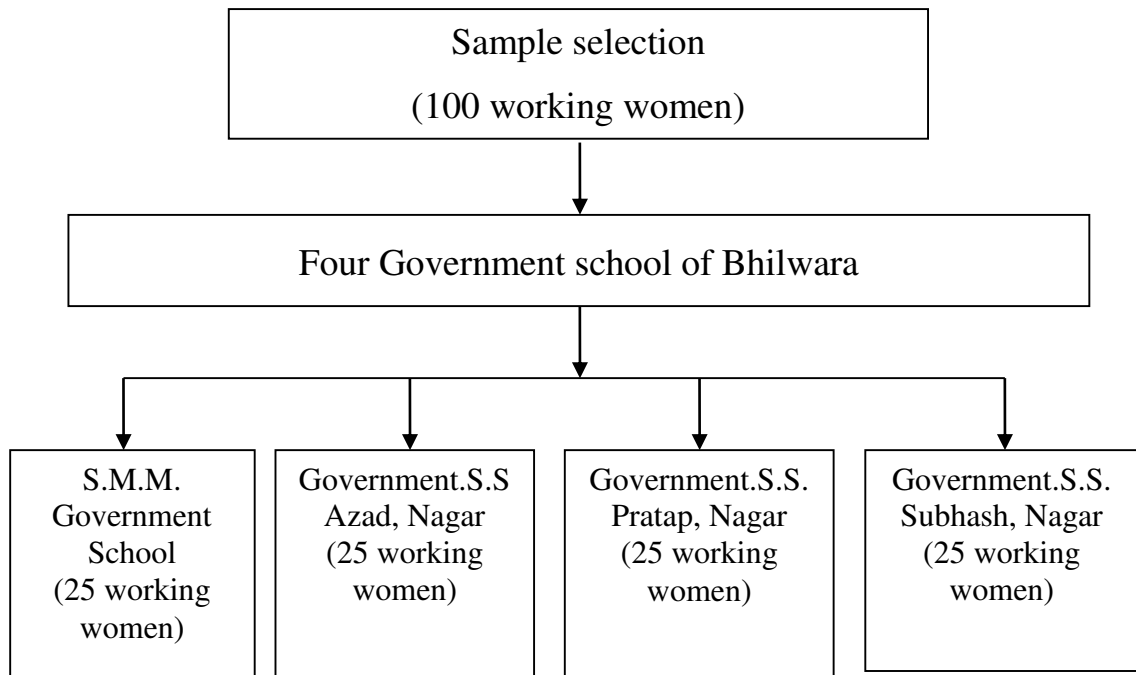
3.1 LOCALE OF THE STUDY

The respondents were selected from Bhilwara city. This location was selected by the researcher because it is convenient for the researcher and the accessibility is broad enough.

3.2 SELECTION OF SAMPLE

Keeping in view the objectives of the study, working women of Bhilwara city were selected. For the present study, 25 working women within the age range of 25-60 years from each government school were selected by random sampling method to achieve a total sample size of 100 working women.

Flowchart of sample selection:



3.3 DEVELOPMENT OF RESEARCH TOOL

The main instrument for this study was rating scale. The rating scale was aimed to gather information about the online and offline apparel buying behaviour of working women (respondents) before and during covid -19 pandemic, and the factors affecting buying behaviour of working women.

For the present study, a structured rating scale was developed by the investigator with reference to the scale developed by Lakhara. K., 2019 that reported similar nature of study. The scale was based on responses of series of questions that were assigned with five point continuum rank.

1. Always	4
2. Frequently	3
3. Sometimes	2
4. Rarely	1
5. Never	0

The Performa consisted of four sections:

Section I: This part consisted of background information of respondents:

3.3.1 This part consisted of background information of respondents which includes name, age, occupation, name of village/district, marital status, monthly income, educational qualification and family type of respondents.

Section II: This part consisted of questions related to online apparel buying behaviour:

3.3.2 This part included questions related to online apparel buying behaviour of working women and problems associated before and during covid-19 pandemic.

- This part of the performa addreses, mode of payment, types of apparel, price and opinion on apparel purchasing before and during covid pandemic. Information related to brand and quality of apparel as well as expence on shopping, fashion and trends in purchasing apparel were also included.

Section III: This part consisted of questions related to offline apparel buying behaviour:

3.3.3 This part included questions related to offline apparel buying behaviour and associated problems with it, before and during covid-19 pandemic.

- This part of the performa was developed for offline apparel shopping, before and during covid-19, primarily focused on analyzing the comfort of respondents shop on store, impact of covid on fashion and trends of apparels in stores, time spent on purchasing apparel, mode of payment used in purchasing apparel offline buying behaviour before and during covid-19

Section IV: Factors affecting apparel buying behaviour of working women.

3.3.7 This part included questions related to factors affecting apparel buying behaviour of working women. The key factors found to affect purchasing behaviour are cost of apparel, brand status, durability, preference to latest fashion and trends etc.

Personal factors:

- Preference to branded or non-branded apparels while purchasing.
- Prefer towards own vs. others choice
- Give most implenation to towards latest fashion and trends

Situational factors:

- Wait for the sale/discount offers for purchase
- Influence of attitude of shopkeeper
- Availability of extra facilities (water/cold drink/tea) at the shop

Socio- psychological factors:

- Need, interest, display effect

Motivational factors:

- Family and friends
- Shopkeepers and salesmen selling behaviour
- Display at stores

Economic factors:

- Financial freedom to purchase apparel
- Purchasing apparel while to show your family status
- Family size affects the purchasing decision

➤ Reliability of Questionnaire

Cronbach Alpha Value	# Statements	Result
0.797	19	Very Good

3.4 PROCEDURE OF DATA COLLECTION

The data was collected by the researcher through the survey with the help of a prepared performa. To generate relevant report with the respondents, the survey was performed strictly in accordance to the objectives of the study. Assurance was given to the respondents that the information collected was exclusively used for the study.

Data has been collected as follows:

- A preliminary performa was given to the 100 working women, to know whether they were willing to take part in this study. This helped in reducing the non-response error.
- The structured performa were given to the respondents and information was collected personally by the researcher.

3.5 ANALYSIS OF DATA

After the collection of data from various sources it was reviewed and then analyzed with the appropriate statistical technique to arrive at the conclusion. Statistical measures help to combine the huge data at the same time to provide a quantitative base of research outcome. To obtain the result of the present investigation, the information gathered in google form.

A. Statistical methods used:

I. Frequency

Frequency distribution was used to investigate the data regarding demographic information and information related to other aspects.

II. Percentage

The score obtained from each section of the proforma was tabulated and transformed in percentage.

$$P = n/N \times 100$$

Where,

n= Frequency of a particular cell

N= Total number of respondents

P= Percentage (%)

III. Weighted Mean score

The weighted mean score is the mean of each value when it is multiplied by some weight w_i .

$$\bar{x} = \frac{\sum w_i x_i}{\sum w_i}$$

IV. Paired t test

s^2 = variance

n= number of samples

\bar{d} =mean of difference

$$t = \frac{\bar{d}}{\sqrt{\frac{s^2}{n}}}$$

RESULTS AND DISCUSSION

The present study was an attempt to know about “**A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic**”. This chapter was set out to derive meaningful conclusion from analysis of the data of the present study. The data have been organized and analyzed concerning the aim to present the findings and outcomes in a systematic order. Hence the results have been discussed in the following sections:

4.1 SECTION I

4.1.1 Background information of working women

4.2 SECTION II

4.2.1 Online apparel buying behaviour of working women before and during covid-19 pandemic

4.3 SECTION III

4.3.1 Offline apparel buying behaviour of working women before and during covid-19 pandemic

4.4 SECTION IV

4.4.1 Factors affecting apparel buying behaviour of working women

4.1.1 Background information of working women

Background information of working women were described under this section. The information was collected in relation to their name, age, occupation, education qualification, name of village/district, family type, and income (Table 4.1).

Table 4.1: Background information of the working women**n=100**

S. No.	Aspects	Categories	Frequency	(%)
1.	Educational Qualification	Graduate	39	39%
		Post Graduate	57	57%
		Ph.D. and / or above	4	4%
		Total	100	100%
2.	Age of respondents	25-36 yrs	44	44%
		37-48 yrs	41	41%
		49-60 yrs	15	15%
		Total	100	100%
3.	Marital status	Married	84	84%
		Single (Unmarried/ Widow)	16	16%
		Total	100	100%
4.	Occupation status	Service (Govt/ Public Sector)	100	100%
		Service (Private Sector)	-	-
		Self Employed	-	-
		Business	-	-
		Others	-	-
		Total	100	100%
5.	Monthly income	Rs. 20,000 - Rs. 30,000	19	19%
		Rs. 31,000 - Rs. 40,000	42	42%
		Rs. 41,000 - Rs. 50,000	32	32%
		Rs. 51,000 - Rs. 60,000	7	7%
		Total	100	100%
6.	Type of family	Joint	74	74%
		Nuclear	26	26%
		Total	100	100%

The data presented in Table 4.1 show that the majority of respondents were post graduate (57 per cent) and a noticeable number of the respondents were graduate (39 per cent), whereas (4 per cent) fewer respondents were found to be educated up to Ph.D. and / or above qualifications.

Bringing to light that more than forty percent (44%) of respondents were in age group of 25-36 years and a marginally lower number of the respondents belonged to age group of 37-48 years were (41 per cent), while only (15 per cent) belonged to 49-60 years age group.

Further the data clearly indicates that high numbers of respondents were married, i.e., 84 per cent whereasonly 16 per cent women were unmarried/widow.

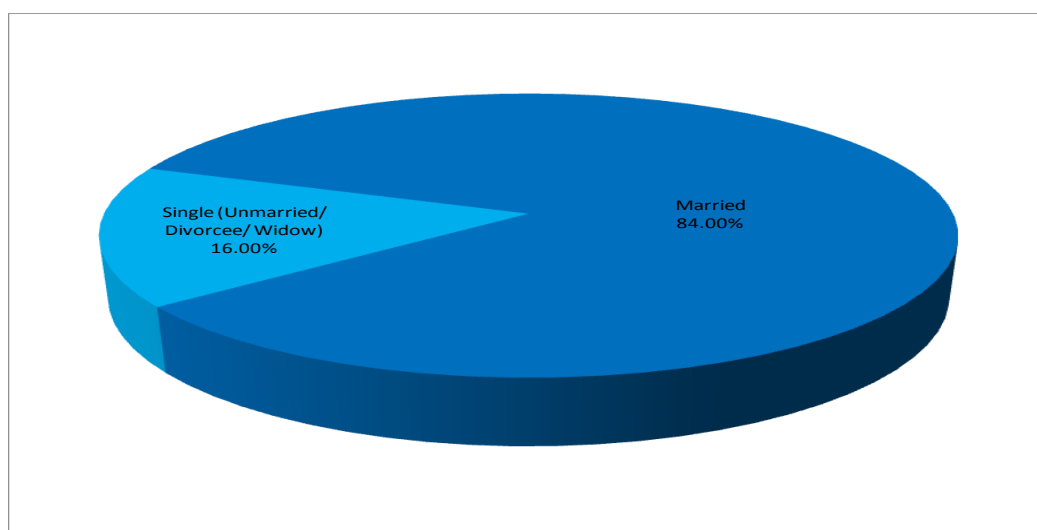


Fig: 4.1 Percentage distributions of the working women on marital status

Distribution of women according to occupation, revealed that all the respondents were employed in government sector.

The data further revealed that the monthly income of 42 per cent respondents were in the range of Rs 30,000-40,000, while 32 per cent respondents were earning Rs 40,000-50,000 monthly and 19 per cent respondents were having an income of Rs 20,000-30,000 per month. Rest 7 per cent respondents were earning Rs 50,000-60,000 monthly.

The distribution of data pertaining to the type of family of respondents show that majority of the respondents (74%) belonged to joint family whereas only 26 per cent of respondents were from nuclear family.

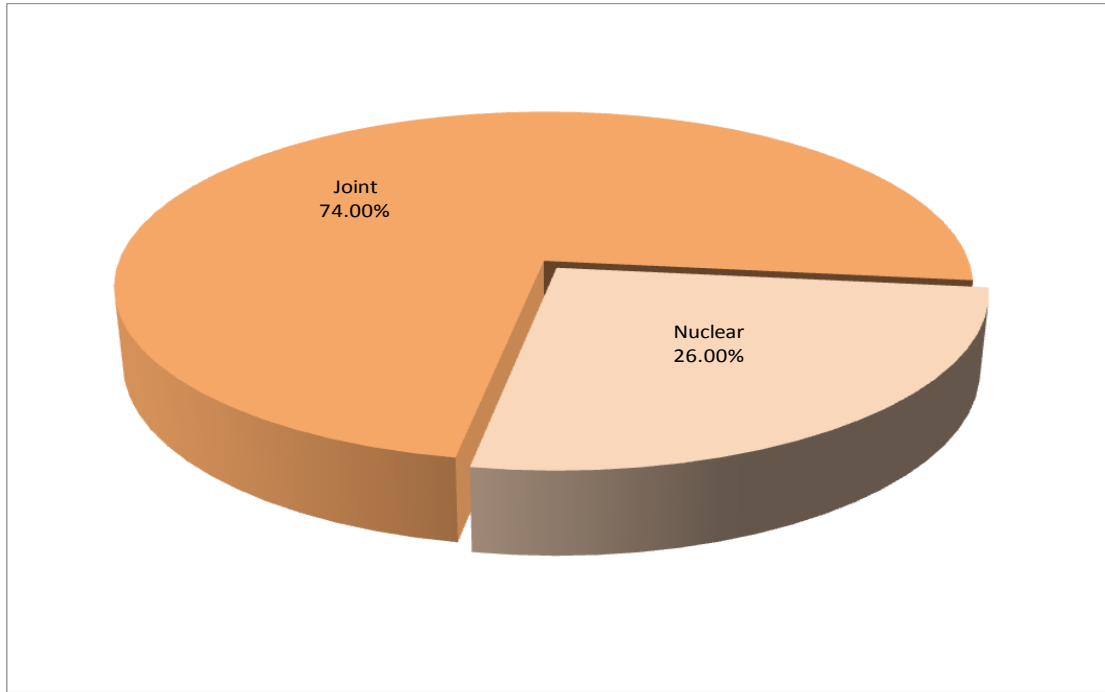


Fig: 4.3 Percentage distribution of the working women on the basis of family type

4.2 SECTION II

4.2.1 Online apparel buying behaviour of working women before and during covid-19 pandemic

In this part investigator discussed the information on the online apparel buying behaviour of working women before and during covid-19 pandemic, and how often working women purchase apparel. Most influencing factors of purchasing apparel were found to be as follows: Reasons and place of purchase for apparel, mode of payment, type of preferences while planning shopping, sources of information for online purchasing and extent of satisfaction on purchasing online apparel. The frequency and percentage distribution of the working women are given in tables and figures.

4.2.1.1 Online apparel buying behaviour of working women before covid-19 pandemic.

Table 4.2 shows the online apparel buying behaviour of working women before covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement as follows.

Table 4.2: Frequency and percentage distribution based on the online apparel buying behaviour of working women before covid -19**n=100**

S. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4	Weighted mean score (WMS)
1.	Most of transactions were digital (UPI, Google Pay, Phone Pay, Net Banking etc.)	1	1	15	42	41	4.21
2.	Feeling of more safety and security in online shopping	-	3	22	35	40	4.12
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	-	2	10	59	29	4.15
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	-	1	17	54	28	4.09
5.	It saves a lot of time in online shopping as it restricts the visit to market	1	2	26	44	27	3.94
6.	Saves more money by getting discounts and offers through online mode of shopping	-	-	21	49	30	4.09
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	1	1	11	54	33	4.17
8.	Mostly do online shopping	2	3	14	46	35	4.09
9.	Take notice of reviews of other customers can be checked about products in online shopping	1	1	6	64	28	4.17
10.	Preference to stores with card payment / Debit card/ Credit card payment facilities	2	1	11	48	38	4.19

Regarding digital transaction it is noticed that 1 per cent of women strongly disagreed, similarly 1 per cent of women disagreed, 15 per cent of women were in a neutral state and 41 per cent working women strongly agreed. Hence, the majority of working women (42%) agreed to the digital transaction.

Regarding Statement number 2 i.e., feel more safety and security in online shopping. The data depicted that 3 per cent of women disagreed, 22 per cent women were neutral and 35 per cent women agreed to the statement. Whereas the majority of working women (40%) were strongly agreed about to feel safety and security in online shopping.

Statement number 3 represented that 2 per cent of women disagreed i.e., missed touch and try option in online shopping, while 10 per cent women were neutral and 29 per cent women strongly agreed. Hence, the majority of (59%) working women agreed to miss the touch and try option in online shopping.

About statement 4, 1 per cent of women disagreed i.e., feel more energetic and less physically stressed in online shopping, whereas 17 per cent women were neutral, 28 per cent of women strongly agreed to the above statement. This is because working women do not have time and energy to visit the market for shopping. The majority of working women (54%) agreed to feel more energetic and less physically stressed in online shopping.

According to statement number 5 only 1 per cent of women strongly disagreed, 2 per cent of women disagreed, 26 per cent women were neutral, and 27 per cent strongly agreed that online shopping saves a lot of time rather than going outside for purchasing physically. More than forty per cent (44%) women agreed that it saves a lot of valuable time during online shopping.

Further in Table 4.2 statement 6 shows that 21 per cent women were neutral and 30 per cent women strongly agreed i.e. it saves more money by getting exciting discounts and offers when shopping is done through online mode. Almost half of the working women (49%) agreed saving more money through online mode.

Statement 7 indicates that only 1 per cent of women strongly disagreed, similarly 1 per cent of women disagreed, 11 per cent women were neutral, 33 per cent women strongly agreed to the statement that there is more safety and security in online purchasing of products as the product is delivered at home through courier. However,

majority of (54%) working women agreed to feel safe and secure during online shopping.

Statement number 8 stated that 2 per cent women were strongly disagreed, 3 per cent women disagreed, 14 per cent women were neutral and 35 per cent women strongly agreed to do online shopping. Almost half of the women (46%) agreed to do online shopping before covid-19.

Statement 9 depicted that equal number of women (1%) strongly disagreed and disagreed respectively to take an account of reviews of other customers about products in online shopping. Also, 6 per cent women were neutral on this statement whereas 28 per cent strongly agreed. Hence, the majority of (64%) working women agreed to take notice of reviews of other customers in online shopping.

In Table 4.2 regarding statement 10, 2,1,11 and 38 per cent women strongly disagreed, disagreed, neutral and strongly agreed, respectively. Women generally preferred stores with card payment/ online/digital payment facilities. Further majority of (48%) working women agreed to prefer stores with card payment/ digital payment during online shopping.

About mean weighted score the data in Table 4.2 shows that the highest WMS was assigned to different modes of transactions(4.21WMS) which is being used by the respondents in online way before covid-19. The second and third highest WMS is gained by statement 10 and 7 i.e. 4.19 and 4.17, respectively where the respondents reported that preferences given to that stores which had card payment/online/digital payment facilities and respondents have a feeling of safety and security in online purchase of products as it delivered directly to the doorstep.

4.2.1.2: Online apparel buying behaviour of the working women during covid-19 pandemic

Table 4.3 shows the online apparel buying behaviour of working women during covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement is shown here.

According to statement first, 11 per cent women were found to be neutral and 40 per cent of women were agreed for digital transactions. Near about half of the working women (49%) strongly agreed to the digital transaction during covid-19.

Table 4.3: Frequency and percentage distribution based on the online apparel buying behaviour of working women during covid-19**n=100**

Sr. No.	Statement	Strongly disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4	Weighted mean score (WMS)
1.	Most of transactions were digital (UPI, Phone Pay, Google Pay, Net Banking etc.)	-	-	11	40	49	4.38
2.	Feeling of more safety and security in online shopping	-	-	18	52	30	4.12
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	1	-	18	49	32	4.11
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	-	1	17	53	29	4.10
5.	It saves a lot of time in online shopping as it restricts the visit to market	-	1	21	41	37	4.14
6.	Saves more money by getting discounts and offers through online mode of shopping	1	1	13	57	28	4.10
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	-	1	14	47	38	4.22
8.	Mostly do online shopping	-	2	15	50	33	4.14
9.	Take notice of reviews of other customers about products in online shopping	1	3	12	51	33	4.12
10.	Preference to stores with card payment / Debit/Credit Cards, payment facilities	1	-	15	48	36	4.18

Statement number 2 indicates that 18 per cent of women found to be neutral and 30 per cent of women strongly agreed to feel safer and secure in online shopping. More than half of the working women (52%) agreed to feel safe and secure to online shopping during the covid -19 pandemic.

In Table 4.3, statement number 3 depicts that 1 per cent of women strongly disagreed while 18 per cent of women were neutral in feeling the product and trying it before purchase (missed touch and try option) in online shopping. Apart that 32 per cent women strongly agreed for the same. In the same statement majority of (49%) working women were agreed to “missing touch and feel the product” in online shopping.

Statement number 4 indicated that 1 and 17 per cent of women disagreed and had neutral feelings, respectively regarding feeling more energetic and less physically stressed in online shopping as it restricts there visit to market for shopping. Whereas, 29 per cent of women strongly agreed in this regard. Hence, majority of working women (53%) agreed to feel more energetic in online shopping.

Table 4.3 further reported that 1 per cent of women disagreed, 21 per cent women were neutral while 37 per cent women strongly agreed on saving a lot of time in online shopping among working women as they can avoid going to market. More than forty per cent respondents (41%) agreed that online shopping saved a lot of time in buying apparels.

Regarding statement six, equal number of respondents (1%) strongly disagreed and disagreed, respectively for saving money through online mode of shopping. A, 13 per cent of women were neutral while 28 per cent women strongly agreed on saving money through online shopping. It was observed that majority of working women (57%) agreed to save money through online shopping. Furthermore, 1 per cent of women disagreed and 14 per cent women were feeling neutral on safety and security in the online purchase as the product is being delivered at home through courier. In contrast to that 38 per cent women strongly agreed in this relation. Almost half of the (47%) working women agreed to feel safe and secure through online shopping.

Regarding the frequency of online apparel shopping, only 2 per cent women were disagreed, 15 per cent women were neutral while 33 per cent women strongly

agreed. It was observed that half of the working women (50%) agreed to do online shopping.

Statement 9 indicates that 1 per cent of women strongly disagreed and 3 per cent women were disagreed taking notice of reviews of other customers about products in online shopping. Twelve per cent women were found to be neutral while 33 per cent women strongly agreed in relation to statement 9. It was noticed that majority of (51%) working women agreed to took notice of reviews in online shopping during the pandemic situation.

Regarding statement 10, 1 percent women strongly disagreed, 15 percent women were neutral in their preferences to visit stores with card payment/ online/digital payment facilities whereas 36 percent women strongly agreed for the same. It has been observed that majority of (48%) working women agreed to prefer visiting stores with card payment/ digital payment in online shopping during the pandemic.

About WMS based on the online apparel buying behaviour of working women during covid-19, it was reported that the highest WMS was scored by statement 1 i.e. different mode of transactions which is used by women while online shopping (4.38 WMS). Apart that the second (4.22 WMS) and third position (4.18 WMS) in terms of WMS is gained by statement 7 and 10, respectively. Respondents revealed that there were more safety and security on while shopping and women had given preferences to stores where multiple online payment options were available.

❖ **Comparisons between before and during covid-19 pandemic online apparel buying behaviour**

Table 4.4 shows the differences in online apparel buying behavior of working women before and during the covid-19 pandemic. The level of significance regarding each of the given statement is shown in the given Table.

Table 4.4: Difference of the online apparel buying behaviour before and during covid-19**n=100**

Sr. No.	Statement	Before covid-19	During covid-19	Difference
1	Most of transactions were digital (UPI, Phone Pay, Google Pay, Net Banking etc.)	84.20	87.60	-3.4
2.	Feeling of more safety and security in online shopping	82.40	82.40	-
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	83.00	82.20	0.8
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	81.80	82.00	-0.2
5.	It saves a lot of time in online shopping as it circumvents the visit to market	78.80	82.80	-4
6.	Saves more money by getting discounts and offers through online mode of shopping	81.80	82.00	-0.2
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	83.40	84.40	-1
8.	Mostly do online shopping	81.80	82.80	-1
9.	Take notice of reviews of other customers about products in online shopping	83.40	82.40	1
10.	Preference to stores with card payment / Debit/Credit Cards, payment facilities	83.80	83.60	0.2

According to Table 4.4 it can be observed that most of the women's transactions were digital. Thus, the difference regarding digital payment had increased by (3.4%).

Regarding statement number 2 i.e., feeling more safety and security in online shopping, data stated there were no changes in the safety and the security before and during covid-19 pandemic. This implies there was no difference.

Statement number 3 revealed that there is a little bit difference (0.8%) among women about missing touch and try option before and during covid. The reason is that safety was more important as compared to feeling touch and try apparel.

Further it was indicated that women feel more energetic and less physically stressed in online shopping as they have to go to market less for shopping purpose. i.e., difference before and during covid -19 was very minimal (0.2%).

According to statement number 5, women save a lot of time by online shopping because working women have limited or less time for outdoor shopping. Thus, difference before and during covid-19 pandemic is (-4%).

Regarding saving more money by getting discounts and offers through online mode of shopping, difference between before and during covid-19 pandemic is (-0.2%).

Regarding statement number 7 i.e., feeling more safety and security in the online purchase, the difference between before and during covid-19 pandemic is (-1%). This was because the product delivered at home through the courier service.

The difference of online shopping before and during covid-19 pandemic is (-1%). Furthermore, taking notice of reviews of other customers about products in the online shopping. The difference between before and during covid-19 pandemic is also (1%).

According to statement 10 i.e., preferring card payment in stores or digital payment facilities. The difference between before and during covid-19 pandemic was observed (0.2%) and working women agreed to prefer stores with card payment/digital payment in online shopping before covid-19.

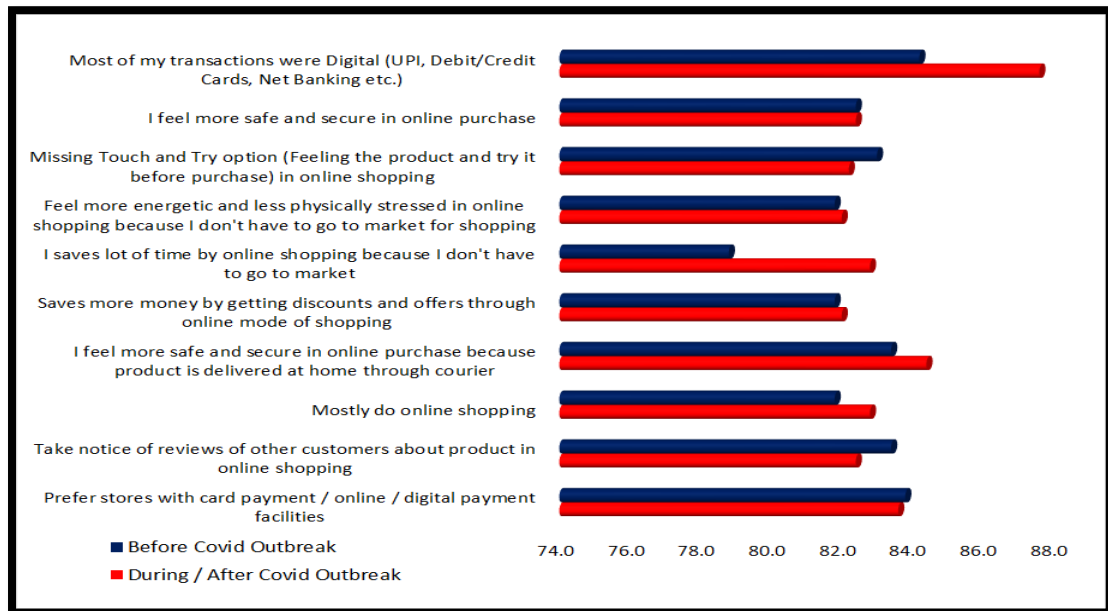


Fig: 4.3 Difference of the online apparel buying behaviour of working women before and during covid-19

H₀₁: There is no significant difference in the online apparel buying behaviour of working women before and during covid

Table 4.5: Level of significance difference of the online apparel buying behaviour before and during covid-19

Time	Sample size (n)	Weighted Mean Score (WMS)	Standard Deviation (sd)	Test value (t)	Degree of freedom (df)	Result
Before	100	4.16	0.28	3.10	99	**
During	100	4.05	0.29			

Table 4.5 show the online apparel buying behaviour of respondents. Level of significant difference is 4.16 before covid-19 and during covid-19 is (4.05). This shows significant decrease in buying behaviour of working women. The main reason behind the situation was the pandemic corona-19 due which many online activities got hampered and got delayed such as billing, delivery to the ultimate users and many other restrictions to apparel industry.

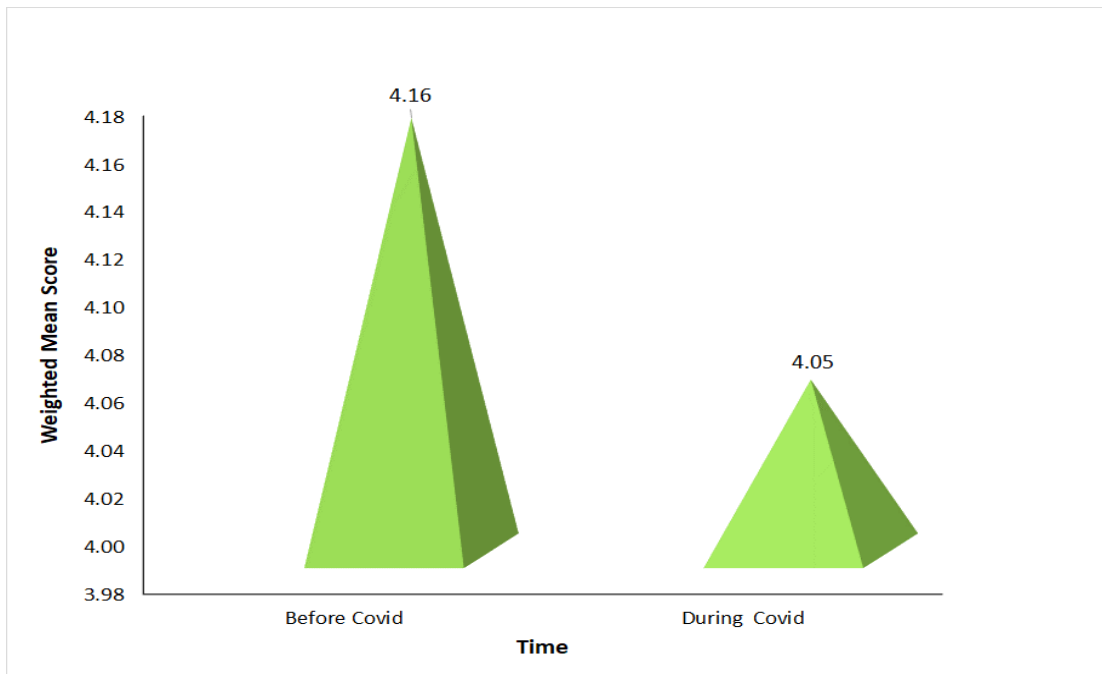


Fig: 4.4 Level of significant difference of the online apparel buying behaviour before and during covid-19

4.3 SECTION III

4.3.1 Offline apparel buying behaviour of working women before and during covid-19 pandemic

This part shows, information of the offline apparel buying behaviour of working women before and during covid-19 pandemic. Required information was collected regarding the offline buying behaviour of apparel before and during pandemic. The frequency and percentage distribution of the working women given in tables and figures.

4.3.1.1:Offline apparel buying behaviour of working women before covid-19 pandemic.

Table 4.6 shows the offline apparel buying behaviour of working women before covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement was shown.

According to statement 1, only 1 percent working women strongly disagreed, 14 percent women were neutral about the statement and 10 percent women were strongly agreed in preferring offline shopping. The majority of working women (75%) were agreed to give preference to offline shopping before covid-19.

Table 4.6: Frequency and percentage distribution based on the offline apparel buying behaviour of working women before covid-19

n=100

Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4	Weighted mean score (WMS)
1.	Give preference to offline shopping	1	-	14	75	10	3.93
2.	Most of the payments were in cash	-	-	12	31	57	4.45
3.	Feel safety and security in offline shopping	-	-	13	46	41	4.28
4.	Offline shopping was fun and more pleasurable experience	-	1	14	56	29	4.13
5.	Fear of getting infected in offline shopping	1	1	21	43	34	4.08
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	11	14	42	18	15	3.12
7.	Feel offline purchase more tiresome	1	4	14	46	35	4.10
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	1	2	12	56	29	4.10
9.	Feel more price conscious and made economic purchase in offline mode of purchase	5	3	14	39	39	4.04

Statement number 2 indicates that 12 per cent women were neutral and 31 per cent of women agreed that most of the payments were given in cash. The majority of (57%) working women strongly agreed that before covid-19 they used to payment in cash mode.

In Table 4.6 statement number 3 reports that about 13 per cent women were neutral and 41 per cent women strongly agreed to the statement that they feel safety and security in offline shopping. Almost half of (46%) women strongly agreed to the statement of feeling safety and security in offline shopping before pandemic.

Statement number 4 shows that only 1 per cent of women disagreed, 14 per cent of women were neutral and 29 per cent of women strongly agreed that offline shopping was fun as well as a pleasurable experience for them. Majority of working women (56%) also agreed that offline shopping was fun as well as a pleasurable experience before covid-19 situation.

Statement number 5 shows that equal number of women (1%) was strongly disagreed and disagreed, respectively whereas 21 per cent were neutral and 34 per cent women were strongly agreed to the statement i.e., fear of getting infected by someone in offline shopping. More than forty per cent working women (43%) agreed on fear of getting infected in offline shopping.

Statement number 6 showed that 11 per cent women strongly disagreed, 14 per cent women disagreed, 18 per cent agreed and 15 per cent were strongly agreed in taking complete precaution during purchase (proper sanitization), face covered with a mask etc. during offline shopping. Almost half of the working women (42%) were neutral to take complete precautions during purchasing apparel before covid.

Statement number 7 indicated that only 1 per cent were strongly disagreed, 4 per cent were disagreed, 14 per cent were neutral and 35 per cent were strongly agreed to the above given statement i.e., offline purchasing was more tiresome job. In this regard almost half of working women (46%) were agreed to the statement 7.

Statement 8 shows that 1 per cent women strongly disagreed, 2 per cent women disagreed, 12 per cent neutral and 29 per cent were strongly agreed on unnecessary behaviour of purchasing apparel than planned purchasing. The majority of (56%) working women agreed to impulse buying or unnecessary behaviour of purchasing apparel than planned in offline shopping.

Statement 9 revealed that 5 per cent women strongly disagreed, 3 per cent women disagreed and 14 per cent women were neutral to the statement i.e., Feel more price conscious and made economic purchase in offline mode of purchase whereas equal number of respondents (39%) were agreed and strongly agreed to the above statement, respectively.

The weighted mean score given in the Table 4.6, reveals that the first, second and the third position were secured by the statement 2, 3 and 4, respectively. It was observed that in offline mode the main mode of payment was in cash(4.45WMS) where as women had feeling of safety and security through offline system (4.28 WMS) and women had perception that offline shopping was fun and more pleasurable for them (4.13 WMS) as going for shopping gives them relaxing feeling other than routine job.

4.3.1.2: Offline apparel buying behaviour of working women during covid-19 pandemic.

Table 4.7 shows the offline apparel buying behaviour of working women during covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement is shown here.

According to statement 1, only 3 percent working women strongly disagreed, 23 percent women were neutral and 9 percent women were strongly agreed in preferring offline shoppingwhereas majority of working women (65%) were agreed to give preference to offline shopping during/before covid-19.

Statement number 2 indicates that 3 percent women were strongly disagreed, 17 per cent women were neutral and 38 per cent women agreed that most of the payments were given in cash during this pandemic situation. More than forty per cent (42%) working women strongly agreed that before and during covid-19 they used to payment in cash mode.

In table 4.6 statement number 3 indicates that about 1 per cent women were strongly disagreed, 17 per cent women were neutral and 34 per cent women strongly agreed to the statement that they feel safety and security in offline shopping. Almost half of (48%) women agreed to the statement of feeling safe and secure in offline shopping during pandemic.

Table 4.7: Frequency and percentage distribution based on the offline apparel buying behaviour of working women during covid-19
n=100

Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4	Weighted mean score (WMS)
1.	Give preference to offline shopping	3	-	23	65	9	3.77
2.	Most of the payments were in cash	3	-	17	38	42	4.16
3.	Feel safety and security in offline shopping	1	-	17	48	34	4.14
4.	Offline shopping was fun and more pleasurable experience	1	-	19	47	33	4.11
5.	Fear of getting infected in offline shopping	-	1	16	56	27	4.09
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	9	7	23	42	19	3.55
7.	Feel offline purchase more tiresome	-	3	11	51	35	4.18
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	-	1	9	52	38	4.27
9.	Feel more price conscious and made economic purchase in offline mode of purchase	-	-	13	54	33	4.26

Statement number 4 showed that only 1 per cent of women strongly disagreed, 19 per cent of women were neutral and 33 per cent of women strongly agreed that offline shopping was fun as well as pleasurable experience. Almost half of working women (47%) agreed that offline shopping was fun as well as pleasurable experience before covid-19 situation.

Statement number 5 shows that only 1 per cent of women disagreed, 16 per cent were neutral and 27 per cent of women were strongly agreed to the statement i.e., fear of getting infected in offline shopping. It was also observed by majority of working women (56%) that fear of getting infected by some others in offline shopping.

Statement number 6 clearly reveal that 9 per cent of women strongly disagreed, 7 per cent women disagreed, 23 per cent were neutral and 19 per cent were strongly agreed about taking complete precautions during offline shopping of apparels such as proper sanitization, face covered with a mask and follow social distancing. More than forty per cent of working women (42%) were agreed to take complete precautions during purchasing apparel during covid time period.

Statement number 7 indicates that only 3 per cent women were disagreed, 11 per cent were neutral and 35 per cent were strongly agreed to the statement i.e., to feel offline purchasing was more tiresome activity. The same situation was also observed by majority of working women (51%) in above statement.

Statement 8 shows that 1 per cent women disagreed, 9 per cent women were neutral and 38 per cent were strongly agreed on unnecessary behaviour of purchasing apparel than planned purchasing during pandemic time and majority of (52%) working women were also agreed on unnecessary behaviour of purchasing apparel than planned.

Statement 9 reveals that 13 per cent women were neutral and 33 per cent were strongly agreed to the statement i.e., Feel more price conscious and made economic purchase in offline mode of purchase. Majority of working women (54%) were agreed to the statement.

Regarding Weighted Mean Score obtained by the respondents highlighted in the Table 4.7 shows that the highest WMS was 4.27 which was scored by statement 8 which indicates that women had unnecessary behaviour of purchasing of apparels than planned purchasing. It further more shows that women do impulse buying whenever they visit market. The second highest WMS was gained by statement 9 (4.20WMS)

which reveals that women were basically more price conscious and always do economic way of purchasing which give them mental satisfaction. Besides that, statement 7 gained third highest WMS i.e., 4.18 score which indicates that offline shopping was more tiresome activity and that creates mental and physical fatigue as reported by respondents.

❖ **Comparisons between before and during covid-19 pandemic offline apparel buying behaviour**

Table 4.8 shows the comparison between offline apparel buying behaviour of working women before and during the covid-19 pandemic. Difference between before and during pandemic in each given statement is shown in the Table.

Statement number 1 indicates the preference of women for offline shopping in which there is 3.2 per cent difference before and during covid-19 pandemic.

Statement number 2 showed that the payment was given in cash in which (5.8%) difference was there before and during covid-19 pandemic. Further in statement 3 women feel safety and security in offline shopping. The difference between before and during covid-19 pandemic is (2.8%).

Statement 4 depicts that offline shopping was a fun and more pleasurable experience. There is a difference of (0.4%) before and during covid-19 pandemic

Statement number 5 shows that fear of getting infected by someone in offline shopping among women. Difference is (-0.2%) before and during covid-19 pandemic.

Statement 6 regarding taking complete precautions during purchase (proper sanitization), face covered with a mask, etc, during offline shopping. The difference between before and during covid-19 pandemic is (-8.6%). It was further observed by the data that during pandemic situation majority of the respondents were kept essentials precautions in buying of apparels during pandemic time period and it is a good sign that people are really aware about the situation.

Regarding statement number 7 about feeling of offline purchase found more tiresome among working women, the difference before and during covid-19 is very minimal (-1.6%).

Table 4.8 Difference of the offline apparel buying behaviour before and during covid-19**n=100**

Sr. No.	Statement	Before Covid-19	During Covid-19	Difference
1.	Give Preference to offline shopping	78.60	75.40	3.2
2.	Most of the payments were in cash	89.00	83.20	5.8
3.	Feel safety and security in offline shopping	85.60	82.80	2.8
4.	Offline shopping was fun and more pleasurable experience	82.60	82.20	0.4
5.	Fear of getting infected in offline shopping	81.60	81.80	-0.2
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	62.40	71.00	-8.6
7.	Feel offline purchase more tiresome	82.00	83.60	-1.6
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	82.00	85.40	-3.4
9.	Feel more price conscious and made economic purchase	80.80	84.00	-3.2

In Table 4.8 statement number 8 shows that unnecessary behaviour of purchasing apparel than planned purchasing of apparel, the difference before and during covid-19 pandemic is (-3.4%).

According to statement number 9 about feel more price conscious and made economic purchase. The difference between before and during covid-19 pandemic is (-3.2%).

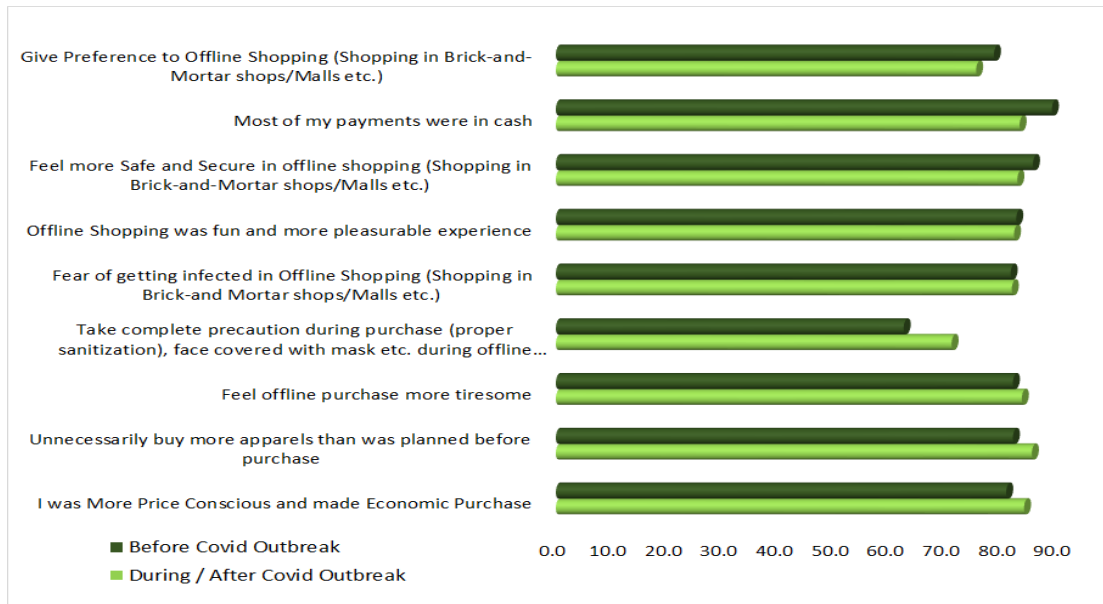


Fig: 4.5 Difference of the offline apparel buying behaviour of working women before and during covid-19

H₀₂: There is no significant difference in the offline apparel buying behavior of working women before and during covid

Table 4.9: Level of significant difference of the offline apparel buying behavior before and during covid

Time	Sample size (n)	Weighted Mean Score (WMS)	Standard Deviation (sd)	Test value (t)	Degree of freedom (df)	Result
Before	100	4.02	0.39	-0.72	99	NS
During	100	4.05	0.29			

Table 4.9 shows the offline apparel buying behaviour of respondents. The Level of significant difference value of before covid-19 is (4.02) and during covid-19 is (4.05) which reveals non-significant increase in buying behaviour of working women. Its shows that there is no change in buying behaviour of women in offline mode.

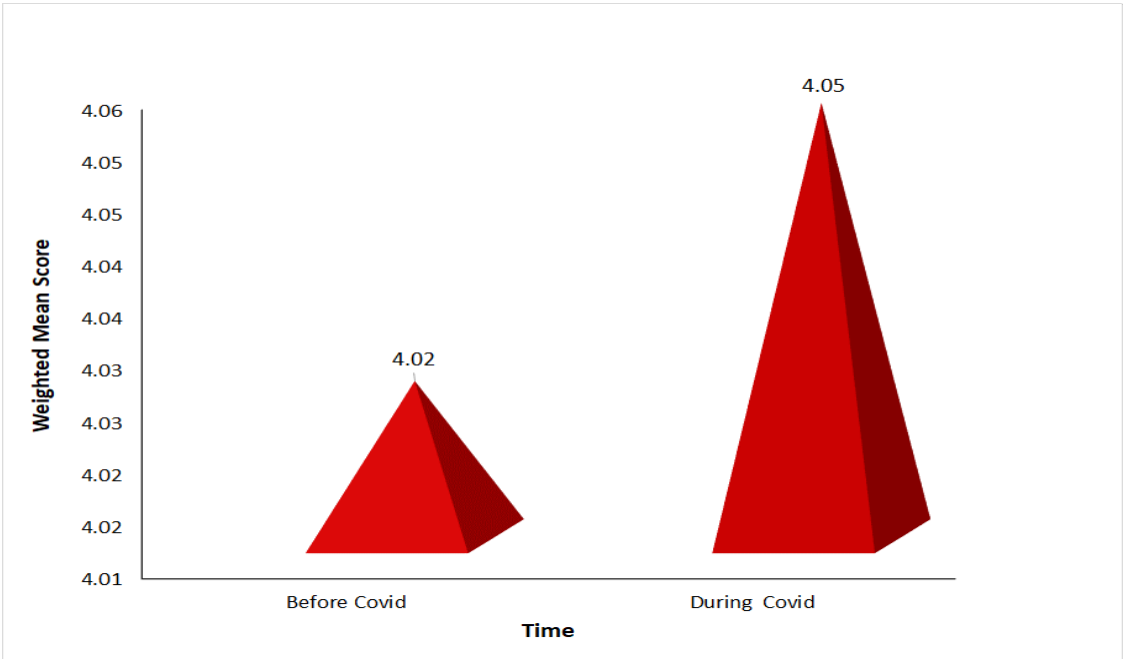


Fig: 4.6 Level of significant difference of the offline apparel buying behaviour before and during covid-19

4.4 SECTION IV

4.4.1 Factors affecting apparel buying behaviour of working women

This part explains the factors affecting apparel buying behaviour of working women. The information was collected regarding the different factors. These factors are personal factors, motivational factors, economic factors, situational factors, and socio-psychological factors. The Weighted Mean Score (WMS) on the distribution of the working women is given in Table 4.10.

4.4.1.1: Factors affecting apparel buying behaviour of working women

**Table 4.10: Weighted Mean Score (WMS) of the factors affecting apparel buying behaviour of working women
n=100**

Sr. No.	Factors	Weighted Mean Score (WMS)	Rank
1.	Personal factor(consumer characteristics)	82.80	I
2.	Motivational factor(reference group)	81.96	III
3.	Economic factor(store attributes)	79.70	V
4.	Situational factor(promotion)	81.88	IV
5.	Socio-psychological factor(product attribute)	82.33	II

Table 4.10 shows that highest WMS is given to personal factors (82.80%) which includes consumer characteristics whereas lowest WMS is obtained (79.70%) in situational factors of the respondents.

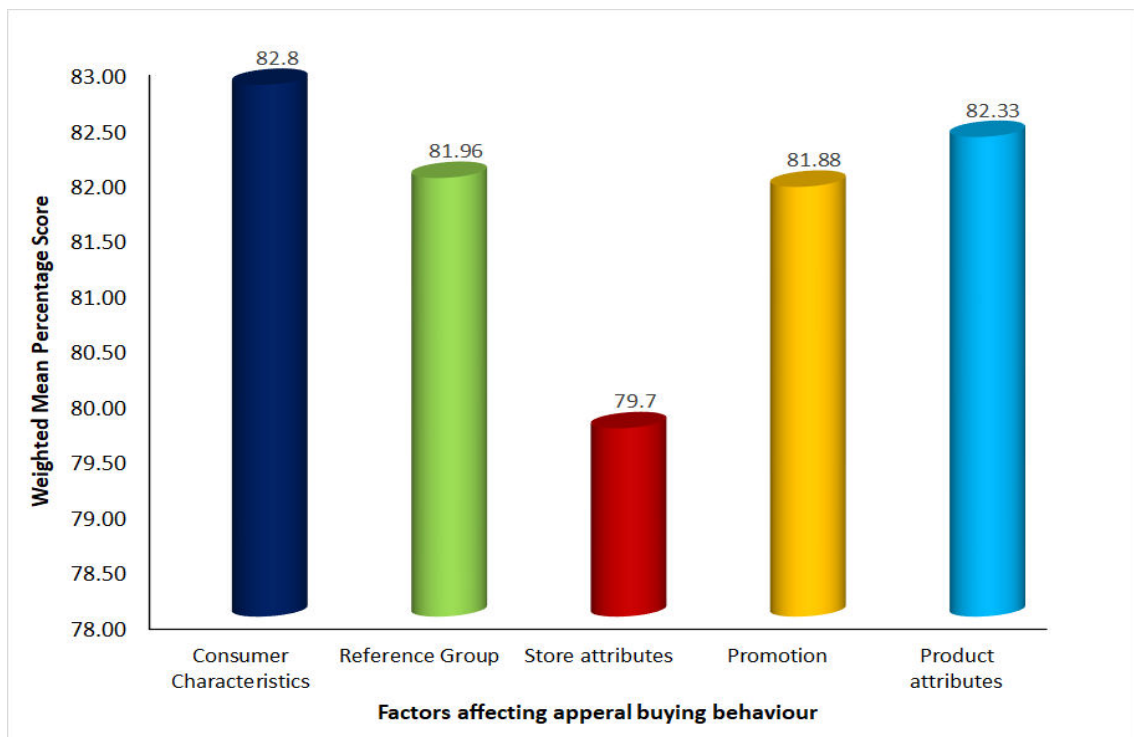


Fig: 4.7 Weighted mean score (WMS) of the factors affecting apparel buying behaviour

Table 4.10 statement number 1 shows that weighted mean score (WMS) of personal factor is (82.80%). These includes the preference about apparel, planning of purchasing apparel, time of purchasing, online or offline purchasing apparel etc.

Statement number 2 shows the weighted mean score (WMS) of motivational factor is (81.96%) which indicates whether their purchase was affected by their social groups like friends, family, neighbours and relatives.

Economic factor affects store attributes when women purchase apparel like price of the product, store quality, quality of the garments means, price of the product, etc. The weighted mean score (WMS) of economic factors affecting women is (79.70%).

Situational factors indicates that whether they like a brand promotion or not, seasonal sales and discounts on apparels, different offers available or not, attitude of shopkeepers and extra facilities available. The weighted mean score (WMS) of situational factors affecting working women is (81.88%).

Socio-psychological factor refers to product attributes refer to the quality of apparel, type of apparel and display in the stores etc. The weighted mean score (WMS) of socio-psychological factors affecting working women is (82.33%).

SUMMARY

The apparel industry is one of the most fast-growing industry globally. Growth of the latest apparel market and the emergence of varied global as well as regional brands across segments in the category is principally governing the market. Fashionable apparel is regularly produced by the major players in the market because of advances in apparel manufacturing, technological innovations, and the evolution of new apparel products.

Apparel is one of the most important elements to any individual. The apparel was originally made to protect our feet against the external elements which was made by fusion of different fabrics initially. With the passing of time, apparel have become an essential part of everyday life and now a days apparel become a needy item and the concept of luxury becoming obsolete. Fashion has also played key role in developing apparel more appealing and making it more and more extraordinary. In other ways we can say that the garment plays a very important role in the life of each one as it indicates the personality of an individual.

In a decade India has witnessed a growing trend in consumer orientation towards lifestyle and fashion. It is true that rising urbanization is an ongoing event in India and affects consumers way of life and purchasing behaviour. Over the last few years, the manner in which Indian consumers spend their money on various items has changed such as the positive attitude to the latest trends has increased. In terms of selecting a product, customers display various interest in search for the purchase, use, evaluation, and disposal of products and services. Apart that, they expect to meet their needs which is referred to as consumer behavior. In a common terminology consumer can be defined as a person who buys goods and services to satisfy himself or herself. Furthermore, the consumer is the end-user of any product and without it there is no imagination of marketplace. Each consumer has different needs and perspectives regarding the purchase of any product or service and each consumer has it owns preferences and dislikes. Consumer purchasing behaviour is the combined outcome from the point of view of preferences, purposes and conclusion of the consumer with respect to the product or service.

Consumer although buys the product but the buying decision has been impacted by many factors. This include internal factors such as attitude, need, motivation,

perception and external factors such as the influence of family, relatives, friends, social group, lifestyle, brand awareness, internet and media.

A major factor affecting an individual's purchasing behaviour is brand awareness. Each consumer has different preferences about whether the product is brand or not. Having a brand, a trademark is a name, word, mark, symbol, design, or an amalgam of them, which recognize the goods or services of a trader as specified by those of other traders. Brand awareness is based on past customer experiences and this will aid in influencing customers in their decisions.

Current generations are highly exposed to exploration prior to making procurement decisions. There is an extensive offline and online marketplace for buying apparels. But there are some issues that could become barrier in smooth buying process and which are generally faced by consumers while shopping which include fitting issues, price issues, fake brands or labels, salesmen behaviour, payment issues, unclear return policy, and delivery issues. But as the saying goes: every coin has two sides. There are also numerous advantages of shopping online and offline and the only way is the smartness and sensibility of consumers how they choose their product. Some times various other external factors are emerged which affects buyer behaviour and these extraneous factors have our no direct control and all we have to face it, which ultimately hampers market growth and decision making of a consumer.

We all know that the covid-19 pandemic is an outbreak of the disease that spread everywhere. The covid-19 pandemic is defined as “an outbreak occurring worldwide, or in a very large area, crossing international borders and generally affecting large numbers of people. The World Health Organization (WHO) has declared covid-19 a pandemic when it became clear that the disease is serious and rapidly spreading to a large area. The covid-19 pandemic has impacted the fashion industry around the world also. The government announced to closed down manufacturing plants, closed stores and cancelled events due to the spread of the virus. The covid-19 pandemic has had a major impact on fashion brands globally. At the same time, the fashion industry faces challenges when it comes to consumer demand and fashion industry also searching other means to combat with these situations by introducing new and exciting schemes, policies and easy-going process so that the consumer can feel comfortable and joyful experience in these adverse conditions.

Clothing buying behavior, which includes brand awareness, buying practices, factors influencing buying practices, issues that consumer face while shopping. These present observations impelled to conduct a comparative study on apparel buying behaviour of working women before and during covid-19 pandemic with the following objectives:

OBJECTIVES:

- To study the online apparel buying behaviour of working women before and during the covid -19 pandemic.
- To study the offline apparel buying behaviour of working women before and during the covid -19 pandemic.
- To study the factors affecting apparel buying behaviour of working women.

Methodology

The present study was conducted on 100 working women of 25-60 years of age group, studying in four government schools of Bhilwara district of Rajasthan state namely, S.M.M. Government School, Government school S.S. Azad Nagar, Government school S.S. Pratap Nagar and Government. S.S. Subhash Nagar. From each government school, 25 working women were selected by the random sampling method to form a total sample of 100 respondents. Questionnaire method was considered as the most suitable technique for getting the complete and desired information. Data collection was done personally by the investigator in a goggle form and required statistical analysis and interpretation is carried out for results and discussion.

The questionnaire consisted of the following sections:

Section I: This part consisted of background information of respondents like name, age, education, family type, family size, occupation, monthly income and qualification of respondents.

Section II: This part of the performa was developed about online apparel buying behaviour such as address, mode of payment, types of apparel, price, opinion before and during covid about purchasing of apparel, branded apparel, quality of apparel, how much money is spent on apparel, purchasing of apparel according to fashion and trends before and during covid-19.

Section III: This part of questionnaire was constructed for offline apparel buying behaviour of respondents before and during covid situation such as comfortable shopping stores, availability of fashionable and new trends of apparel in the store, spending limit of respondents on purchasing of apparel, different mode of payment available before and during covid-19 offline buying behaviour.

Section IV: This part included questions related to factors affecting apparel buying behaviour of working women such as cost of apparel, brand status, durability, preference for to latest fashion and trends in buying apparel of working women.

Personal factors

- Give preference to branded or non-branded while purchasing apparel
- Prefer own choice than others
- Give most preferences to latest fashion and trends

Situational factors

- Wait for the sale/discount offers at the time of purchase
- Influenced with an attitude of the shopkeeper
- Influenced from extra facilities (water/cold drink/tea)

Socio-psychological factor -Need, interest and display effect

Motivational factors

- Family and friends
- Shopkeepers and salesmen
- Display at stores

Economic factors

- Income affects the purchase of apparel
- Feel bound while purchased apparel to show your family status
- Family size affects the purchasing decision

Major findings of the study

Background information of the working women:

Education status of respondents

Majority of the respondents (57%) were educated up to postgraduate level and near about to forty per cent respondents (39%) were educated up to graduate level whereas fewer respondents (4%) had highest degree (Ph.D) and other qualifications.

Age of respondents

Forty-four per cent respondents in the age group of 25- 36 years and 41 per cent respondents were in the age group of 37-48 years whereas 15 per cent were in the age range of 49-60 years.

Marital status of respondents

Majority of the respondents (84%) were married and 16 per cent working women belonged to Unmarried/Widow category.

Occupation status of the respondents

According to occupation status cent per cent working women were belonged to government sector.

Monthly Income

According to income category, 42 per cent of working women had monthly income Rs 31,000-40,000 per month and 32 per cent had monthly earning Rs 41,000-50,000 whereas 19 per cent of working women had monthly income Rs 20,000-30,000.

Type of family

Majority of the respondents (74%) were in a joint family and 26 per cent of working women were from a nuclear family.

❖ Online apparel buying behaviour of working women before and during covid-19 pandemic

- Difference between before and during covid-19 pandemic (3.2%) women gave preference to offline shopping before covid-19 pandemic.
- For (5.8%) working women were most of the payments given to cash in offline shopping before covid-19 pandemic.

- About difference, very few working women (2.8%) feel safety and security in offline shopping mode before covid-19 pandemic.
- Difference between before and during covid-19 pandemic (0.4%) generally working women used offline shopping for getting fun and experiencing pleasurable moments according to the question statement.
- Working women were agreed to fear of getting infected by someone in offline shopping during covid-19 pandemic situation and the difference was reported 0.2 per cent
- Regarding taking complete precaution during purchasing (proper sanitization), face covered with a mask and follow social distancing during offline shopping, the difference was reported to be 8.6 per cent among working women who were taking complete precaution during purchasing apparel in offline.
- Feeling offline purchase more tiresome, the difference (-1.6%) that women were felt offline purchasing more tiresome during covid-19 pandemic.
- Working women were unnecessarily buying more apparel than planned before the purchase in offline shopping as the difference was reported -3.4 per cent.
- Women were purchasing apparel in offline shopping according to economic condition and considering the price of the product before and during covid - 19.the difference was noticed to be -3.2 per cent.
- Weighted Mean Score (WMS) of online apparel buying behaviour reported among working women before and after covid were 4.16 and 4.05 per cent, respectively.
- ❖ **Offline apparel buying behaviour of working women before and during covid-19 pandemic**
 - According to the statement (3.2%) women were given preferences to offline shopping before the covid-19 pandemic as the situation was stable and women enjoy offline mode shopping.
 - Majority of the working women were mostly performed payment by giving cash in offline shopping before covid-19 pandemic. The difference was reported to be 5.8 per cent.
 - Working women felt safe and secure in offline shopping mode before covid-19 pandemic as the difference was reported to be 2.8 per cent.

- Women agreed to use offline shopping as a fun and more pleasurable experience before covid-19 pandemic.
- Working women agreed fear of getting infected in offline shopping mode as the difference was reported to be -0.2 per cent.
- Working women were taking complete precaution during purchasing of apparel in offline mode such as using face mask and ensuring social distancing. The difference was reported to be -8.6 per cent.
- Feeling of offline purchasing more tiresome and create mental and physical fatigue during the covid-19 pandemic as reported by working women and the difference was -1.6 per cent.
- Working women were unnecessarily buying more apparels than planned before pandemic in offline shopping as the difference to be reported was -3.4 per cent.
- Women were purchasing apparel in offline mode according to their income as the difference was -3.2 per cent.
- Weighted Mean Score (WMS) of offline apparel buying behaviour before and during the covid were reported to be 4.02 and 4.05 per cent, respectively.

❖ **Factors affecting apparel buying behaviour of working women**

- **Personal factors**

Majority of the working women(82.80%) always preferred their own choice while purchasing of apparel for their family and relatives.

- **Motivational factors**

Majority of the working women (WMS-81.96%) agreed that family and friends always motivated them for purchasing of apparel which was followed by surfing internet and seeing displays at stores by working women. Further they reported that shopkeeper or salesmen motivate them to purchase and change their buying decision.

- **Economic factor**

Majority of the respondents reported that they always purchase the apparel according to the family status and income of the family(WMS -79.70%).The respondent never feel bound to shop according to family status and women

agreed that family income always affected their purchasing decision which have scored highest weighted mean score.

- **Situational factor**

Majority of the women wait for the sale or discounts offers which have scored highest WMS (81.88%). Sometimes influenced by shopkeeper or salesman attitude. Womens also influenced by extra facilities which were provided by shopkeepers like tea, coffee, snacks and water as a complimentry.

- **Socio-psychological factor**

Socio-psychological factor refers to product attributes which refer to the quality of apparel, type of apparel and display in the stores etc. The weighted mean score (WMS) of socio-psychological factors affecting working women is (82.33%).

CONCLUSION

The present study was carried out to find out “**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**”. The results of the study indicate that per cent women had knowledge regarding online purchasing of apparels and working women who have limited free time generally prefers shopping through online mode as it saves time and energy. During pandemic situation which have created problems for everybody and people are not able to visit markets personally for shopping that time online marketing/purchasing gives us accessibility to buy products without direct interface with the people and this online purchasing also provides us ample of options for money transactions like through PAYTM, GOOGLE PAY, UPI options, net banking, through debit card, credit card and many others. Apart that people also love to shops by offline mode where they visit market in pandemic situation by considering all the safety parameters such as covering their face, using sanitizer after each touch and maintaining social distancing as they love it and enjoy the shopping by direct purchasing the products. In a nut shell we can say that consumers have different opinion regarding online and offline shopping. It is the ultimate decision of the consumer whether he/she opted for online or offline shopping. Some time there are certain factors which affects the buying behaviour of consumer such as economic condition of buyer, psychological thinking, socio-

economic status, family pressure/ status and motivation or reinforcement provided by someone.

As the present pandemic situation have changed the thinking of every consumer and now, they have multiple options which provides them great freedom and mobility. Although, consumer buying behaviour is now changed according to the current situation, but after that the purchasing of goods and services is not hampered as the digital technology provides us ample options. Finally it is concluded that online and offline apparel buying behaviour of working women before and during covid-19 pandemic is prevalent in the present time and women are enjoying fully both the mode of shopping and are satisfied with the apparel industry innovations.

RECOMMENDATIONS

The present investigation acknowledges and identifies many dimensions which may become its outgrowth. Following were recommendations which can be used for further research work:

1. Comparative study on apparel buying behaviour of girls and boys can be studied.
2. A comparative study on apparel buying behaviour can be conducted on working men.
3. A study on apparel buying behaviour can be conducted with reference to different professions.

IMPLICATIONS

The comprehensive empirical work reported in the former chapters can pave the way for contribution in various multifaceted purposes. Few implications of the study are:

- Providing information about buying behaviour of apparel before covid -19 pandemic.
- Explore the problems encountered in online and offline purchasing during covid-19 pandemic.
- Knowing about the apparel buying experience amongst working women.
- Providing information about buying behaviour of apparel product during covid -19 pandemic.

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M.Sc. Thesis, 2021

Topic: “A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic”

ABSTRACT

Apparel industry is one of the most fast-growing industry. Purpose of the present study was to expand the knowledge of working women regarding online and offline apparel buying behaviour before and during covid -19 pandemic and also explain the factors affecting apparel buying behaviour of working women. The study was conducted in Bhilwara district of Rajasthan state on 100 working women belonging to the age group 25-60 years.

Major findings reveals that 82.40 per cent women feel safe and secure before and during apparel buying in pandemic and 83 per cent women agreed missed touch and try option (Feeling the product and try it before purchase) during covid-19 pandemic. Majority (83%) of women feel more energetic and less physically stressed/fatigue on doing the apparel shopping followed by 82 per cent women saved more time during the covid period. Eighty-two per cent women reported that online shopping saved money during covid pandemic and 84.4 per cent women feel safe and secure during pandemic in online shopping. It was reported that (82.20%) women do online shopping during covid-19 pandemic as it is safe whereas 83 per cent women preferred totake review before covid-19 pandemic. Apart that majority of (83.80%) women preferred shopping through online stores before the pandemic.

In offline mode, majority (89%) of the women preferred cash payment before covid - 19 pandemic whereas women feel safe and secure during apparel shopping before covid-19(85%).It was reported that offline shopping was fun and more pleasurable experience for working women (82.60%). Majority of (81.80%) women not preferred to buy apparel in offline during covid-19 whereas working women took complete precaution during covid-19 and 83 per cent of working women felt that offline purchase of apparelis more tiresome job during covid-19 pandemic. Majority of (85.40%) women unnecessarily buy more apparel than it was planned. Followed by 84 per cent of women purchased according to price of the apparel during the pandemic situation.

Regarding different factors which affect the working women apparel buying behaviour includes preference of working women, planning of purchasing, time of purchasing apparel, online or offline purchasing etc. (82.80%). Working women were also affected by motivational factors(81.96%) andthere were many economic factors which affect the buying behaviour of working women (79.70%). Situational factor (81.88%) also affectsthe women's mental state whether they like a promotion or not, sale and discount and attitude of shopkeepers and extra facilities available or not which affects working women apparel buying behaviour. Thus, it is concluded that working women have ample of options available in buying of products and which give them great freedom and mobility.

Major Advisor

Research scholar

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विषय:कोविड -19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं के परिधान खरीदने के व्यवहार पर एक तुलनात्मक अध्ययन

परिधान विश्व स्तर पर सबसे तेजी से बढ़ते उद्योगों में से एक है। परिधान खरीदने के व्यवहार में कामकाजी महिलाओं को एक महत्वपूर्ण खंड के रूप में विकसित किया गया था। महिलाओं ने परिधान को बहुत अधिक महत्व दिया जिसके परिणामस्वरूप महिलाओं के खरीदारी व्यवहार में बदलाव आया। अध्ययन का उद्देश्य कोविड-19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं के परिधान खरीदने के व्यवहार और कामकाजी महिलाओं के खरीदारी व्यवहार को प्रभावित करने वाले कारकों को समझकर कामकाजी महिलाओं के परिधान खरीदने के व्यवहार के ज्ञान का विस्तार करना था यह अध्ययन 25-60 वर्ष की आयुवर्ग की 100 कामकाजी महिलाओं पर किया गया था यह अध्ययन भीलवाड़ा में आयोजित किया गया था इस अध्ययन में पाया गया की कोविड-19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं का ऑनलाइन खरीदारी व्यवहार (82.40%) महिलाएं महामारी से पहले और उसके दौरान स्वयं को सुरक्षित महसूस करती थी ऑनलाइन शॉपिंग में उत्पाद को महसूस करना और खरीदने से पहले पहनकर देखना 83% महिलाओं का कहना था की वह कोविड-19 महामारी से पहले उत्पाद को पहन कर व उसे महसूस करके देखती थी ,महिलाएं ऑनलाइन शॉपिंग में अधिक उर्जावान और शारीरिक रूप से तनाव कम महसूस करती थी क्योंकि महिलाओं को खरीदारी के लिए बाजार नहीं जाना पड़ता था तथा अधिकांश महिलाओं में से 82 % महिलाएं महामारी के दौरान खरीदारी के समय उर्जावान महसूस करती थी उनका कहना था की वह ऑनलाइन खरीदारी से बहुत समय बचाती हैं क्योंकि उन्हें बाजार नहीं जाना पड़ता ,जिसमे (82.80%) महिलाओं ने कोविड के दौरान समय की बचत की ऑनलाइन खरीदारी के माध्यम से महिलाओं ने छुट और ऑफर प्राप्त करके पैसो की बचत की 82% महिलाओं का कहना है की कोविड महामारी के दौरान उन्होंने धन की बचत की (84.40%) महिलाएं ऑनलाइन खरीद में स्वयं को अधिक सुरक्षित महसूस करती थी क्योंकि उत्पाद को घर पर कूरीयर के माध्यम से वितरित किया जाता था ज्यादातर (82.80%) महिलाएं कोविड महामारी के दौरान ऑनलाइन खरीदारी करना पसंद करती थी (83.40%) महिलाएं

ऑनलाइन खरीदारी में उत्पादों के बारे में अन्य ग्राहकों की समीक्षाओं को कोविड-19 महामारी से पहले देखा करती थी तथा (83.80%) महिलाएं महामारी से पहले ऑनलाइन स्टोर से खरीदारी करना पसंद करती थीं

कोविड-19 महामारी से पहले और उसके दौरान महिलाओं के ऑफलाइन खरीदारी में अंतर – 89% महिलाएं कोविड की स्थिति से पहले नकद पैसे दिया करती थी तथा ऑफलाइन खरीदारी में सुरक्षित महसूस करती थी (82.60%) महिलाओं का कहना था कि कोविड महामारी से पहले ऑफलाइन खरीदारी में मजबूती थी तथा (81.80%) महिलाओं को कोविड-19 महामारी के समय ऑफलाइन शॉपिंग करने में संक्रमित होने का दर था वह खुद को सुरक्षित महसूस नहीं करती थी तथा ऑफलाइन शॉपिंग के दौरान कोविड की महामारी के समय 71% महिलाएं सेनिटाइजर व मास्क का उपयोग करके सावधानी बरतती थी (83.60%) महिलाओं के अनुसार ऑफलाइन शॉपिंग करना अधिक थकाऊ है (85.40%) महिलाएं महामारी के दौरान ऑफलाइन शॉपिंग करने से पहले योजना का नियोजन करती थी ताकि वह अधिक परिधान खरीद सके 84% महिलाएं महामारी के दौरान अपनी आर्थिक खरीद को लेकर सचेत थी महिलाओं की खरीदारी को प्रभावित करने वाले कारकों में से मुख्य कारक व्यक्तिगत कारक है जो कि (82.80%) महिलाओं को प्रभावित करता है तथा (81.96%) प्रेरक कारक, (79.70%) आर्थिक कारक जिसमें निर्णयगुण आदि (81.88%) (सिचुएशनल कारक कामकाजी महिलाओं की पसंद, प्रमोशन सुविधा, दुकानदार का खेया आदि तथा सामाजिक-मनोवैज्ञानिक कारक) 82.33% प्रभावित करता है जिसमें परिधान का प्रकार व उनका दर्शय, परिधान की गुणवत्ता आदि शामिल है।

मुख्य सलाहकार

शोधकर्ता

PRELIMINARY PERFORMA

TITLE: “A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic”.

Name of the researcher: Ankita Pareek

M.Sc. Final (TAD)

Background information of the respondent:

1. Name:
2. Age:
3. Education Qualification:
4. Contact number :

I am the student of M.Sc. Textiles and Apparel Designing. As part of my M.Sc. course work, I have to do research work. To fulfill the purpose I am conducting a study on **“A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic”.**

Are you willing to fill the performa and give your valuable time? Yes/No

The collected information will be used for research purpose only.

COLLEGE OF COMMUNITY AND APPLIED SCIENCES

DEPARTMENT OF TEXTILES AND APPAREL DESIGNING

**Title: A Comparative Study on Apparel Buying Behaviour of Working Women
Before and During Covid-19 Pandemic**

BACKGROUND INFORMATION

1. Email*

2. Name of respondent

3. City

4. Educational Qualification

- a) Graduate
- b) Post Graduate
- c) Ph.D. and /or above
- d) Other

5. Age of respondent

- a) 25-36 Yrs
- b) 37-48 Yrs
- c) 49-60 Yrs

6. Marital Status

- a) Married
- b) Single (Unmarried/Divorcee/Widow)

7. Occupation Status

- a) Service (Govt./Public Sector)
- b) Service (Private Sector)
- c) Self Employed
- d) Business
- e) Other

8. Monthly Income

- a) Rs. 20,000-30,000
- b) Rs.31,000-40,000
- c) Rs.41,000-50,000
- d) Rs 51,000-60,000 above

9. Type of Family

- a) Joint
- b) Nuclear

10. ONLINE APPAREL BUYING BEHAVIOUR BEFORE AND DURING COVID-19 PANDEMIC

A. Online apparel buying behaviour before covid-19 pandemic

S. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4
1.	Most of transactions were digital (UPI, Debit/Credit Card, Net Banking etc.)					
2.	Feeling of more safety and security in online shopping					
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping					
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping					
5.	It saves a lot of time in online shopping as it restricts the visit to market					
6.	Saves more money by getting discounts and offers through online mode of shopping					
7.	Feeling of safety and security in online purchase as product is delivered at home through courier					
8.	Mostly do online shopping					
9.	Take notice of reviews of other customers can be checked about products in online shopping					
10.	Preference to stores with card payment / online / digital payment facilities					

B. Online apparel buying behaviour during covid-19 pandemic

Sr. No.	Statement	Strongly disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4
1.	Most of transactions were digital (UPI, Debit/Credit Cards, Net Banking etc.)					
2.	Feeling of more safety and security in online shopping					
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping					
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping					
5.	It saves a lot of time in online shopping as it restricts the visit to market					
6.	Saves more money by getting discounts and offers through online mode of shopping					
7.	Feeling of safety and security in online purchase as product is delivered at home through courier					
8.	Mostly do online shopping					
9.	Take notice of reviews of other customers about products in online shopping					
10.	Preference to stores with card payment / online / digital payment facilities					

11. OFFLINE APPAREL BUYING BEHAVIOUR BEFORE AND DURING COVID-19 PANDEMIC

A. Offline apparel buying behaviour before covid-19 pandemic

Sr. No.	Statement	Strongly Disagree 0	Disag ree 1	Neut ral 2	Agr ee 3	Strongly Agree 4
1.	Give preference to offline shopping					
2.	Most of the payments were in cash					
3.	Feel safety and security in offline shopping					
4.	Offline shopping was fun and more pleasurable experience					
5.	Fear of getting infected in offline shopping					
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc. during offline shopping					
7.	Feel offline purchase more tiresome					
8.	Unnecessary behaviour of purchasing apparels than planned purchasing					
9.	Feel more price conscious and made economic purchase in offline mode of purchase					

B. Offline apparel buying behaviour during covid-19 pandemic

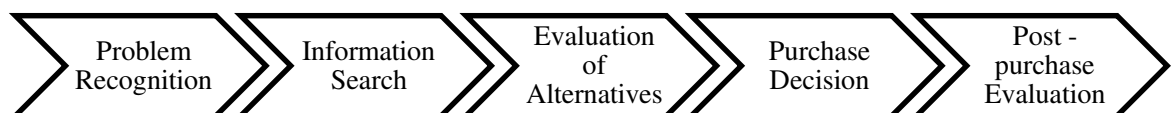
Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4
1.	Give preference to offline shopping					
2.	Most of the payments were in cash					
3.	Feel safety and security in offline shopping					
4.	Offline shopping was fun and more pleasurable experience					
5.	Fear of getting infected in offline shopping					
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc. during offline shopping					
7.	Feel offline purchase more tiresome					
8.	Unnecessary behaviour of purchasing apparels than planned purchasing					
9.	Feel more price conscious and made economic purchase in offline mode of purchase					

12. Anything else you want to say about apparel buying before and during covid-19 pandemic.

INTRODUCTION

Apparel is one of the most important needs of humans like water, food and shelter. The apparel reproduces people's lifestyles and shows their social and economic status. The importance of clothing in meeting certain human needs such as physical protection, modesty and decoration is well recognized. The role of clothing is satisfying consumer other needs such as the need for conformity, self-expression, social participation, etc. Researchers have confirmed the importance placed upon clothing by individuals, though the importance of clothing varies from person to person (Erwin *et al.* 1979).

Buying clothes always involves deciding what to buy, when to buy, how to buy and where to buy. Today, many consumers are looking for social media and print media for buying clothes. Consumers buy apparel from various apparel stores and depict a specific kind of behaviour which is related to various factors, such as, age, income, marital status, reference groups, occupation, etc. Apparel shopping especially women, usually spends a substantial amount of time in choosing and purchasing apparel. Apparel purchasing often contains visiting numerous apparel brand stores and relating different brands based on the design, quality, fit, discounts, advertisement, customer loyalty programs, stores atmosphere, in social media, print media and interior of the store.



Clothing includes various physical characteristics, which are viewed differently by many customers. When shopping for clothing, customers tend to compare and contrast different products made from different blended fabric. The choice of garments depends on the cost and characteristics of the product like style, quality and brand. The clothing buyers play an important role in clothing stores. The choice of clothing has evolved over the years, highlighting the need for research on changing consumer behaviour. The aim of this study is to know the clothing purchasing behaviour of working women and to recognize the factors that influence clothing purchasing. To

encourage action from apparel retailers, it is important to seek for standardize or adapt plans based on buyers' preferences (Chaudhary2019).

Over the past few years, as a result of improved economic conditions and growth for women, clothing purchases have increased. It is therefore important to study and consider the factors that influence the purchases of working women. Clothing purchasing behavior is a tendency to buy clothing, depending on factors such as referral groups, consumer characteristics, product attributes, promotion and store attributes. Working women behaviour regarding purchasing vary widely according to their personality, tastes, income, age, occupation and other factors. Working women apparel buying behaviour is different from other people. These characteristics have an impact on the purchasing behaviour of women regarding clothes. These characteristics are responsible for the different types of apparel purchase.

But it doesn't mean that women of the same age or women of the same social background are similar. There is also a personality factor that varies from person to person. Clothing purchases are affected by a number of economic, personal and cultural factors. Suppliers generally want to segment their female customers again to better target from other customers.

Clothing producers must have their division in place they should develop clothing after understanding each section. Clothing is used to think, express or enhance working women's personality consciously or unconsciously. Garments have become an important part of working women's life. The apparel buying behaviour of working women is specific as they spend more time and money on the choice and selection rather than wear apparel garment (Chaudhary 2019).

The covid-19 pandemic is an outbreak of the disease that is spreading. The covid-19 pandemic is defined as “an outbreak occurring worldwide, or in a very large area, crossing international borders and generally affecting large numbers of people. However, seasonal outbreaks are not considered pandemics. Pandemic affects more people and kills more people. The World Health Organization (WHO) declared covid-19 a pandemic when it became clear that the disease was serious and rapidly spreading to a large area. The covid-19 pandemic has impacted the fashion industry around the world. The government closed down manufacturing plants, closed stores, and cancelled events due to spread of the virus. The covid-19 pandemic has had a major impact on fashion brands

globally. At the same time, the fashion industry faces challenges when it comes to consumer demand. New opportunities are also emerging become a fashionable masks against covid-19 face masks ([https://en.wikipedia.org/wiki/Impact of the COVID19 pandemic on the fashion industry](https://en.wikipedia.org/wiki/Impact_of_the_COVID19_pandemic_on_the_fashion_industry)).

In the early stage of pandemic there was lockdown for three months in which sellers got permission to sale grocery and essential needs. But then in many states retailer start selling non-essential items, including clothing, shoes and accessories. However, despite the introduction of more stringent sanitation facilities and precautions in stores, people still hasitate about making their purchases. Than many stores operated at low capacity, which limit the number of people in the store and at the same time to ensure social distancing, changing rooms were closed. Hiring more staff on site to regularly disinfect baskets, and applying more rigorous disinfection processes for returned or tried-on clothes. There haven't been enough studies done to determine how long covid-19 last on fabric, but if an infected person has touched the clothing in the store then there is a chance one will get infected, So, to reduce risk, sanitizers were provide in the stores so that one can sanitize hands before and after trying clothes or one can wear disposable gloves if concerned. One can avoid trying everything that happens next to face, too, like scarves or sunglasses. As a result of this pandemic, consumers prefer to shop online (Tarlton 2020).

The Internet has recently expanded rapidly and has become a critical tool worldwide (Farag, Schwanrn, Dijst, & Faber, 2007). Western countries and in other countries people started using the Internet via a desktop computer. Internet provides opportunities to share their idea and the improvement of their works easily so that one, who searches for specific knowledge, can easily find on the Internet. The user has developed many applications, one of the most important applications being online shopping (Teo, 2006)

Consumers across the globe are increasingly moving from crowded stores to one-click online shopping formats. With the rapid growth of network technology, the internet has greatly influenced the global marketing environment. Online purchases hold great potential in humans life (Vijay, Sai. T. &Balaji, M. S., 2009).

Online shopping is a really quick service. Today online shopping is the attention of the retail marketplace. Many people go shopping offline in order to review the

product and hold possession of the product just after payment of the product. In today's world, customer retention depends on the constant ability to provide quality, value and satisfaction. Some go for offline shopping, some online and many go for both. The study focused on the buying behavior of working women regarding online and offline shopping of apparels. Online buying behaviour means buying clothing on the online site using a web browser. The typical way of shopping online according to consumer needs a product or service is to browse the internet and look for the things he or she needs and information. But instead of actively searching, potential consumers are often attracted to the information on the product they want. The online shopper should have internet and a valid payment method in order to purchase the goods through the internet. Amazon, Myntra, Flipkart are just a few examples of successful online shopping sites that use online shopping great actions to attract the consumer. Offline shopping include stores, shopping malls, shopping marts, etc. The factors affecting online shopping are risk, convenience, previous online experience, pricing policy, quality, online trust, delivery time, income, taste and preference, information, variety of product, offers, available product and services, etc. The factors affecting offline shopping is less number of choice, time consuming, information, authenticity, taste and preference, bargaining (Gupta 2015).

The factors that affect the buying behaviour of a working women are grouped as Motivational factors, Economic factors, Personal factors, Socio-psychological factors and Situational factors (Kotler & Armstrong, 2001).

There are number of factors which affects apparel buying behaviour of working women.

- **Motivational factors:** It includes factors affecting apparel buying behaviour of working women like family and friends, shopkeepers and salesmen, display techniques etc.
- **Economic factors:** Income always affects the purchase of apparels Family size affects the purchasing decision which are also affected to apparel buying behaviour of working women.
- **Personal factors:** It includes factors that are unique to every individual and play a significant role in distressing their apparel purchasing behaviour. Personal factors include demographic variables such as age, occupation play a

vital role in influencing buying behaviour lifestyle factors that includes size of family, brand, preference to latest fashion and trend also affects the apparel buying behaviour of working women

- **Socio-psychological factors:** These factors includes culture, social classes and various reference groups, socio factor etc that change over time. Psychological factors are related to self actualization generated within an individual himself that affects the working women purchase decision. The major factors include perceived risk and apparel quality, need, family status, attitude, learning, and personality of an individual.
- **Situational factors:** Many situational factors affect working women apparel buying behaviour. These includes sale/discount offers, extra facilities (water/cold drink/tea) given by shopkeeper, attitude of shopkeeper etc.

JUSTIFICATION

Clothing is one of the necessary thing in our daily life. Due to covid-19 there was a change in the buying behaviour of women. If there was a change, what has changed and how women used to buy apparel earlier and now. To know about the online and offline buying behaviour before and during covid-19 pandemic, what problems have been faced by the working women to buy apparels and how and which factors affected the buying behaviour of working women before and during covid-19. Based on these facts, the present investigation on "**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**" has been formulated.

OBJECTIVES OF THE STUDY

1. To study the online apparel buying behaviour of working women before and during covid -19 pandemic.
2. To study the offline apparel buying behaviour of working women before and during covid -19 pandemic.
3. To study the factors affecting apparel buying behaviour of working women.

DELIMITATION OF THE STUDY

- The study was delimited to working women of Bhilwara city only.
- The study was delimited to apparel products only.
- Only school teachers of age group 25-60 years of Bhilwara district were taken.

OPERATIONAL DEFINITION

- **Buying behaviour** -Buying behaviour is the decision process and acts of the people involved in buying and using products.

REVIEW OF LITERATURE

Literature review is a crucial part of the research process. The literature review helps to direct one's thinking and moves one towards developing specific research questions. The main objective of the literature review is to understand past work on the topic. (Kothari, 2004).

The literature review carried out of the following sections.

2.1 Apparel buying behavior

2.2 Online and offline shopping

2.3 Apparel buying behaviour for working women

2.4 Covid -19 impacts on buying behaviour

2.1 APPAREL BUYING BEHAVIOUR

The role of apparel such as physical protection, modesty and decoration is well recognized. Apparel is satisfying human needs such as the need for conformity, self-expression, social participation, etc. The importance of clothing varies from person to person. (Erwin *et al.* 1979).

Lahiri and Samanta (2010) studied on factors affecting garment purchase. The study identified the impact of bases on customer buying behaviour for apparel products. Results of the study showed apparel purchasing behaviour affected by the retail segment and the evaluation of customers apparel buying in organized stores.

Mittal and Agarwal (2012) studied, "Consumer impression based on branded apparel". The study was completed with 120 consumers in various shopping centers in Jaipur. The data was collected using a self-administered questionnaire and convenience sampling method. Consumers have been found to associate the brand with apparel quality, style and design. Brands guarantee the acceptance, enjoyment and value of the investment to the consumer. The study also shows how the customer's income relates to the enjoyment of the purchased product. The buyer's budget plays major roles in buying garments. The consumer purchase branded apparel more comfortably and quality of the apparel is better than non- branded apparel.

Gurunathan and Krishnakumar (2013) conducted a study has been carried out in Coimbatore. Sample size was 100 respondents. Result of the study showed that clothing stores should give more importance to store attributes to attract customers, and also the planned promotion should be done aggressively and appropriately.

Saluja (2016) has studied consumers fashion trends for apparel buying behaviour, related to demographic, psychological and branded awareness, etc. Consumer buying behaviour was affected by monthly income, gender and other factors. Sample size selected was 100 people. Survey was conducted in Delhi. The study showed that customers were more likely to be attracted to ethnic outfit than to another segment. It was also found that the purchase frequency is high only when consumers are satisfied with their previous purchase. Age, gender, education and occupation do not affect consumer purchasing behavior. As a result, the purchase intention of consumers becomes high because of the positive attitude and behaviour that consumers develop towards these products.

Xu and Chen (2017) studied the apparel buying behaviour and result showed that decision making process of the consumers depends upon the traditional apparel shopping. The study focused on traditional garment shops to formulate and improve marketing strategies. 1,000 structured questionnaires were distributed to shoppers who shop at clothing stores. The study focused on the five steps in the procurement decision-making process for the Engel Kollat-Blackwell model. A sample assumption was tested in three cities in China. Studies indicate a link between customer behavior and the traditional apparel market and furnished strategies for a fashion store supervisor to expand marketing strategy.

Sehgal and Khanna (2017) studied “factors influencing consumer purchase decisions at organized retail stores in Ludhiana”. The sample size consisted of 200 respondents from the 18 years above. The proforma was examined on a five-point Likert scale. Data was analysed by the statistical package for the social sciences (SPSS) 21. Results of the study revealed that sales assistance is the most important factor and store climate was the least of very important factor affecting apparel shopping.

Kumar and Kanchan (2018) conducted a study on customer buying behaviour for branded apparel. The objective of this study is to measure and understand consumer buying behaviour and the factors that affect the buying behaviour of branded apparel.

The study was carried out in Ludhiana, Sangrur, Patiala and Chandigarh. Sample size was selected 200 students between 15 and 45 years old. Likert scale was used to measure customer buying behaviour. Based on respondents analysis of data was done using ANOVA to verify the impact of unlike factors of the customer so as lead to purchase. The results of the study revealed that respondents from Ludhiana are more concerned with branded clothes and trends. New trends and fashion apparel are updated on the internet and television which create changes in this area.

Dulal and Islam (2018) studied factors affecting buying behavior of consumers towards foreign and domestic branded apparels. The study was conducted on the metropolitan city of Dhaka and regular buyers of clothing from different brands, both foreign and local. The sample size selected was 200 respondents. The study provided a clear understanding of each factor within the decision-making process of the local customer to purchase branded clothing. The final results of the study that several factors affected purchase of clothing like brand performance, purchase intent, customer evaluation and demographic and economic factors etc.

Bhanot (2018) studied customer buying behaviour for branded or non-branded apparel. The aim of the study was to find clothing buying behaviour for consumers and factors such as monthly income, peer influence, gender etc. Sample size 180 respondents were selected using a random sampling approach. The information was collected with the help of proforma. The results of the survey revealed that consumers preferred branded clothing over non- branded clothing. More than 50% of customers prefer private label brands over other brands, as they find them easy to purchase.

2.2 WOMEN'S APPAREL BUYING BEHAVIOUR

Working women clothing purchasing behavior is a tendency to buy clothing, depending on factors such as referral groups, consumer characteristics, product attributes, promotion and store attributes. Working women vary widely according to their personality, taste, income, age, occupation and other factors. These characteristics have an impact on the purchasing behaviour of women who decide to buy. These characteristics are in large part responsible for the different types of behavior represented by women.

Joung and Miller (2002) conducted a study on older women's participation in social events and clothing shopping. Sample were selected randomly, 386 older women

aged 55 years were administered the mail survey whose stepwise return analysis proved that older women response was leisure and formal social activities positively changed their interest on fashion and trends.

According to Chen-Yu and Seock (2002) fundamental segmentation of the clothing market is based on gender, therefore plays a vital role in influencing a consumer's clothing selection and apparel buying behaviour (Bohdanowicz and Clamp 1994). Shopping is even described by Dholakia (1999) as a “gendered activity”. The results of these studies amplify the role of women in the judgment of a brand and consider women as an active partner relative to men in purchasing behavior.

Nam *et al.* (2006) conducted a study on apparel purchase behaviour of mature ladies. In the study majority of working women showed moderate interest in clothing and changed clothing styles as a function of their own choice. Results of this study showed that respondents with high fashion trends have shown greater social and financial involvement with fashion and clothing budget.

Hirst and Omar (2007) reported that women tend to have a positive attitude towards online purchasing. Women were aware of the discouraging characteristics of buying online, but they are always inclined to buy clothing online. The study concluded that the positive features of online shopping, i.e. conveniences, usefulness, ease of use and efficiency overpower some negative features such as the lack of security, privacy of information and online fraud.

Chinwe (2009) studied clothing problems of higher socio-economic womens. The data were collected by means of a questionnaire administered to women in urban areas of Nigeria. The selected respondents were between 35 to 60 years old, married, with higher education and employed. They clothing issues involved fashion leadership, fashion participation, brand typologies, media influence, and pricing and status issues.

Holmlund *et al.* (2011) studied apparel shopping behavior of mature women and its attitudes. The purpose of the study was to investigate and analysed the purchase of clothing by mature women. The empirical material consists of observations from a department store and interviews with a sample of 10 working women between the age group of 50- 63 years. The study produced empirical elements of the purchasing processes of mature women: the need for clothing, ability of fashion, clothing preferences, brand preferences, retail preferences, buying style and price. Analysis of

the result made it possible to develop a new model of the buying habits of working women. The study was limited in size and served as a starting point for further research on working women and clothing purchasing in general. Based on the preferences found, the study provides useful suggestions to clothing designers, manufacturers, retailers and marketers on how to more effectively target middle-aged women.

Rajput *et al.* (2012) conducted a survey on the dynamics of women buying behaviour. The study was to examine Indian female consumers buying behaviour and deeply understand the key factors of branded clothing which influence female consumers involvement towards stylish branded clothing. The results of the study were awareness of the branded apparels amongst females and their shopping behaviour. It was observed in the study that price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant were status, durability, and celebrity endorsement, hence can be ignored by the apparel retailers in their efforts to tap and capture the market.

Singh and Sarvanan (2013) studied the clothing buying behaviour of women from Coimbatore. The study focuses on the buying behaviour of women's clothing and the factors affecting clothing buying preferences in terms of design, fabric types and fashion. The information was collected using questionnaires. The sample size selected was 300 female employees. Sample was college going girls, working women, and middle-aged women in various age groups between the ages of 15 to 45 years. The questionnaire was used to gather the data from the respondents. The data were analyzed in terms of percentage. The results showed that women purchase their apparels during festivals and special occasions. In the age group 16-25 years, most of the college going women prefers casual dress. Most of the middle age women preferred kurtis and tights as casual wear.

Saeed *et al.* (2013) studied on female apparel buying behaviour preference. Aim of the study varied in terms of clothing expenditure, particularly among women, and major differences were observed in their sense of self, ethnic identity and paternal effect. Results of the study were found for the clothing spending paternal effect, cultural effect, question and percentage change for fashion sensitivity. The respondent's results based on lifestyle and social value, the modern apparel market has replaced traditional apparel related cultures.

Agarwal and kulshrehtha (2015) in their study compared clothing shopping behaviour among girls aged group of 13-35 years in the Ghaziabad district. To evaluate the effect of age and socio-economic condition on apparel buying behaviour and knowing among the population of Ghaziabad district, total 500 subjects selected by laminated multistage random sampling technique. The majority of respondents were educated, single, nuclear family and lower income earners. The group was more concerned about cost than sustainability in choosing the garments used for different occasions. The results show most aspects of apparel buying behaviour, and fashion awareness and knowledge, which can be used as a guideline for manufacturers to meet the requirements of different ages from different social economic status.

Koca and Koc (2016) studied on clothing fashion, brand awareness and buying behaviour according to gender. The sample size selected by survey 382 consumers- 86 women and 196 men. The study was conducted at Ankara, collected with the help of tools composed of 29 questions. The data analysed by means of the Social Sciences Statistics Packet (SSSP). Results of the study was determined that male and female consumers do have different perceptions and preferences with respect to fashion and brand awareness in the clothing buying behaviour, the demographic characteristics were influential in purchasing apparel, and that women were more influenced by fashion while men were more influenced by brand name.

Panicker and Mohammad (2017) conducted study on shopping behaviour of urban women. The study covered experience of the brand and the loyalty of urban women. The purpose of the study was to find a correlation between the annual income of consumers and their annual expenditure on formal clothing. Sample size selected by the study, 102 working women from the age group between 21-35 years. The results showed costumer looks for features such as quality, comfort, style and trademark. Working women brands experience enable them to be loyal to the brand as they develop emotional connect.

Chaudhary (2018) conducted a study on factors impacting apparel purchasing behaviour of working women. Factors affecting apparel buying behaviour of working women like consumer characteristics, product attributes, promotion, store attributes and reference groups. Sample size selected 480 working women belonging to the age group of 26-55 years aged of upper middle class income group. The study was conducted in Jaipur city. Convenient sampling technique was used for selection of sample. The data

was analyzed on the basis of mean and standard deviations. The results of analyzed by revealed that store attributes and product attributes are the most important factors of apparel buying behaviour.

Sujatha and Menaka (2018) conducted a study on female buying behaviour towards branded leggings. The leggings were more fashionable garments preferred by most women compared with other garments. Women's expectations of different brand in various aspects such as quality, price, comfort, availability of apparel. The survey was conducted with 150 respondents using the single random technique. The study reveals that most women prefer using branded leggings because it was very comfortable. The study concluded that women's preference for fashion changes on a day-to-day basis.

According to Chaudhary (2019) knowledge about apparel buying behaviour of Indian working women and to assess the impact of big five personality types of apparel buying behaviour like consumer characteristics, product attributes and promotion, store attributes and reference groups. The study was conducted on 480 working women belonging to the three age groups 26-35 years, 36-45 years and 46-55 years. The study was carried out at Jaipur. The convenient sampling technique was used for selection of sample. The analysis of the data was carried out using the percentage, mean and correlation. It was found that there is a positive correlation between the dimensions of clothing buying behaviour and the top five personality types. The conclusion of the study was contribute to understanding of clothing buying behaviour and provides a meaningful insight to retailers, entrepreneurs and merchandisers regarding clothing buying behaviour.

2.3 ONLINE AND OFFLINE BUYING BEHAVIOUR

Online shopping is a really quick service. Today, online shopping is the attention of the retail marketplace. Many people go shopping offline in order to review the product and hold possession of the product just after payment of the product. In today's world, customer retention depends on the constant ability to provide quality, value and satisfaction. Some go for offline shopping, some online and many go for both kinds of shopping. The study focuses on the buying behavior of clothing online and offline working women.

Uzun and Poturak (2014) conducted a study on factors affecting online shopping behavior of consumers. Aim of the study was to find out which factors affect consumers in the context of e-commerce, also to see the relationship between e-satisfaction and e-loyalty. As the Internet has become a channel, online transactions have taken place, creating the need for businesses to understand how consumers view online shopping. The first thing that was done as part of this study was to incorporate the relevant documentation, and then to look at what variables affect consumers' online purchasing decisions. Seven assumptions have been made about the consumers' past experiences in e-commerce. The data collection was done with the survey, which went online to 200 randomly selected citizens, and 104 of them responded as part of the survey. The results of this study highlighted the relationship between online service satisfaction and consumer intent to buy in the future, generating customer loyalty. The main objective of the survey was thus successfully achieved.

Nittala (2015) investigated on factors influencing the online buying behaviour of consumers in India. The study conducted on the state of Andhra Pradesh, India. The study provides a better understanding of the potential of electronic marketing for both researchers and online retailers. Data from a sample of 1,500 internet users (distributed uniformly across six selected cities) were collected through a structured questionnaire covering the demographic profile and factors affecting online shopping. Factor analysis and multiple regression analysis are used to establish the factors affecting online purchase and the behaviour of online purchase. The study found that perceived risk and price have positively impacted online buying behaviour. The results also indicate that the positive attitude, the product risk, adversely affects online shopping behavior.

Ganapathi (2015) studied factors affecting online buying behaviour of consumers. The study was done in the city of Chennai. The 300 consumers selected through random sampling method and the data and information are to the year 2014-15. Results of the study were socio-economic factors affected online shopping. The results indicate that 64 percent of male consumers prefer online shopping and 32 percent of women prefer online shopping. A group between the ages of 31 and 40 years. The results show that 38 percent of online shopping consumers are trained until graduation, followed by graduation, higher education and secondary education.

Reddy and Srinivas (2015) studied impact of demographic factors of Indian costumer on online buying behaviour. Selected respondents according to the different

age group aged 20-30, 30-40 and 40-50. The sample size selected 598 respondents. Showed interest on the demographic factors of customer's online buying behaviour. A questionnaire was used to collect data for six major Indian towns. Conducted study on -New Delhi, Hyderabad, Mumbai, Chennai, Bangalore and Kolkata. The results of the study demonstrated that women of age group 20-30 years do prefer online shopping. The results also indicate that women shop 3-4 times in a month when compared to men who shop online only once in a month. Other factors, such as age, marital status, income and education, had no impact on online shopping. Because of the size of the family had a significant effect on the online shopping behavior of the client.

A comparative survey of online and offline shopping behaviour was conducted by Gupta (2015). The study connected was different age group people shopping behaviour. The people are considered because to know whether which groups of people are involved or not involved more in the online shopping. There are four age group divisions in the survey to determine which group will make more online purchases and which group will make more offline purchases. A study carried out at Rourkela, Sundargarh district of Odisha. The sample size selected 150 respondents. The results of the study analysed that the consumers aged 18 to 25 are more comfortable making online purchases than the rest of the group. The group, which is coming under the age 35 and above are not much aware of the so many shopping sites and as well as they are not technically advanced to do online shopping, whether the product they are ordering will come genuine or not so they less doing online shopping rather they prefer offline shopping. This makes it clear that youth are more inclined to shop online. Men shop less online than women. The woman is purchase more in online shopping because they like to go shopping, be it offline shopping or online shopping. There are increasing demands of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometimes even less price than the market.

Jadhav and Khanna (2016) studied factors affecting online apparel buying behaviour. Online retailing in India has been growing phenomenally in the last few years. The purpose of this study was to explore the factors influencing the online buying behaviour of college students. A convenience sampling methodology was used to select the sample size from 25 college students. The factors influencing online purchases have been identified as availability, low price, promotions, comparison, convenience and customer service, perceived ease of use, attitude, time awareness, trust and diversity

research. Results of the study factors influencing for online shopping were identified as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Patodiya and Birla (2016) examined the exploration, categorization and comparison of empirical research on online and online clothing purchases in India and internationally. The survey results show that some consumers are researching online and buying from physical stores, and some consumers are researching physical stores and buying online. The change in mode also results in changes in buying behaviour. The attention of marketing experts, researchers and academics. The study provides a helpful source for marketers, researchers and retailers, academics to understand the purchasing behavior of clothing online.

Sarkar (2017) conducted a study on both online and offline shopping. The results of the study show fundamentally differences in purchasing behavior between the two modes of purchase (online purchases and offline purchases). Online purchases do not require traveling long distances, offers more variety, remains functional 24*7, offers huge discounts and extend the ease of customer feedback. On the other hand, offline shopping makes it possible for customers to physically examine products that otherwise online shopping is missing. Consumers used the online and offline mode of purchase based on their preferences at some point.

A study on female's online shopping behaviour was conducted by Raman (2020). Study was conducted using questionnaire responses from approximately 529 online-shoppers. The study reveals that customer service have the major influence on the female's attitude to shop online and perceived behaviour control acts as the most influencing factor in female shoppers' to buy online. The overall descriptive power of the proposed model has a 52 percent R² for women wanting to use online shopping and a 42 percent R² for attitude towards online shopping. Since it was difficult to attract new shoppers and retain existing customers, excellent customer service can be the answer to the problems related to customer retention and customer loyalty in the online context.

Chaudhary and Gowda (2020) studied the analysis of online shopping habits of women apparel users in India. It is estimated that India's online market will grow 3.5 times, reaching 175 million by 2020. Main reasons of the growing preference for online

shopping are internet penetration, increasing number of online retailers, ease of shopping, flexibility in delivery, increasing purchasing power, etc. According to Gizmobaba's report online transaction of women have doubled in past two years. As per one Google study, it was expected to drive 25 percent of the total organized retail sales in India by 2020 and expected to reach \$60 billion in gross merchandise value. The study provides a detailed analysis of various factors influencing the online shopping decision and most favorite online retailers.

2.4 COVID -19 IMPACTS OF BUYING BEHAVIOUR

An epidemic is one that spreads across countries or continents. The covid-19 pandemic has impacted the fashion industry around the world. The government closed manufacturing plants, closed stores and cancelled events in an effort to spread the virus. So world people faced lockdown condition. But now that many states are slowly beginning to reopen as a result of the COVID-19 pandemic, retailers selling non-essential items, including clothing, shoes and accessories, are also doing so. After lockdown, a number of stores opened slowly. Many stores operate with low capacity, limiting the number of people that can be present at the store at the same time to ensure social distancing.

The impact of covid-19 pandemic on apparel market was a study conducted by Chakraborty and Biswas (2020). The study highlight was impact of covid-19 on the textile, apparel and fashion manufacturing (TAFM) industry supply chain, focusing on root cause analysis and statistical data on consumption of textile goods, both locally and globally. As the global textile market was interconnected, these outbreaks have a global impact due to travel restrictions and raw material shortages. This study has two parts. The first part is overall impact of the pandemic on the TAFM industry and conducted a text analysis on the statements collected from business reports, academic journals, market researchers' opinions, manufacturers' statements and business journals, in order to identify the most frequently used terms associated with supply chain disruption. The second part was a case study on a ready-to-wear industry (RMG) in Bangladesh that demonstrated that the disruption of the supply chain caused by covid-19 would increase the cost of production.

Koch *et al.* (2020) conducted a study on online shopping behaviour during the covid-19 pandemic. The study examined generation Y and generation Z reasons for

online purchases during the company's covid-19 closure in April 2020. Used survey data from 451 German consumers to examine the relationships between normative, utilitarian and hedonic patterns, and purchasing intentions using structure equation modeling. Results of the study show normative determinants such as media reports on the economic situation are related to consumers purchase intentions, whereas the normative influence of close social network is not. Furthermore, find the hardness motivation were better predictors of purchase intentions than utilitarian motives and the individuals practicing social distancing, generation Z, and the women showed higher levels of hardness motivation.

Parson and Vancic (2020) studied changing buying behaviour during the covid-19 pandemic. In early 2020, the covid-19 pandemic was felt around the world. As a results, Supermarkets, Shopping Mart, Empty Shelves, depleted stocks and a large increase in online sales. Supermarkets, farmers, retailers and businesses have had to adapt to changes in consumer purchasing behaviour. In previous research, it has been found that price and quality are two of the most influential factors in the consumer decision process, in particular, increased price sensitivity and perceived quality of products concerns consumers in crisis situations.

According to a study carried out by Tarlton (2020) during the covid-19 pandemic on clothing buying behaviour. The results found that only 33 percent of US customers feel safe in a Shopping centre, Shopping mart and any other and the 65 percent of women and 54 percent of men say they wouldn't be comfortable using a apparel trying room. But while many remain hesitant, some people have braved shopping in post-covid-19 stores.

METHODOLOGY

Methodology is a logical way to conduct any research, so that a study is consistent and conducted with accuracy. The present investigation was undertaken to study “**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**”. This part deals with description of the research procedure, tools and techniques used for data collection and analysis in the light of the defined objectives. The research procedure followed has been categorized along with relevant details under the following section:

- 3.1 Locale of the study
- 3.2 Selection of the sample
- 3.3 Development of research tool
- 3.4 Procedure of data collection
- 3.5 Analysis of data

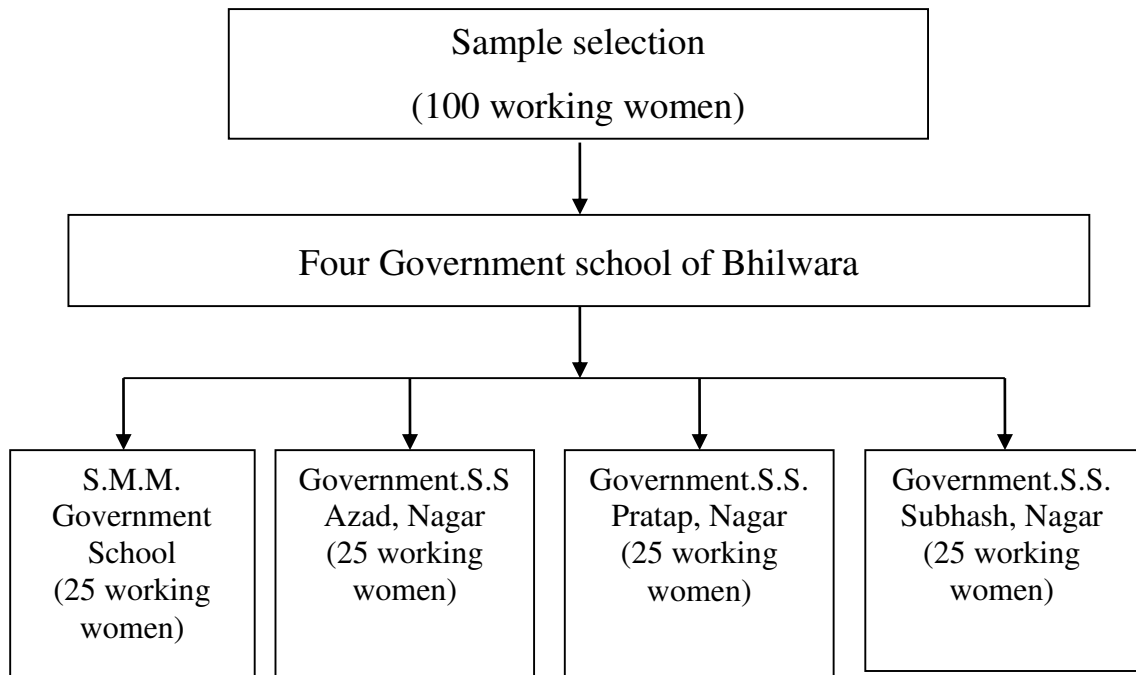
3.1 LOCALE OF THE STUDY

The respondents were selected from Bhilwara city. This location was selected by the researcher because it is convenient for the researcher and the accessibility is broad enough.

3.2 SELECTION OF SAMPLE

Keeping in view the objectives of the study, working women of Bhilwara city were selected. For the present study, 25 working women within the age range of 25-60 years from each government school were selected by random sampling method to achieve a total sample size of 100 working women.

Flowchart of sample selection:



3.3 DEVELOPMENT OF RESEARCH TOOL

The main instrument for this study was rating scale. The rating scale was aimed to gather information about the online and offline apparel buying behaviour of working women (respondents) before and during covid -19 pandemic, and the factors affecting buying behaviour of working women.

For the present study, a structured rating scale was developed by the investigator with reference to the scale developed by Lakhara. K., 2019 that reported similar nature of study. The scale was based on responses of series of questions that were assigned with five point continuum rank.

1. Always	4
2. Frequently	3
3. Sometimes	2
4. Rarely	1
5. Never	0

The Performa consisted of four sections:

Section I: This part consisted of background information of respondents:

3.3.1 This part consisted of background information of respondents which includes name, age, occupation, name of village/district, marital status, monthly income, educational qualification and family type of respondents.

Section II: This part consisted of questions related to online apparel buying behaviour:

3.3.2 This part included questions related to online apparel buying behaviour of working women and problems associated before and during covid-19 pandemic.

- This part of the performa addreses, mode of payment, types of apparel, price and opinion on apparel purchasing before and during covid pandemic. Information related to brand and quality of apparel as well as expence on shopping, fashion and trends in purchasing apparel were also included.

Section III: This part consisted of questions related to offline apparel buying behaviour:

3.3.3 This part included questions related to offline apparel buying behaviour and associated problems with it, before and during covid-19 pandemic.

- This part of the performa was developed for offline apparel shopping, before and during covid-19, primarily focused on analyzing the comfort of respondents shop on store, impact of covid on fashion and trends of apparels in stores, time spent on purchasing apparel, mode of payment used in purchasing apparel offline buying behaviour before and during covid-19

Section IV: Factors affecting apparel buying behaviour of working women.

3.3.7 This part included questions related to factors affecting apparel buying behaviour of working women. The key factors found to affect purchasing behaviour are cost of apparel, brand status, durability, preference to latest fashion and trends etc.

Personal factors:

- Preference to branded or non-branded apparels while purchasing.
- Prefer towards own vs. others choice
- Give most implenation to towards latest fashion and trends

Situational factors:

- Wait for the sale/discount offers for purchase
- Influence of attitude of shopkeeper
- Availability of extra facilities (water/cold drink/tea) at the shop

Socio- psychological factors:

- Need, interest, display effect

Motivational factors:

- Family and friends
- Shopkeepers and salesmen selling behaviour
- Display at stores

Economic factors:

- Financial freedom to purchase apparel
- Purchasing apparel while to show your family status
- Family size affects the purchasing decision

➤ Reliability of Questionnaire

Cronbach Alpha Value	# Statements	Result
0.797	19	Very Good

3.4 PROCEDURE OF DATA COLLECTION

The data was collected by the researcher through the survey with the help of a prepared performa. To generate relevant report with the respondents, the survey was performed strictly in accordance to the objectives of the study. Assurance was given to the respondents that the information collected was exclusively used for the study.

Data has been collected as follows:

- A preliminary performa was given to the 100 working women, to know whether they were willing to take part in this study. This helped in reducing the non-response error.
- The structured performa were given to the respondents and information was collected personally by the researcher.

3.5 ANALYSIS OF DATA

After the collection of data from various sources it was reviewed and then analyzed with the appropriate statistical technique to arrive at the conclusion. Statistical measures help to combine the huge data at the same time to provide a quantitative base of research outcome. To obtain the result of the present investigation, the information gathered in google form.

A. Statistical methods used:

I. Frequency

Frequency distribution was used to investigate the data regarding demographic information and information related to other aspects.

II. Percentage

The score obtained from each section of the proforma was tabulated and transformed in percentage.

$$P = n/N \times 100$$

Where,

n= Frequency of a particular cell

N= Total number of respondents

P= Percentage (%)

III. Weighted Mean score

The weighted mean score is the mean of each value when it is multiplied by some weight w_i .

$$\bar{x} = \frac{\sum w_i x_i}{\sum w_i}$$

IV. Paired t test

s^2 = variance

n= number of samples

\bar{d} =mean of difference

$$t = \frac{\bar{d}}{\sqrt{\frac{s^2}{n}}}$$

RESULTS AND DISCUSSION

The present study was an attempt to know about “**A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic**”. This chapter was set out to derive meaningful conclusion from analysis of the data of the present study. The data have been organized and analyzed concerning the aim to present the findings and outcomes in a systematic order. Hence the results have been discussed in the following sections:

4.1 SECTION I

4.1.1 Background information of working women

4.2 SECTION II

4.2.1 Online apparel buying behaviour of working women before and during covid-19 pandemic

4.3 SECTION III

4.3.1 Offline apparel buying behaviour of working women before and during covid-19 pandemic

4.4 SECTION IV

4.4.1 Factors affecting apparel buying behaviour of working women

4.1.1 Background information of working women

Background information of working women were described under this section. The information was collected in relation to their name, age, occupation, education qualification, name of village/district, family type, and income (Table 4.1).

Table 4.1: Background information of the working women**n=100**

S. No.	Aspects	Categories	Frequency	(%)
1.	Educational Qualification	Graduate	39	39%
		Post Graduate	57	57%
		Ph.D. and / or above	4	4%
		Total	100	100%
2.	Age of respondents	25-36 yrs	44	44%
		37-48 yrs	41	41%
		49-60 yrs	15	15%
		Total	100	100%
3.	Marital status	Married	84	84%
		Single (Unmarried/ Widow)	16	16%
		Total	100	100%
4.	Occupation status	Service (Govt/ Public Sector)	100	100%
		Service (Private Sector)	-	-
		Self Employed	-	-
		Business	-	-
		Others	-	-
		Total	100	100%
5.	Monthly income	Rs. 20,000 - Rs. 30,000	19	19%
		Rs. 31,000 - Rs. 40,000	42	42%
		Rs. 41,000 - Rs. 50,000	32	32%
		Rs. 51,000 - Rs. 60,000	7	7%
		Total	100	100%
6.	Type of family	Joint	74	74%
		Nuclear	26	26%
		Total	100	100%

The data presented in Table 4.1 show that the majority of respondents were post graduate (57 per cent) and a noticeable number of the respondents were graduate (39 per cent), whereas (4 per cent) fewer respondents were found to be educated up to Ph.D. and / or above qualifications.

Bringing to light that more than forty percent (44%) of respondents were in age group of 25-36 years and a marginally lower number of the respondents belonged to age group of 37-48 years were (41 per cent), while only (15 per cent) belonged to 49-60 years age group.

Further the data clearly indicates that high numbers of respondents were married, i.e., 84 per cent whereas only 16 per cent women were unmarried/widow.

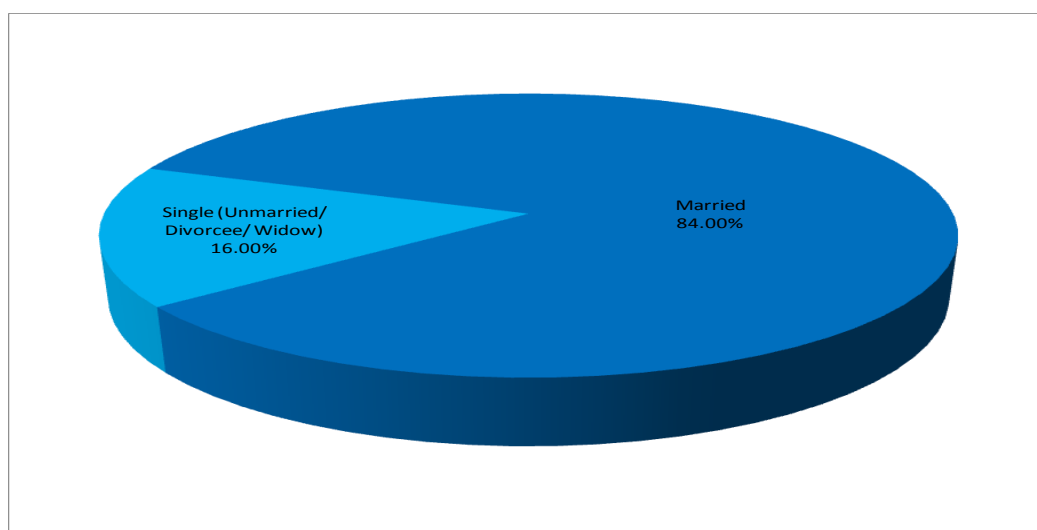


Fig: 4.1 Percentage distributions of the working women on marital status

Distribution of women according to occupation, revealed that all the respondents were employed in government sector.

The data further revealed that the monthly income of 42 per cent respondents were in the range of Rs 30,000-40,000, while 32 per cent respondents were earning Rs 40,000-50,000 monthly and 19 per cent respondents were having an income of Rs 20,000-30,000 per month. Rest 7 per cent respondents were earning Rs 50,000-60,000 monthly.

The distribution of data pertaining to the type of family of respondents show that majority of the respondents (74%) belonged to joint family whereas only 26 per cent of respondents were from nuclear family.

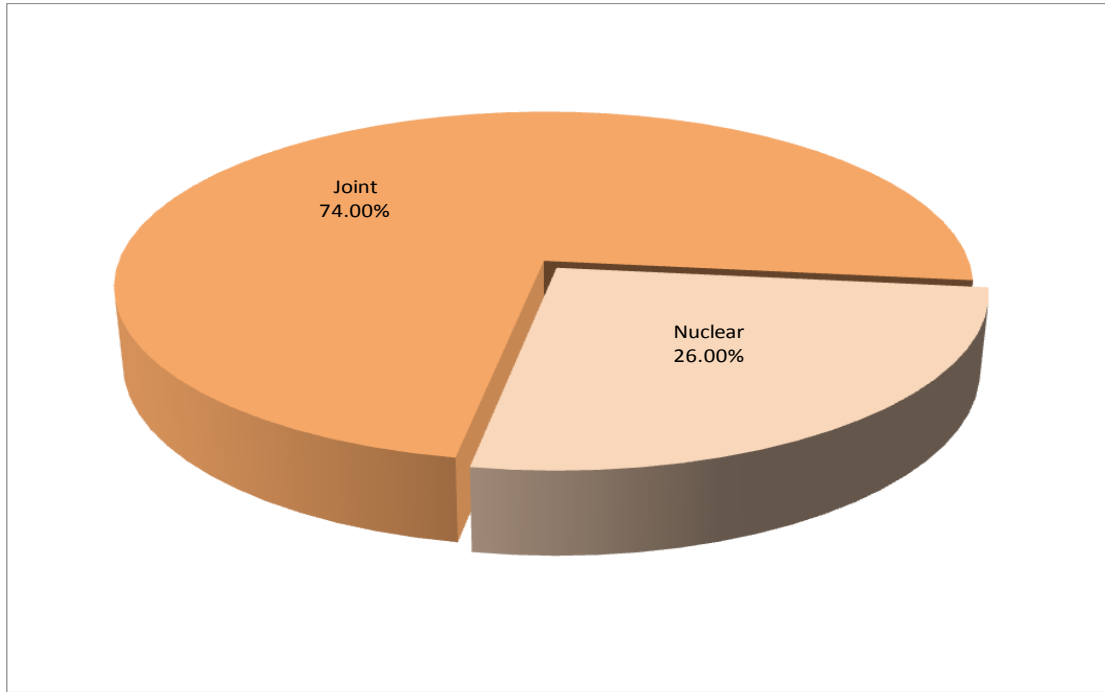


Fig: 4.3 Percentage distribution of the working women on the basis of family type

4.2 SECTION II

4.2.1 Online apparel buying behaviour of working women before and during covid-19 pandemic

In this part investigator discussed the information on the online apparel buying behaviour of working women before and during covid-19 pandemic, and how often working women purchase apparel. Most influencing factors of purchasing apparel were found to be as follows: Reasons and place of purchase for apparel, mode of payment, type of preferences while planning shopping, sources of information for online purchasing and extent of satisfaction on purchasing online apparel. The frequency and percentage distribution of the working women are given in tables and figures.

4.2.1.1 Online apparel buying behaviour of working women before covid-19 pandemic.

Table 4.2 shows the online apparel buying behaviour of working women before covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement as follows.

Table 4.2: Frequency and percentage distribution based on the online apparel buying behaviour of working women before covid -19**n=100**

S. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4	Weighted mean score (WMS)
1.	Most of transactions were digital (UPI, Google Pay, Phone Pay, Net Banking etc.)	1	1	15	42	41	4.21
2.	Feeling of more safety and security in online shopping	-	3	22	35	40	4.12
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	-	2	10	59	29	4.15
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	-	1	17	54	28	4.09
5.	It saves a lot of time in online shopping as it restricts the visit to market	1	2	26	44	27	3.94
6.	Saves more money by getting discounts and offers through online mode of shopping	-	-	21	49	30	4.09
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	1	1	11	54	33	4.17
8.	Mostly do online shopping	2	3	14	46	35	4.09
9.	Take notice of reviews of other customers can be checked about products in online shopping	1	1	6	64	28	4.17
10.	Preference to stores with card payment / Debit card/ Credit card payment facilities	2	1	11	48	38	4.19

Regarding digital transaction it is noticed that 1 per cent of women strongly disagreed, similarly 1 per cent of women disagreed, 15 per cent of women were in a neutral state and 41 per cent working women strongly agreed. Hence, the majority of working women (42%) agreed to the digital transaction.

Regarding Statement number 2 i.e., feel more safety and security in online shopping. The data depicted that 3 per cent of women disagreed, 22 per cent women were neutral and 35 per cent women agreed to the statement. Whereas the majority of working women (40%) were strongly agreed about to feel safety and security in online shopping.

Statement number 3 represented that 2 per cent of women disagreed i.e., missed touch and try option in online shopping, while 10 per cent women were neutral and 29 per cent women strongly agreed. Hence, the majority of (59%) working women agreed to miss the touch and try option in online shopping.

About statement 4, 1 per cent of women disagreed i.e., feel more energetic and less physically stressed in online shopping, whereas 17 per cent women were neutral, 28 per cent of women strongly agreed to the above statement. This is because working women do not have time and energy to visit the market for shopping. The majority of working women (54%) agreed to feel more energetic and less physically stressed in online shopping.

According to statement number 5 only 1 per cent of women strongly disagreed, 2 per cent of women disagreed, 26 per cent women were neutral, and 27 per cent strongly agreed that online shopping saves a lot of time rather than going outside for purchasing physically. More than forty per cent (44%) women agreed that it saves a lot of valuable time during online shopping.

Further in Table 4.2 statement 6 shows that 21 per cent women were neutral and 30 per cent women strongly agreed i.e. it saves more money by getting exciting discounts and offers when shopping is done through online mode. Almost half of the working women (49%) agreed saving more money through online mode.

Statement 7 indicates that only 1 per cent of women strongly disagreed, similarly 1 per cent of women disagreed, 11 per cent women were neutral, 33 per cent women strongly agreed to the statement that there is more safety and security in online purchasing of products as the product is delivered at home through courier. However,

majority of (54%) working women agreed to feel safe and secure during online shopping.

Statement number 8 stated that 2 per cent women were strongly disagreed, 3 per cent women disagreed, 14 per cent women were neutral and 35 per cent women strongly agreed to do online shopping. Almost half of the women (46%) agreed to do online shopping before covid-19.

Statement 9 depicted that equal number of women (1%) strongly disagreed and disagreed respectively to take an account of reviews of other customers about products in online shopping. Also, 6 per cent women were neutral on this statement whereas 28 per cent strongly agreed. Hence, the majority of (64%) working women agreed to take notice of reviews of other customers in online shopping.

In Table 4.2 regarding statement 10, 2,1,11 and 38 per cent women strongly disagreed, disagreed, neutral and strongly agreed, respectively. Women generally preferred stores with card payment/ online/digital payment facilities. Further majority of (48%) working women agreed to prefer stores with card payment/ digital payment during online shopping.

About mean weighted score the data in Table 4.2 shows that the highest WMS was assigned to different modes of transactions(4.21WMS) which is being used by the respondents in online way before covid-19. The second and third highest WMS is gained by statement 10 and 7 i.e. 4.19 and 4.17, respectively where the respondents reported that preferences given to that stores which had card payment/online/digital payment facilities and respondents have a feeling of safety and security in online purchase of products as it delivered directly to the doorstep.

4.2.1.2: Online apparel buying behaviour of the working women during covid-19 pandemic

Table 4.3 shows the online apparel buying behaviour of working women during covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement is shown here.

According to statement first, 11 per cent women were found to be neutral and 40 per cent of women were agreed for digital transactions. Near about half of the working women (49%) strongly agreed to the digital transaction during covid-19.

Table 4.3: Frequency and percentage distribution based on the online apparel buying behaviour of working women during covid-19**n=100**

Sr. No.	Statement	Strongly disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4	Weighted mean score (WMS)
1.	Most of transactions were digital (UPI, Phone Pay, Google Pay, Net Banking etc.)	-	-	11	40	49	4.38
2.	Feeling of more safety and security in online shopping	-	-	18	52	30	4.12
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	1	-	18	49	32	4.11
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	-	1	17	53	29	4.10
5.	It saves a lot of time in online shopping as it restricts the visit to market	-	1	21	41	37	4.14
6.	Saves more money by getting discounts and offers through online mode of shopping	1	1	13	57	28	4.10
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	-	1	14	47	38	4.22
8.	Mostly do online shopping	-	2	15	50	33	4.14
9.	Take notice of reviews of other customers about products in online shopping	1	3	12	51	33	4.12
10.	Preference to stores with card payment / Debit/Credit Cards, payment facilities	1	-	15	48	36	4.18

Statement number 2 indicates that 18 per cent of women found to be neutral and 30 per cent of women strongly agreed to feel safer and secure in online shopping. More than half of the working women (52%) agreed to feel safe and secure to online shopping during the covid -19 pandemic.

In Table 4.3, statement number 3 depicts that 1 per cent of women strongly disagreed while 18 per cent of women were neutral in feeling the product and trying it before purchase (missed touch and try option) in online shopping. Apart that 32 per cent women strongly agreed for the same. In the same statement majority of (49%) working women were agreed to “missing touch and feel the product” in online shopping.

Statement number 4 indicated that 1 and 17 per cent of women disagreed and had neutral feelings, respectively regarding feeling more energetic and less physically stressed in online shopping as it restricts there visit to market for shopping. Whereas, 29 per cent of women strongly agreed in this regard. Hence, majority of working women (53%) agreed to feel more energetic in online shopping.

Table 4.3 further reported that 1 per cent of women disagreed, 21 per cent women were neutral while 37 per cent women strongly agreed on saving a lot of time in online shopping among working women as they can avoid going to market. More than forty per cent respondents (41%) agreed that online shopping saved a lot of time in buying apparels.

Regarding statement six, equal number of respondents (1%) strongly disagreed and disagreed, respectively for saving money through online mode of shopping. A, 13 per cent of women were neutral while 28 per cent women strongly agreed on saving money through online shopping. It was observed that majority of working women (57%) agreed to save money through online shopping. Furthermore, 1 per cent of women disagreed and 14 per cent women were feeling neutral on safety and security in the online purchase as the product is being delivered at home through courier. In contrast to that 38 per cent women strongly agreed in this relation. Almost half of the (47%) working women agreed to feel safe and secure through online shopping.

Regarding the frequency of online apparel shopping, only 2 per cent women were disagreed, 15 per cent women were neutral while 33 per cent women strongly

agreed. It was observed that half of the working women (50%) agreed to do online shopping.

Statement 9 indicates that 1 per cent of women strongly disagreed and 3 per cent women were disagreed taking notice of reviews of other customers about products in online shopping. Twelve per cent women were found to be neutral while 33 per cent women strongly agreed in relation to statement 9. It was noticed that majority of (51%) working women agreed to took notice of reviews in online shopping during the pandemic situation.

Regarding statement 10, 1 percent women strongly disagreed, 15 percent women were neutral in their preferences to visit stores with card payment/ online/digital payment facilities whereas 36 percent women strongly agreed for the same. It has been observed that majority of (48%) working women agreed to prefer visiting stores with card payment/ digital payment in online shopping during the pandemic.

About WMS based on the online apparel buying behaviour of working women during covid-19, it was reported that the highest WMS was scored by statement 1 i.e. different mode of transactions which is used by women while online shopping (4.38 WMS). Apart that the second (4.22 WMS) and third position (4.18 WMS) in terms of WMS is gained by statement 7 and 10, respectively. Respondents revealed that there were more safety and security on while shopping and women had given preferences to stores where multiple online payment options were available.

❖ **Comparisons between before and during covid-19 pandemic online apparel buying behaviour**

Table 4.4 shows the differences in online apparel buying behavior of working women before and during the covid-19 pandemic. The level of significance regarding each of the given statement is shown in the given Table.

Table 4.4: Difference of the online apparel buying behaviour before and during covid-19**n=100**

Sr. No.	Statement	Before covid-19	During covid-19	Difference
1	Most of transactions were digital (UPI, Phone Pay, Google Pay, Net Banking etc.)	84.20	87.60	-3.4
2.	Feeling of more safety and security in online shopping	82.40	82.40	-
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping	83.00	82.20	0.8
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping	81.80	82.00	-0.2
5.	It saves a lot of time in online shopping as it circumvents the visit to market	78.80	82.80	-4
6.	Saves more money by getting discounts and offers through online mode of shopping	81.80	82.00	-0.2
7.	Feeling of safety and security in online purchase as product is delivered at home through courier	83.40	84.40	-1
8.	Mostly do online shopping	81.80	82.80	-1
9.	Take notice of reviews of other customers about products in online shopping	83.40	82.40	1
10.	Preference to stores with card payment / Debit/Credit Cards, payment facilities	83.80	83.60	0.2

According to Table 4.4 it can be observed that most of the women's transactions were digital. Thus, the difference regarding digital payment had increased by (3.4%).

Regarding statement number 2 i.e., feeling more safety and security in online shopping, data stated there were no changes in the safety and the security before and during covid-19 pandemic. This implies there was no difference.

Statement number 3 revealed that there is a little bit difference (0.8%) among women about missing touch and try option before and during covid. The reason is that safety was more important as compared to feeling touch and try apparel.

Further it was indicated that women feel more energetic and less physically stressed in online shopping as they have to go to market less for shopping purpose. i.e., difference before and during covid -19 was very minimal (0.2%).

According to statement number 5, women save a lot of time by online shopping because working women have limited or less time for outdoor shopping. Thus, difference before and during covid-19 pandemic is (-4%).

Regarding saving more money by getting discounts and offers through online mode of shopping, difference between before and during covid-19 pandemic is (-0.2%).

Regarding statement number 7 i.e., feeling more safety and security in the online purchase, the difference between before and during covid-19 pandemic is (-1%). This was because the product delivered at home through the courier service.

The difference of online shopping before and during covid-19 pandemic is (-1%). Furthermore, taking notice of reviews of other customers about products in the online shopping. The difference between before and during covid-19 pandemic is also (1%).

According to statement 10 i.e., preferring card payment in stores or digital payment facilities. The difference between before and during covid-19 pandemic was observed (0.2%) and working women agreed to prefer stores with card payment/digital payment in online shopping before covid-19.

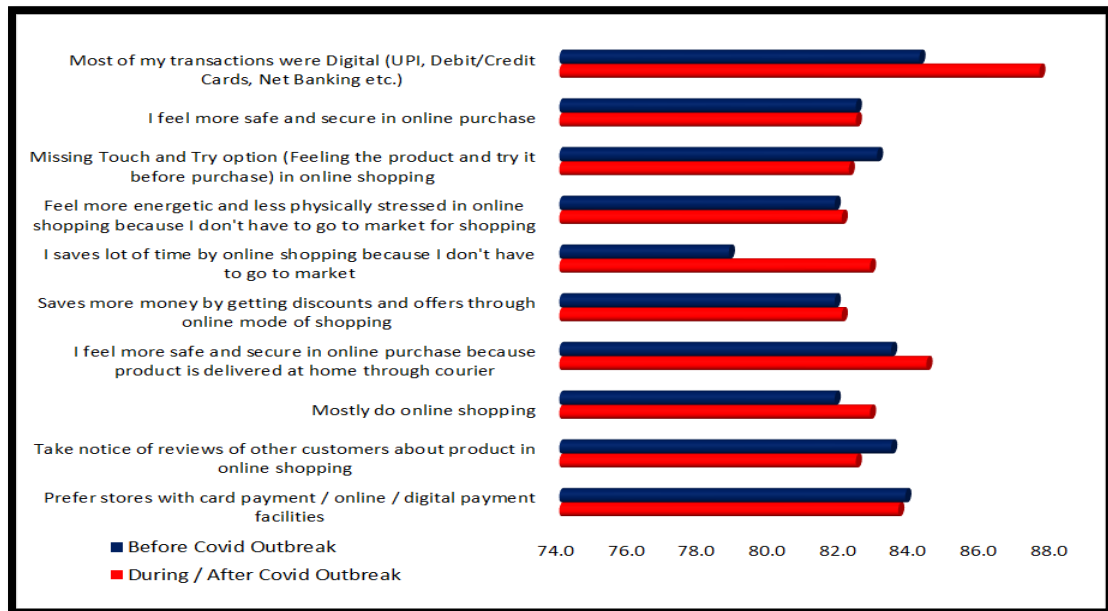


Fig: 4.3 Difference of the online apparel buying behaviour of working women before and during covid-19

H₀₁: There is no significant difference in the online apparel buying behaviour of working women before and during covid

Table 4.5: Level of significance difference of the online apparel buying behaviour before and during covid-19

Time	Sample size (n)	Weighted Mean Score (WMS)	Standard Deviation (sd)	Test value (t)	Degree of freedom (df)	Result
Before	100	4.16	0.28	3.10	99	**
During	100	4.05	0.29			

Table 4.5 show the online apparel buying behaviour of respondents. Level of significant difference is 4.16 before covid-19 and during covid-19 is (4.05). This shows significant decrease in buying behaviour of working women. The main reason behind the situation was the pandemic corona-19 due which many online activities got hampered and got delayed such as billing, delivery to the ultimate users and many other restrictions to apparel industry.

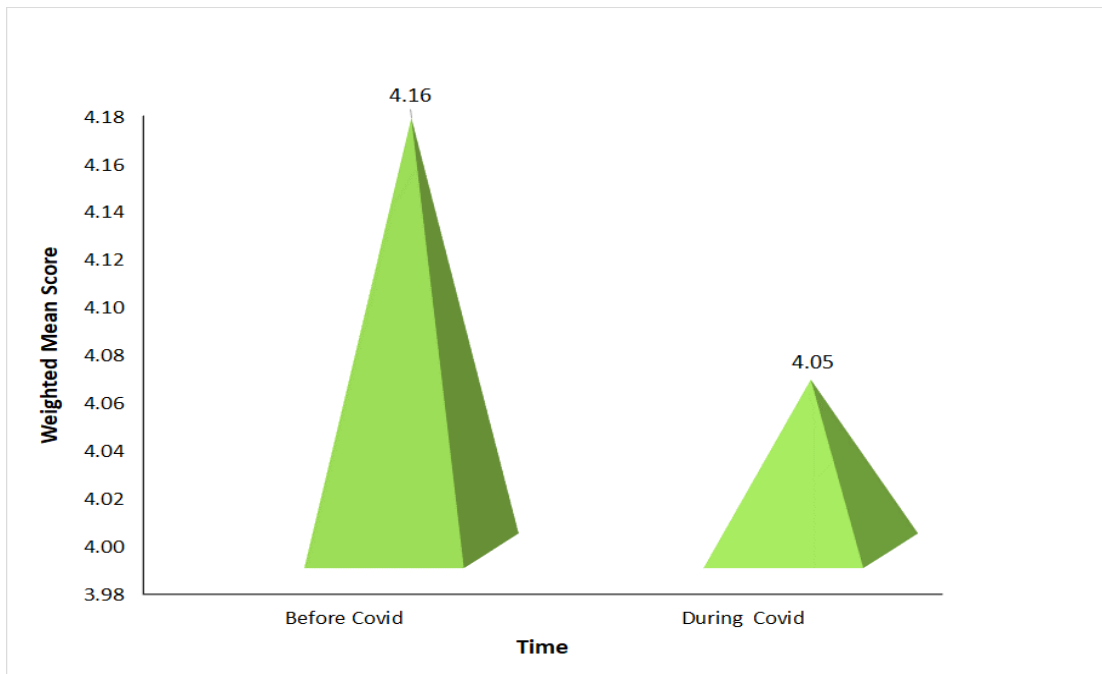


Fig: 4.4 Level of significant difference of the online apparel buying behaviour before and during covid-19

4.3 SECTION III

4.3.1 Offline apparel buying behaviour of working women before and during covid-19 pandemic

This part shows, information of the offline apparel buying behaviour of working women before and during covid-19 pandemic. Required information was collected regarding the offline buying behaviour of apparel before and during pandemic. The frequency and percentage distribution of the working women given in tables and figures.

4.3.1.1:Offline apparel buying behaviour of working women before covid-19 pandemic.

Table 4.6 shows the offline apparel buying behaviour of working women before covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement was shown.

According to statement 1, only 1 percent working women strongly disagreed, 14 percent women were neutral about the statement and 10 percent women were strongly agreed in preferring offline shopping. The majority of working women (75%) were agreed to give preference to offline shopping before covid-19.

Table 4.6: Frequency and percentage distribution based on the offline apparel buying behaviour of working women before covid-19

n=100

Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4	Weighted mean score (WMS)
1.	Give preference to offline shopping	1	-	14	75	10	3.93
2.	Most of the payments were in cash	-	-	12	31	57	4.45
3.	Feel safety and security in offline shopping	-	-	13	46	41	4.28
4.	Offline shopping was fun and more pleasurable experience	-	1	14	56	29	4.13
5.	Fear of getting infected in offline shopping	1	1	21	43	34	4.08
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	11	14	42	18	15	3.12
7.	Feel offline purchase more tiresome	1	4	14	46	35	4.10
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	1	2	12	56	29	4.10
9.	Feel more price conscious and made economic purchase in offline mode of purchase	5	3	14	39	39	4.04

Statement number 2 indicates that 12 per cent women were neutral and 31 per cent of women agreed that most of the payments were given in cash. The majority of (57%) working women strongly agreed that before covid-19 they used to payment in cash mode.

In Table 4.6 statement number 3 reports that about 13 per cent women were neutral and 41 per cent women strongly agreed to the statement that they feel safety and security in offline shopping. Almost half of (46%) women strongly agreed to the statement of feeling safety and security in offline shopping before pandemic.

Statement number 4 shows that only 1 per cent of women disagreed, 14 per cent of women were neutral and 29 per cent of women strongly agreed that offline shopping was fun as well as a pleasurable experience for them. Majority of working women (56%) also agreed that offline shopping was fun as well as a pleasurable experience before covid-19 situation.

Statement number 5 shows that equal number of women (1%) was strongly disagreed and disagreed, respectively whereas 21 per cent were neutral and 34 per cent women were strongly agreed to the statement i.e., fear of getting infected by someone in offline shopping. More than forty per cent working women (43%) agreed on fear of getting infected in offline shopping.

Statement number 6 showed that 11 per cent women strongly disagreed, 14 per cent women disagreed, 18 per cent agreed and 15 per cent were strongly agreed in taking complete precaution during purchase (proper sanitization), face covered with a mask etc. during offline shopping. Almost half of the working women (42%) were neutral to take complete precautions during purchasing apparel before covid.

Statement number 7 indicated that only 1 per cent were strongly disagreed, 4 per cent were disagreed, 14 per cent were neutral and 35 per cent were strongly agreed to the above given statement i.e., offline purchasing was more tiresome job. In this regard almost half of working women (46%) were agreed to the statement 7.

Statement 8 shows that 1 per cent women strongly disagreed, 2 per cent women disagreed, 12 per cent neutral and 29 per cent were strongly agreed on unnecessary behaviour of purchasing apparel than planned purchasing. The majority of (56%) working women agreed to impulse buying or unnecessary behaviour of purchasing apparel than planned in offline shopping.

Statement 9 revealed that 5 per cent women strongly disagreed, 3 per cent women disagreed and 14 per cent women were neutral to the statement i.e., Feel more price conscious and made economic purchase in offline mode of purchase whereas equal number of respondents (39%) were agreed and strongly agreed to the above statement, respectively.

The weighted mean score given in the Table 4.6, reveals that the first, second and the third position were secured by the statement 2, 3 and 4, respectively. It was observed that in offline mode the main mode of payment was in cash(4.45WMS) where as women had feeling of safety and security through offline system (4.28 WMS) and women had perception that offline shopping was fun and more pleasurable for them (4.13 WMS) as going for shopping gives them relaxing feeling other than routine job.

4.3.1.2: Offline apparel buying behaviour of working women during covid-19 pandemic.

Table 4.7 shows the offline apparel buying behaviour of working women during covid-19 pandemic. The percentage distribution of respondents according to their level of significance regarding each given statement is shown here.

According to statement 1, only 3 percent working women strongly disagreed, 23 percent women were neutral and 9 percent women were strongly agreed in preferring offline shoppingwhereas majority of working women (65%) were agreed to give preference to offline shopping during/before covid-19.

Statement number 2 indicates that 3 percent women were strongly disagreed, 17 per cent women were neutral and 38 per cent women agreed that most of the payments were given in cash during this pandemic situation. More than forty per cent (42%) working women strongly agreed that before and during covid-19 they used to payment in cash mode.

In table 4.6 statement number 3 indicates that about 1 per cent women were strongly disagreed, 17 per cent women were neutral and 34 per cent women strongly agreed to the statement that they feel safety and security in offline shopping. Almost half of (48%) women agreed to the statement of feeling safe and secure in offline shopping during pandemic.

Table 4.7: Frequency and percentage distribution based on the offline apparel buying behaviour of working women during covid-19
n=100

Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4	Weighted mean score (WMS)
1.	Give preference to offline shopping	3	-	23	65	9	3.77
2.	Most of the payments were in cash	3	-	17	38	42	4.16
3.	Feel safety and security in offline shopping	1	-	17	48	34	4.14
4.	Offline shopping was fun and more pleasurable experience	1	-	19	47	33	4.11
5.	Fear of getting infected in offline shopping	-	1	16	56	27	4.09
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	9	7	23	42	19	3.55
7.	Feel offline purchase more tiresome	-	3	11	51	35	4.18
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	-	1	9	52	38	4.27
9.	Feel more price conscious and made economic purchase in offline mode of purchase	-	-	13	54	33	4.26

Statement number 4 showed that only 1 per cent of women strongly disagreed, 19 per cent of women were neutral and 33 per cent of women strongly agreed that offline shopping was fun as well as pleasurable experience. Almost half of working women (47%) agreed that offline shopping was fun as well as pleasurable experience before covid-19 situation.

Statement number 5 shows that only 1 per cent of women disagreed, 16 per cent were neutral and 27 per cent of women were strongly agreed to the statement i.e., fear of getting infected in offline shopping. It was also observed by majority of working women (56%) that fear of getting infected by some others in offline shopping.

Statement number 6 clearly reveal that 9 per cent of women strongly disagreed, 7 per cent women disagreed, 23 per cent were neutral and 19 per cent were strongly agreed about taking complete precautions during offline shopping of apparels such as proper sanitization, face covered with a mask and follow social distancing. More than forty per cent of working women (42%) were agreed to take complete precautions during purchasing apparel during covid time period.

Statement number 7 indicates that only 3 per cent women were disagreed, 11 per cent were neutral and 35 per cent were strongly agreed to the statement i.e., to feel offline purchasing was more tiresome activity. The same situation was also observed by majority of working women (51%) in above statement.

Statement 8 shows that 1 per cent women disagreed, 9 per cent women were neutral and 38 per cent were strongly agreed on unnecessary behaviour of purchasing apparel than planned purchasing during pandemic time and majority of (52%) working women were also agreed on unnecessary behaviour of purchasing apparel than planned.

Statement 9 reveals that 13 per cent women were neutral and 33 per cent were strongly agreed to the statement i.e., Feel more price conscious and made economic purchase in offline mode of purchase. Majority of working women (54%) were agreed to the statement.

Regarding Weighted Mean Score obtained by the respondents highlighted in the Table 4.7 shows that the highest WMS was 4.27 which was scored by statement 8 which indicates that women had unnecessary behaviour of purchasing of apparels than planned purchasing. It further more shows that women do impulse buying whenever they visit market. The second highest WMS was gained by statement 9 (4.20WMS)

which reveals that women were basically more price conscious and always do economic way of purchasing which give them mental satisfaction. Besides that, statement 7 gained third highest WMS i.e., 4.18 score which indicates that offline shopping was more tiresome activity and that creates mental and physical fatigue as reported by respondents.

❖ **Comparisons between before and during covid-19 pandemic offline apparel buying behaviour**

Table 4.8 shows the comparison between offline apparel buying behaviour of working women before and during the covid-19 pandemic. Difference between before and during pandemic in each given statement is shown in the Table.

Statement number 1 indicates the preference of women for offline shopping in which there is 3.2 per cent difference before and during covid-19 pandemic.

Statement number 2 showed that the payment was given in cash in which (5.8%) difference was there before and during covid-19 pandemic. Further in statement 3 women feel safety and security in offline shopping. The difference between before and during covid-19 pandemic is (2.8%).

Statement 4 depicts that offline shopping was a fun and more pleasurable experience. There is a difference of (0.4%) before and during covid-19 pandemic

Statement number 5 shows that fear of getting infected by someone in offline shopping among women. Difference is (-0.2%) before and during covid-19 pandemic.

Statement 6 regarding taking complete precautions during purchase (proper sanitization), face covered with a mask, etc, during offline shopping. The difference between before and during covid-19 pandemic is (-8.6%). It was further observed by the data that during pandemic situation majority of the respondents were kept essentials precautions in buying of apparels during pandemic time period and it is a good sign that people are really aware about the situation.

Regarding statement number 7 about feeling of offline purchase found more tiresome among working women, the difference before and during covid-19 is very minimal (-1.6%).

Table 4.8 Difference of the offline apparel buying behaviour before and during covid-19**n=100**

Sr. No.	Statement	Before Covid-19	During Covid-19	Difference
1.	Give Preference to offline shopping	78.60	75.40	3.2
2.	Most of the payments were in cash	89.00	83.20	5.8
3.	Feel safety and security in offline shopping	85.60	82.80	2.8
4.	Offline shopping was fun and more pleasurable experience	82.60	82.20	0.4
5.	Fear of getting infected in offline shopping	81.60	81.80	-0.2
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc, during covid-19 in offline shopping	62.40	71.00	-8.6
7.	Feel offline purchase more tiresome	82.00	83.60	-1.6
8.	Unnecessary behaviour of purchasing apparels than planned purchasing	82.00	85.40	-3.4
9.	Feel more price conscious and made economic purchase	80.80	84.00	-3.2

In Table 4.8 statement number 8 shows that unnecessary behaviour of purchasing apparel than planned purchasing of apparel, the difference before and during covid-19 pandemic is (-3.4%).

According to statement number 9 about feel more price conscious and made economic purchase. The difference between before and during covid-19 pandemic is (-3.2%).

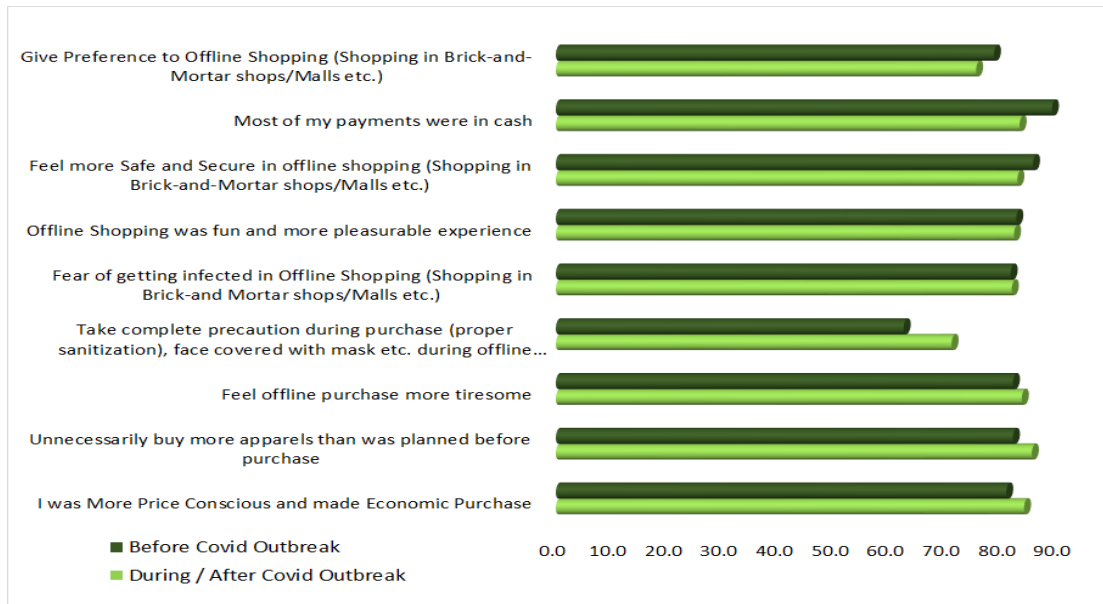


Fig: 4.5 Difference of the offline apparel buying behaviour of working women before and during covid-19

H₀₂: There is no significant difference in the offline apparel buying behavior of working women before and during covid

Table 4.9: Level of significant difference of the offline apparel buying behavior before and during covid

Time	Sample size (n)	Weighted Mean Score (WMS)	Standard Deviation (sd)	Test value (t)	Degree of freedom (df)	Result
Before	100	4.02	0.39	-0.72	99	NS
During	100	4.05	0.29			

Table 4.9 shows the offline apparel buying behaviour of respondents. The Level of significant difference value of before covid-19 is (4.02) and during covid-19 is (4.05) which reveals non-significant increase in buying behaviour of working women. Its shows that there is no change in buying behaviour of women in offline mode.

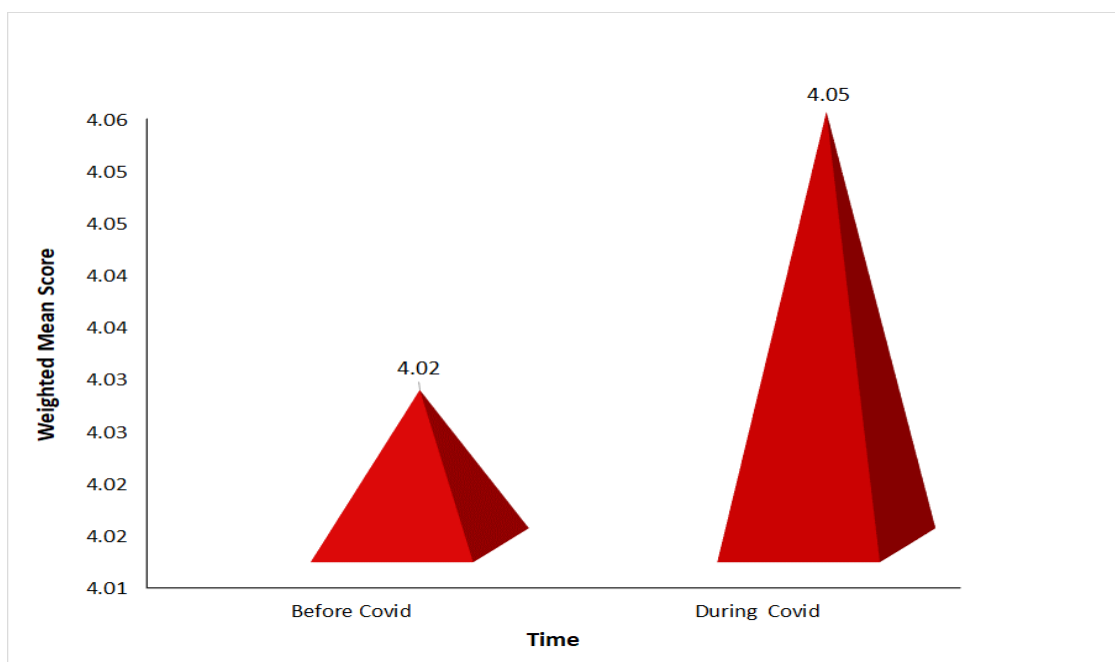


Fig: 4.6 Level of significant difference of the offline apparel buying behaviour before and during covid-19

4.4 SECTION IV

4.4.1 Factors affecting apparel buying behaviour of working women

This part explains the factors affecting apparel buying behaviour of working women. The information was collected regarding the different factors. These factors are personal factors, motivational factors, economic factors, situational factors, and socio-psychological factors. The Weighted Mean Score (WMS) on the distribution of the working women is given in Table 4.10.

4.4.1.1: Factors affecting apparel buying behaviour of working women

**Table 4.10: Weighted Mean Score (WMS) of the factors affecting apparel buying behaviour of working women
n=100**

Sr. No.	Factors	Weighted Mean Score (WMS)	Rank
1.	Personal factor(consumer characteristics)	82.80	I
2.	Motivational factor(reference group)	81.96	III
3.	Economic factor(store attributes)	79.70	V
4.	Situational factor(promotion)	81.88	IV
5.	Socio-psychological factor(product attribute)	82.33	II

Table 4.10 shows that highest WMS is given to personal factors (82.80%) which includes consumer characteristics whereas lowest WMS is obtained (79.70%) in situational factors of the respondents.

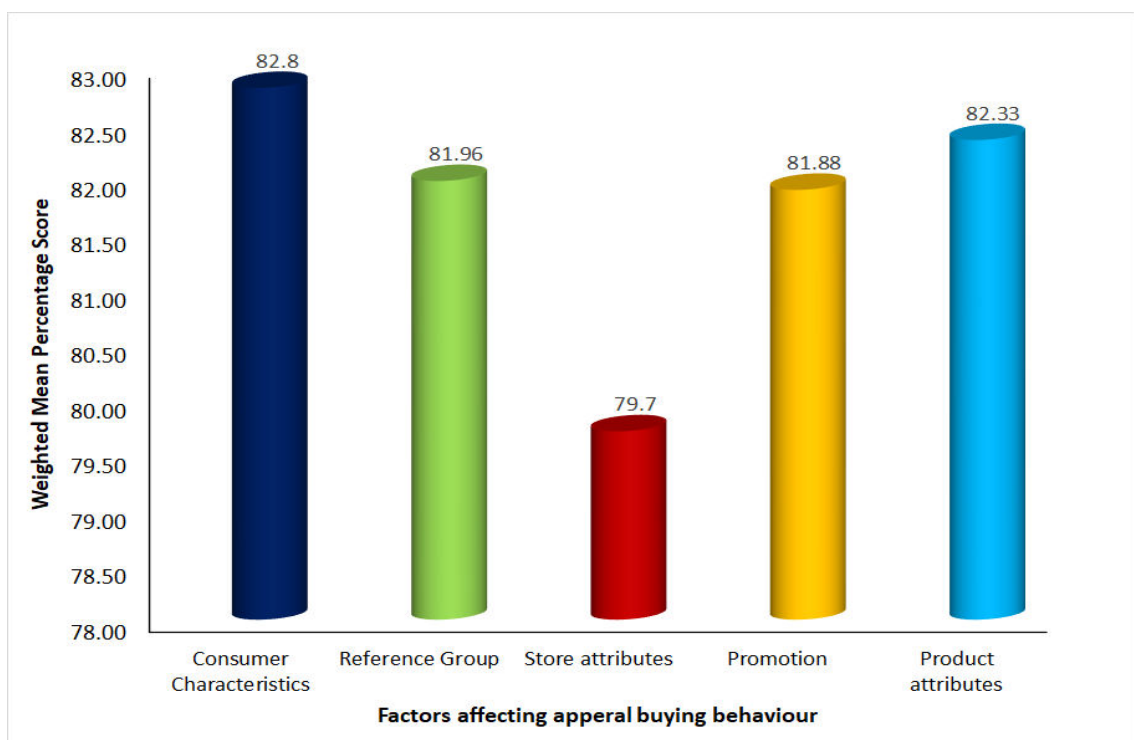


Fig: 4.7 Weighted mean score (WMS) of the factors affecting apparel buying behaviour

Table 4.10 statement number 1 shows that weighted mean score (WMS) of personal factor is (82.80%). These includes the preference about apparel, planning of purchasing apparel, time of purchasing, online or offline purchasing apparel etc.

Statement number 2 shows the weighted mean score (WMS) of motivational factor is (81.96%) which indicates whether their purchase was affected by their social groups like friends, family, neighbours and relatives.

Economic factor affects store attributes when women purchase apparel like price of the product, store quality, quality of the garments means, price of the product, etc. The weighted mean score (WMS) of economic factors affecting women is (79.70%).

Situational factors indicates that whether they like a brand promotion or not, seasonal sales and discounts on apparels, different offers available or not, attitude of shopkeepers and extra facilities available. The weighted mean score (WMS) of situational factors affecting working women is (81.88%).

Socio-psychological factor refers to product attributes refer to the quality of apparel, type of apparel and display in the stores etc. The weighted mean score (WMS) of socio-psychological factors affecting working women is (82.33%).

SUMMARY

The apparel industry is one of the most fast-growing industry globally. Growth of the latest apparel market and the emergence of varied global as well as regional brands across segments in the category is principally governing the market. Fashionable apparel is regularly produced by the major players in the market because of advances in apparel manufacturing, technological innovations, and the evolution of new apparel products.

Apparel is one of the most important elements to any individual. The apparel was originally made to protect our feet against the external elements which was made by fusion of different fabrics initially. With the passing of time, apparel have become an essential part of everyday life and now a days apparel become a needy item and the concept of luxury becoming obsolete. Fashion has also played key role in developing apparel more appealing and making it more and more extraordinary. In other ways we can say that the garment plays a very important role in the life of each one as it indicates the personality of an individual.

In a decade India has witnessed a growing trend in consumer orientation towards lifestyle and fashion. It is true that rising urbanization is an ongoing event in India and affects consumers way of life and purchasing behaviour. Over the last few years, the manner in which Indian consumers spend their money on various items has changed such as the positive attitude to the latest trends has increased. In terms of selecting a product, customers display various interest in search for the purchase, use, evaluation, and disposal of products and services. Apart that, they expect to meet their needs which is referred to as consumer behavior. In a common terminology consumer can be defined as a person who buys goods and services to satisfy himself or herself. Furthermore, the consumer is the end-user of any product and without it there is no imagination of marketplace. Each consumer has different needs and perspectives regarding the purchase of any product or service and each consumer has it owns preferences and dislikes. Consumer purchasing behaviour is the combined outcome from the point of view of preferences, purposes and conclusion of the consumer with respect to the product or service.

Consumer although buys the product but the buying decision has been impacted by many factors. This include internal factors such as attitude, need, motivation,

perception and external factors such as the influence of family, relatives, friends, social group, lifestyle, brand awareness, internet and media.

A major factor affecting an individual's purchasing behaviour is brand awareness. Each consumer has different preferences about whether the product is brand or not. Having a brand, a trademark is a name, word, mark, symbol, design, or an amalgam of them, which recognize the goods or services of a trader as specified by those of other traders. Brand awareness is based on past customer experiences and this will aid in influencing customers in their decisions.

Current generations are highly exposed to exploration prior to making procurement decisions. There is an extensive offline and online marketplace for buying apparels. But there are some issues that could become barrier in smooth buying process and which are generally faced by consumers while shopping which include fitting issues, price issues, fake brands or labels, salesmen behaviour, payment issues, unclear return policy, and delivery issues. But as the saying goes: every coin has two sides. There are also numerous advantages of shopping online and offline and the only way is the smartness and sensibility of consumers how they choose their product. Some times various other external factors are emerged which affects buyer behaviour and these extraneous factors have our no direct control and all we have to face it, which ultimately hampers market growth and decision making of a consumer.

We all know that the covid-19 pandemic is an outbreak of the disease that spread everywhere. The covid-19 pandemic is defined as “an outbreak occurring worldwide, or in a very large area, crossing international borders and generally affecting large numbers of people. The World Health Organization (WHO) has declared covid-19 a pandemic when it became clear that the disease is serious and rapidly spreading to a large area. The covid-19 pandemic has impacted the fashion industry around the world also. The government announced to closed down manufacturing plants, closed stores and cancelled events due to the spread of the virus. The covid-19 pandemic has had a major impact on fashion brands globally. At the same time, the fashion industry faces challenges when it comes to consumer demand and fashion industry also searching other means to combat with these situations by introducing new and exciting schemes, policies and easy-going process so that the consumer can feel comfortable and joyful experience in these adverse conditions.

Clothing buying behavior, which includes brand awareness, buying practices, factors influencing buying practices, issues that consumer face while shopping. These present observations impelled to conduct a comparative study on apparel buying behaviour of working women before and during covid-19 pandemic with the following objectives:

OBJECTIVES:

- To study the online apparel buying behaviour of working women before and during the covid -19 pandemic.
- To study the offline apparel buying behaviour of working women before and during the covid -19 pandemic.
- To study the factors affecting apparel buying behaviour of working women.

Methodology

The present study was conducted on 100 working women of 25-60 years of age group, studying in four government schools of Bhilwara district of Rajasthan state namely, S.M.M. Government School, Government school S.S. Azad Nagar, Government school S.S. Pratap Nagar and Government. S.S. Subhash Nagar. From each government school, 25 working women were selected by the random sampling method to form a total sample of 100 respondents. Questionnaire method was considered as the most suitable technique for getting the complete and desired information. Data collection was done personally by the investigator in a goggle form and required statistical analysis and interpretation is carried out for results and discussion.

The questionnaire consisted of the following sections:

Section I: This part consisted of background information of respondents like name, age, education, family type, family size, occupation, monthly income and qualification of respondents.

Section II: This part of the performa was developed about online apparel buying behaviour such as address, mode of payment, types of apparel, price, opinion before and during covid about purchasing of apparel, branded apparel, quality of apparel, how much money is spent on apparel, purchasing of apparel according to fashion and trends before and during covid-19.

Section III: This part of questionnaire was constructed for offline apparel buying behaviour of respondents before and during covid situation such as comfortable shopping stores, availability of fashionable and new trends of apparel in the store, spending limit of respondents on purchasing of apparel, different mode of payment available before and during covid-19 offline buying behaviour.

Section IV: This part included questions related to factors affecting apparel buying behaviour of working women such as cost of apparel, brand status, durability, preference for to latest fashion and trends in buying apparel of working women.

Personal factors

- Give preference to branded or non-branded while purchasing apparel
- Prefer own choice than others
- Give most preferences to latest fashion and trends

Situational factors

- Wait for the sale/discount offers at the time of purchase
- Influenced with an attitude of the shopkeeper
- Influenced from extra facilities (water/cold drink/tea)

Socio-psychological factor -Need, interest and display effect

Motivational factors

- Family and friends
- Shopkeepers and salesmen
- Display at stores

Economic factors

- Income affects the purchase of apparel
- Feel bound while purchased apparel to show your family status
- Family size affects the purchasing decision

Major findings of the study

Background information of the working women:

Education status of respondents

Majority of the respondents (57%) were educated up to postgraduate level and near about to forty per cent respondents (39%) were educated up to graduate level whereas fewer respondents (4%) had highest degree (Ph.D) and other qualifications.

Age of respondents

Forty-four per cent respondents in the age group of 25- 36 years and 41 per cent respondents were in the age group of 37-48 years whereas 15 per cent were in the age range of 49-60 years.

Marital status of respondents

Majority of the respondents (84%) were married and 16 per cent working women belonged to Unmarried/Widow category.

Occupation status of the respondents

According to occupation status cent per cent working women were belonged to government sector.

Monthly Income

According to income category, 42 per cent of working women had monthly income Rs 31,000-40,000 per month and 32 per cent had monthly earning Rs 41,000-50,000 whereas 19 per cent of working women had monthly income Rs 20,000-30,000.

Type of family

Majority of the respondents (74%) were in a joint family and 26 per cent of working women were from a nuclear family.

❖ Online apparel buying behaviour of working women before and during covid-19 pandemic

- Difference between before and during covid-19 pandemic (3.2%) women gave preference to offline shopping before covid-19 pandemic.
- For (5.8%) working women were most of the payments given to cash in offline shopping before covid-19 pandemic.

- About difference, very few working women (2.8%) feel safety and security in offline shopping mode before covid-19 pandemic.
- Difference between before and during covid-19 pandemic (0.4%) generally working women used offline shopping for getting fun and experiencing pleasurable moments according to the question statement.
- Working women were agreed to fear of getting infected by someone in offline shopping during covid-19 pandemic situation and the difference was reported 0.2 per cent
- Regarding taking complete precaution during purchasing (proper sanitization), face covered with a mask and follow social distancing during offline shopping, the difference was reported to be 8.6 per cent among working women who were taking complete precaution during purchasing apparel in offline.
- Feeling offline purchase more tiresome, the difference (-1.6%) that women were felt offline purchasing more tiresome during covid-19 pandemic.
- Working women were unnecessarily buying more apparel than planned before the purchase in offline shopping as the difference was reported -3.4 per cent.
- Women were purchasing apparel in offline shopping according to economic condition and considering the price of the product before and during covid - 19.the difference was noticed to be -3.2 per cent.
- Weighted Mean Score (WMS) of online apparel buying behaviour reported among working women before and after covid were 4.16 and 4.05 per cent, respectively.
- ❖ **Offline apparel buying behaviour of working women before and during covid-19 pandemic**
 - According to the statement (3.2%) women were given preferences to offline shopping before the covid-19 pandemic as the situation was stable and women enjoy offline mode shopping.
 - Majority of the working women were mostly performed payment by giving cash in offline shopping before covid-19 pandemic. The difference was reported to be 5.8 per cent.
 - Working women felt safe and secure in offline shopping mode before covid-19 pandemic as the difference was reported to be 2.8 per cent.

- Women agreed to use offline shopping as a fun and more pleasurable experience before covid-19 pandemic.
- Working women agreed fear of getting infected in offline shopping mode as the difference was reported to be -0.2 per cent.
- Working women were taking complete precaution during purchasing of apparel in offline mode such as using face mask and ensuring social distancing. The difference was reported to be -8.6 per cent.
- Feeling of offline purchasing more tiresome and create mental and physical fatigue during the covid-19 pandemic as reported by working women and the difference was -1.6 per cent.
- Working women were unnecessarily buying more apparels than planned before pandemic in offline shopping as the difference to be reported was -3.4 per cent.
- Women were purchasing apparel in offline mode according to their income as the difference was -3.2 per cent.
- Weighted Mean Score (WMS) of offline apparel buying behaviour before and during the covid were reported to be 4.02 and 4.05 per cent, respectively.

❖ **Factors affecting apparel buying behaviour of working women**

- **Personal factors**

Majority of the working women(82.80%) always preferred their own choice while purchasing of apparel for their family and relatives.

- **Motivational factors**

Majority of the working women (WMS-81.96%) agreed that family and friends always motivated them for purchasing of apparel which was followed by surfing internet and seeing displays at stores by working women. Further they reported that shopkeeper or salesmen motivate them to purchase and change their buying decision.

- **Economic factor**

Majority of the respondents reported that they always purchase the apparel according to the family status and income of the family(WMS -79.70%).The respondent never feel bound to shop according to family status and women

agreed that family income always affected their purchasing decision which have scored highest weighted mean score.

- **Situational factor**

Majority of the women wait for the sale or discounts offers which have scored highest WMS (81.88%). Sometimes influenced by shopkeeper or salesman attitude. Womens also influenced by extra facilities which were provided by shopkeepers like tea, coffee, snacks and water as a complimentry.

- **Socio-psychological factor**

Socio-psychological factor refers to product attributes which refer to the quality of apparel, type of apparel and display in the stores etc. The weighted mean score (WMS) of socio-psychological factors affecting working women is (82.33%).

CONCLUSION

The present study was carried out to find out “**A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic**”. The results of the study indicate that per cent women had knowledge regarding online purchasing of apparels and working women who have limited free time generally prefers shopping through online mode as it saves time and energy. During pandemic situation which have created problems for everybody and people are not able to visit markets personally for shopping that time online marketing/purchasing gives us accessibility to buy products without direct interface with the people and this online purchasing also provides us ample of options for money transactions like through PAYTM, GOOGLE PAY, UPI options, net banking, through debit card, credit card and many others. Apart that people also love to shops by offline mode where they visit market in pandemic situation by considering all the safety parameters such as covering their face, using sanitizer after each touch and maintaining social distancing as they love it and enjoy the shopping by direct purchasing the products. In a nut shell we can say that consumers have different opinion regarding online and offline shopping. It is the ultimate decision of the consumer whether he/she opted for online or offline shopping. Some time there are certain factors which affects the buying behaviour of consumer such as economic condition of buyer, psychological thinking, socio-

economic status, family pressure/ status and motivation or reinforcement provided by someone.

As the present pandemic situation have changed the thinking of every consumer and now, they have multiple options which provides them great freedom and mobility. Although, consumer buying behaviour is now changed according to the current situation, but after that the purchasing of goods and services is not hampered as the digital technology provides us ample options. Finally it is concluded that online and offline apparel buying behaviour of working women before and during covid-19 pandemic is prevalent in the present time and women are enjoying fully both the mode of shopping and are satisfied with the apparel industry innovations.

RECOMMENDATIONS

The present investigation acknowledges and identifies many dimensions which may become its outgrowth. Following were recommendations which can be used for further research work:

1. Comparative study on apparel buying behaviour of girls and boys can be studied.
2. A comparative study on apparel buying behaviour can be conducted on working men.
3. A study on apparel buying behaviour can be conducted with reference to different professions.

IMPLICATIONS

The comprehensive empirical work reported in the former chapters can pave the way for contribution in various multifaceted purposes. Few implications of the study are:

- Providing information about buying behaviour of apparel before covid -19 pandemic.
- Explore the problems encountered in online and offline purchasing during covid-19 pandemic.
- Knowing about the apparel buying experience amongst working women.
- Providing information about buying behaviour of apparel product during covid -19 pandemic.

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M.Sc. Thesis, 2021

Topic: “A comparative study on apparel buying behaviour of working women before and during covid-19 pandemic”

ABSTRACT

Apparel industry is one of the most fast-growing industry. Purpose of the present study was to expand the knowledge of working women regarding online and offline apparel buying behaviour before and during covid -19 pandemic and also explain the factors affecting apparel buying behaviour of working women. The study was conducted in Bhilwara district of Rajasthan state on 100 working women belonging to the age group 25-60 years.

Major findings reveals that 82.40 per cent women feel safe and secure before and during apparel buying in pandemic and 83 per cent women agreed missed touch and try option (Feeling the product and try it before purchase) during covid-19 pandemic. Majority (83%) of women feel more energetic and less physically stressed/fatigue on doing the apparel shopping followed by 82 per cent women saved more time during the covid period. Eighty-two per cent women reported that online shopping saved money during covid pandemic and 84.4 per cent women feel safe and secure during pandemic in online shopping. It was reported that (82.20%) women do online shopping during covid-19 pandemic as it is safe whereas 83 per cent women preferred totake review before covid-19 pandemic. Apart that majority of (83.80%) women preferred shopping through online stores before the pandemic.

In offline mode, majority (89%) of the women preferred cash payment before covid - 19 pandemic whereas women feel safe and secure during apparel shopping before covid-19(85%).It was reported that offline shopping was fun and more pleasurable experience for working women (82.60%). Majority of (81.80%) women not preferred to buy apparel in offline during covid-19 whereas working women took complete precaution during covid-19 and 83 per cent of working women felt that offline purchase of apparelis more tiresome job during covid-19 pandemic. Majority of (85.40%) women unnecessarily buy more apparel than it was planned. Followed by 84 per cent of women purchased according to price of the apparel during the pandemic situation.

Regarding different factors which affect the working women apparel buying behaviour includes preference of working women, planning of purchasing, time of purchasing apparel, online or offline purchasing etc. (82.80%). Working women were also affected by motivational factors(81.96%) andthere were many economic factors which affect the buying behaviour of working women (79.70%). Situational factor (81.88%) also affectsthe women's mental state whether they like a promotion or not, sale and discount and attitude of shopkeepers and extra facilities available or not which affects working women apparel buying behaviour. Thus, it is concluded that working women have ample of options available in buying of products and which give them great freedom and mobility.

Major Advisor

Research scholar

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विषय:कोविड -19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं के परिधान खरीदने के व्यवहार पर एक तुलनात्मक अध्ययन

परिधान विश्व स्तर पर सबसे तेजी से बढ़ते उद्योगों में से एक है। परिधान खरीदने के व्यवहार में कामकाजी महिलाओं को एक महत्वपूर्ण खंड के रूप में विकसित किया गया था। महिलाओं ने परिधान को बहुत अधिक महत्व दिया जिसके परिणामस्वरूप महिलाओं के खरीदारी व्यवहार में बदलाव आया। अध्ययन का उद्देश्य कोविड-19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं के परिधान खरीदने के व्यवहार और कामकाजी महिलाओं के खरीदारी व्यवहार को प्रभावित करने वाले कारकों को समझकर कामकाजी महिलाओं के परिधान खरीदने के व्यवहार के ज्ञान का विस्तार करना था यह अध्ययन 25-60 वर्ष की आयुवर्ग की 100 कामकाजी महिलाओं पर किया गया था यह अध्ययन भीलवाड़ा में आयोजित किया गया था इस अध्ययन में पाया गया की कोविड-19 महामारी से पहले और उसके दौरान कामकाजी महिलाओं का ऑनलाइन खरीदारी व्यवहार (82.40%) महिलाएं महामारी से पहले और उसके दौरान स्वयं को सुरक्षित महसूस करती थी ऑनलाइन शॉपिंग में उत्पाद को महसूस करना और खरीदने से पहले पहनकर देखना 83% महिलाओं का कहना था की वह कोविड-19 महामारी से पहले उत्पाद को पहन कर व उसे महसूस करके देखती थी ,महिलाएं ऑनलाइन शॉपिंग में अधिक उर्जावान और शारीरिक रूप से तनाव कम महसूस करती थी क्योंकि महिलाओं को खरीदारी के लिए बाजार नहीं जाना पड़ता था तथा अधिकांश महिलाओं में से 82 % महिलाएं महामारी के दौरान खरीदारी के समय उर्जावान महसूस करती थी उनका कहना था की वह ऑनलाइन खरीदारी से बहुत समय बचाती हैं क्योंकि उन्हें बाजार नहीं जाना पड़ता ,जिसमे (82.80%) महिलाओं ने कोविड के दौरान समय की बचत की ऑनलाइन खरीदारी के माध्यम से महिलाओं ने छुट और ऑफर प्राप्त करके पैसो की बचत की 82% महिलाओं का कहना है की कोविड महामारी के दौरान उन्होंने धन की बचत की (84.40%) महिलाएं ऑनलाइन खरीद में स्वयं को अधिक सुरक्षित महसूस करती थी क्योंकि उत्पाद को घर पर कूरीयर के माध्यम से वितरित किया जाता था ज्यादातर (82.80%) महिलाएं कोविड महामारी के दौरान ऑनलाइन खरीदारी करना पसंद करती थी (83.40%) महिलाएं

ऑनलाइन खरीदारी में उत्पादों के बारे में अन्य ग्राहकों की समीक्षाओं को कोविड-19 महामारी से पहले देखा करती थी तथा (83.80%) महिलाएं महामारी से पहले ऑनलाइन स्टोर से खरीदारी करना पसंद करती थीं

कोविड-19 महामारी से पहले और उसके दौरान महिलाओं के ऑफलाइन खरीदारी में अंतर – 89% महिलाएं कोविड की स्थिति से पहले नकद पैसे दिया करती थी तथा ऑफलाइन खरीदारी में सुरक्षित महसूस करती थी (82.60%) महिलाओं का कहना था कि कोविड महामारी से पहले ऑफलाइन खरीदारी में मजबूती थी तथा (81.80%) महिलाओं को कोविड-19 महामारी के समय ऑफलाइन शॉपिंग करने में संक्रमित होने का दर था वह खुद को सुरक्षित महसूस नहीं करती थी तथा ऑफलाइन शॉपिंग के दौरान कोविड की महामारी के समय 71% महिलाएं सेनिटाइजर व मास्क का उपयोग करके सावधानी बरतती थी (83.60%) महिलाओं के अनुसार ऑफलाइन शॉपिंग करना अधिक थकाऊ है (85.40%) महिलाएं महामारी के दौरान ऑफलाइन शॉपिंग करने से पहले योजना का नियोजन करती थी ताकि वह अधिक परिधान खरीद सके 84% महिलाएं महामारी के दौरान अपनी आर्थिक खरीद को लेकर सचेत थी महिलाओं की खरीदारी को प्रभावित करने वाले कारकों में से मुख्य कारक व्यक्तिगत कारक है जो कि (82.80%) महिलाओं को प्रभावित करता है तथा (81.96%) प्रेरक कारक, (79.70%) आर्थिक कारक जिसमें निर्णय गुण आदि (81.88%) (सिचुएशनल कारक कामकाजी महिलाओं की पसंद, प्रमोशन सुविधा, दुकानदार का खेया आदि तथा सामाजिक-मनोवैज्ञानिक कारक) 82.33% प्रभावित करता है जिसमें परिधान का प्रकार व उनका दर्शय, परिधान की गुणवत्ता आदि शामिल है।

मुख्य सलाहकार

शोधकर्ता

PRELIMINARY PERFORMA

TITLE: “A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic”.

Name of the researcher: Ankita Pareek

M.Sc. Final (TAD)

Background information of the respondent:

1. Name:
2. Age:
3. Education Qualification:
4. Contact number :

I am the student of M.Sc. Textiles and Apparel Designing. As part of my M.Sc. course work, I have to do research work. To fulfil the purpose I am conducting a study on **“A Comparative Study on Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic”.**

Are you willing to fill the performa and give your valuable time? Yes/No

The collected information will be used for research purpose only.

COLLEGE OF COMMUNITY AND APPLIED SCIENCES

DEPARTMENT OF TEXTILES AND APPAREL DESIGNING

**Title: A Comparative Study on Apparel Buying Behaviour of Working Women
Before and During Covid-19 Pandemic**

BACKGROUND INFORMATION

1. Email*

2. Name of respondent

3. City

4. Educational Qualification

- a) Graduate
- b) Post Graduate
- c) Ph.D. and /or above
- d) Other

5. Age of respondent

- a) 25-36 Yrs
- b) 37-48 Yrs
- c) 49-60 Yrs

6. Marital Status

- a) Married
- b) Single (Unmarried/Divorcee/Widow)

7. Occupation Status

- a) Service (Govt./Public Sector)
- b) Service (Private Sector)
- c) Self Employed
- d) Business
- e) Other

8. Monthly Income

- a) Rs. 20,000-30,000
- b) Rs.31,000-40,000
- c) Rs.41,000-50,000
- d) Rs 51,000-60,000 above

9. Type of Family

- a) Joint
- b) Nuclear

10. ONLINE APPAREL BUYING BEHAVIOUR BEFORE AND DURING COVID-19 PANDEMIC

A. Online apparel buying behaviour before covid-19 pandemic

S. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4
1.	Most of transactions were digital (UPI, Debit/Credit Card, Net Banking etc.)					
2.	Feeling of more safety and security in online shopping					
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping					
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping					
5.	It saves a lot of time in online shopping as it restricts the visit to market					
6.	Saves more money by getting discounts and offers through online mode of shopping					
7.	Feeling of safety and security in online purchase as product is delivered at home through courier					
8.	Mostly do online shopping					
9.	Take notice of reviews of other customers can be checked about products in online shopping					
10.	Preference to stores with card payment / online / digital payment facilities					

B. Online apparel buying behaviour during covid-19 pandemic

Sr. No.	Statement	Strongly disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4
1.	Most of transactions were digital (UPI, Debit/Credit Cards, Net Banking etc.)					
2.	Feeling of more safety and security in online shopping					
3.	Missing touch and try option (Feeling the product and try it before purchase) in online shopping					
4.	Feeling of being more energetic and less physically stressed in online shopping because of likely avoidance to go to market for shopping					
5.	It saves a lot of time in online shopping as it restricts the visit to market					
6.	Saves more money by getting discounts and offers through online mode of shopping					
7.	Feeling of safety and security in online purchase as product is delivered at home through courier					
8.	Mostly do online shopping					
9.	Take notice of reviews of other customers about products in online shopping					
10.	Preference to stores with card payment / online / digital payment facilities					

11. OFFLINE APPAREL BUYING BEHAVIOUR BEFORE AND DURING COVID-19 PANDEMIC

A. Offline apparel buying behaviour before covid-19 pandemic

Sr. No.	Statement	Strongly Disagree 0	Disag ree 1	Neut ral 2	Agr ee 3	Strongly Agree 4
1.	Give preference to offline shopping					
2.	Most of the payments were in cash					
3.	Feel safety and security in offline shopping					
4.	Offline shopping was fun and more pleasurable experience					
5.	Fear of getting infected in offline shopping					
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc. during offline shopping					
7.	Feel offline purchase more tiresome					
8.	Unnecessary behaviour of purchasing apparels than planned purchasing					
9.	Feel more price conscious and made economic purchase in offline mode of purchase					

B. Offline apparel buying behaviour during covid-19 pandemic

Sr. No.	Statement	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly agree 4
1.	Give preference to offline shopping					
2.	Most of the payments were in cash					
3.	Feel safety and security in offline shopping					
4.	Offline shopping was fun and more pleasurable experience					
5.	Fear of getting infected in offline shopping					
6.	Take complete precaution during purchase (proper sanitization), face covered with mask etc. during offline shopping					
7.	Feel offline purchase more tiresome					
8.	Unnecessary behaviour of purchasing apparels than planned purchasing					
9.	Feel more price conscious and made economic purchase in offline mode of purchase					

12. Anything else you want to say about apparel buying before and during covid-19 pandemic.

