APPAREL PURCHASE BEHAVIOUR IN MUMBAI ON ONLINE PLATFORMS

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ABSTRACT
Various factors have led to the growth of online shopping. Crowded markets, lack of time and finally Covid gave a push to this phenomenon. Consumers can shop online any of the twenty-four hours available, browse the products as long as they want, there is no need to wait in long queues to make payments and a huge variety of goods are available at the click of a button. Easy monthly installments are available to make payments at no interest costs. With much shopping moving from traditional to online formats it is essential to study this sector to find out trends in shopper patterns of purchases and spending. This study analysed the shopping behaviour of 155 respondents in Mumbai on online platforms. A survey was conducted to gather primary data through a questionnaire via Google forms. The variables studied were age, frequency of shopping for clothes online, income, reasons for shopping, types of clothes most purchased, payment methods, time spent on shopping, preferred platforms, perceptions of platforms on the attributes of affordability, quality, value for money. The Statistical Package for the Social Sciences (SPSS) and excel were used to analyse data.

Keywords: Online Shopping, Apparel, Clothes, Shopper Behaviour

1. INTRODUCTION
Crowded markets, lack of time and finally Covid gave a push to the phenomenon of online shopping. Consumers can shop online any of the twenty-four hours available, browse the products as long as they want, there is no need to wait in long queues to make payments and a huge variety of goods are available at the click of a button. Easy monthly installments are available to make payments at no interest costs. Many products are easily purchased online e.g., books, music, consumer electronics, but products such as apparel that are required to be tried on to assess fit, feel and look do not readily lend themselves to be purchased online (Durge & Patil).

2. REVIEW OF LITERATURE
Online shopping has become a way of life for many Indians, especially working women. Some reasons for the growing preference for online shopping are internet penetration, increasing number of e-tailors (online retailers), ease of shopping, flexibility in delivery, and increasing purchasing power. This author attempt to analyse online buying pattern of women in India based on primary data. The study provides detailed analysis of various factors impacting the online purchase decision and most preferred e-tailors. The study provides recommendations to online sellers based on insights obtained by customers. (Chaudhary, K.).

Nielsen Media India conducted a study on behalf of Amazon India which found that consumers all throughout the country are optimistic about buying online during this festive season, with one in two planning to spend more than they did in the year before. The report states that 75% of the consumers believe that e-commerce platforms offer genuine goods and are the most convenient option for festive shopping. Customers get a wide selection, unmatched value with competitive pricing, plus the convenience of easy returns and exchange, which is driving the online shopping experience. Banks offer appealing no cost EMIs which makes customers' purchases easier (https://www.ibef.org/news/81-of-consumers-to-shop-online-this-festive   -season-one-in-two-to-increase-spending-online-says-amazon-report.

3. OBJECTIVES OF THE STUDY AND RESEARCH METHODOLOGY.
With much shopping moving from traditional to online formats it is essential to study this sector to find out trends in shopper patterns of purchases and spending. This study analysed the shopping behaviour of 155 respondents in Mumbai on online platforms. A survey was conducted to gather primary data through a questionnaire via Google forms. The variables studied were age, frequency of shopping for clothes online, income, reasons for shopping,

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types of clothes most purchased, payment methods, time spent on shopping, preferred platforms, perceptions of platforms on the attributes of affordability, quality, value for money. The Statistical Package for the Social Sciences (SPSS) and excel were used to analyse data.

4. ANALYSIS AND FINDINGS

Tables 4.1, 4.2, 4.3, & 4.4 Profile of Respondents: Male and female respondents were both part of this survey and in almost equal numbers and were largely unmarried. The age groups were categorized into Upto 24 years and 25 years and above. In terms of education respondents were mainly of graduate and post graduate levels **(See Table 4.1, 4.2, 4.3, & 4.4).**

Table 4.1

Gender

		N	%
1	Male	81	52.3
2	Female	74	47.7
3	Total	155	100.0

Table 4.2

Marital Status

		N	%
1	Married	14	9.0
2	Unmarried	141	91.0
3	Total	155	100.0

Table 4.3

Age

		N	%
1	Upto 24 Years	115	74.2
2	25 & Above	40	25.8
3	Total	155	100.0

Table 4.4

Education

		N	%
1	Undergraduate	34	21.9
2	Graduate	52	33.5
3	Post Graduate	69	44.5
4	Total	155	100.0

Tables 4.5 & 4.6 Income: Individual incomes are evenly spread amongst those not earning and those earning, whilst family incomes see a larger number of respondents amongst the Rs 2.5 – 5 Lakhs per annum category **(See Table 4.5 & 4.6).**

Table 4.5

Individual Income per annum

		N	%
1	Not Earning	77	49.7
2	Upto Rs 2.5 lakh	22	14.2
3	Rs 2.5 - 5 Lakhs	43	27.7
4	Above 5 Lakhs	13	8.4
5	Total	155	100.0

Table 4.6

Family Income per annum

		N	%
1	Upto Rs 2.5 lakh	37	23.9
2	Rs 2.5 - 5 Lakhs	48	31.0
3	Rs 5 - 7.5 Lakhs	40	25.8
4	Above 7.5 Lakhs	30	19.4
5	Total	155	100.0

Table 4.7 Crosstabulation: Age by Frequency of Shopping for New Clothes Online. This crosstabulation shows the younger age group of those Upto 24 years (41.7%) shopping at least once a month. And it is of interest

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to note that a sizeable number of those in the 25 years and above age group (30%) shop once a month and (27.5%) shop every six months and only once a year respectively! **(See Table 4.7).**

Table 4.7

Crosstabulation: Age By Frequency of Shopping for New Clothes Online

	Age	Frequency of Shopping for New Clothes Online									
		Once a month		Several times a Month		Every six months		Once a year		Total	
		N	%	N	%	N	%	N	%	N	%
1	Upto 24 Years	48	**41.7%**	14	12.2%	32	27.8%	21	18.3%	115	100.0%
2	25 & Above	12	30.0%	6	15.0%	11	27.5%	11	**27.5%**	40	100.0%
3	Total	60	38.7%	20	12.9%	43	27.7%	32	20.6%	155	100.0%

% within Age

Table 4.8 Crosstabulation: Family Income by Frequency of Shopping for New Clothes Online. The largest numbers of those in the Rs 2.5-5Lakhs per annum category shop online for clothes several times a month (35%) followed by those shopping once a month (33.3%) **(See Table 4.8).**

Table 4.8

Crosstabulation: Family Income By Frequency of Shopping for New Clothes Online

	Frequency of Shopping for New Clothes Online	Family Income									
		Upto Rs 2.5 lakh		Rs 2.5 - 5 Lakhs		Rs 5 - 7.5 Lakhs		Above 7.5 Lakhs		Total	
		N	%	N	%	N	%	N	%	N	%
1	Several times a Month	5	25.0%	7	**35.0%**	4	20.0%	4	20.0%	20	100.0%
2	Once in a month	10	16.7%	20	**33.3%**	17	28.3%	13	21.7%	60	100.0%
3	Every six months	12	27.9%	12	27.9%	9	20.9%	10	23.3%	43	100.0%
4	Once a year	10	31.3%	9	28.1%	10	31.3%	3	9.4%	32	100.0%
5	Total	37	23.9%	48	31.0%	40	25.8%	30	19.4%	155	100.0%

% within Frequency of Shopping for New Clothes Online

Table 4.9 Reasons for Preferring Online Shopping. Saving time is an important reason for online shopping (45.8%) followed by availability of a wide range of choices (22.6%). Home delivery services comes in the second preference (36.1%). Flexibility of prices i.e. price discovery is a second preference (32.3%) **(See Table 4.9).**

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Table 4.9
Reasons for Preferring Online Shopping

	Reasons	Top Reasons		Second Preference		Third Preference	
		N	%	N	%	N	%
1	Saves time	71	**45.8**	22	14.2	30	19.4
2	Wide range of choices	35	**22.6**	27	17.4	48	31.0
3	Home delivery service	28	18.1	56	**36.1**	37	23.9
4	Flexibility of prices	21	13.5	50	32.3	40	25.8
5	Total	155	100.0	155	100.0	155	100.0

Table 4.10 Types of Clothes Most Purchased.

Casual wear is the most purchased type of clothes online (81.3%). There has been an evolution in customer behaviour where earlier office attire and casual wear used to be different. Both have merged into semi-casuals according to Dinesh Taluja, chief financial officer at Reliance Retail, the country's largest retailer. Customers are looking to buy some things which can be used both in office and outside. Especially in start-ups, formal wear does not exist unless in some functions like sales or marketing. Friday dressing has become everyday dressing after Covid. As a result, smart casual growth rates are double that of formal. **(See Table 4.10).**

Table 4.10
Type of Clothes Most Purchased

	Casual		Formal		Party wear		Ethnic	
	N	%	N	%	N	%	N	%
Yes	126	**81.3**	57	36.8	52	33.5	36	23.2
No	29	18.7	98	63.2	103	66.5	119	76.8
Total	155	100.0	155	100.0	155	100.0	155	100.0

Table 4.11 Details: Type of Clothes Purchased. T-shirts (62.6%) followed by Jeans (48.4%) are the most purchased. Online retailers use professional looking Visual Size Charts to give buyers an accurate understanding of the exact measurements. This helps in selling items, reduces the number of sizing related questions and the product returns by customers. Guiding customers helps them feel they get value for money **(See Table 4.11).**

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Table 4.11

Details: Type of Clothes Purchased

	T-shirts		Jeans		Shirts		Kurtis/Kurtas		Tops		
	N	%	N	%	N	%	N	%	N	%	
Yes	97	**62.6**	75	**48.4**	64	41.3	61	39.4	57	36.8	Yes
No	58	37.4	80	51.6	91	58.7	94	60.6	98	63.2	No
Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

	Trousers		Dresses		Sweatshirt		Shorts		Skirts		
	N	%	N	%	N	%	N	%	N	%	
Yes	44	28.4	34	21.9	30	19.4	26	16.8	3	1.9	Yes
No	111	71.6	121	78.1	125	80.6	129	83.2	152	98.1	No
Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

Table 4.12 Crosstabulation: Age by Average Time Spent on Each Purchase. Larger number of those above 25 years of age (90%) spend only one hour online. Predictably younger consumers spend more time two-three hours (21.7%) and more than three hours (10.4%) shopping for clothes online **(See Table 4.12).**

Table 4.12

Crosstabulation: Age By Average Time Spent on Each Purchase

	Average Time Spent on Each Purchase							
	One Hour		Two - Three Hours		More than three hours		Total	
Age	N	%	N	%	N	%	N	%
1 Upto 24 Years	78	67.8%	25	**21.7%**	12	**10.4%**	115	100.0%
2 25 & Above	36	**90.0%**	3	7.5%	1	2.5%	40	100.0%
3 Total	114	73.5%	28	18.1%	13	8.4%	155	100.0%

% within Age

Table 4.13 & 4.14 Search for Specific Colors During Online Purchase & Follow Current Fashion Trends. Colors attract and create an emotional connection which leads the consumer to the product (Brannon, p.117). Clothing is often described in terms of color. Most respondents (63.9%) searched for colors and follow current fashion trends (72.9%). Packaging of colors for individual selection has been used to market color (Pinckney and Swenson 1981). Seasons of nature are used to describe color. Hence it is important for online retailers to stay ahead of the curve and be aware of and introduce new colors and fashions regularly **(See Table 4.13 & 4.14).**

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Table 4.13
Search for Specific Colors During Online Purchase

		N	%
1	Yes	99	**63.9**
2	No	56	36.1
3	Total	155	100.0

Table 4.14
Follow Current Fashion Trends

		N	%
1	Yes	113	**72.9**
2	No	42	27.1
3	Total	155	100.0

Table 4.15 Crosstabulation: Age by Follow Current Fashion Trends. Both the age groups of those below 24 years and those 25 years and above follow current fashion trends. In the past fashion trends were gathered from the runways and fashion magazines. Now there is social media, youth culture, streetwear styles and celebrities who set the trends. **(See Table 4.15).**

Table 4.15
Crosstabulation: Age By Follow Current Fashion Trends

		Follow Current Fashion Trends					
		Yes		No		Total	
	Age	N	%	N	%	N	%
1	Upto 24 Years	86	**74.8%**	29	25.2%	115	100.0%
2	25 & Above	27	67.5%	13	32.5%	40	100.0%
3	Total	113	72.9%	42	27.1%	155	100.0%

% within Age

Table 4.16 Opinion on Whether Expensive Clothes are Worth it. Though this is not an absolute rule, normally expensive clothes are of better quality and last longer. The clothes are made to fit well and are tailored to perfection. These lend confidence to the wearer. Buying more expensive clothes may lead to less impulse purchases as one does not purchase because the items are cheap. **(See Table 4.16).**

Table 4.16
Opinion on Whether Expensive Clothes are Worth it

		N	%
1	Agree	64	**41.3**
2	Strongly Agree	12	7.7
3	Disagree	63	**40.6**
4	Strongly Disagree	16	10.3
5	Total	155	100.0

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Table 4.16 Crosstabulation: Age by Opinion on Whether Expensive Clothes are Worth it. The younger age group of Upto 24 years is more inclined towards a strongly agree opinion (9.6%) on expensive clothes purchases being worth it **(See Table 4.17).**

Table 4.17

Crosstabulation: Age By Opinion on Whether Expensive Clothes are Worth it

		Opinion on Whether Expensive Clothes are Worth it									
		Agree		Strongly Agree		Disagree		Strongly Disagree		Total	
	Age	N	%	N	%	N	%	N	%	N	%
1	Upto 24 Years	45	39.1%	11	9.6%	47	40.9%	12	10.4%	115	100.0%
2	25 & Above	19	47.5%	1	2.5%	16	40.0%	4	10.0%	40	100.0%
3	Total	64	41.3%	12	7.7%	63	40.6%	16	10.3%	155	100.0%

% within Age

Table 4.18 Favourite Patterns. No patterns (solids) are preferred by most respondents (57.4%) **(See Table 4.18).**

Table 4.18

Favourite Patterns

		N	%
1	No Pattern	89	57.4
2	Print	44	28.4
3	Stripes	13	8.4
4	Dots, Checks,Trends	9	5.8
5	Total	155	100.0

Table 4.19 Preferred Platform. Amazon is the first preference (43.2%) and the second preference (29.7%) of respondents. Myntra is at (34.8%) as first preference followed by Flipkart (24.5%). Online platforms must identify key competitors and do a competitor analysis to understand customer experience, shipping, pricing. Primary competitors are direct competition and secondary competitors are may sell the same product or service to a different target audience. Tertiary competition maybe related businesses that may sell to the same audience. Using technology is necessary but this should be not just to improve the company's systems and processes but to solve customers' problems **(See Table 4.19).**

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Table 4.19

Preferred Platform

	First Preference			Second Preference			Third Preference	
	N	%		N	%		N	%
1 Amazon	67	43.2	Amazon	46	29.7	Flipkart	40	25.8
2 Myntra	54	34.8	Flipkart	38	24.5	Amazon	30	19.4
3 Meesho	18	11.6	Myntra	34	21.9	Myntra	30	19.4
4 Flipkart	13	8.4	Meesho	26	16.8	Meesho	28	18.1
5 Urbanic	3	1.9	Urbanic	11	7.1	Urbanic	27	17.4
6 Total	155	100.0	Total	155	100.0	Total	155	100.0

Table 4.20 Ease of Use of Platform. Amazon wins the day on ease of use (70.3%) followed by Flipkart (47.7%). Search and query, recommendations based on past purchases, customer reviews and ratings are key differentiators. Amazon bundles its offerings through Amazon Prime which helps it gain a 360-degree view of its customers. Amazon has insights into its customers purchase behavior, demographics, and entertainment preferences. Amazon has many sellers on its marketplace which offers customers unparallel choices. Often vendors or suppliers' delivery and logistics is managed by Amazon which ensures Prime members get quick delivery. Amazon has its own brands e.g., Solimo, Basics **(See Table 4.20).**

Table 4.20

Ease of Use of Platform

	Amazon		Flipkart		Myntra		Meesho		Urbanic		
	N	%	N	%	N	%	N	%	N	%	
1 Yes	109	70.3	74	47.7	72	46.5	57	36.8	18	11.6	Yes
2 No	46	29.7	81	52.3	83	53.5	98	63.2	137	88.4	No
3 Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

Table 4.21 Crosstabulation: Age by Preferred Platform. The older Above 25 years age shows a marked preference for Amazon (70%). The younger age of Upto 24 years prefers Myntra (56.5%). Both age groups show an almost similar preference to Flipkart **(See Table 4.21).**

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Table 4.21

Crosstabulation: Age By Preferred Platform - Amazon

Age	Yes N	Yes %	No N	No %	Total N	Total %
	Preferred Platform - Amazon					
Upto 24 Years	71	61.7%	44	38.3%	115	100.0%
25 & Above	28	**70.0%**	12	30.0%	40	100.0%
Total	99	63.9%	56	36.1%	155	100.0%

% within Age

Crosstabulation: Age By Preferred Platform - Myntra

Age	Yes N	Yes %	No N	No %	Total N	Total %
	Preferred Platform - Myntra					
Upto 24 Years	65	**56.5%**	50	43.5%	115	100.0%
25 & Above	20	50.0%	20	50.0%	40	100.0%
Total	85	54.8%	70	45.2%	155	100.0%

% within Age

Crosstabulation: Age By Preferred Platform - Flipkart

Age	Yes N	Yes %	No N	No %	Total N	Total %
	Preferred Platform - Flipkart					
Upto 24 Years	52	45.2%	63	54.8%	115	100.0%
25 & Above	19	47.5%	21	52.5%	40	100.0%
Total	71	45.8%	84	54.2%	155	100.0%

% within Age

Crosstabulation: Age By Preferred Platform - Meesho

Age	Yes N	Yes %	No N	No %	Total N	Total %
	Preferred Platform - Meesho					
Upto 24 Years	37	32.2%	78	67.8%	115	100.0%
25 & Above	14	35.0%	26	65.0%	40	100.0%
Total	51	32.9%	104	67.1%	155	100.0%

% within Age

Table 4.22 Ranking of Platforms on Affordability. Amazon is considered the most affordable (32.3%) and is also the second preference (36.1%) followed by Myntra (29%) **(See Table 4.22).**

Table 4.22

Ranking of Platforms on Affordability

	Most Affordable	N	%	2nd Preference	N	%	3rd Preference	N	%
1	**Amazon**	50	**32.3**	**Amazon**	56	**36.1**	**Myntra**	45	**29.0**
2	Meesho	49	31.6	Flipkart	42	27.1	Flipkart	35	22.6
3	Myntra	35	22.6	Myntra	29	18.7	Amazon	31	20.0
4	Flipkart	20	12.9	Meesho	18	11.6	Urbanic	22	14.2
5	Urbanic	1	.6	Urbanic	10	6.5	Meesho	22	14.2
6	Total	155	100.0	Total	155	100.0	Total	155	100.0

Table 4.23 Crosstabulation: Age by Affordable Platform 1st Preference. For the older demographic of those 25 years & above Amazon (40%) is a clear preference and Meesho is preferred by the younger age of Upto 24 years (35.7%). Meesho has an active presence on social media channels, invests heavily in influencer marketing or affiliate marketing. Meesho started a campaign to encourage women entrepreneurs to start their businesses on the platform helping women make money and get an identity for themselves. **(See Table 4.23).**

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Table 4.23

Crosstabulation: Age By Affordable Platform 1st Preference

	Affordable Platofrm 1st Preference											
	Amazon		Myntra		Urbanic		Meesho		Flipkart		Total	
Age	N	%	N	%	N	%	N	%	N	%	N	%
Upto 24 Years	34	29.6%	26	22.6%	1	.9%	41	35.7%	13	11.3%	115	100.0%
25 & Above	16	40.0%	9	22.5%	0	0.0%	8	20.0%	7	17.5%	40	100.0%
Total	50	32.3%	35	22.6%	1	.6%	49	31.6%	20	12.9%	155	100.0%

% within Age

Table 4.24 Ranking of Platforms on Quality of Products. Amazon leads the platforms on the attribute of quality of products (40.6%). Myntra is a second preference (28.4%) followed closely by Flipkart as third preference (27.7%). Amazon has instituted an 'Amazon Transparency Program' wherein it ensures customers get genuine products not fake ones. The brands registered with Amazon get a transparency code for their products which are scanned to ship authentic products to customers. **(See Table 4.24).**

Table 4.24

Ranking of Platforms on Quality of Products

	Best Quality				2nd Preference				3rd Preference	
		N	%			N	%			N	%
1	**Amazon**	63	**40.6**	**Myntra**	44	**28.4**	**Flipkart**	43	**27.7**
2	Myntra	51	32.9	Amazon	43	27.7	Meesho	37	23.9
3	Urbanic	15	9.7	Flipkart	31	20.0	Myntra	33	21.3
4	Flipkart	14	9.0	Meesho	19	12.3	Amazon	26	16.8
5	Meesho	12	7.7	Urbanic	18	11.6	Urbanic	16	10.3
6	Total	155	100.0	Total	155	100.0	Total	155	100.0

Table 4.25 Crosstabulation: Age by Good Quality Products 1st Preference. Amongst the age group of those 25 years and above Amazon (50%) is preferred for good quality products. The younger age group of those Upto 24 years prefer Amazon (37.4%) followed by Myntra (33.9%) **(See Table 4.25).**

Table 4.25

Crosstabulation: Age By Good Quality Products 1st Preference

		Good Quality Products 1st Preference											
		Amazon		Myntra		Urbanic		Meesho		Flipkart		Total	
	Age	N	%	N	%	N	%	N	%	N	%	N	%
1	Upto 24 Years	43	37.4%	39	33.9%	14	12.2%	11	9.6%	8	7.0%	115	100.0%
2	25 & Above	20	50.0%	12	30.0%	1	2.5%	1	2.5%	6	15.0%	40	100.0%
3	Total	63	40.6%	51	32.9%	15	9.7%	12	7.7%	14	9.0%	155	100.0%

% within Age

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Table 4.26 Platform Offers Value for Money. Amazon (41.3%) is the first preference followed by Myntra (29%) at second preference and Flipkart (27.7%). Amazon enjoys economies of scale and its investments in logistics and infrastructure and logistics have helped it provide customer value. Its flexible technology stack lets it offer consumers a broader product assortment, more convenience, highly competitive pricing. **(See Table 4.26).**

Table 4.26

Platform Offers Value for Money

1st Preference			2nd Preference			3rd Preference		
	N	%		N	%		N	%
1 Amazon	64	**41.3**	Myntra	45	**29.0**	Flipkart	43	**27.7**
2 Myntra	43	27.7	Amazon	41	26.5	Amazon	32	20.6
3 Meesho	24	15.5	Flipkart	32	20.6	Myntra	32	20.6
4 Flipkart	17	11.0	Meesho	19	12.3	Meesho	32	20.6
5 Urbanic	7	4.5	Urbanic	18	11.6	Urbanic	16	10.3
6 Total	155	100.0	Total	155	100.0	Total	155	100.0

Table 4.27 Crosstabulation: Age by Value for money 1st Preference. Amazon (52.5%) is the first preference for those in the age group of above 25 years and Myntra (37.4%) for those Upto 24 years of age. Whereas Myntra (31.3%) is preferred by the younger demographic **(See Table 4.27).**

Table 4.27

Crosstabulation: Age By Value for money 1st Preference

	Value for money 1st Preference												
	Amazon		Myntra		Urbanic		Meesho		Flipkart		Total	
Age	N	%	N	%	N	%	N	%	N	%	N	%
1 Upto 24 Years	43	37.4%	36	31.3%	6	5.2%	21	18.3%	9	7.8%	115	100.0%
2 25 & Above	21	52.5%	7	17.5%	1	2.5%	3	7.5%	8	20.0%	40	100.0%
3 Total	64	41.3%	43	27.7%	7	4.5%	24	15.5%	17	11.0%	155	100.0%

% within Age

Table 4.28 Platform Providing Best Offers. Amazon (54.2%) followed by Flipkart (41.9%) and Myntra (41.9) are perceived as providing the best offers. Online sellers have access to larger number of customers. These companies' source in bulk, access better deals and lower prices, cut procurement costs, reduce costs across the value chain. Hence, they can give customers lower prices **(See Table 4.28).**

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Table 4.28

Platform Providing Best Offers

		Amazon		Flipkart		Myntra		Meesho		Urbanic		
		N	%	N	%	N	%	N	%	N	%	
1	Yes	84	**54.2**	65	**41.9**	65	**41.9**	60	38.7	12	7.7	Yes
2	No	71	45.8	90	58.1	90	58.1	95	61.3	143	92.3	No
3	Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

Table 4.29 Rating of Online Shopping Experience. Taking together those highly satisfied and those satisfied (97.4%) of respondents were Satisfied with their online shopping experiences **(See Table 4.29).**

Table 4.29

Rating of Online Shopping Experience

		N	%
1	Highly satisfied	22	14.2
2	Satisfied	129	83.2
3	Dissatisfied	3	1.9
4	Highly dissatisfied	1	.6
5	Total	155	100.0

Table 4.30 Preferred Payment Method. UPI/Mobile wallets (40.6%) and COD (Cash on Delivery) (40%) are the preferred payment methods. The use of mobile wallets has increased and is replacing cash payments due to the efforts to promote Unified Payments Interface (UPI). Cash on Delivery is considered safer than online payments due to the lack of trust in online payments. Buyers do not have to fear about providing personal card information **(See Table 4.30).**

Table 4.30

Preferred Payment Method

		N	%
1	UPI/Mobile Wallet	63	40.6
2	COD (Cash on delivery)	62	40.0
3	Debit/Credit Card	24	15.5
4	Net Banking	6	3.9
5	Total	155	100.0

Table 4.31 Customer Pain Points. An inability to find the size (38.1%) and high prices (36.1%) were the major pain points experienced by online shoppers. The respondents citing lack of quality (31%) are a cause of concern for online platforms. Changing the perceptions of customers is not an easy task. Products not arriving on time (23.2%) and the wrong product being delivered (16.8%) are logistics and delivery issues which are an internal concern of online platforms, but must be resolved as these become a nightmare for customers **(See Table 4.31).**

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Table 4.31

Customer Pain Points

		Unable to find my size		High Prices		Lack of products I want		Lack of quality		Product did not arrive on time		Wrong product delivered		Size Doubt		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
1	No	96	61.9	99	63.9	106	68.4	107	69.0	119	76.8	129	83.2	154	99.4	No
2	Yes	59	**38.1**	56	**36.1**	49	31.6	48	31.0	36	23.2	26	16.8	1	.6	Yes
3	Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

Table 4.32 Crosstabulation: Age by Difficulty in Finding Size. Larger number of younger respondents i.e., those Upto 24 years (40%) had difficulty in finding the right sizes **(See Table 4.32).**

Table 4.32

Crosstabulation: Age By Difficulty in Finding Size

		Difficulty in Finding Size					
		Yes		No		Total	
	Age	N	%	N	%	N	%
1	Upto 24 Years	46	**40.0%**	69	60.0%	115	100.0%
2	25 & Above	13	32.5%	27	**67.5%**	40	100.0%
3	Total	59	38.1%	96	61.9%	155	100.0%

% within Age

Table 4.33 Product Return Policy. Satisfied customers will translate into repeat customers who will buy again. Amongst those purchasing, Amazon (63.2%), Myntra (40.6%) and Flipkart (34.8%) have customers who are satisfied with the product return policies **(See Table 4.33).**

Table 4.33

Product Return Policy

		Amazon		Myntra		Flipkart		Meesho		Urbanic		
		N	%	N	%	N	%	N	%	N	%	
1	**Satisfied**	98	**63.2**	63	**40.6**	54	**34.8**	35	22.6	10	6.5	**Satisfied**
2	Dissatisfied	13	8.4	16	10.3	15	9.7	25	16.1	15	9.7	Dissatisfied
3	NA	44	28.4	76	49.0	86	55.5	95	61.3	130	83.9	NA
4	Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

Table 4.34 Product Exchange Experience. Amazon (61.9%) is leading in providing a satisfactory product exchange experience. A smooth and seamless product experience is essential to maintain customer loyalty especially in case of unmet customer expectations, or if a damaged product has been delivered to the customer. But a seamless exchange policy can ensure that customers trust in the online platform will increase **(See Table 4.34).**

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Table 4.34

Product Exchange Experience

		Amazon		Myntra		Flipkart		Meesho		Urbanic		
		N	%	N	%	N	%	N	%	N	%	
1	Satisfied	96	**61.9**	59	38.1	44	28.4	31	20.0	12	7.7	Satisfied
2	Dissatisfied	16	10.3	9	5.8	15	9.7	24	15.5	11	7.1	Dissatisfied
3	NA	43	27.7	87	56.1	96	61.9	100	64.5	132	85.2	NA
4	Total	155	100.0	155	100.0	155	100.0	155	100.0	155	100.0	Total

5. Recommendations and Conclusion

Key success factors for online apparel shopping platforms are the fact that these are time saving and offer a wide range of choices **(See Table 4.9).** Though the criteria of flexibility of prices comes in last in this table respondents have admitted to High Prices being a pain point **(See Table 4.31).** The inability of find the right sizes is also a deterrent to purchasing clothes online. Research on sizes of Indian customers may be undertaken to study this. Categorizing products correctly, good quality of photographs and videos of the products in use, and design of the website will go a long way in attracting customer. A call centre to answer specific questions that customers want information on which are not addressable by the frequently asked questions (FAQs) would help solve queries and promote sales.

Amazon has won the customers over by ease of use of the platform. Myntra, Meesho, and Urbanic need to take a page out of Amazon's consistent drive to improve user experience. Sales over online platforms are going to increase given the mobile phone penetration and low data costs. The battleground for online platforms is after sales service, product return and exchange policies, reverse logistics, building trust in the customers and consistently improving customer experience.

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