

**ONLINE APPAREL PURCHASE BEHAVIOUR OF MILLENNIALS:**

**A STUDY IN COIMBATORE CITY**

**A THESIS**

**Submitted to the Bharathiar University, Coimbatore**

**For the award of the degree of**

**DOCTOR OF PHILOSOPHY IN MANAGEMENT**

**By**

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## CERTIFICATE

This to certify that the thesis entitled "**ONLINE APPAREL PURCHASE BEHAVIOUR OF MILLENNIALS: A STUDY IN COIMBATORE CITY**", submitted to Bharathiar University, in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy in Management is a record of original research work done by **S. PRIYADHARSHINI** during the period 2016 - 2021 of her study in the Department of Management at **PSGR Krishnammal College For Women, Coimbatore**, affiliated to Bharathiar University, under my supervision and guidance and the thesis has not formed on the basis for the award of any Degree/Diploma/Associate ship/ Fellowship or other similar title to any candidate of any university.

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## **DECLARATION**

**S. PRIYADHARSHINI**, hereby declare that the thesis entitled "**ONLINE APPAREL PURCHASE BEHAVIOUR OF MILLENNIALS: A STUDY IN COIMBATORE CITY**", submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy in Management is a record of original and independent research work by me during the year of 2016 - 2021 under the supervision and guidance of Dr. P.SADHASIVAM., MBA., M.Com., Ph.D., Professor and Director, Department of Management, PSGR Krishnammal College for Women, Coimbatore and it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

Signature of the Candidate

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## TABLE OF CONTENTS

<b>CHAPTER NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Introduction	1
1.2	Apparel E-retailing and key players in India	3
1.3	Consumer online apparel purchase behaviour	4
1.4	Statement of the problem	6
1.5	Purpose of the study	7
1.6	Objective of the study	8
1.7	Scope of the study	9
1.8	Operational definitions	10
1.8.1	Perceived Usefulness	10
1.8.2	Perceived Ease of Use	10
1.8.3	Perceived Trust	11
1.8.4	Perceived Enjoyment	12
1.8.5	Online Apparel Purchase Intention	12
1.8.6	Online Apparel Purchase Behaviour	13
1.8.7	Online Flow Experience	14
1.8.8	Online Apparel Re-purchase Behaviour	15
1.8.9	Millennials	16
1.8.10	E-retailers	17
1.8.11	Apparel	18
1.9	Chapter Scheme	18
<b>2.</b>	<b>LITERATURE REVIEW</b>	<b>20</b>
2.1	Theoretical Background	20
2.1.1	Theory of Reasoned Action (TRA)	21
2.1.2	Theory of Planned Behaviour (TPB)	22
2.1.3	Technology Acceptance Model (TAM)	24

2.1.4	Technology Acceptance Model 2 (TAM 2)	25
2.1.5	Technology Acceptance Model 3 (TAM 3)	27
2.1.6	Integrating Trust and Risk with the Technology Acceptance Model	28
2.1.7	Flow theory	31
2.2	Theoretical linkages and relationship among model constructs	35
2.2.1	Influence of Perceived Usefulness over Online Apparel Purchase Intention	35
2.2.2	Influence of Perceived Ease of Use over Online Apparel Purchase Intention	36
2.2.3	Influence of Perceived Trust over Online Apparel Purchase Intention	36
2.2.4	Influence of Perceived Enjoyment over Online Apparel Purchase Intention	37
2.2.5	Influence of Online Apparel Purchase Intention over Online apparel Purchase Behaviour	38
2.2.6	Influence of Online Apparel Purchase Behaviour over Online Flow Experience	39
2.2.7	Influence of Online Flow Experience over Online Apparel Re-purchase Intention	41
2.2.8	Influence of Online Apparel Purchase Behaviour over Online Apparel Re-purchase Intention	42
2.3	Preceding Studies	44
2.4	Conceptual Model of the Study	93
2.5	Hypothesis to be tested	94
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	96
3.1	Research design	96
3.2	Research instrument development	96
3.2.1	Item generation	97
3.3	Pilot study	97
3.4	Reliability	98
3.5	Validity test	103

3.5.1	Content validity	104
3.5.2	Construct validity for the study variables	104
3.5.3	Convergent validity of the constructs	105
3.5.4	Discriminant validity of the constructs	117
3.5.5	Criterion validity	118
3.6	Area and time frame of the study	120
3.7	Sampling technique	121
3.8	Data collection method	122
3.9	Tools used for data analysis	122
3.9.1	Descriptive statistics	123
3.9.2	ANOVA	123
3.9.3	Correlation	124
3.9.4	Regression	124
3.9.5	Structural Equation Modelling (SEM )	125
3.9.6	The bootstrap method	126
<b>4</b>	<b>ANALYSIS AND INTERPRETATION</b>	127
4.1	Descriptive statistics	127
4.2	Demographic profile of the sample	129
4.3	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on age of the millennials.	135
4.4	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on gender of the millennials.	140
4.5	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel	141

	Re-purchase Intention based on marital status of the millennials.	
4.6	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on millennial's education.	142
4.7	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on millennial's occupation	143
4.8	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on family monthly income of the millennials.	144
4.9	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on hours surfing E-retailer website by millennials	149
4.10	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on Millennial's recent apparel purchase with E-retailers	154
4.11	Difference in Perceived Usefulness, Perceived Ease Of Use , Perceived Trust , Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behaviour, Online Flow Experience & Online Apparel Re-purchase Intention based on millennial's online apparel purchase experience.	159



4.12	Association between Perceived Usefulness, Perceived Ease of Use , Perceived Trust, Perceived Enjoyment, Online Apparel Purchase Intention, Online Apparel Purchase Behavior, Online Flow Experience and Online Apparel Re-purchase Intention.	164
4.13	Strength of Perceived Usefulness, Perceived Ease Of Use, Perceived Trust, Perceived Enjoyment and Online Apparel Purchase Intention impacting over Online Apparel Purchase Behaviour.	165
4.14	Strength of Online Apparel Purchase Behaviour and Online Flow Experience impacting over Online Apparel Re-purchase Intention.	168
4.15	Estimation of model	170
4.15.1	Structural Equation Modeling (SEM)	170
4.15.2	Evaluating the fitness of a model	171
4.15.3	Modification indices	175
4.16	Confirmatory Factor Analysis (CFA)	176
4.16.1	Analysis of measurement model	176
4.16.2	Assessing measurement model fit of Perceived Usefulness	177
4.16.3	Assessing measurement model fit of Perceived Ease of Use	179
4.16.4	Assessing measurement model fit of Perceived Trust	182
4.16.5	Assessing measurement model fit of Perceived Enjoyment	185
4.16.6	Assessing measurement model fit of Online Apparel Purchase Intention	188
4.16.7	Assessing measurement model fit of Online Apparel Purchase Behaviour	190
4.16.8	Assessing measurement model fit of Online Flow Experience	192
4.16.9	Assessing measurement model fit of Online Apparel Re-purchase Intention	195
4.17	Evaluation of structural model using CFA	197
4.17.1	Estimated structural model path diagram	198
4.17.2	Assessing structural model fit	199
4.17.3	Testing structural relationships	200
4.18	Mediation analysis	205
4.18.1	The bootstrap method	206

4.18.2	Conducting the mediation analysis in SPSS process macro	207
4.18.3	Assessing the mediating effect of Online Flow Experience between Online Apparel Purchase Behaviour and Online Apparel Re-purchase Intention	207
<b>5</b>	<b>FINDINGS, RECOMMENDATIONS AND CONCLUSION</b>	210
5.1	Findings of the study	210
5.1.1	Findings related to descriptive statistics	210
5.1.2	Findings related to demographic and psychographic Profile of the Respondents	211
5.1.3	Findings related to ANOVA	212
5.1.4	Findings related to correlation	216
5.1.5	Findings related to regression analysis	217
5.1.6	Findings related to confirmatory factor analysis	218
5.1.7	Finding related to estimation of structural model fit	221
5.1.8	Findings related to mediation analysis	223
5.2	Recommendations of the Study	224
5.2.1	Recommendations to E-retailers	224
5.2.2	Recommendations to policy makers	231
5.3	Implications of the Study	233
5.3.1	Theoretical Implications	233
5.3.2	Managerial Implications	234
5.4	Study Limitation and Future Research Directions	236
5.5	Conclusion	236
	<b>BIBLIOGRAPHY</b>	237
	<b>APPENDIX</b>	269
	<b>PUBLICATIONS</b>	274

## LIST OF TABLES

S.NO	TITLE	PAGE NO
2.1	Proposed hypothesis based on demographic profile	94
2.2	Proposed hypothesis of the study	94
3.1	Items with CITC scores stated for each constructs	99
3.2.	Reliability analysis of all constructs with Cronbach alpha value	103
3.3	Convergent validity of Perceived Usefulness	105
3.4.	Convergent validity of Perceived Ease of Use	107
3.5.	Convergent validity of Perceived Trust	108
3.6.	Convergent validity of Perceived Enjoyment	110
3.7.	Convergent validity of Online Apparel Purchase Intention	111
3.8.	Convergent validity of Online Apparel Purchase Behaviour	113
3.9.	Convergent validity of Online Flow experience	114
3.10.	Convergent validity of Online Apparel Re-purchase Intention	116
3.11	Discriminant validity of the constructs	118
3.12	Criterion validity of the constructs	120
4.1	Summary of descriptive statistics	128
4.2	Percentage analysis of demographic factors	129
4.3	ANOVA results based on age	136
4.3.1	Tukey's Post hoc analysis based on age for Perceived Trust	137
4.3.2	Tukey's Post hoc analysis based on age for Perceived Enjoyment	137
4.3.3	Tukey's Post hoc analysis based on age for Online Apparel Purchase Intention	138
4.3.4	Tukey's Post hoc analysis based on age for Online Apparel Purchase Behaviour	138
4.3.5	Tukey's Post hoc analysis based on age for Online Flow Experience	139
4.3.6	Tukey's Post hoc analysis based on age for Online Apparel Re-Purchase Intention	139

4.4	ANOVA results based on gender	140
4.5	ANOVA results based on marital status	141
4.6	ANOVA results based on education	142
4.7	ANOVA results based on occupation	143
4.8	ANOVA results based on family monthly income	144
4.8.1	Tukey's post hoc analysis based on family monthly income for Perceived Usefulness	145
4.8.2	Tukey's post hoc analysis based on family monthly income for Perceived Ease of Use	145
4.8.3	Tukey's post hoc analysis based on family monthly income for Perceived Trust	146
4.8.4	Tukey's post hoc analysis based on family monthly income for Perceived Enjoyment	146
4.8.5	Tukey's post hoc analysis based on family monthly income for Online Apparel Purchase Intention	147
4.8.6	Tukey's post hoc analysis based on family monthly income for Online Apparel Purchase Behaviour	147
4.8.7	Tukey's post hoc analysis based on family monthly income for Online Flow Experience	148
4.8.8	Tukey's post hoc analysis based on family monthly income for Online Apparel Re-Purchase Intention	148
4.9	ANOVA results based on hours surfing E-retailer website	149
4.9.1	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Perceived Usefulness	150
4.9.2	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Perceived Ease Of Use	150
4.9.3	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Perceived Trust	151
4.9.4	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Perceived Enjoyment	151

4.9.5	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Online Apparel Purchase Intention	152
4.9.6	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Online Apparel Purchase Behaviour	152
4.9.7	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Online Flow Experience	153
4.9.8	Tukey's post hoc analysis based on millennial's hours spend surfing E-retailers website for Online Apparel Re-purchase Intention	153
4.10	ANOVA results based on millennial's recent apparel purchase with E-retailers.	154
4.10.1	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Perceived Usefulness	155
4.10.2	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Perceived Ease of Use	155
4.10.3	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Perceived Trust	156
4.10.4	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Perceived Enjoyment.	156
4.10.5	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Online Apparel Purchase Intention .	157
4.10.6	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Online Apparel Purchase Behaviour	157
4.10.7	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Online Flow Experience	158

4.10.8	Tukey's post hoc analysis based on millennial's recent apparel purchase with E-retailers website for Online Apparel Re-Purchase Intention	158
4.11	ANOVA results based on millennial's online apparel purchase experience.	159
4.11.1	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Perceived Usefulness	160
4.11.2	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Perceived Ease of Use.	160
4.11.3	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Perceived Trust.	161
4.11.4	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Perceived Enjoyment.	161
4.11.5	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Online Apparel Purchase Intention.	162
4.11.6	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Online Apparel Purchase Behaviour.	162
4.11.7	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Online Flow Experience	163
4.11.8	Tukey's post hoc analysis based on millennial's online apparel purchase experience for Online Apparel Re-Purchase Intention	163
4.12	Correlation results	165
4.13.1	Model summary	166
4.13.2	Estimated model coefficients	167

4.14.1	Model summary	168
4.14.2	Estimated model coefficients	169
4.15	Summary of literature reviews for fit indices	175
4.16.1	Measurement model fit summary of Perceived Usefulness	178
4.16.2	Measurement model fit summary of Perceived Ease of Use	181
4.16.3	Measurement model fit summary of Perceived Trust	184
4.16.4	Measurement model fit summary of Perceived Enjoyment	187
4.16.5	Measurement model fit summary of Online Apparel Purchase Intention	189
4.16.6	Measurement model fit summary of Online Apparel Purchase Behaviour	191
4.16.7	Measurement model fit summary of Online Flow Experience	194
4.16.8	Measurement model fit summary of Online Apparel Re-purchase Intention	196
4.17	Structural model fit summary	200
4.17.1	Impact of exogenous variables on endogenous variables	201
4.18	Mediation model summary	209

## LIST OF FIGURES

S.NO	TITLE	PAGE NO
2.1	Theory of Reasonable Action (Fishbein and Ajzen , 1975)	21
2.2	Theory of Planned Behaviour (Ajzen, 1991)	23
2.3	First modified version of Technology Acceptance Model (Davis et al. 1989)	24
2.4	Final version of Technology Acceptance Model (Venkatesh and Davis, 1996)	25
2.5	Technology Acceptance Model 2 (TAM 2) ( Venkatesh and Davis, 2000)	26
2.6	Technology Acceptance Model 3 (TAM 3) ( Venkatesh and Bala, 2008)	28
2.7	Integrating Trust and Risk with the Technology Acceptance Model (Paul A. Pavlou, 2003)	30
2.8	Model of Flow within a Computer Mediated Environment (Hoffman and Novak, 1996)	33
2.9	Conceptual model of the study	93
3.1	Construct validity for Perceived Usefulness	106
3.2	Construct validity for Perceived Ease of Use	108
3.3	Construct validity for Perceived Trust	109
3.4	Construct validity for Perceived Enjoyment	111
3.5	Construct validity for Online Apparel Purchase Intention	112
3.6	Construct validity for Online Apparel Purchase Behaviour	114
3.7	Construct validity for Online Flow Experience	116
3.8	Construct validity for Online Apparel Re-purchase Intention	117
3.9	SEM model depicting the relationship between predictors and Online Apparel Purchase Behavior and Online Apparel Re-purchase Intention	119
4.1	Millennial's most preferred E-retailer for apparel purchase	131
4.2	Hours surfing E-retailer website	132
4.3	Millennial's recent apparel purchase with E-retailers	133



4.4	Apparel E-shopping experience of millennials in years	134
4.5	Confirmatory factor analysis of Perceived Usefulness	177
4.6	Confirmatory factor analysis of Perceived Ease Of Use	179
4.7	Confirmatory factor analysis of Perceived Ease Of Use - Revised model	180
4.8	Confirmatory factor analysis of Perceived Trust	182
4.9	Confirmatory factor analysis of Perceived Trust- Revised model	183
4.10	Confirmatory factor analysis of Perceived Enjoyment	185
4.11	Confirmatory factor analysis of Perceived Enjoyment - Revised model	186
4.12	Confirmatory factor analysis of Online Apparel Purchase Intention	188
4.13	Confirmatory factor analysis of Online Apparel Purchase Behaviour	190
4.14	Confirmatory factor analysis of Online Flow Experience	192
4.15	Confirmatory factor analysis of Online Flow Experience- Revised model	193
4.16	Confirmatory factor analysis of Online Apparel Re-purchase Intention	195
4.17.1	Estimated path model	198
4.17.2	Structural relationships and hypothesis Testing	201
4.17.3	Estimated path results of SEM analysis	204
4.18	Schematic of a simple mediation model.	205
4.19	Total effect of Online Apparel Purchase Behaviour over Online Apparel Re-purchase Intention	208
4.20	Mediation effect of Online Flow Experience between Online Apparel Purchase Behaviour and Online Apparel Re-purchase Intention	208



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