

# **A STUDY ON ONLINE CONSUMERS BUYING BEHAVIOR OF READYMADE GARMENTS IN DINDIGUL DISTRICT**

Research Proposal submitted to Kalasalingam Academy of Research and Education in partial fulfilment of the requirements for the award of the Degree of  
**DOCTOR OF PHILOSOPHY IN COMMERCE**

## **Research Proposal: Online Consumer Buying Behaviour of Readymade Garments in Dindigul District**

### **1. Introduction**

Dindigul District is well known for its flourishing readymade garment industry. In recent years, the district has experienced a major shift toward online shopping. This transformation is mainly driven by increasing internet accessibility across both urban and rural areas. The rapid growth in smartphone usage has made online purchasing easier for consumers.

E-commerce platforms provide convenience, wider choices, and attractive discounts, which encourage more people to prefer digital shopping over traditional stores. The younger generation, in particular, shows a strong inclination toward online buying. Even small and medium-scale garment businesses are now exploring online sales opportunities.

Social media advertisements and influencer marketing also play an important role in influencing purchase decisions. Consumers today value quick delivery, secure payments, and easy return policies when making online purchases. Understanding these preferences helps businesses plan effective marketing strategies. Local retailers need to adapt to changing consumer behavior to remain competitive in the digital marketplace.

Online reviews and ratings have also become key factors shaping buying choices. Studying consumer behavior in Dindigul provides valuable insights into the region's digital retail transformation. Overall, the growing trend of e-commerce marks a significant change in the district's economic landscape.

### **2. Statement of the Problem**

Despite the rapid growth of online shopping in Dindigul District, there remains limited research specifically examining consumer behaviour toward the online purchase of readymade garments. While many consumers have started shifting from traditional retail outlets to e-commerce platforms, the underlying factors influencing their buying decisions are not yet fully understood. Elements such as price sensitivity, brand preference, trust in online transactions,

delivery reliability, and product quality perceptions may play a vital role in shaping consumer choices. However, due to the lack of region-specific studies, businesses in Dindigul face challenges in understanding and meeting the expectations of online garment buyers.

Therefore, this study seeks to fill this gap by analyzing the major determinants of online consumer buying behaviour in the readymade garment sector of Dindigul. The findings are expected to provide valuable insights for retailers and marketers to develop effective digital marketing strategies and enhance customer satisfaction in the growing e-commerce environment.

### **3. Objectives of the Study**

#### **Primary Objective:**

1. To analyze the online consumer buying behaviour towards readymade garments in Dindigul District.

#### **Secondary Objectives:**

1. To identify the demographic factors influencing online garment purchases.
2. To assess the impact of product attributes, pricing, and brand perception on online buying decisions.
3. To evaluate the role of e-commerce platforms and digital marketing in shaping consumer preferences.
4. To understand consumer satisfaction and trust levels toward online shopping platforms.
5. To provide suitable suggestions for garment retailers and marketers to enhance online sales strategies in Dindigul District.

### **4. Research Questions**

1. What demographic factors influence online purchases of readymade garments in Dindigul District?
2. How do product attributes, pricing, and brand perception affect online buying decisions?
3. What role do e-commerce platforms play in shaping consumer preferences and purchase intentions?
4. How does digital marketing influence consumer awareness, trust, and buying behavior in the online garment sector?
5. What factors contribute most to consumer satisfaction and loyalty toward online garment shopping in Dindigul District?

## 5. Hypotheses

- **H1:** Demographic factors such as age, income, and education level significantly influence online garment purchasing decisions in Dindigul District.
- **H2:** Product attributes and pricing have a substantial impact on consumer choices in online garment shopping.
- **H3:** E-commerce platforms and digital marketing strategies positively affect consumer buying behavior in the readymade garment sector.
- **H4:** Consumer trust and satisfaction with online shopping platforms influence their repurchase intentions and brand loyalty.

## 6. Scope of the Study

This study focuses on online consumers in Dindigul District who purchase readymade garments through various e-commerce platforms. It covers different demographic segments, including age, gender, income level, and educational background, to understand how these factors influence online buying behavior.

The research examines consumer preferences, attitudes, and satisfaction levels toward online garment shopping. It also explores key factors such as product quality, price, convenience, trust, delivery services, and promotional offers that affect purchasing decisions. The study emphasizes the behavioural patterns of consumers in both urban and semi-urban areas of Dindigul. Furthermore, it aims to identify the major motivations and challenges faced by consumers while shopping online.

The findings will help online retailers, marketers, and garment businesses in Dindigul design better strategies to attract and retain customers. However, the scope of the study is limited to readymade garment purchases and does not include other product categories available on e-commerce platforms.

## 7. Research Methodology

The present study adopts a **descriptive and analytical research design** to understand the online consumer buying behaviour of readymade garment purchasers in Dindigul District. This approach helps in describing the characteristics of online shoppers and analyzing the factors influencing their purchase decisions.

The **convenience sampling method** has been employed to collect data from respondents who are easily accessible and actively engaged in online garment shopping.

A **sample size of approximately 300 online consumers** from different demographic backgrounds within Dindigul District has been selected for the study.

Primary data has been gathered through **structured questionnaires and online surveys**, ensuring accurate and relevant responses from participants.

The collected data is systematically processed and analyzed using **descriptive statistics**, the **Chi-square test**, and **regression analysis** to identify relationships and measure the significance of various influencing factors.

This methodological approach ensures a comprehensive understanding of consumer preferences, attitudes, and behaviors in the online shopping environment specific to the readymade garment sector in Dindigul.

## 8. Review of Literature

Previous studies have examined various dimensions of consumer buying behavior in the context of online shopping. Research in this field indicates that factors such as website design, product quality, price, trust, convenience, and customer service significantly influence online purchase decisions.

A study on consumer buying behavior toward online shopping in Dindigul District emphasized the role of **service quality** and **technological advancements** as key determinants shaping consumer preferences and satisfaction levels. Similar studies conducted in other regions have shown that demographic factors like age, gender, income, and education also affect the frequency and type of online purchases made by consumers.

Furthermore, researchers have observed that **ease of use, secure payment systems, and promotional offers** are major motivators for consumers to engage in e-commerce activities. The literature collectively suggests that understanding consumer behavior in the online environment is essential for retailers to design effective marketing strategies and enhance customer loyalty. However, there is limited research specifically focused on the **readymade garment sector in Dindigul District**, creating a gap that the present study aims to address.

#### Significance of the Study

This research will provide valuable insights for businesses in the readymade garment industry to understand consumer preferences and tailor their online marketing strategies accordingly. Additionally, it will contribute to academic literature on consumer behaviour in the context of e-commerce.

### 7. Expected Outcomes

1. The study is expected to reveal that demographic factors such as age, income, and education significantly influence online garment purchasing behaviour in Dindigul District.
2. It is anticipated that product attributes like quality, style, and price will have a strong impact on consumers' online buying decisions.
3. The findings are likely to show that e-commerce platforms and digital marketing strategies play a vital role in attracting and retaining online shoppers.
4. The research may identify trust, convenience, and delivery reliability as key factors affecting customer satisfaction and loyalty.
5. It is expected that younger consumers and working professionals will exhibit a higher preference for online garment purchases compared to older age groups.
6. The study aims to provide insights into how promotional offers, advertisements, and online reviews influence consumer perceptions and choices.
7. The outcomes will help local garment retailers and e-commerce businesses in Dindigul develop effective online marketing and customer engagement strategies.

## 10. Limitations of the Study

The present study is subject to certain limitations that need to be acknowledged.

Firstly, the research focuses exclusively on online consumers within **Dindigul District**, which restricts the generalizability of the findings to other regions or markets with different socio-economic conditions.

Secondly, the data for this study has been collected through **self-reported questionnaires and online surveys**, which may be influenced by personal bias, exaggeration, or inaccurate responses from participants. Additionally, the study concentrates only on the **readymade garment sector**, excluding other product categories that may also impact overall online consumer behavior.

Time constraints and limited access to respondents may have also restricted the scope of data collection. Despite these limitations, the study provides valuable insights into the online buying patterns and preferences of consumers in Dindigul District, serving as a useful reference for future research and business strategies.

## 11. References

1. Hariharan, R. (2020). A Study on Consumer Buying Behaviour towards Online Shopping with Reference to Dindigul District. *International Research Journal of Modernization in Engineering Technology and Science*, 2(8), 1-10. ([irjmets.com](http://irjmets.com))
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