## TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
NO	TITLE	NO
1	INTRODUCTION	1
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
2.	LITERATURE REVIEW	20
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

27
28
31
35
35
36
36
37
38
39
41
42
44
93
94
96
96
96
97
97
98
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
4	ANALYSIS AND INTERPRETATION	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	164
	Intention, Online Apparel Purchase Behavior, Online Flow Experience	164
	and Online Apparel Re-purchase Intention.	
	Strength of Perceived Usefulness, Perceived Ease Of Use, Perceived	
4.13	Trust, Perceived Enjoyment and Online Apparel Purchase Intention	165
	impacting over Online Apparel Purchase Behaviour.	
4 1 4	Strength of Online Apparel Purchase Behaviour and Online Flow	168
4.14	Experience impacting over Online Apparel Re-purchase Intention.	
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	195
4.10.7	Intention	
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
	Assessing the mediating effect of Online Flow Experience between	
4.18.3	Online Apparel Purchase Behaviour and Online Apparel Re-purchase	207
	Intention	
5	FINDINGS, RECOMMENDATIONS AND CONCLUSION	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	211
5.1.2	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
	BIBLIOGRAPHY	237
	APPENDIX	269
	PUBLICATIONS	274