



Emerging Trends of online shopping with special reference to Apparels – A study conducted at Patna Centre

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Received : November 2013
Accepted : March 2014
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Abstract : *In the last few decades, internet has revolutionized the lives of millions of users with its numerous applications. With the growing proclivity and economic growth, online shopping has increased drastically. The world of electronic commerce, also known as e-commerce, enables consumers to shop at online stores and pay for their purchases while staying at home. By just clicking a mouse, shoppers can buy any product online — from household items to home loans. Consumers expect merchants to not only make their products available on the Web, but also to make payments a simple and secure process. Online shopping is beneficial to both consumers as well as merchants. With the fast growing*

technology online shopping is emerging in India at a very fast rate. According to a report, India has seen a growth of 128% in interest for online shopping amongst consumers between 2011 and 2012, compared to only 40% growth in 2010 to 2011. In 2013, 'Apparels and accessories' search went up to 35-36% compared to that of 30% in 2012. Apparels and Accessories were already among the top categories ever purchased online with 84% in 2012, followed by electronics, beauty and personal care, books and household products respectively. Therefore, empirical research is done to study the emerging trend of online shopping with special reference to apparels.. The research paper is an outcome of the study based on 100 respondents' drawn from Patna Centre via well-defined Questionnaire. The major objective of the study was to find out respondents preferences and overall opinion on Online Shopping. Consumer buying behaviour with respect to online shopping was studied using different socio-economic variables. It also extended a support that helped researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. The data collected has been tabulated and statistically validated. The study put forward major findings and lists out key suggestions that would be useful to both the business community and consumers

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Keywords : *E-Commerce, Consumers, Online Shopping, Internet, Purchases, Categories.*