CHAPTER 2

REVIEW OF LITERATURE

This chapter provides the relevant literature reviews and theoretical framework for the study. The first section discusses theoretical background for the study. The second section provides a review of previous research focused on relationships among study constructs and a discussion of the theoretical linkages are presented. In the third section, preceding research studies pertinent to the study are accentuated. In the fourth section, based on the literature review, a conceptual model of the study is proposed. The fifth section contains research hypotheses formulated in the study

2.1 Theoretical Background

The success of any system depends on the extent of acceptance of such new technology among its end users .Therefore, the preliminary decision by individuals need to be analyzed to know whether it is to accept or reject new technologies (Venkatesh et al., 2003). The boundless stream of researches on information systems use captures a variety of theoretical perspectives. After reviewing the literatures related to this field of study, the researcher found there are many models and theories used to examine and explain people's behaviour relating to technology adoption. In this regard, Technology Acceptance Model (TAM) is a well-accepted and widely used theory for explaining the user's intention to adopt technological innovations (Davis, 1993, Davis and Venkatesh, 1996 and Venkatesh et al., 2003).

The adoption of technological goods and services is elucidated by TAM and its extensions. TAM been adapted from the Theory of Reasoned Action (Ajzen and Fishbein, 1980). It has acted as a preliminary point for technology acceptance models (Davis et al., 1989). It links the perception, norms, and attitudes to the intentions of a person in making a decision, and then predicts the behaviour which may result as a consequence of the intention

2.1.1 Theory of Reasoned Action (TRA)

This theory was developed in the social psychology field and is the earliest model used to explain technology acceptance. Fishbein and Ajzen's (1975) work focused on the prediction

behaviour undertaken in both laboratory and applied settings and their work was a outcome of a research program that initiated in the latter years of the 1950s. Their aim was to develop a theory that possibly could predict, explain, and influence human behaviour (Ajzen & Fishbein, 1980).

This theory while has been redeveloped and refined as well as tested in different disciplines and domains such as consumer behaviour, the industrial sector, education and technology adoption. TRA has been used as fundamental base theory for many models and theories in the fields of human behaviour and technology acceptance such as TAM ,TPB, and UTAUT (Davis et al., 1989; Ajzen, 1991 and Venkatesh et al., 2003). TRA presumes that all individuals are systematic in their use of information that is accessible to them and that they are all rational in how they use this information when taking action: in other words, they judge the implications before engaging in a particular behaviour (Ajzen & Fishbein, 1980).

This theory focuses on behavioural intention rather than attitude and deem it as the main predictor of behaviour. An individual's behaviour is determined by their behavioural intentions, according to TRA, and is considered as the most important factor. Behaviour and the intention to execute or act on behaviour, is a mixture of attitude towards performance of the behaviour and subjective norms. The theory is presented as a model in Figure 2.1
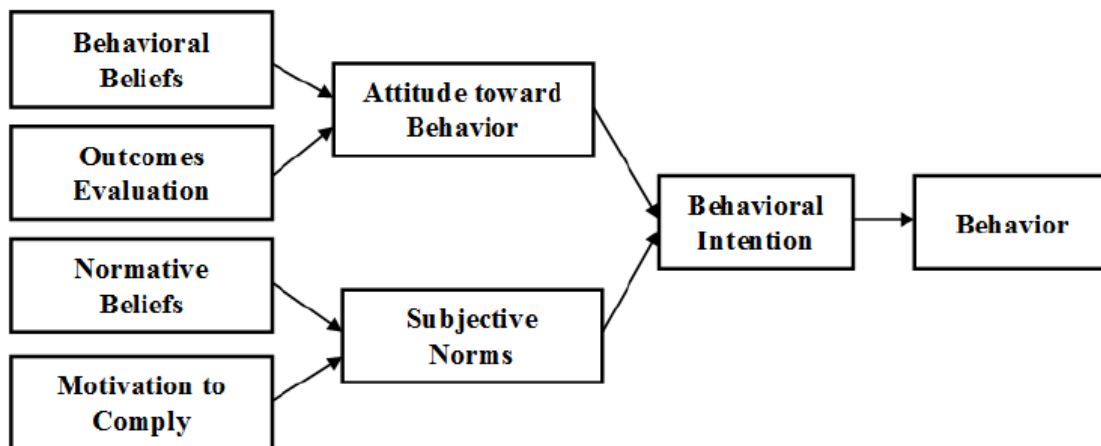

Figure 2.1 Theory of Reasonable Action (Fishbein and Ajzen , 1975)

The main factors of TRA such as behavioural intention, attitudes toward behaviour and subjective norms are explained theoretically Fishbein and Ajzen, (1980). They defined behavioural intention as "an marker point of a individual's readiness to perform certain behaviour". Intention is measured to be the immediate antecedent of behaviour. According to

the TRA, there are two determinants to behavioural intentions: (1) personal or attitudinal factors and (2) social or normative factors. Attitudes toward the behavioural intention is defined as "degree to which performance of behaviour is positively or negatively valued" (Fishbein & Ajzen 1975). If an individual's beliefs and their attitude toward an object are known, then their behaviour and attitude can be predicted accurately and this has been illustrated by Ajzen and Fishbein (1980). Alike, Subjective Norms refers to "the approach in which the social environment influences behaviour, hence an individual perceives that the people who are significant to them will decide if they must or must not perform the behaviour". General subjective norms are a "consequence of expectations held by groups and individuals and of an individual's motivation to watch these expectations", according to TRA.

There are quite a few criticisms of TRA from different perspectives. Ajzen (1985) realised that TRA was limited by correspondence because action, target, context, timeframe and specificity must be in conformity with attitude and intention in order to predict behaviour. The hypothesis that behaviour is under conscious control is a limitation of the theory. As a result the theory cannot account for any behaviour that is not conscious, such as irrational decisions and habitual actions. Ajzen (1985) put ahead the Theory of Planned Behaviour due to the shortcomings of TRA.

2.1.2 Theory of Planned Behaviour (TPB)

Ajzen (1985) extended TRA by adding up the construct of perceived behavioural control (PBC) as a key factor influences both of behavioural intention and actual behaviour. TPB model considers unconscious behaviourial action which is not in an person's control. This Model differentiate it from TRA model due to the insertion of Perceived behavioral control (PBC). It is defined the behaviour where individuals have less control over their actions in certain situations and takes in variables according to the situation and the actions involved (Ajzen, 1991).

PBC in general is viewed as the perception of simplicity or difficulty to execute a particular behaviour by the individual, which interconnect with belief, intention, behaviour and attitude within the TPB and consequently influences intention and behaviour. Its cause can be either direct or interactive. When an individual has control over their behaviour then objectives are all that are desirable to predict behaviour, as the TRA states. Ajzen (1991) also argues that in situations where there was a little variance in behaviour that PBC should be independently

predictive. Intentions and PBC have equivalent significance when predicting behaviour, but in certain conditions one may have a superior consequence over the other.

TPB identifies the predictor of attitude, subjective norms and PBC to examine and explain behaviour. It presumes behaviour is a function of beliefs and hence those beliefs are related to that behaviour and are principal causes of a person's intentions and actions, Figure 2.2 illustrates these main beliefs:
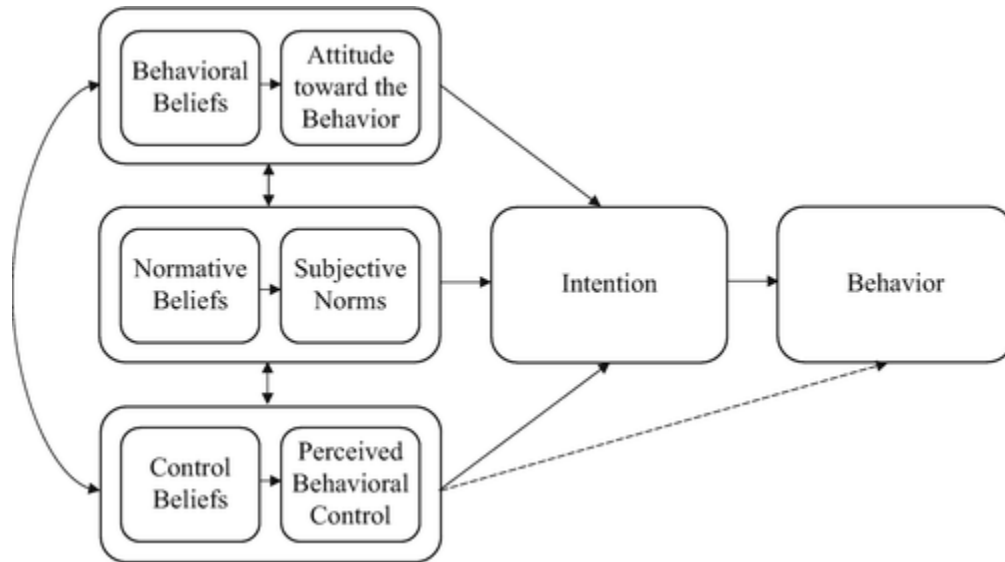
Figure 2.2 Theory of Planned Behaviour (Ajzen, 1991)

Ajzen summarizes these predictors as behavioural beliefs; in other terms, "they are implicit to influence an individual's attitude towards behaviour, and the idea that the behaviour will establish a set outcome , in turn out to be a subjective probability". In research terms, only a small amount of behavioural beliefs are accessible at a time, despite of the fact that an individual may hold many beliefs concerning a particular behaviour. Normative beliefs are "perceived behavioural prospect of important individuals or groups". When united with motivation to comply with different referents it is implicit that this determines the subjective norm. As a consequence, the motivation contributes to the subjective norm in direct proportional to the individual's subjective probability whether they to perform or not the specific action. Control beliefs are "the perceived existence of features that may assist or hold up the performance of behavioural action" . Each control aspects have the benefit of a definite power. It is this renowned power that contributes to PBC and the amount contributed is determined by the factors

that are present in a situation demand certain behaviour. TPB has been adapted and extended by abundant studies to predict the individuals' behavioural intention and actual usage across diverse technological contexts.

2.1.3 Technology Acceptance Model (TAM)

By relying on former work by Fishbein and Ajzen (1975), who originated the Theory of Reasoned Action, and other related research studies, Davis further refined his conceptual model to propose the Technology Acceptance Model. This model was developed in order to discover what influences cause people to accept or reject an information technology system. Davis put forward the most important individual beliefs about using an information technology are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness (PU) is termed as "the extent level to which a person or an individual anticipates that using a particular system would improve the progress of his or her job performance". Perceived Ease of Use (PEOU) is described as "the extent level to which a person or an individual anticipate that using a particular system would be free of charge of any effort". Consequently, these two behaviourial beliefs lead to individual behaviour intention (BI) and actual behaviour (B) or usage. The amount of time, frequency and actual number of usage and diversity of usage are all used to assess actual Use or Behaviour.

TAM does not incorporate TRA's subjective norms (SN) as a determinant of Behavioural Intention (BI). Figure 2.3 demonstrates the original theoretical conceptualisation of TAM, including the attitude construct.
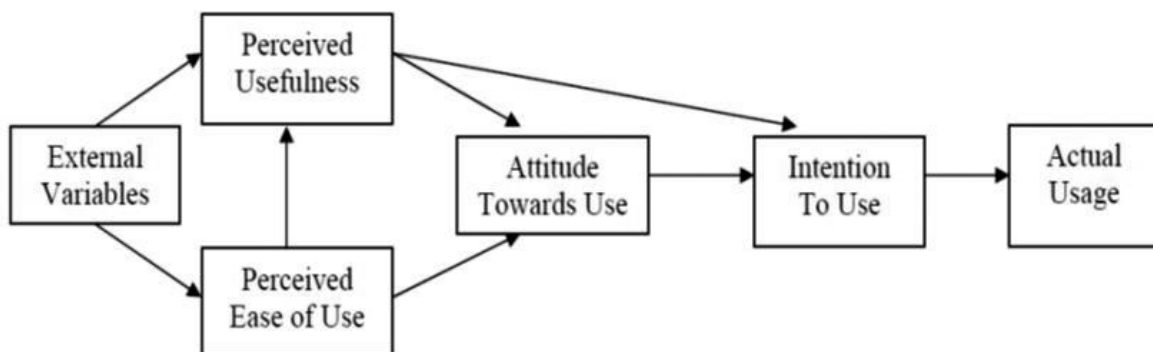

Figure 2.3 First modified version of Technology Acceptance Model (Davis et al. 1989)

Nevertheless, concerning to empirical evidence, the final version of TAM model (Figure 2.4) exempted the attitude construct as it's weak mediating effect between PEOU and behavioural intention and the relation between PU and BI appeared more significant (Davis et al., 1989). TAM hypothesizes that PU is influenced by PEOU because, the ease of the use of particular technology generate it more useful (Davis et al., 1989). In accordance with TRA, TAM model formulate that the influence of external factors on BI is mediated by PU and PEOU.
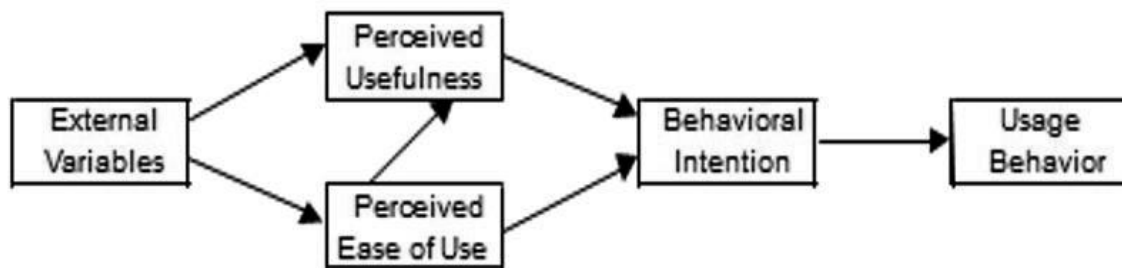

Figure 2.4 Final version of Technology Acceptance Model (Venkatesh and Davis, 1996)

2.1.4 Technology Acceptance Model 2 (TAM 2)

Venkatesh and Davis (2000) projected the TAM 2 model as shown in Figure 2.5. TAM 2 precised more detail explanations for the reasons users found a specified system useful at three phase of time: pre-implementation, one month post-implementation and three month post-implementation. The study collected user perceptions and self-reported use at all three stages. TAM 2 theorizes that user's mental evaluation between important goals at work and the consequences of performing tasks using the system serves as a base for outlining perceptions regarding the usefulness of the system). The results showed evidence that TAM 2 executed well in both voluntary and mandatory environment. Venkatesh and Davis (2000) extended TAM2 by adding social and cognitive influential to envisage IT adoption. The authors   determined social influences using the factors such as subjective norm, voluntariness, and image. In addition cognitive influential are measured by four main factors such as job relevance, output quality, result demonstrability, and perceived ease of use.

Venkatesh and Davis (2000) used the subjective norm construct to measure social influences. Their description of subjective norm was consistent with that in Theory of Reasoned Action (Fishbein and Ajzen 1975). TAM2 applied three social influence instruments—

compliance, internalization, and identification to affect the social influence processes. Compliance represents a" situation in which an individual performs certain behavior in order to attain certain rewards or avoid punishment".TAM2 authenticated that in mandatory contexts, subjective norm has a direct effect on intention through the compliance mechanism. If an individual perceives that an social influence has the capacity to punish non-behavior or reward behavior, the social influence of compliance effect will happen. In voluntary contexts, social influences can affect intention indirectly during the mechanism of internalization and identification. Internalization refers to "the course when an individual incorporates the important referent's belief into his or her own belief system". Identification means" an individual can achieve a membership in a social group or attain a higher status within the group by performing a behavior".

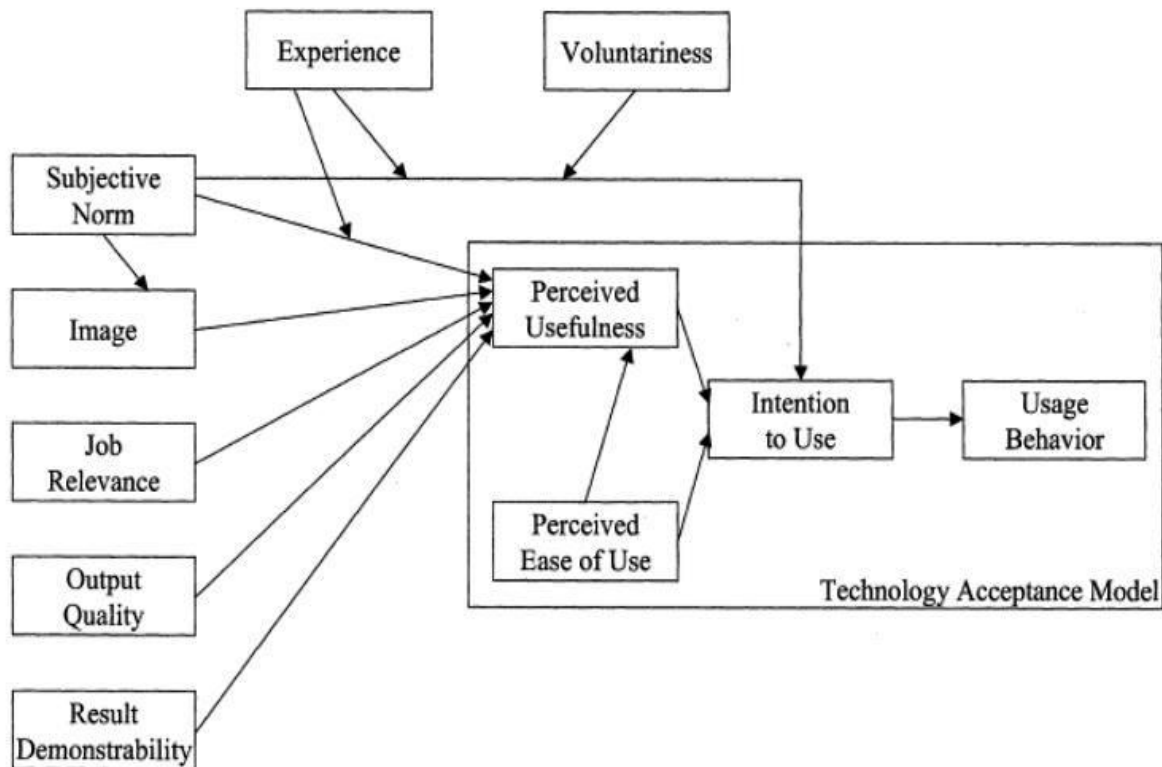Figure 2.5 Technology Acceptance Model 2 (TAM 2) (Venkatesh and Davis, 2000)

TAM2 model predict that there are four cognitive determinant of perceived usefulness as shown in the figure 2.5. TAM2 uphold perceived ease of use from TAM1 model as a direct determinant of perceived usefulness. Job relevance is termed as "an individual's perception relating to the degree to which the target system is appropriate to his or her job".

Output quality is one more determinant of perceived usefulness. which is referred as individual's perception about how good fit the system performs the tasks. Venkatesh and Davis (2000) advocated that judgments of output quality take the form of a profitability test, "in which, given a selection set containing multiple relevant systems, one would be prone to choose a system that delivers the highest output quality". TAM2 confirms that output quality has a positive association with perceived usefulness. Result demonstrability is the third predicator of perceived usefulness. It is defined as the tangibility of the result by means of using the innovation. TAM2 posits that result demonstrability has a positive association with perceived usefulness.

2.1.5 Technology Acceptance Model 3 (TAM 3)

Venkatesh and Bala (2008) formulated an integrated model of technology acceptance recognized as TAM3 shown in Figure 2.6. The authors developed the model by adding the four different variables for measuring Perceived Usefulness and Perceived Ease of Use. This includes characteristics of individual, aspects of technology system, social norms and facilitating conditions. In TAM3, the Perceived Ease of Use to Perceived Usefulness, computer anxiety to Perceived Ease of Use and Perceived Ease of Use to Behavioral Intention were moderated by experiences. The TAM3 model was verified in real-world settings of IT adoption.

There are two main antecedents for Perceived Ease of Use are anchors and adjustments. Anchors were identified as "general beliefs about computers and computer usage" whereas adjustments were recognized as "beliefs that are formed based on direct experience with the target system". In both groups, Venkatesh (2000) proposed several determinants that are typically derived from earlier research on identifying the antecedents of Perceived Ease of Use {Davis, Bagozzi and Warshaw, 1992, Venkatesh and Davis, 1996). Venkatesh (2000) checked his model with the participants from three diverse organizations and the measurements taken up over three months time. Results signified strong support for all the variables used in the model for elucidating perceived ease of use of a given system.
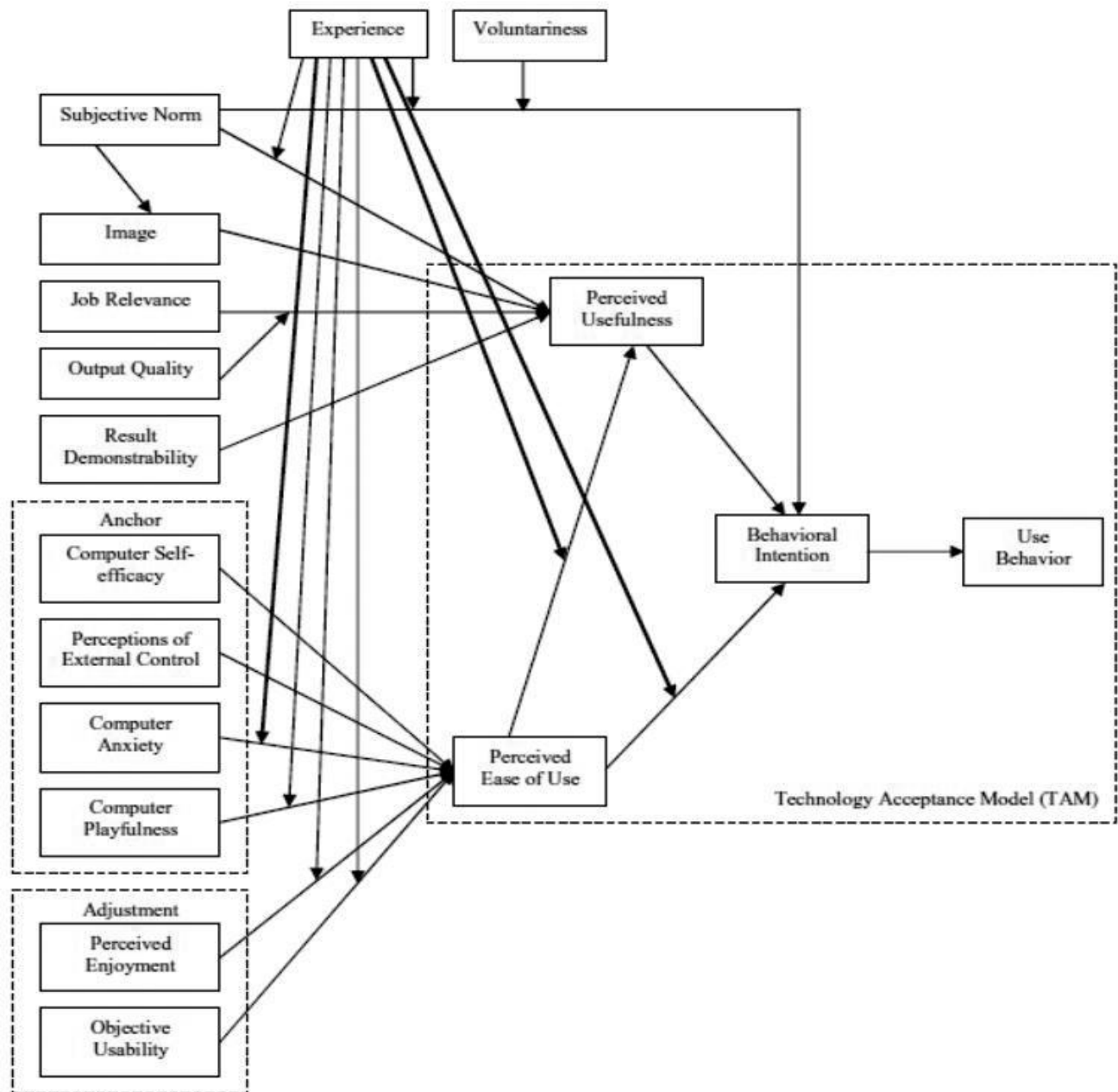
Figure 2.6. Technology Acceptance Model 3 (TAM 3) (Venkatesh and Bala, 2008)

2.1.7 Integrating Trust and Risk with the Technology Acceptance Model

Paul A. Pavlou (2003) proposed integrated TAM framework with trust and perceived risk. These constructs are incorporated to specifying the inherent uncertainty of the E-commerce environment. Pavlou argued that the concept of trust and risks are conceivably the most important factors in consumer-marketer transactions. Hence, perceptions of trust and risk are

likely to be essential factors in predicting B2C E-commerce adoption by the consumers. The role of trust and risks are of fundamental importance for sufficiently encapsulating consumer behavior in E-commerce. The research presented by Pavlou aimed to predict consumer acceptance of E-commerce by integrating TAM with the constructs of trust and perceived risk The dependent variables are intention to transact and actual transaction behavior posited as the prime constructs to establish consumer acceptance of E-commerce in the model.

Trust been regarded as a catalyst in B2C relationship as it provides opportunity of successful transactions. Lack of trust has been advertized as one of the main cause for consumers not engaging in e-commerce. Numerous researchers have proposed trust as an key element of B2C e-commerce. Trust can be depicted as "the faith that the one party will act in a socially accountable way and by doing therefore will achieve the trusting party's expectations without taking advantage of its propensity". Trust construct be a" salient belief which comprises of goodwill trust (benevolence) and credibility (honesty, reliability, and integrity)". This definition sensing two distinct but non-separable parts of trust in e-commerce. Former, it engages the traditional view of trust in a particular party (E- retailer), and latter, it absolutely encompasses trust in the integrity of the transaction medium (Trust in the Web infrastructure). This sight of trust is consistent with the generic model of trust , which also inferences two faces of trust," party trust and control trust" (trust in the control mechanisms).

Given that a certain level of uncertainty is a precondition for trust to exist, the projected conceptualization of trust suggests that when consumers willingly become susceptible to a E-retailer, they assume both the characteristics of the online retailer and associated technological infrastructure. Pavlou's research focuses on the E-retailer, rather than the Internet infrastructure, as the chief spot of trust. Pavlou proclaimed that consumer trust perceptions are greatly influenced by the actions of E-retailers. Trust generates positive attitudes and perceived behavioral control toward transactions with E-retailers, lessening uncertainty and granting expectations for a satisfactory transaction, hence positively impacting consumer behavioral intentions to transact.

The outlying and impersonal environment of the on-line atmosphere and the inherent uncertainty of using a worldwide open infrastructure for transactions have put in risk an inevitable aspect of e-commerce. In earlier researches, Perceived risk has been revealed to negatively impact transaction intentions with E- retailers. Primary, trust and perceived risk in a

E-retailer deal with a single transaction decision (task-specific) encircled by the surrounding circumstances (context-specific) at a particular point of time (time specific). lastly, trust and perceived risk are at the same level of notion as Perceived Usefulness and Ease of Use, which assess common beliefs without denoting the system's precise details i.e the Web retailer's characteristics. Figure 2.9 presents the model proposed by Pavlou (2003) for E-commerce acceptance by the consumer.
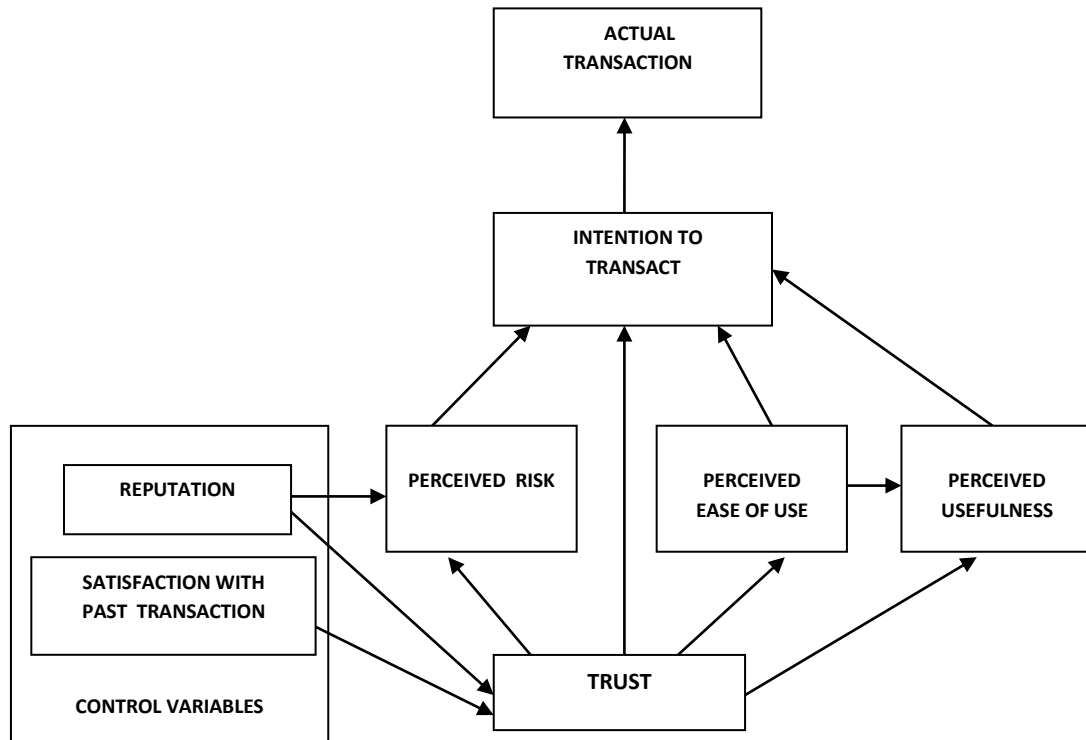
Figure 2.7. Integrating Trust and Risk with the Technology Acceptance Model (Paul A. Pavlou, 2003)

The results of Pavlou's research confirmed that intention to transact was a major predictor of actual transaction behavior. Trust was the most prominent predictor of transaction intentions. The results validated that Perceived Usefulness, Ease of Use and risk were significantly related to transaction intentions. The effect of Perceived Ease of Use on Perceived Usefulness was also found significant in the study. The effect of trust on Perceived Usefulness, Perceived Ease of Use and Perceived Risk were also significant. In the model Reputation and Satisfaction with past transactions were significant antecedents in explaining trust construct.

The principal contribution of the Pavlou's research is the " integration of variables trust and perceived risk that are connected with behavioral and environmental uncertainty with technology acceptance constructs such as Perceived Usefulness and Ease of Use into a logical and parsimonious model that together envisage consumer acceptance of E-commerce". The high explanatory power of the model present it as a basic model in predicting online consumer behavior.

2.1.8 FLOW THEORY

Flow theory established a mounting attention ever since last decade as a basis to understand the catalyst intended for increasing compelling experiences in online environments. The origin of the flow theory can be track down to the research of Csikszentmihalyi. While interviewing certain professional and amateur dancers, chess players, rock climbers, surgeons, and many others expressed a profound devotion for their preferred type of activity. During the interview sessions, Csikszentmihalyi found that individuals articulate it as being in the midst of a flow. Csikszentimihalyi (1977) illustrates this flow experience as "holistic self consciousness that people feel when they act with overall involvement".

Flow is defined as "an optimal psychological state that comes about when there is a balance between perceived challenges and skills in an activity and wherever both are greater than the person's subjective standard experience". It is a state illustrated by "total absorption in the job task and a number of added positive experiential qualities" (Mihaly Csikszentmihalyi, 1990). The nine experiential qualities of flow are mentioned in the following table

| S.NO	FLOW DIMENSIONS	DESCRIPTION
1	Challenge-skill balance	The perceived challenges for an activity extend one's existing skills but there is the sense that one is engaging at a level suitable to one's capabilities
2	Merging of action and awareness	Individual is no longer aware they are separate from their actions; things are occurring automatically
3	Clear goals	One recognizes the goals of the activity at the forefront of time or the goals are developed while occupied in the activity

4	Unambiguous feedback	Individual clearly understands how they are performing
5	Concentration on the task at hand	The entire psychic energy system is focused
6	Sense of control	Person perceives the power control principally over difficult situations
7	Loss of self-consciousness	Individual is neither concerned nor bothered about how he/she is perceived by others
8	Time transformation	Time is distorted in several means; it either paces up speedily or paces down slowly
9	Autotelic (intrinsically rewarding) experience	This is the end effect of a flow experience. The experience is in a positive condition that individual desires to carry out the activity for its own sake

The concept of flow indicates human subjective experience. Jackson et al (2002) explained humanness as "a combination of three concepts such as behavior, cognition and affect". Thus, flow research is concerned with trying to understand the quality of the experience related to a behavior which is unlike from understanding cognitions and affect associated with a behavior. Subjective experience refers to condition of consciousness. Nakamura & Csikszentmihalyi (2002) explained consciousness as "the complex system that has progressed in humans , designed for choosing from an vast amount of information, processing and storing it".

Flow theory is one of twofold theories in intrinsic motivation concept originated from positive psychology framework (Seligman and Csikszentmihalyi, 2000). The other theory (Self-Determination Theory) was developed by Deci and Ryan (1985). In actuality, the theory of optimal experience or flow is not merely motivational. Csikszentmihalyi and his colleagues were engaged in efforts to illustrate flow experience as: (1) "an cognitive artifact functional for the description of holistic individual development "(Csikszentmihalyi, 1975 & 1978), (2) "an central factor in the progress of bio-culture" (Csikszentmihalyi, 1990; Massimini and Delle Fave, 2000), (3) "a theory of creativity and fit job done" (Csikszentmihalyi, 1996), (4) "a psychological theory and development model" (Csikszentmihalyi, 1990; Csikszentmihalyi and Larson, 1984), (5) "a foundational basis for psychological therapy" (Delle Fave and Massimini, 2004, 2005)".

Regardless of the diversity of flow interpretations as a motivational paradigm, Flow theory was first originally applied to online environments by Hoffman and Novak (1996). They expanded the general applicability of flow to computer-mediated environments and recommended that "optimal experience" can contribute to the victory of online marketers by generating electrifying experiences to consumers. since the Internet is an interactive environment, it endows customers with flow during their navigation. Embracing its marketing outcomes, flow experience considered as "a desirable result of online interaction between the consumer and firms".

Hoffman and Novak (1996) developed a hypothetical model of Flow in online based setting as shown in the Figure 2.10. Hoffman and Novak included two secondary antecedents from Steuer's communication work: "Interactivity and Tele-presence" in addition to the primary antecedents to flow. Steuer (1991) describes tele-presence as "the extent level to which individual sense the presence in a mediated surroundings comparatively than in the direct physical surroundings". Intensity and interactivity are two dimensions that ascertain the scale of tele-presence within a particular technology". Hoffman and Novak employed Vividness and Interactivity as content characteristics manipulating tele-presence and focused attention directly .
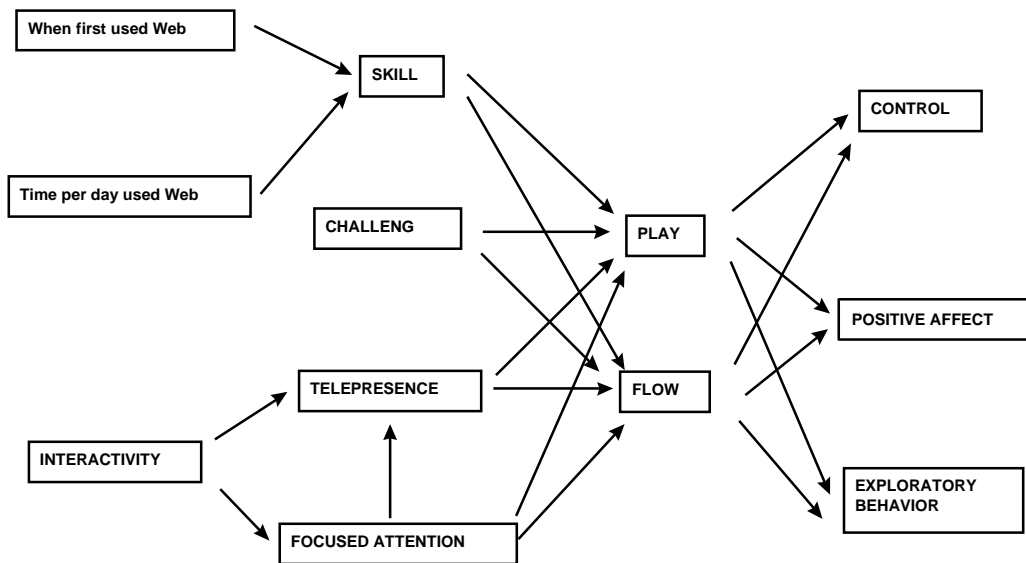
2.8 Model of Flow within a Computer Mediated Environment (Hoffman and Novak, 1996)

In addition, the construct of involvement (intrinsic motivation and self-reliance) that is "influenced by whether the activity is goal-directed or experimental and tagged as process characteristics". In this model, consequences of flow are: perceived control, exploratory mind-set and positive subjective experience. In 2000, Novak and colleagues formulated a few adjustments to their theoretical model and checked it empirically using structured equation modeling to generate a revised theoretical model. One significant change in the flow model within a computer-mediated environment is the transfer of control construct from a consequence to an antecedent of flow. In addition, the construct of arousal as an antecedent of flow and also it is a dependent variable of challenge. In the final model, the prime determinants are skill, challenges and attention . The secondary determinants are online experience, interactive rate and significance. Novak et al. (2000) model did not supported the hypothesis that greater flow corresponds to greater exploratory behavior. But the exploratory behavior corresponds with tele-presence. Therefore, tele-presence contributes to flow and exploratory behavior. Also model indicated the construct of play as a parallel measure of flow. Control in the model is in line with Azjen's (1988) perceived behavioral control construct and is signified as a consequence, rather than antecedent of flow. Two supplementary variables, when the respondent first reported using the Web and the amount of time per day the respondent reported using the Web were included as predictors for skill.

Jackson (2002) stated that alike to all experiential facts, flow cannot simply be measured by psychometrics or interviewing method. Qualitative methods were the primarily used to explore the flow in the context of physical activity (Mihaly Csikszentmihalyi, 1975 &2000; Jackson, 1992, 1995 1996). While qualitative approaches to the measurement of flow gives rich accounts of the construct that are characteristically not attained with pencil and paper questionnaire evaluation. The labor intensiveness of this approach led to small sample sizes. In count, the retrospective aspect and interpretive bias of the researchers are limitations to qualitative methods (Kimiecik & Jackson, 2002). Nevertheless, qualitative approaches to the study of flow continue to be significant and FSS (Flow State Scale) approach that have laid the foundation for the development of psychometric instruments in order to study the flow from a quantitative perspective. To analyze the associations between flow and other psychological constructs, Jackson and Marsh (1996) developed the FSS (Flow State Scale). The FFS was

designed to evaluate flow occurrence in relation to the specific event. FSS contains 36-item measures with four items related to each of the nine flow dimensions.

2.2 THEORETICAL LINKAGES AND RELATIONSHIP AMONG MODEL CONSTRUCTS

This section provides a review of notable earlier research focused on relationships among study constructs and a discussion of the theoretical linkages are presented. This segment presents a concise overview of some of the major academic studies associated with the construct relationships relevant to this research with statistically significant evidences.

2.2.1 INFLUENCE OF PERCEIVED USEFULESS OVER ONLINE APPAREL PURCHASE INTENTION

The researcher Koufaris, 2002 have confirmed the Perceived Usefulness construct will lead directly to the intention establishment of the prospective online shoppers. Horton et al. (2002) emphasized the positive impact of PU over intention in the context of Intranet. Furthermore the studies of Davis, et al. (1989); Mathieson (1991);Agarwal and Prasad (1999); Gefen and Keil (1998);Hu et al. (1999); Igbaria et al. (1995); Igbaria (1993); Moon and Kim (2001); Mathieson et al. (2001); Chau and Hu (2002); Ramayah et al. (2002) also validated that PU is significant and positively influences the behavioral intention. According to Burke (1997), Perceived Usefulness is the main prerequisite for technology acceptance. Perceived usefulness influence customer attitude to persist using an e-payment service (Bhattacherjee, 2001).

Perceived usefulness is a key driver for usage behavioral intention (Adams et al .,1992). In TAM, perceived usefulness predicts intention to use (Gefen & Straub, 1997), counting e-commerce adoption (Gefen & Straub, 2000). Van der Heijden(2000) findings also reveal that Perceived usefulness emerged as significant factors in determining Web site usage of the customer. Subramanian (1994) found Perceived usefulness had a direct effect on usage intention. The study of Taylor and Todd (1995a) found perceived usefulness to be the strongest predictor of intention for the new users. Individuals reviewed the consequences of their behaviourial action in terms of perceived usefulness (Chau, 1996). In the online Apparel context, it is hypothesized in this study that Perceived Usefulness has direct influence over Online Apparel Purchase Intention

2.2.2 INFLUENCE OF PERCEIVED EASE OF USE OVER ONLINE APPAREL PURCHASE INTENTION

Previous study of Chau, (1996) suggested that perceived ease of use influences purchase intention. The significance of perceived ease of use improved while an online shopper purchased a product online as contrasting to just gathering information about a product (Gefen & Straub, 1997). Van der Heijden (2004) found that perceived ease of use strongly establishes intention to use a Web site for hedonic purpose. IT systems that are easy to use will be less pressuring to user (Moon, Kim 2001). Van Der Heijden,Verhagen and Creemers (2003)also confirmed in their study that perceived ease of use directly influenced the attitude and intention towards purchasing online.

Igbaria et al. (1997) in this study confirmed that perceived ease of use as one of the critical factor in determining the user's intention. In addition, some researchers such as Salisbury et al (2001), Chiu et al (2009), Nugroho (2009) and Eze et al (2011) also confirmed in their study that perceived ease of use influences one's behavioral intention to perform. Researches of Chen and Barnes (2007) and Wang et al., (2003) provides evidence of the significant effect of perceived ease of use on intention. This study develops the following hypothesis to reflect the context of apparel that Perceived Ease Of Use has direct influence over Online Apparel Purchase Intention.

2.2.3 INFLUENCE OF PERCEIVED TRUST OVER ONLINE APPAREL PURCHASE INTENTION

There are quite a lot of researchers examined trust theoretically using TAM model i.e. Jarvenpaa et al.,(2000) , Pavlou, (2002); Suh and Han., (2002 & 2004),Koufaris and Hampton-Sosa, (2002), Gefen and Straub., (2003) and van der Heijden et al., (2003). Empirical researches like Jarvenpaa et al., (2000); Bhattacherjee (2002a); Gefen (2000); Gefen, Karahanna and Straub, (2003); Koufaris and Hampton-Sosa (2002) indicated that trust plays a significant role in determining a customer's intention. Consumers' trust in E- retailers plays a vital role in online shopping behavioral intention (Ha and Stoel, 2009; Kim et al., 2008). Chen and Tan (2004) found out that the perceived trust of consumers towards an online store positively influence the attitude and the intention of using online store.

Researchers like Jie, L. (2008); Yu, K. Z., & Song, Z. (2005); Sejin, H., & Leslie, S. (2009) and Said, S. (2011) tested and confirmed the influence of trust over consumer's online purchase intention. Lee and Lin(2005) analytical results showed that the trust significantly related to customer purchase intention. Chen and Barnes(2007) confirmed that trust have a positive impact on purchase intention of the customer. Studies of Palvia, 2009; Pavlou, 2003; Wu, Huang, & Hsu, 2014 have shown that trust in parties impact individual intention to use the technology. The above earlier researches led to the following hypothesis in the study that Perceived Trust has direct influence over Online Apparel Purchase Intention

2.2.4   INFLUENCE OF PERCEIVED ENJOYMENT OVER ONLINE APPAREL PURCHASE INTENTION

In latest years, perceived enjoyment has received mounting interest in IS research, as researchers begin to recognize that how enjoyable an information system is possibly will be as important as how usable and useful it is. Perceived Enjoyment in using a Website significantly influences intentions to use (Davis et al., 1992; Venkatesh et al., 2002).Moon and Kim extended the technology acceptance model and applied it to the Web and found that perceived playfulness similar to perceived enjoyment is a critical factor affecting one's attitude towards the Internet shopping intention. Teo and Lim (1999) found from their research that perceived enjoyment have a positive and direct impact on web users. Van der Heijden (2003) explored the Web from utilitarian and hedonic purpose outline and found that perceived enjoyment as a hedonic function which strongly influenced Web use for leisure.

The online shopping is an enjoyable activity for lots of customers and it has a significant effect on online shopping intentions (Jarvenpaa and Todd, 1997). Many other studies used other construct that are relatively similar and reproduce the same meanings of enjoyment like perceived fun (Igbaria et al, 1995 & 1996). Previous study of Pikkarainen et al, 2004 confirms that this perceived enjoyment influence the customer intention of online shopping. Perceived enjoyment has been important factor in the customer's adoption of mobile games in the previous researches of Lee et al., (2013) and Nysveen et al.,(2005). Internet shopping is usually voluntary, self-determining and intrinsically motivated searching and buying are impulsive behaviours, it appears likely that shopper's intentions become stronger if they perceive higher enjoyment from the website (Atkinson and Kydd 1997; Li and Zhang 2005 and Chiu 2009).

Enjoyment in using a website have a significant effect on intentions to use (Teo et al. 1999 and Cheng et al., 2006).

The influence of enjoyment perceptions over the web user intentions been empirically examined in applications such as instant messaging text tools (Li D, Chau PY K, Lou H, 2005), web based learning medium (Yi M Y, Hwang Y. ,2003), E- shopping (Koufaris M. , 2002 and Van der Heijden (2004) and M-commerce (Phan and Diam, 2011). Perceived enjoyment factor been added to TAM model in Liao, Tsou, and Shu, (2008) and Cheema et al., (2013) researches about online shopping adoption and found that perceived enjoyment has direct relationship with intention to use. Verkasalo.H et al., (2010)   finding supported the influence of perceived enjoyment on behavioral intention. Therefore, the current study hypothesizes that Perceived Enjoyment has direct influence over Online Apparel Purchase Intention

2.2.5 INFLUENCE OF ONLINE APPAREL PURCHASE INTENTION OVER ONLINE APPAREL PURCHASE BEHAVIOUR

Behavioral intention is claimed as a measure of the strength of one's intention to perform a specified behavior. Ajzen., (1991) argued that behavioral intention is a strong predictor of actual behavior. Sun and Zhang (2003) reported that behavioral intention act reasonably well in predicting actual usage of a technology. In line with Ajzen , many other prior studies also reported similar findings (Davis et al., 1989; Venkatesh & Davis, 2000).Tthus, any factors that influence behavioural use operate as indirect influences through behavioural intention.

The results of Taylor and Todd's study (1995 a,b) of inexperienced and experienced users confirmed a stronger association between behavioral intention and behavior (usage) for experienced users. Hartwick and Barki (1994) also found strong causal relationships between behavioral intentions and actual behavioral use. There are extensive empirical studies that have examined the intention to behavior causality in the context of usage of various technologies (Igbaria et al., 1996), including the online setting (Chen et al., 2002 & 2007; Limayem et al., 2000). Szajna (1996) reported actual measurement of use component important in TAM.

Chau and Hu (2001) compared all the three versions of Technology Acceptance Model (TAM) along with the Theory of Planned Behavior (TPB) in their research   Their results indicated that TAM was better to TPB in explaining the physician's intention to use telemedicine technology. Behavioral Intention impacts a person's actions to use under the condition that the

person presumes a relationship between the outcome and a definite behavior (Liu et al., 2005). Lin et al.(2011) illustrated that the TAM model factors have strong impact over intentional use of E-Government goods. Melas et al.(2011) study on TAM predicts a wide-ranging share of the intention to utilize clinical IT systems.   In relation to the above, the following hypothesis was developed in the study as Online Apparel Purchase Intention has direct influence over Online Apparel Purchase Behaviour

2.2.6 INFLUENCE OF ONLINE APPAREL PURCHASE BEHAVIOUR OVER ONLINE FLOW EXPERIENCE

Finneran and Zhang (2003) formulated a model that concentrate on flow determinants. They identified the importance of separating the task artifact in computer mediated settings. The person-artifact-task (PAT) model of flow antecedents was developed to conceptualize three discrete components such as person, task and artifact that interrelate a contribution to a individual's flow state as antecedents. This   model is vital as it contributes to the re-conceptualization of the original flow theory for a enhanced understanding of flow antecedents in online environment context. Finneran and Zhang articulated clearly that the artifact contributed to the flow experience as opposed to a specific task assisted them to conceptualize the flow dimensions.

Ghani (1995) and Chen (2000) concentrated on main determinants, in contrast Hoffman and Novak (1996) and Skadberg and Kimmel (2004) focused on indirect determinants that yield flow through mediating construct. In common, the models and other empirical flow studies proposed the three stages of flow framework such as flow antecedents, flow experience, and flow consequences (Chen, 2000; Ghani, 1995; Ghani and Deshpande, 1994; Trevino and Webster, 1992). Novak et al. (2000) measured flow as a criterion factor with a narrative items. Researchers confirmed that consumers who experienced flow during Web usage are more likely to retain more of what they perceive, with implications for the effectiveness and value of marketing communications (Hoffman and Novak, 1996). Luna, Peracchio, and de Juan (2003) confirmed that attitude toward a Web site influenced flow. Perceived behaviour make a contribution to a higher-order flow construct (Agarwal and Karahanna, 2000; Huang, 2006).

Researchers comprehend that the two prime flow characteristics are total concentration in an activity and the enjoyment which one get from that activity (Ghani and Deshpande, 1994)

Perceived competence in one's targeted activity been included in Jackson et al., 1998 research had shown to be strongly associated with flow. Encompassing a elevated perception of an individual's abilities is a vital element to experience flow (Jackson & Csikszentmihalyi, 1999) and also a positive associations prevail between self-concept behaviour and flow. Various researchers showed that people who experience flow were engrossed in an activity. The involvement at activity is so intense that nothing else seems to matter at the time. In addition to the pleasure consequent from the activity and the intrinsic interest to keep on doing it, the total immersion in an activity seems to be a central aspect of the flow experience (Csikszentmihalyi, Rathunde,&Whalen,1993).The use of ICT (Information   and   communication   technology) is apparently a setting that assist the occurrence of flow experiences (Finneran & Zhang, 2003; Ghani & Deshpande 1994; Trevino & Webster 1992). Various   researchers   studied   flow experience in   information   and   communication   technology   users (Chen et al., 1999; RodriguezSanchez, Cifre, Salanova, & Aborg, 2008).Working with information technologies is associated with positive experiences such as flow. According to Delle Fave, and Massimini (2005), individual doing any activity could experience flow when high challenge and high skills are present.

In the discipline of psychology and marketing, flow experience is accredited as an significant antecedent of consumer behavior (Hsu & Lu, 2004; Novak et al., 2000). Researchers found that Flow affects the frequency and amount of time spent using online services or making online purchases by building customer loyalty (Choi & Kim, 2004; Jarvenpaa & Todd, 1997; Rice, 1997). Understanding the conditions that are favorable to online customers in achieving optimal flow experience is fundamental to the victory of an online vendor (Eighmey, 1997; Lee et al., 2003). Individual skill which is defined as the Web consumer's capability for action or ability to act, is an vital antecedent to flow (Koufaris, 2002; Novak et al., 2000; Trevino & Webster, 1992; Webster et al., 1993). Researchers found that attitude toward a Website influenced flow experience (Luna, Peracchio, and de Juan ,2003). Principal antecedents of flow experience in e-commerce that have been materialized in literature could be grouped into two main website aspects, namely hedonic and utilitarian. The findings of the previous researches

underpinning this study in the context of apparel and led to hypothesize that Online Apparel Purchase Behaviour has direct influence over Online Flow Experience

2.2.7 INFLUENCE OF ONLINE FLOW EXPERIENCE OVER ONLINE APPAREL RE-PURCHASE INTENTION

Online Flow Experience persuade revisit intentions of the user towards website (Koufaris, 2002; Luna, Peracchio, and de Juan, 2002, 2003). Flow experience extensively impacts the customer's intention to use the Web (Agarwal   and Karahanna, 2000; Sanchez-Franco, 2006). various researchers provided evidences that Flow is directly associated to continuance intention (Hoffman and Novak.,1997, Koufaris., 2002; Lin et al., 2005; Luna et al., 2002 & 2003; Nel et al., 1999 and Siekpe, 2005). There are evidences from many researchers on the paradox of work in psychology that explained that flow has more composite relationship with continuance intention. According to Csikszentmihalyi (1998), Humans can experience the occasion of flow when carrying out virtually any activity. Many researchers examined continuance intention as the most common flow consequence.

Many researches showed how flow endowed with a consistent theoretical concept to elucidate post-adoptive behavior from a utilitarian website performance (Benlian et al. 2012). Hsu and Lu (2004) proved that Flow experience is postively correlated to the behavioral intention of customer. Studies found that experiencing Flow optimistically affects behavioral intentions including a phenomenon increase in the possibility of purchasing from a website (Korzaan 2003). Flow experience improved the transactional intentions in the online society (Wu and Chang 2005).

In the e-commerce context, it is theorized that Flow experience could attract consumers and have an effect on subsequent attitudes and behaviors (Novak et al. 2000). Previous research found that onlineFflow experience was key antecedents of consumer attitudes toward the website (Mathwick and Rigdon 2004). Strong relationship exist between the flow experience and succeeding online behaviors (Chen et al., 1999; O'Cass and Carlson., 2010; Skadberg and Kimmel, 2004). Celsi et al. (1993) exposed that people who experience flow have a propensity to re-experience flow state. Ilsever et al. (2007) confirmed that in the e-commerce context, customers who experience flow during shopping would believe revisiting the website or

repurchasing from the same website in the near future. Analyzing relationship linkages of the previous studies, this study proposed considering the apparel context that Online Flow Experience has direct influence over Online Apparel Re-purchase Intention.

2.2.8 INFLUENCE OF ONLINE APPAREL PURCHASE BEHAVIOUR OVER ONLINE APPAREL RE- PURCHASE INTENTION

It is vital for both Information system (IS) researchers and E-retailers to understand how to enrich the customers' continual use of an online website. Online customers have dual identities as both purchaser and computer user (Koufaris M., 2002). In the context of an IS perspective, the success of E-retailer depends on the customer's continual usage of the E-commerce website rather than on its preliminary adoption (Bhattacherjee A, 2001a). Factors that decide customer's repurchase intention with online retailers are composite and diverse from traditional commerce. In contemporary online environment, many customers have prior experience in shopping online at least one online purchase. Therefore, this study investigates consumer's post-adoption behavioral process by comprehensively considering the factor online apparel re-purchase intention.

Technology acceptance model (TAM) was broadly used to explain and predict consumer's behavior in IS continuance (Koufaris M., 2002; Hong S.J., Klopping I.M. and Earl M., 2004; Thong J and Tam K.Y., 2006; Mouakket. S., 2009). Within IS theories, TAM is widely used and integrated with many more factors to develop a new framework that will improve the explanatory and predictive power of the research model. Koufaris (2002) recommended that researchers should consider variables from information technology, consumer behavior, and social psychology in order to inclusively study online consumer behavior. Longitudinally, online shopping is a process that comprises three behavioral phrases namely pre-purchase, purchase and post-purchase (Kim et al., 2009)

TAM been extended with other constructs to measure continuance intention (Dishaw and Strong 1999; Gefen and Keil 1998; Moon and Kim 2001; Venkatesh and Davis 2000; Premkumar and Bhattacherjee 2008). In this study, utilitarian factors (perceived ease of use and perceived usefulness), the hedonic factor (perceived enjoyment) and socio-psychological factor (Perceived trust) directly influence consumer's purchase behaviour and in-turn purchase

behaviour influences re-purchase intention in the context of online apparel shopping. The proposed model in this research studied Online Apparel re-purchase intention as an endogenous construct and is validated as a direct outcome of two exogenous constructs: Online Apparel purchase behaviour and Online flow experience.

Online customer retention is a scorching issue in both the IT and marketing areas. Many researchers have studied online customer re-purchase retention in various contexts such as "online repurchase intention" (Khalifa et al., 2007), "Continue to shop online" (Mouakket. S., 2009), "customer intention to return" (Koufaris, 2002), "Web site stickiness" (Li D., et al, 2006), "continual usage of IS (Bhattacherjee A., 2001a) and IT revist intention" (Hong S.J. et al,2006). Many previous research find out that both IT continual intention and re-purchase intention are influenced by the initial use and purchase experience. Re-purchase intention highlights the continued usage of the customer to shop in the same E-commercial websites. Nevertheless, online repurchase emphasizes consumer purchase behavior. Online repurchase intention is a construct merging both IS theory and marketing theory. In this construct, the customer is an online user and also a consumer. Previous Researches confirmed that TAM could be used for IT continuance behavioral intention (Kim et al., 2009). IS acceptance is maturing and the focus shifted to the post-adoption or continual usage (Lin & Ong, 2010).

Technology acceptance model (Davis et al., 1989) explained user intention and behaviour based on forward-looking or potential future expectations of IT usage. In few mainstream researches, attention is given to explore Usage continuance (Kim et al., 2005 and Guinea & Markus, 2009). Tella Adeyinka (2014) suggested that actual use or purchase behaviour can effectively determine the continuance intention and it is considered as good predictor. Repurchase is also defined as a consumer's behaviour ensuing more than one time purchase of product or service. Peyrot et al.,(1994) confirmed that the major consumers do potential repeat purchases. Two structures of repurchases are the intention repurchase and the intention to engage in positive word-of-mouth(WOM). Post-purchase expectations and intentions are derived from usage experience (Fazio and Zanna 1981). If actual purchase behaviour meets the initial expectation and makes the consumer satisfied then the consumer experiences a positive intentions which turns to repurchase (Oliver 1980; Anderson and Sullivan 1993). Hirschman and

Holbrook (1982) confirmed that positive consumption, confer to emotions in a hedonic context, is possibly direct to high loyalty and repurchase intention.

According to Hellier et al., (2003) re-purchase intention is the customer's willingness to re-buy from the same company based upon the post purchase experience. Kotler and Keller, (2012) explains the fundamental psychological buying decision process: (1) problem recognition, (2) information search, (3) evaluation of alternative, (4) purchase decision, (5) post purchase behaviour. This means that when customers tend to do repurchase, they have to pass through the stage of purchase behaviour and get experiences. Therefore the repurchase intention is the holistic process of a number of repurchases from the same company with experience of previous post purchase. The utilization experience alter the subsequent cognitive processes (Bhattacherjee 2001a).

In attaining a level where consumers want to repurchase a product, it means that the company ought to meet consumer expectations. Accordingly, repurchase intention is the desire of consumers to repurchase products or services that have previously considered benefits. (Filieri et al., 2017; Won and Kim., 2020). Taylor and Todd's study (1995b) study results of experienced users confirmed a stronger correlation between intention and usage behavior. Past purchase behaviour are correlated with future purchase intention of consumer (Dixon, et al. 2005). Following Apparel context and in line with previous researches, the corresponding hypothesis been proposed in this study that Online Apparel Purchase Behaviour has direct influence over Online Apparel Re-purchase Intention

2.3 PRECEDING STUDIES

An extensive literature review wrapping the research area been focused and studied by the researcher. Previous literature review of academicians, scholarly research journal, articles etc were presented in the following section.

Jung-Im Seo, Jan M. Hathcote and Anne L. Sweaney (2001) in their study investigate the influences of casual wear involvement on the purchase behaviour of male students in relative to their shopping dimensions, personal characteristics, buying behaviour, shopping attributes and information sources. This study confirmed that the majority of male college students had a medium to high level of casual wear involvement level. The statistical analysis of the study

indicated a significant association between age and the levels of involvement. The results of the study indicated that there were unique shopping patterns established by different levels of casual wear involvement for male college students during their purchase of casual wear. customers with high involvement were more experienced than other both groups (low & medium involvement). The highly involved consumers were affected by the shopping attribute factors such as image and utilitarian benefits. The study stated that new fashion style of casual wear sensitivity influenced the buying behaviour of high involvement customers. The findings indicated that men's apparel marketers to improve their shopping attributes for customer targeting.

Eunkyung Chung (2001) in his study determined facilitating and inhibiting characteristics o f consumers actual purchase behaviour from apparel website. The influence of independent variables such as opportunity costs, price sensitivity, convenience orientation, privacy and security concerns, shopping enjoyment, product selection, personal fit, online processing time, and competency over the number of apparel products bought through online during last one year. The demographic factors such as age, marital status, partner 's attitude, Total family income, and the number of kids are also analyzed in the study. This study results confirmed that concerns about privacy and security, shopping enjoyment
personal fit concerns, household income, and Internet competency were found to be significant variables affecting online apparel purchases.

MiYoung Lee and Kim K.P. Johnson, (2002) investigated in their research whether the Internet apparel purchasers, browsers, and non- purchasers have different attitudes concerning Internet shopping and Internet retailers. In addition they also studied whether they have different Internet usage pattern and demographic characteristics. Their findings confirmed that apparel purchasers and apparel browsers perceived Internet shopping as with relative advantages, easier and more safer. Apparel purchasers were more possibly to agree that Internet retailers offered better customer service and after-sales support. In contrast to apparel browsers and apparel non-purchasers, apparel purchasers were more likely to give credit card and purchasing information if they believe that Internet retailers were reliable. Apparel purchasers were frequent browsers of online websites and also they have higher incomes. Apparel shoppers are of middle age group and more likely females with high education qualification. The study concluded that Internet

apparel purchasers were different from both Internet browsers and non-purchasers in terms of their attitudes towards internet shopping.

Ji Hye Park and Leslie Stoel, (2002) explored the product information, customer service information, and Web site quality of US largest and top leading 31 Internet Apparel Retailers. online sites furnished all the product attributes such as item quality, sizes available, fiber blends, price value, color description, item care instructions, size measurement charts and country of origin. All this information helped in decreasing perceptions of risk of the customer. Sensory and experiential re information such as style, fashionability, fabric construction, coordination, and texture of fabric/ were available only on fewer of the Web sites. Product picture presentation were only two-dimensional in the Web sites. The study also confirmed that customer service information such as confirmation of a product order and chat function were available only on a few of the 31 Web sites in US.

Ji Hye Park, M.S. (2002) in his study examined the significance of apparel product presentation on mood, perceived risk, and purchase intention of the customer. People who were exposed to online websites with products in motion experienced more positive moods and exhibited less perceived risk than people who were exposed to online websites with products that are static. The results suggest that no significant effect for product image size on mood of the people. People who were exposed to online websites with motion picture of the products had better purchase intention. In this study There was a significant relationship between mood and perceived risk. The study results revealed a significant positive relationship between mood and apparel purchase intention. There was a direct and negative influence between perceived risk and purchase intention of apparel in the study.

Ronald E. Goldsmith and Elizabeth B. Goldsmith, (2002) studied the consumer behaviour who purchased apparel using online websites. The results showed that consumers who are frequent apparels purchasers felt online shopping more fun, secured and faster than non-purchasers. Online apparel shoppers were more confident in their ability to buy online. In addition they were more innovative and knowledgeable about the online shopping than non-buyers. Online apparel buyers did not differ from non-buyers in their belief of overall online shopping enjoyment.

Online apparel buyers spent more time online than non-buyers and were more likely to buy online in the future. The findings in the study suggested that consumers are motivated to purchase apparel online by combination of these psychological and behavioral factors.

Jayoung Choi and Kyu-Hye Lee, (2003) in their research determined the influence of perceived risk on purchase intention for both apparel and non-apparel purchasers in Korea and USA. The risk-Behavioural intention model was tested in this study. The results confirmed that the product delivery factor significantly and negatively affected purchase intention of the Korean non-apparel purchasers. The consumer service factor had a slightly significant influence and the transaction security factor was not a significant predictor of purchase intention for the Korean non-apparel purchasers. The perceived risks associated with transaction security were a significant determinant of purchase intention for Korean apparel purchasers. The other two risk factors, product delivery and customer service didn't have any significant influence on purchase intention of the Korean apparel purchasers. For both apparel purchasers and non-apparel purchasers of American, the perceived risks linked with product delivery and transaction security negatively influenced purchase intention. Nevertheless, customer service related risks didn't have any significant role in influencing the purchase intention of American consumers. The study confirmed that the effect of risk perception on purchase intention were found to be different between Korea and the USA.

Yoo-Kyoung Seock, (2003) in his study illustrated that shopping orientation and prior online shopping experience of the customer will affect the assessment of both general and favorite clothing online website characteristics. The study specifically focuses on a population of young Internet shoppers aged 18 to 22. The study results revealed that the product information, customer service, navigation , privacy/security and shopping Experience characterized the clothing website characteristics . The path analysis in this study revealed that attitudes toward favorite clothing websites were positively associated to intentions to search for information and in-turn that intentions were positively related to purchase from those clothing websites. Attitudes of the customers were directly and positively correlated to purchase intentions from favorite clothing websites and were not directly related to purchase intentions from other channels. The results revealed that shopping orientation influenced customer's intentions to search and purchase intentions .The study confirmed that online information search and purchase

groups were significantly different in the purchase intentions. The results confirmed that consumer's previous online purchasing experience had a direct effect on their future online purchase intentions of clothing.

Eunah et al.,(2003) explained in his study about consumer's intention to purchase apparel in the Internet. The theory of reasoned action and the theory of innovation adoption were integrated and used as base model for determining apparel online shopping of the consumer. The study model included psychological factors (beliefs and attitude), social factors (social support and social acceptance) and prior experience to explain intention to online purchase of apparel. The results inferred that online prior experience of the customer had the major influence over the behavioral intention to shop apparel. Social acceptance was the second next strongest variable in explaining the apparel buying intention of consumers. In addition to that, the study revealed that people with positive beliefs and attitudes toward Internet apparel shopping had a greater intention of purchasing apparel through the Internet.

Jongeun kim (2004) in his research explored the differences in intention to purchase online between four groups (1) The non-web user; (2) the visitor (people with no intent to purchase online); the browser (people with intention but has never purchased) and (4) the online buyer. Constructs from the Theory of Reasoned Action and the Diffusion of Innovations Theory were used to formulate a research framework in this study. Differences in the respondent's attitudes and behaviors were explored in this study based on their level of the consumer's online shopping involvement. The consumers' attitudes and demographics were used to predict future Internet buying intention. The results of the study confirmed that Internet browsers and visitors have higher intentions to buy online than non-web shoppers. Also there were no significant differences existed between non-web shoppers and web-store visitors. All four groups of consumers extensively varied in their intention to make online purchases. In the study, the consumer attitude factor was a significant predictor of consumer's online purchasing. The study found no significant difference in the Internet usage among the four groups of consumers.

Heejin Lim and Alan J. Dubinsky, (2004) in their study determined the underlying dimensions of consumer's perceptions of e-shopping attributes and its impact over consumer's attitude towards online purchasing. The convenience sampling data were collected from students at a large Midwestern university for the study. The findings of this study presented the important

E-shopping attributes that consumers consider in their E-tailer evaluations. The study revealed that Consumers focuses on product information while evaluating E-tailers. Also consumers seeks the variety of merchandise through online shopping. The findings of the study confirmed that customer support was prime interactivity dimension of e-stores. The study analysis revealed that reliability was a significant predictor of respondent's attitude toward online purchase. The findings demonstrated that consumers' attitude toward online shopping is positively associated to their perceptions of Web site merchandise and reliability attributes but unrelated to interactivity characteristics. Furthermore, privacy was critical factor among online consumers. Findings of the study confirmed that interactivity of e-tailers was found to be a major factor when customers evaluate a online website but not influenced consumers' online purchase attitude.

Eun Young Kim and Youn-Kyung Kim, (2004) identified in their study, the consumer's online shopping attributes and predictors of the intention to purchase clothes and other accessories along with their demographic profiles. The study considered perceived attributes of online shopping with four variables: (1)transaction/cost, (2) incentive programs, (3)site design and (4) interactivity. The results of the study confirmed that the transaction/cost and the incentive programs were key predictors of determining the intention to purchase clothing or accessories through the Internet. In addition, the results showed that incentive program had mediating effect between the education qualification and online purchase intention. The demographic variables such as gender, family income, and count of children were significant predictors in the study.

Chuanlan Liu (2004)in his research proposed a conceptual framework of consumer's adoption of the Internet as a shopping medium. The researcher examined consumer's adoption of the Internet with respect to current adoption behaviors and in predicting future/continued adoption. The study categorized Four groups of Internet shoppers based on their current and intended online shopping behaviors as (1) regular visitors, (2) latent punchers,(3) dropout purchasers and (4) steadfast purchasers. Exploratory quantitative analysis of the study identified three dimensions of perceived innovation characteristics such as relative advantage, enjoyment, and risk. Also three dimensions of perceived Internet retailer's characteristics such as product and selection, customer service, and shopping incentives. Among the eight product categories examined in the study, clothing and apparel was the most frequently purchased product category, with an average of

three purchases over six months. The results indicate that Relative advantages and perceived product risk were found to be important predictors of consumers choosing the Internet to purchase product. Perceived characteristics of Internet retailers and consumer Internet self-efficacy were found to have indirect effect on consumer's adoption of the Internet as a shopping medium in this study.

Jihyun Kim (2004) investigated in his study, the relationships among perceived quality, perceived sacrifices, and perceived risks of product and service. The researcher also examined as antecedents for internet apparel shopping perceived value , satisfaction and behavioral outcomes. Perceived apparel sacrifice and apparel risk didn't have any significantly impact on perceived value. The results confirmed that Perceived service risk was mediating variable between perceived service quality and perceived value. The study findings also showed that perceived apparel quality, perceived service quality and perceived service sacrifice were major determinants of the perceived value in Internet apparel shopping. In addition, the study revealed that perceived value was an significant factor influencing the consumer satisfaction and future behavioral outcomes. The analysis of the study illustrated that Perceived value and perceived Internet retailer's service quality were the strongest determinants of future behavioral outcomes which included the factors such as purchase intention, information search, revisit of site recommend to other customers.

Kelly Price-Rankin (2004) focused in his study online atmospheric cues and their influence on the consumer's feeling, attitude and Intention of online apparels purchase. The study examined the online atmospheric cues such as color and music and their impact on consumer's purchase intention. The researcher selected two web pages which met all of the predetermined criteria such as the web page with warm or cool visuals and fast-paced or a slow-paced piece of music. Participants in the study were randomly assigned to one of those four groups. The convenience sample was comprised of age from 18-29 participated in the study. The analysis results confirmed that there were significant impact of the group exposed to warm color and the group exposed to cool color over Internet purchase intention of apparels. In addition, the study validated that there was a significant impact of consumer's feeling on their Internet apparel purchase intention.

Young, Ha and Stoel, Leslie (2004) studied the internet apparel shopping of young consumers with the influence of general innovativeness. The study was based on Roger's innovation decision process model. The decision process consisted of 5 stages namely (1) Knowledge , (2) Persuasion, (3) Decision, (4) Implementation and (5) Confirmation. Convenience sample of students from US university were participated in this study. The results of the study showed that general innovativeness was associated to the internet information search frequency of the consumers but not related to the actual purchase of apparels. In addition, students gender is correlated to the general innovativeness. The study also confirmed that female students were more likely to use the internet for information search of apparels.

JeeYoung K. Kim, (2005) explored in his study about the factors of the C2C E-commerce business influencing the consumer's purchasing intentions of apparels. Fishbein's behavioral intention model was used as a base theory in this study. Both attitudinal and social factors were proposed in this research to analyze the consumer's behavioural intention. The study revealed that Consumer's attitudes toward apparel purchasing was significantly connected to the consumer's apparel purchasing intention in the C2C ecommerce market. Two attitudinal aspects such as convenient shopping and safe transaction were significantly linked to consumer's apparel purchasing intentions in the C2C e-commerce market. The results revealed that safety, payment security, and privacy were also found to be important factors influencing consumers to purchase apparel in the C2C e-commerce market. The study results indicated that the seller's apparel product information in the C2C ecommerce market was significantly related to the consumer's apparel purchasing intention. The analysis results of the study illustrated that the social factor are more influencing than the consumers' attitudes in determining apparel purchasing in the C2C E-commerce.

Xu, Yingjiao and Paulins, V Ann (2005) studied the college student's attitude towards online shopping of apparels. The study is based on the theory of reasoned action (Fishbein and Ajzen, 1980). The results of the study validated that students who have favourable attitude towards online shopping of apparels have significant and strong intention of apparel purchase over online. The demographics analysis showed that more internet usage and employment status plays a major role in student's attitude towards online shopping of apparels. Also findings confirmed that students with prior online shopping experience of apparels were satisfied with the purchase.

In addition students prior online apparels shopping experience significantly influenced over their online shopping attitude.

Jihye Park and Leslie Stoel, (2005) examined in their study the influence of brand familiarity, the product information on a web site and prior online apparel shopping experience over perceived risk and purchase intention. Participants of this study were college students aged of 18 and 30 at Midwestern US university. Four versions of the questionnaire were developed in this study to represent the four different apparel website . Questionnaire used in the study reflected the four situations such as (1) high brand familiarity with high amount of online product information, (2) high brand familiarity with low amount of online product information, (3) low brand familiarity with high amount of online product information and (4) low brand familiarity with low amount of online product information. Analysis of the study showed that there was a significant effect of brand familiarity on perceived risk and purchase intention of the students. Also student's previous online apparel shopping experience have a strong association over perceived risk and in turn the online apparel purchase intention of the students. The results showed that there was no significant effect for the amount of product information on a website over perceived risk and in turn the online apparel purchase intention of the students.

Jihyun Kim and Jihye Park, (2005) investigated the consumer shopping channel extension focusing on attitude shift from offline to online store in their study. This research presented a theoretical framework to envisage the consumer shopping behavior in the multichannel retailing background. Students at US midwestern university participated in this study. The research model is based on the theory of planned behavior which is modified to the online retailing environment. The results in the study showed that participant's attitude toward the offline store was a significant predictor of attitude toward the online store. In addition, search intention for product information details in website was the strongest determining factor of consumer's online purchase intention. The study showed that there was a positive and signification relationship between attitude toward the offline store and attitude toward the online store. Also there was a positive association between attitude and information search for product. The study results also confirmed that there was a significant relationship between attitude and purchase intention towards the online store Analysis of the study confirmed that perceived behavioral control is positively linked to the online consumer's purchase intention. The study model results showed

that there is a positive connection between online search intention for product information and online consumer's purchase intention.

Yun Wang (2006) examined in his study about the consumer's emotional responses and consumer attitudes while shopping apparel. The study investigated the subjective norm, individual differences and demographic factors of Taiwan and U.S. consumers. The study examined the variables of apparel purchase antecedents of U.S. and Taiwanese consumer's and their purchase attitude toward shopping apparel. The study also examined the consumer's emotional responses, and social factors involved in apparel shopping. The study model is based on the Triandis behavioral model and Fishbein and Ajzen's Theory of Reasoned Action. The results of the study indicated that for both U.S. and Taiwan, consumer's emotions while shopping for apparels had an strong impact on their purchase intention. Consumer attitude toward apparel shopping had a significant effect on Taiwan consumers' apparel purchase intention but doesn't have any effect for U.S. consumers. The finding also stated that the subjective norm had a positive effect on consumers' apparel purchase intention for U.S. consumers but doesn't have any effect for Taiwan consumers. The analysis of the study confirmed that consumer's buying intention mediate between the all purchase determinants, consumer's attitude, emotional value , subjective norm and purchase behavior for both the country consumers.

Jiyeon Kim (2006), in his research explored the online shopper's adoption of visual sensory enabling technologies. The study showed that these sensory tech enablers plays a twin role in improving online apparel shopping process. The first role is reducing perceived product risk and the second one is increasing the hedonic activity. The model proposed for sensory enablers was framed using eTAM. The researcher proposed a sensory enabling technology acceptance model (SE-TAM) to inspect the dual function of sensory experience enablers in the online apparel shopping process. Model proposed in this study been tested for 3 different forms of sensory enabling technologies such as (1) 2D zoom-in views, (2) 3D rotation views, and (3) Virtual Try-on. The study confirmed the inter connections between beliefs, attitudes and behavior in adoption of sensory enabling technology and provided validation of the SE-TAM model. The results of the study confirmed that the actual use of sensory enabling technologies had a significant and positive impact on the post-use evaluation of all three technologies. Also analysis envisaged that the impacts of technology anxiety and innovativeness on actual use of

sensory enabling technologies emerged to be different for all three technology. The study showed that each of the sensory enabling technologies served exclusive contribution to online apparel shopping with respect to the functional and hedonic roles either by reducing perceived product risk or increasing perceived enjoyment value.

Radawan Chamnitiravanich (2006),in his research evaluated the factors influencing the amount of money spend by females over the Internet for the purchase of apparel. The study data were collected from students o f a major university in southern California. The study analysis revealed that there existed the sizeable market of female consumers purchasing apparel through the Internet. Results o f the study indicated that there was a significant relationship between female consumer's feeling of competence in the Internet usage and the amount of money spent for apparel purchase. The study showed that the majority of the female consumer's felt competence in the Internet usage when they tend to purchase more apparels over the Internet. The findings of the study also showed that the majority of females purchased apparel on the Internet spent $100 within the span of 6 months or less.

Minjeong Kim et al., (2006) categorized in their research, the online service attributes facilitating effective shopping and delivery. The study model was based on the modified framework of E-S-QUAL measures (Parasuraman et al., 2005). The apparel websites were identified using directories and selected from best of US women's retail apparel web sites. The study used content analysis in assessing online retailer's performance of online service attributes. E-core service dimensions examined in this study included were (1) efficiency, (2) fulfillment, (3) system availability and (4) privacy. E-recovery service quality scale had three dimensions which includes (1) responsiveness, (2) compensation; and (3) contact. In addition, other service attributes such as Personalization, Interactive shopping aid, shipping method, promotions, Information and product descriptions were also studied. The finding of the study confirmed that the online retailers provided online service attributes which were available in low extent only to the consumers.

Kenneth C Gehrt et al., (2007) in their study explored the online shopping orientations of Japanese. The study classified four diverse shopping orientation defined segments among Japanese Internet users. They were Shopping Enjoyment segment, Brand Browser Segment, Price Browser Segment and Dislikes Shopping Segment respectively. The results of this study

showed that Brand and Price Browser segments associates to convenience browsing relatively than buying. The study revealed that of all four segments in-terms of Internet-related behavior, Shopping Enjoyment segment were the most frequent Internet shoppers in Japan. The study findings also disclosed that the Brand Browser segment (a socioeconomically upscale segment) received the greatest attention in shopping. This Brand Browser segment consists of the most experienced Internet users but had low Internet purchase frequency. The price status appeared to be limited to the Price Browser segment(a socio-economically downscale segment). This study results revealed that the last and smallest of all the segments was Dislikes Shopping which was not associated by the shopping orientations but was only negatively motivated by appeals of convenience, recreation, and brand.

Jung-Hwan Kim et al., (2007) assessed in their research the information components of apparel retail web sites from the perspectives of consumer using task relevance approach. The study examined the performance of apparel retail web sites in providing both high and low task-relevant information components. The researchers explored whether differences in performance existed across various types of internet retailers. The findings of the study showed that for both high and low task-relevant information components, catalog e-tailers provided the adequate information followed by multi-channel retailers, store e-tailers, and pure e-tailers respectively. The results of the study also suggested that low task-relevant components included both information of hedonic aspects and specific buying situations. The study analysis envisaged that web site components such as interactive chat function, a video presentation, and a personal shopper making the internet shopping experience more pleasurable were considered low task-relevant information. The results showed that top ten high task-relevant information components in apparel websites were price, apparel product photo, Website return policy, payment options available, large view, tracking of order status, stock status, size chart, shipping options, and close-ups. In addition, the bottom ten low task-relevant information components identified in the study were email drafting to a friend, wish-list, membership details, global shipping, E-mail facilities, substitute item recommendations, credit card, FAQs forum, video presentation of products and gift wrap services.

Jiyeon Kim and Sandra Forsythe, (2007) probed in their study whether online apparel shopper's adoption of product virtualization technologies is assisted more by hedonic motivations than

functional motivations. Survey participants were from US nation online shoppers aged 19 and more. Structural equation modeling was conducted in the study to understand shopper's attitude and usage of the product virtualization technology. The results of the study showed that the hedonic drives had a stronger positive relationship than functional. The findings of the study confirmed that the variable perceived entertainment was a stronger determinant of attitude towards using product virtualization technologies than variable perceived usefulness. The findings of the research confirmed that the direction of technology acceptance model with both functional and hedonic purpose of the system.

Kun Song et al., (2007) investigated in their research paper, the roles of tele-presence and fantasy over online apparel shopping experience of the consumer. The study used a sample of female students aged from 18 to 40 of a large university at the Midwest of USA. Participants completed the study in the college computer lab with standardized internet connection speeds, same browser and uniform time exposure to the web site. Questionnaires were distributed to participants and evaluation was done based on their answer. The study analysis verified relationships between the variables such as tele-presence, fantasy, enjoyment, willingness to buy and patronize the E- retailer website. The Results showed that tele-presence have impact over consumer fantasy. Also Tele-presence and consumer fantasy had significant effect on shopping enjoyment .The Findings confirmed that tele-presence, fantasy, and shopping enjoyment directly and positively influence willingness to purchase from the online retailer. In addition, analysis of the study confirmed that tele-presence, fantasy and shopping enjoyment associated indirectly to willingness to patronize the online retailer.

Rene P. Spijkerman, (2008)presented in his research paper an overall view of the Dutch fashion retailer's presence on Internet sites and the Dutch consumer's appreciation towards apparel E-tailing. A list of Top apparel retailers and brands in the Dutch retail market had been taken in the study. The results showed that Retailer's internet developments appeared to be complementary to their brick-and-mortar shop. Demographic analysis of the study showed that only 15% of the consumers had bought garments on the internet. Age and gender had no effects over consumer's online purchase of apparels. Also analysis confirmed that women bough more apparels both in terms of number and value than men. The study findings illustrated that inhibiting factors for internet purchase of apparels were security worries about payment, privacy

and delivery. The study finding also showed that reasons such as fun, product information , garment fit, absence of fabric feel and look were found less important for the consumers purchasing apparel online.

Hyun-Hwa Lee and Jihyun Kim, (2008) examined in their research about the effects of shopping orientation on consumer's satisfaction level with respect to the product search and purchase behavior using multi-channels. Participants of the study were students in a large US mid-western university provided responses to the survey. The analyses of the study examined different channels such as internet, magazines, catalogs, TV, friends, local retail store, and non-local store. The study investigated the association between nine shopping orientation dimensions and satisfaction with information search such as price, promotion, style/trends, and merchandise availability for purchase of apparel products. The results of the study showed that more than three quarters of the respondents shopped through the internet and catalogs. About 60 of the respondents reported in the study that they never shopped from TV shopping channels. fashion conscious shopping orientation and internet shopping orientation were main determinants of customer's satisfaction level with information search through multi-channels. The findings of the study confirmed that consumer who are more fashion centric and oriented towards mall shopping were more pleased with retail store for the purchase of apparel. In addition, the results showed that non-local store oriented shoppers and catalog/internet oriented shoppers were more satisfied with non-store based retail channels for the purchase of their apparels.

Mi-Jung Kim (2008) studied the role of consumer's perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel products Via Internet shopping. The participants in the study were asked to choose their favorite Web site for purchasing everyday apparels. Interview participants were students and faculty members from Oregon State University. The interviewees were asked about their motives and shopping behaviors during the Internet shopping experience of apparels. The study Interviewees revealed that the Internet apparel shopping were convenient, easy, and accessible. The study Interviewees stated that they were not sure about the apparel fit because it varies depending up on the brand or the garment style. In addition, Interviewees were anxious about the apparel quality in terms of materials and construction. Some interviewees in the study highlighted that they do not usually buy certain apparel categories over the Internet because of the fit issues. In addition, the study

showed that festive occasion, season, personal reference, current trend search, and in-store shopping preparation were the drivers of Internet apparel shopping. Some interviewees expressed in the study that they chose the certain Web site as they liked the brand. Interviewees also demonstrated that they have brand and store loyalty. some interviewees revealed that they chose the Web sites because of economic benefits like credit cards membership rewards. Some interviewees stated that they chose Web sites that offer a variety of apparel selections. Some interviewees also mentioned in the study that chose Web sites which provided useful information about the apparels.

Jaekyung Park et al.,(2009) in their research paper determined the relationships between consumer's body types and their shopping characteristics such as shopping orientation, past experience with fit problems, attitudes towards 3-D body scanning and internet shopping. The study collected data samples from Korean females who participated in 3-D body scanning. This study focused on body type as an significant criterion for targeting apparel consumers. The study identified five body types that are illustrated by height and overall body size such as (1) average height/big, (2) short/regular, (3) tall/regular, (4) short/slim, and (5) tall/slim. Shopping characteristics analyzed in the study are cost-effective, convenient, pleasure-seeking and leisure shopping orientations. The analysis of the study showed significant association between body types and shopping orientation, fit problems with ready-to-wear items and attitudes toward internet shopping. The results confirmed that respondents who are thin & fit had significantly high hedonic orientation and their attitude towards internet shopping was positively associated. In addition, they also considered the internet usage as fun. The finding of the study illustrated that respondents with larger body types evaluated the internet shopping convenience as the most significant feature. In addition , the study analysis showed that respondents regardless of their body shapes perceived 3-D body scanning as an interesting new experience. The findings confirmed that respondents showed a high interest to spend additional money for these type of customization technique.

Kiseol Yang and Allison P. Young, (2009)in their study observed the effects of customized site features over consumer's attitudes and purchasing decision toward internet apparel shopping. The researcher proposed a model and tested using structural equation modeling. Participants experienced the customized site features at a specified web site prior to the survey. The study

results confirmed that Interactivity of customized site features had significant direct impact over consumer's purchasing decision and had an indirect impact over positive attitude toward internet apparel shopping. The analysis of the study showed that virtual experience and customized substitute offerings had direct and positive impacts over consumer's attitude toward internet shopping. In addition , the customized site features supported consumer's attitudes and positive purchasing decision of apparels. The findings illustrated that Interactivity and virtual experience in using customized site had no effect over consumer attitude toward internet apparel shopping.

Minjung Park and Sharron J. Lennon, (2009) in their research envisaged the impact of brand name and their promotions over consumer's perceived value, image of the online store and online purchase intention of apparels. The theoretical framework proposed in the research was based on the stimulus-organism-response model (Mehrabian and Russell,1974). The research was conducted factorial design matrix of 2 x 2 i.e well known versus unknown brand name and promotion versus no promotion. The survey participants of this study were college students from Midwestern university of USA. The findings of the study showed that People who were exposed to a well-known brand name will perceive positive and high store image when compared to people who were exposed to a website of an unfamiliar brand. In addition, the study findings illustrated that People who received a promotion code will perceive higher value when compared to people who haven't received a promotion code. The results of the study showed that Perceived value and Perceived store image had positively association to apparel purchase intention of the consumer. The study results confirmed that there were positive relationships among consumer's perceived value, store image and purchase behavioral intention of apparel.

Soyoung Kim and Christie Jones, (2009) investigated the moderating effect of offline brand trust over consumers' general attitude toward the internet and their perceptions of the quality of a retailer's web site quality. Young female consumers aged between 18 and 25 participated in the study. Each participants of the study selected one of three pre-specified apparel retailer brands which the participants either had prior experience or familiar about it. Participants completed an online questionnaire based on their selected retailer in mind. The participants browsed the retailer's web site in search of a shirt or blouse only in this study. The results of the study confirmed that Offline brand trust had a significant moderating effect over the consumer's attitude toward the internet and the usability and information quality factor of

web site quality. In addition the findings of the study envisaged that Offline brand trust had a moderating effect in the association between the interactivity factor of web site quality and online shopping intention. Also the results showed that Brand trust was significant determinant of visual appeal and image of apparels in internet. Tea study analysis illustrated that Security issues had no significant effect over the consumer's perception of visual appeal and image in internet. The hypothesis testing of the study confirmed that the positive coefficient of the interaction signified the relationship between interactivity and innovativeness and online shopping intention which was stronger with a higher level of brand trust.

Hyun-Hwa Lee and Jihyun Kim (2009) focused in their study about mechanism of gift giving behavior and channel usage for gift shopping. The study envisaged the association between consumer's purchase experiences of their own usage and gift shopping in a multichannel approach. Self-administered questionnaires were used in the study and the samples are from a Midwestern University in the USA. Data collected in the study were analyzed using descriptive statistics, correlation analysis, and structural equation modeling (SEM). Consumer's apparel purchase experiences were measured in five types of retail channels such as internet, mail-order catalog, TV shopping, local retail stores, and non-local retail stores. The findings of the research showed that in all five retail channels, there was a significant and positive association for both consumer's apparel purchase experiences of their own usage and gift shopping .

Hira Cho and Susan S. Fiorito (2009) identified in their study the predicator of successful customization of apparel E-retailing. The technology acceptance model (TAM) used as foundation for the study framework. The study data were collected using online survey from female adults in the US through random sampling method The hypotheses testing results of the study showed the relationship between three belief factors of the customization website such as perceived Usefulness, perceived ease of use and perceived security and trust toward a website in online apparel shopping. The results confirmed that influence of perceived security over trust was positively significant. Also the influence of perceived usefulness over trust was not significant and the influence of Perceived ease of use over trust was negatively significant. The results of the study confirmed the link between Perceived ease of use and Perceived usefulness was statistically significant. In addition, The results illustrated that the relationship between Perceived usefulness and attitude of the consumer was significantly high and the influence of

trust over attitude of the consumer was also significant. The analysis showed that there was no significant relationship between Perceived ease of use and attitude of consumer towards customized apparel website.

Hyun-Hee Park and Pauline Sullivan, (2009) in their study segmented the casual apparel market of students based on their clothing benefits and developed each segment profiling in terms of attribute evaluations, shopping orientations, and re-patronage behavior. Samples were collected from university students at Florida State University. A survey questionnaire was used to collect data in the study and consisted of five sections such as clothing benefits, shopping orientations, clothing attributes, repurchase intention and demographics profile of the consumer. The analysis of the study showed that consumer clothing benefits sought generated six variables such as Fashion, Body appearance and impression, Brand value, Personal identity, Price and Comfort. The attribute evaluation in the study produced two main factors such as aesthetic and utilitarian. In addition, The shopping orientation in the study generated three types such as Hedonic shopping, Rational shopping and Price-exploratory Shopping. The study findings categorized three types of consumer groups such as utilitarian benefit, hedonic benefit and composite. The study confirmed that there were significant differences in consumer's hedonic and utilitarian attribute evaluation among all the consumer benefit groups. The study results envisaged the significant differences of shopping orientations and re-purchase intentions among all the consumer's sub groups.

Kim Hongyoun Hahn and Jihyun Kim, (2009) envisaged in their study, the impact of consumer's trust and their perceived internet confidence towards apparel online shopping intention with multi-channel retailers. Participants of the study were students from large US Midwestern University. Survey was conducted and responses were collected. Structural equation modeling (SEM) was used to test hypothesis in this study. The hypothesis test results of the study confirmed that Consumer trust over online retailer was a significant predictor of perceived internet confidence. In addition, The results showed that Consumer trust was found significant for consumer's online search intention of E-retailer's product information. The findings of the study illustrated that consumer's online search intention of online stores product information was significant over consumer's behavioral intention. Also the study results envisaged that perceived

internet confidence was significant and strong predictors of consumer's behavioral intention toward the online retailer.

Jiyeon Kim and Sandra Forsythe, (2009) in their research paper investigated online shopper's adoption of visual sensory enabling technologies and their dual role in enhancing online apparel shopping by reducing perceived product risk and improving the online shopping process entertainment aspects. The researchers in the study conducted a focus group interview to collect samples from college student in US. The sampling data were analyzed using single and multiple-group structural equation modeling in this study. Three types of sensory enabling technologies tested in this study were (1) 2D views (2) 3D rotation views and (3) virtual try-on to validate consumer's adoption of online apparel shopping process. The findings of the study provided significance support for perceived usefulness and perceived entertainment as the strong predictors of consumer's attitudes towards using all three of the sensory enabling technologies. The study findings illustrated that the effect of perceived ease-of-use was significant only for 3D rotation views. The study showed that the impact of consumer's perceived ease-of-use differs by technology used in online shopping. The analysis confirmed that the consumer's attitudes towards usage of sensory enabling technologies had a significant impact over the actual use of all three sensory enabling technologies (SETs). In addition, the study results showed that the effect of technology anxiety and innovativeness on SETs usage of consumers also varied based upon the technology used for online apparel shopping.

Wi-Suk Kwon and Mijeong Noh (2010) investigated in their study about mature consumer's perceived risks , benefits and online purchase intentions in the context of apparel shopping and the moderating role of age and their past experience. The study sample consisted of mature male and female consumers from US who were born in or before the year 1964. Structural equation modeling (SEM) was used to evaluate the fit of the conceptual model in the study & also to test the hypothesis. The study results confirmed that perceived benefits regarding product and price offerings and perceived financial risk were significant determinant of mature consumer's online apparel purchase intention. The finding of the study revealed that there was no significant relationship between internet experience and perceived product and price offering benefit of online apparel shopping. In addition, the findings showed that internet experience had negative impact over mature consumer's perceived benefits pertaining to their convenience/comfort and

hedonic enjoyment from online apparel shopping. The results confirmed that the prior online shopping experience was a strong determinant of the mature consumer's perceived risks and benefits towards online apparel shopping. The path analysis of the study illustrated that Age and internet experience of mature consumer partially influenced their perceptions and online purchase intentions of apparels.

Bertha Jacobs and Helena M. de Klerk (2010) in their study explored the role of consumer's apparel shopping scripts over the Internet adoption of apparel purchasing from a social-cognitive approach. The study also analyzed the cognitive structures of shopping scripts thatled to consumer decision process. adoption of an innovation model (Roger 1995)was used as the base framework for the study model. In the study, social-cognitive perspective was incorporated in the model of internet adoption of female consumers. A qualitative research methodology was adopted in the study and participants were working women living aged between 25 and 35 of years from South Africa. All participants were requested to visit various apparel web sites as a part of the study. The participants opinions such as currently values, actions and procedures such as touching apparel and trial before buying decision were recorded. Participants of the study mentioned that their current purchasing practices had a significant impact over their internet adoption. In the apparel shopping script the study participants mentioned the actions to reduce the financial risks in the online purchase decision of apparels.

Hira Cho and Yun Wang, (2010) investigated the acceptance of online apparel product customization among two culturally diverse countries. In this study, female college student's acceptance of online apparel customization between US and Taiwan were examined. Technology acceptance model (Davis et al., 1989) was used as framework for this study. The results of the study proved the influence of Perceived ease of use and Perceived security over Perceived usefulness of customization websites among USA and Taiwan consumers. The findings of this study found no impact over the association of Perceived ease of use and Perceived usefulness. The study analysis showed there was no influence of perceived usefulness and ease of use over trust . In addition, the analysis showed significant impact consumer's perceived usefulness and ease of use over perceived security. The results of the study confirmed that perceived usefulness and ease of use had a significant impact over attitude towards online apparel customization among US and Taiwan consumers.

Jung-Hwan Kim and Sharron J. Lennon, (2010) observed in their study the impact level of information presented on apparel web site over consumer's perceived risk, satisfaction, intention to purchase and revisit. The study participants were female college students from US. The study framework was based on the model of stimulus-organism-response (Eroglu et al., 2001). Two apparel web site were developed in the study to show high and low levels of information to the participants. Information mentioned on the apparel web sites were product, company details, return policies and privacy/security. The results of the study confirmed a Significant impact for amount of information displayed on the apparel websites over consumer's perceived risk and satisfaction. In addition the findings of the study showed that there were significant associations among the variables perceived risk, satisfaction, Consumer behavioral intention to purchase and revisit.

Tammy R. Kinley et al.,(2010) in their research examined the extent of involvement in clothing shopping influencing the Gen-Y consumers frequency of seeking the other's opinions and non-personal sources of ides during clothing purchases behavioral process. In this study , university students from the south western region of USA were participated. The study findings showed that the majority of the participants were high involvement shoppers who sought opinions of friends and co-workers In addition to that, the study results showed that participants who also used non-personal idea shopped frequently for high money value and felt comfortable in clothing shopping. The findings of the study confirmed that non-personal information sources were significant to Generation Y consumers for clothing shopping. Also shoppers with high involvement got their inspirational ideas of clothing from stores. In addition, high involvement shoppers used other inspiration sources such as magazines, catalogs, TV advertisements, website advertisements and celebrities endorsements as compared to both medium and low involvement shoppers. The results of the study illustrated that the high involvement shopper paid attention to the merchandising displays of clothing.

Zhu Zhang and Doyeon Won, (2010) examined the online purchase behavior of sports fans in their study. The study data were collected from the undergraduate students of sport subjects in Australia and the United States. The participants of the study were categorized into two types as the buyer group and the browser group based upon their licensed sports merchandise (LSM) online purchasing behavior. The study analyzed the characteristic features of sports fan such as

social identification, trust over online shopping, perception and attitude towards online purchase. The study compared two sports website profiles (1) product comparison service and (2) price advantage. The findings of the study envisaged that there was significant difference in trust over internet shopping of both online LSM buyers and browsers. The results also showed that the impact of consumer's attitudes over online purchasing among online buyers and browsers of sports merchandises. In addition, the results confirmed that the significance influence of LSM consumer's perceptions of convenience between both buyers and browsers of sport websites. The study results illustrated that there was a significant difference in the perceptions of the sports website price advantage between online buyers and browsers.

Sandy Dawson and Minjeong Kim, (2010) in their study explored the external cues of apparel web sites influencing consumer's impulse buying. Focus group interviews were conducted in this study to discover the possible external cues of 60 apparel web sites. Content analysis was then performed to evaluate the degree of the external trigger cues of impulse buying. Finally focus group interviews were conducted among College students from Northwestern university. The focus group sessions ran for about 30 minutes and were audio recorded and then transliterated to words literally. The study analyzed over 20 external cues of impulse buying, under four main categories such as (1) sales, (2) promotions,(3) ideas, and (4) suggestions. The study analysis concluded that there was a positive and significant association between E-retailers' sales and the level of external cues displayed on their websites.

Joshua Fogel and Mayer Schneider (2010) in their research evaluates factors influencing purchase intentions of designer's clothing over online. The Theory of Planned Behavior was used as the base framework of the study. Exogenous variables of the study consisted of the Boredom and the Consumer's decision Making Styles . The Participants of this study were undergraduate students from the city of New York. All types of clothing types both underwear and apparels were considered in this study. The results of the study confirmed that boredom was significantly influencing over the purchase intentions of the consumer and also purchasing certain types of clothing. The findings of the study also stated that increased level of internet information search was connected with the consumer's purchases behaviour of almost all types of the clothing. The Psychographic analysis of the study showed that most frequently purchased apparels were T-shirts and skirts by the New York consumers.

Young Ha and Sharron J. Lennon (2010) in their study examined the effects of low task relevant cues displayed on apparel web sites over consumers' emotions such as pleasure and arousal and which in turn impact consumer behavioral process such as purchase intention and approach behavior. The study also analyzed the impact of product involvement as a moderating role in the associations of cues and emotions. The participants in the study were female students. The results of the study envisaged that low task relevant web cues stimulated more pleasure and arousal for online browsers with low involvement in clothing than of those with high involvement in clothing. The results of the study confirmed that emotions had the mediating effect in the association between low web cues and consumer response behaviors.

Xiao Tong, (2010) examined in his research, the cross-national relevance of an extended technology acceptance model towards online shopping in the countries of USA and China. The survey questionnaire of this study are drafted both in English and Chinese. The study participants comprised college students from US and Chinese university. The study results envisaged that both perceived usefulness and perceived risk of online shopping had a significant positive effect over consumers' online purchase intentions of both US and china consumers. The findings of the study revealed that prior online shopping experience of both the US and china consumers had no effect over their purchase intentions. The study analysis showed that Perceived ease of use had positive impact over perceived usefulness of consumers in both the market . In addition the prior online shopping experience had positive and significant impact over perceived ease of use and negative impact on perceived usefulness for both US and china consumers.

Zui Chih Lee, (2010) in his research examined the relationship between website attributes (perceived attractiveness, informativeness), E-service quality attributes (efficiency, fulfillment, system availability) and consumer-company identification towards online information search and purchase behavior. The participants of the study were students from University of North Carolina. The model of the study is framed based on the Theory of Reasoned Action (TRA), and Technology acceptance model (TAM). The finding of the study showed that there was significant relationship between website attributes and perceived usefulness. The study results illustrated that website's E-service aspects connected to perceived attractiveness and perceived informativeness were positively and significantly associated towards perceived usefulness. In addition the study results revealed that website's e-service quality features related to efficiency,

fulfillment and system availability were positively and significantly linked to perceived usefulness. The analysis confirmed that website's Perceived usefulness was associated positively to website consumer-company identification. Also association between consumer-company identification and consumers' attitude toward a website found significant in the study. The study results confirmed that Consumers' attitude toward a website had positive impact over their intention to online search for information.

Rebecca Garnett, B.S. (2010) in her study examined the effects of psychographic (shopping orientation, lifestyle, social class), demographic (gender, ethnicity, age), and geographic (area of residence) factors on time bound shopping behaviors for the self. The participants of the study were male and female aged between 18 and 87 years. The findings of the study showed that shopping orientation impacting over time of day shopping done, average shopping time and expenditures per month. The results envisaged that lifestyle influenced the time spent in shopping, but not day of shopping. The study analysis confirmed that social class impacting the time, money spent for shopping. The study findings showed no significant relationships between gender and day of shopping. In addition, the results illustrated that ethnicity influencing the length of time and amount of money spent over shopping. The results also confirmed that age and the residence of the consumer have significant impact over their shopping behaviour.

Chuanlan Liu and Sandra Forsythe, (2010) in their research studied post-adoption usage of the internet. The study examined the impact of innovation features on post-adoption shopping behaviours. Also the study determined effectiveness of the factors predicting initial adoption effective over post-adoption behaviour. The survey participants of the study were US online shoppers. The study model identified links among innovation aspects, online purchase behaviors and continuance. The analysis of the study supported the proposed model and confirmed that prior experience in apparel and accessories product purchasing had a significant effect over consumer's online shopping continuance. The results of the study confirmed that Innovation features envisaging initial adoption of the consumers had no effect over post-adoption usage. The study results showed that Enjoyment and product Risks had significant effect over online shopping continuance of the consumer. The results also confirmed that online search of information had significant impact over Online purchase and continuance behaviour of the consumer.

Brent Lynn Selby Coker et al., (2011) studied in their research perceived risk factors towards purchasing product over the internet. In this study, two-dimensional measuring scale was developed and used to determine internet Product Purchase Risk (IPPR). The respondents who had purchased over the internet at least once in the last 12 months were encouraged to participate in the study survey as they should mention the product risks. Participants of the survey were male and female who had the age ranging between 25 to 34 years. The findings of the study showed that consumer's perceived behavioral control had a significant and negative Impact over Online Product purchase risk. The analysis results of the study confirmed that Product purchase risk over internet act as a mediator in the association between the perceived behavioral control and product purchase intention of the consumer. The results also illustrated that there was a significant and indirect impact of perceived behavioral control over online product purchase intention of the consumer.

Soo In Shim and Yuri Lee, (2011) investigated in their study, the effects of different product types presentation over consumer's perceived risk reduction about attributes of the apparels. The study also examined the impact of model's body shapes in 3D virtuals over perceived risk reduction of the consumer about fittings of the apparel. In addition, the study analyzed the mediating effect of consumer's trust in Internet shopping. The participants of the study were young female internet users in Korea aged between 20 and 39 years. Attributes of the apparel analyzed in the study were silhouette/ shape, color, texture/ feel and fit of apparels. The finding of the study showed that types of product presentation (2D images and 3D virtual models) had no significant effect in reducing consumer's perceived risk about attributes of the apparel. The study results illustrated that trust over internet shopping had no moderating effects on the association between the product presentation types and risk reduction. The analysis results of the study confirmed that the model body shapes of 3D virtual had no significant impact in reducing consumer's perceived risk about fittings of the apparels.

Hyunjoo Im and Young Ha, (2011) in their experiment study explored the impact of involvement, perceived perceptual fluency and enjoyment over the online apparel purchase intentions of the consumer. The study survey was conducted with college students of mid-western university from USA. The result of the study illustrated that perceived perceptual fluency led to enjoyment and then significantly impacted over the situational involvement,

cognitive effort and finally purchase intention of the consumers. The study finding confirmed that enduring involvement had a significant impact over enjoyment, cognitive effort, and purchase intention of the consumer in online context. The study analysis showed that Consumer's Enjoyment has a mediating effect over the perceptual fluency. In addition, enduring involvement had a significant mediating effect between the relationship of consumer's cognitive effort and purchase intention. The study findings revealed that stimulus perceptual fluency employed the consumer's enjoyment towards online apparel purchase.

Minjeong Kim et al., (2011)identified in their research, level of e-service attributes available in women's and men's apparel web sites and checked the differences between both the sites. The researchers identified 97 apparel web sites of both women's and men's for the evaluation of online service attributes in the study. The questionnaire of the study consisted of nine dimensions corresponding to E-S-QUAL approach for apparel context.). The results of the study demonstrated that more men's in contrast to women's web sites had more browsing options(search by words, by categories of product, and by product specification number) . The study Results revealed that mostly women's web sites had more than two search engine options compared to men's sites. The findings revealed that many men's web sites had comparison shopping capability than women's websites. In addition, findings showed that mostly women's web sites provided FAQs and sitemap when compared to men's web sites. The analysis results also confirmed that men's web sites offered the services for easy comparison and convenient checkout whereas women's web sites presented easy and convenient shopping process for browsing and searching of products. In addition, Many of women's than men's web sites offered product availability information, while men's website presented adequate payment In context to shipping method, many women's than men's web sites granted both standard and express options. Also more women's than men's web sites gave compatibility information. Mostly women's than men's web sites endowed attributes such as security certification and business ethics information. The study results confirmed that more women's website offered the services of gift-wrapping when compared to men's web sites. The study results demonstrated that mostly women's website presented the attributes such as shipping cost, sales tax, size chart fabric swatches and larger visual presentation of products in contrast to men's websites.

Denise Weeks Mohylsky (2011) in the study examined the perceptions of US mature female consumers in the context of apparel shopping. The participants of the study were females ranging between 50 and 64 of years. The theory of Symbolic Interaction was used as the study's framework. The researcher conducted a exploratory qualitative study with structured interviews for the research. The interview concentrated on the four areas in the context to adult female consumer's apparel purchase such as (1) experiences in apparel shopping (2) apparel identities and images (3) the social influence for apparel choices and (4) perceptions of the apparel business. The respondents of the study explained that social influence was a significant factor in determining the apparel experience. The study results confirmed the twofold influence based on the consumer's social record and their present social influences. The results of the study revealed that the adult female consumers were disappointed in the way of treatment from the apparel industry.

Helen McCormick and Charlotte Livett, (2012) examined in their study the web experience aspects supporting the association between the consumer and fashion apparels online. Two types of web experience aspects were identified in the study such as (1) viewing of the product and online information of fashion apparels and (2) Influence of experiences over consumer's behaviour and decision-making process of apparels. In the study, Qualitative data collection was employed using photo viewing and projective method throughout in-depth interviews. Analysis of the study demonstrated that the experience cues were significantly impacted the consumers' interaction and influence the consumer's of online shopping experience of apparels. The study evaluated the benefits of both hedonic and utilitarian over online purchase intentions towards fashion apparel of young consumers. The Findings of the study interview confirmed that the apparel motivated more utilitarian effects for the consumers. The study results showed that hedonic apparel information were determined by the E- retailer's information over the website. The study consumer's explained that interlace of both hedonic and utilitarian benefits required for the satisfactory online shopping experience of apparels.

Sejin Ha and Leslie Stoel, (2012) in their study investigated E-shopping quality factors and their influence over consumer's E-shopping satisfaction and e-shopping purchase behavioral intention The study also examined the moderating effects of consumer's E-shopping motives over the association between the E-shopping quality and e-shopping outcomes. The study samples were

collected from college students of USA through self-administered online questionnaire survey. In the study four e-shopping quality elements were identified (1) Online privacy/security, (2)web site's content/functionality, (3) customer E-service, and (4) experiential/atmospheric of the website . The results of the study showed that web site's E-shopping motives such as content/functionality and atmospheric/experiential quality had significant and positive influence over E-shopping satisfaction and the E-shopping intention of the consumer. In addition, The study results illustrated that Website's privacy/security and customer service had significant and strong effect over consumer's E-shopping intention but had no significant impact over E-shopping satisfaction of the consumer. The study analysis also confirmed that Experiential E-shopping motives partially moderated the association link of E-shopping quality and E-shopping satisfaction of the consumer. In addition, the study finding demonstrated that Experiential e-shopping motives partially moderated the association of E-shopping quality and E-shopping intention.

Chia-Lin Hsu et al., (2012) in their research examined the association between flow experience and Internet shopping behavior. The researchers also studied the moderating effect of consumer characteristics. customer Trust, willingness to purchase and self-confidence are the major characteristics of the consumer analyzed in the proposed model. The results of the study confirmed that flow experience is significantly associated to Internet shopping behavior of the consumer. Also the study findings showed that link between flow and Internet shopping behavior been moderated by consumer characteristic features. The study results revealed that the influence of flow experience over Internet shopping behaviors is utmost high when moderated by consumer characteristics.

Jungmin Yoo et al, (2012) in their research checked the influence of product coordination and a model's face over consumer positive responses such as pleasure and arousal, consumer's perceived information and online apparel purchase intention. The participants of the study were US college students. The stimuli in the study were evaluated using two styles of women's T-shirt paired with two trousers types draped on model were presented to the participants. The results of the study demonstrated that corresponding apparel items should be matched together (e.g. pairing of t-shirt with pants over model) on the web sites to generate the favorable consumers' shopping results . The research findings also confirmed that consumers perceived

more information when no model's face was displayed along with the product in contrast to an attractive model's face and body were presented together to the consumers. In addition, the study results confirmed that the perceived amount of information was significantly and positively associated to consumer's online purchase intention of apparels.

Yam B. Limbu et al., (2012), in their research investigated the influence of consumer's perception towards E- retailer's ethical behavior over consumer purchase and revisit intentions. The study samples were collected from US college students. The Results of the study demonstrated that perceived ethics of an E-retailer's website had strong and significantly impact over the consumers' trust and attitudes to the E- retailer's website which in turn had a positive and significant influence over consumer's purchase and revisit intentions. In addition, the study findings showed that Website trust was positively associated to the consumer's attitude toward the E-retailer's web site. The results of the study also confirmed that there was no significant effect among consumer's perceived ethics and their behavioral intentions. In contrast, consumer's attitude and trust toward the website mediated the link of behavioral intentions. The Results of the study supported that the consumers' attitude to web sites positively and significantly impacted the consumer's intention to purchase and revisit.

Thomas Foscht et al., (2013) in their research return behaviour of consumers with respect to mail order industry. The researchers categorized consumer into four types of returner ranging from heavy, medium, light and occasional. The study analyzed impacts of return factors such as Purchase experience, perceived risk and frequency of returns. The research focused on return behaviour of the consumers in the apparel category. The survey of the study is conducted in Austria. The results of the study showed various reasons of returns between the four types of apparel returners. The study results showed the foremost three reasons for the returns were unfulfilled expectations, failure of the mail order company and product size among all the groups. These factors constituted to majority of the apparel return frequency. The findings of the study illustrated that the factor independence was significant reason for apparel returns among all types. The study results confirmed that occasional apparel returners was significantly different from other types heavy and medium returners in the context of unfulfilled expectations. In addition the study findings demonstrated that occasional apparel returners significantly different from the other three groups in terms of apparel product size. The findings

also confirmed that there were no significant differences between all the groups for the return reasons such as convenience and independence. But there were significant differences among all the groups for cost and time savings and risk avoidance in apparel shopping.

Lorna Ruane and Elaine Wallace, (2013) in their study examined the purchase behavior of Generation Y females towards online fashion brands in the context of social networks. A qualitative research method was used in the gathering of the study samples. The Participants of this study ranged between 18 to 31 years of age and contained both students and professionals. Participants who had prior experience in shopping online are invited to participate in this study. The study participants believed that the fashion brands encircling five types such as clothing, retail, sports , beauty and Technology. The interview discussion of the study showed that Social Networking Sites (SNSs) (i.e Facebook and Twitter etc) facilitated the consumer's self-presentation of fashion brands with their online identities. The participants of the study revealed that Social media propelled fashion consumption regularly as they necessitated to wear new clothing when they get tagged to other face book friends. The participants of the study were manipulated by their reference group people such as friends, celebrities, models etc. Social network improved the brand awareness with the availability of fashion products information to the consumers and in turn facilitated their online fashion buying process . The study Participants also mentioned in the interview that social networks endowed them with reassurance and give confidence to dress up in new fashion brand trends. Also internet allowed consumer's to purchase fashion with minimum time, effort, energy and variety of choices. Participants admitted that they prefer to shop the same brand which is comfortable to them as they narrate teir self concept. Online brand using visual sensory enabling technologies to convey product information provided consumers with more pleasant online shopping experiences. The participants narrated that any extra charges applied after purchase made them unfavorable towards online shopping or with fashion brands.

Jiyoung Kim et al., (2013) examined cultural diversity impact of E-retailer's reputation and quality over consumers' emotional and cognitive response leading to purchase intention. The study model is structured based on stimulus-organism-response paradigm. The sample data for the study were collected from University students of USA and Korea. The results of the study showed that there was a positive and significant link among reputation and emotion. Also there

was significantly negative association between reputation and perceived risk were stronger in Korea than USA. The analysis results of the study model illustrated the significant link between emotion towards purchase intention and the negative connection between emotion and perceived risk were stronger in USA when compared to Korea. The study result demonstrated an insignificant association among USA and Korean consumers in the association between quality evaluation of the website and emotion, and also between quality of the website and perceived risk. In addition, the study findings confirmed that the impact of perceived risk over purchase intention of the consumer was not significant among both the cultures.

Xia Liu et al , (2013) in their research differentiated the online and in-store shopping behavior of the consumer towards luxury goods. The researchers conducted two studies to evaluate the reasons for consumers to choose the purchase of luxury products over online or in-store. First Study was qualitative method and the second was quantitative approach. Online and in-store shoppers of luxury products were influenced by diverse motivational factors. The results of the study demonstrated that Online consumers buying luxury products are price-conscious, desired the online product availability and had a great trust level when compared to In-store consumers towards the website customer reviews. The findings of the study showed that In-store consumer's perceived online risks more than online consumers and they want to see the product personally before the purchase as they value shopping experience and interactions of in-store shopping.

Youngjin Bahng et al., (2013) in their study analyzed about the college student's shopping behaviors and their brand/product choices. The researchers categorized three groups of shoppers based on their purchase behaviors such as (1) apathetic price-forward, (2) hedonic fashion-forward purchaser and (3)involved price-forward purchaser . The study results demonstrated discrete profiles of three shopper along with their brand/product preferences. The findings of the study showed that hedonic shopper preferred latest fashion trends and enjoyed shopping more when compared to other shopper types. The study findings also illustrated that both hedonic and Price involved shopper gave importance to brand and store value and preferred loyalty. The hedonic shopper chosen the brand and store with good impression, reputation, Appearance and subjective norm. The involved price forward purchaser found very price conscious while shopping any brands or products.

Jiyoung Kim et al., (2013) in their study to analyzed the impact of reputation, website quality, cognition and emotion over consumer's purchase intention. The researchers in the study used extended Stimulus-Organism-Response paradigm (Mehrabian and Russell., 1974) to propose the model framework. The study questionnaire were collected from college students of Midwestern university via online survey. The results of the study confirmed that reputation had a positive and significant impact over consumers' emotion. In contrast, reputation had significant and negative impact over perceived risk. The findings of the study showed that website quality aspects (Website Design, Customer Service, Fulfillment/Reliability and Security/privacy) had significantly negative influence over perceived risk. In addition, the results demonstrated that website quality aspects significant and positive influence over emotion. The analysis results of the study illustrated that apart from for customer service, Perceived risk had a significantly negative influence over consumers' emotion. Furthermore the perceived risk and emotion had a significantly direct influence over consumer's purchase intention.

Ling (Alice) Jiang et al., (2013) determined in their study, the major convenience dimensions of the consumer in online shopping. The researchers conducted in-depth focus group interviews primarily to identify the key factors of online shopping convenience and then collected data through online survey questionnaires. The study identified the five essential aspects of online shopping convenience such as (1) access, (2) search, (3) evaluation, (4)transaction, and (5) possession/ convenience in post-purchase. and behavioral intentions. The analysis reults of the study confirmed that shows three convenience factors namely search, transaction, and possession/post-purchase convenience were significant and positive association over online shopping behavioral intentions of the consumer. The study analysis validated the Customer's perceived online shopping convenience model.

Wen Gong et al., (2013) studied in their research, the factors determining the Chinese consumers to purchase online. The study also identified the impact of consumer's demographic characteristics and predicators of online shopping intention. The study model is posited based on theory of reasoned action (Ajzen and Fishbein., 1975 and 1980). The study used the demographic variables such as age, gender, Monthly income, Education qualifications and marital status. The study used psychometric information such as internet usage frequency, surfing equipment and place of access etc. Along with these factors, determinants of shopping

intention such as perceived Usefulness, Risk and ease of use are also analyzed in the study. The study results showed that respondent's age, income, education and marital status were significant against their shopping intention. Consumer's gender showed insignificant over their shopping intention. The analysis results confirmed that perceived usefulness had a significantly positive impact over consumer's shopping intention. In addition , the study findings illustrated that Perceived risk and ease of use had no significant impact over consumer's shopping intention.

Bo Dai et al., (2014) researched the impact of online shopping experience over perception of risks types linked with consumer's online purchase intentions. The researcher proposed A conceptual model to study the association among online shopping experience, product perceptions, financial and privacy risks involved in online purchase. The participants of the study were college students from Southeastern university aged between 19 and 25 of years. The results of the study specified that online shopping experience was a strong and positive antecedents towards purchase intentions of online shoppers for both the product categories such as Apparels and Music . The findings of the study indicated that Online shopping experience had significantly negative association between product perceptions and financial risks related to online shopping despite of product category. Also in contrast , online shopping experience of the consumer eased the privacy risk connected with online shopping of non-digital products. Furthermore, the study results showed that product risks and financial risks were negatively associated to online purchase intentions for apparel products than musical product. The analysis results confirmed that privacy or risk perception was not significantly related to online shopping intentions for both the product categories.

Heekang Moon and Hyun-Hwa Lee, (2014) in their research examined consumers' intention to utilize mass customization by integrating preference fit and their capacity to state the preferences. The researchers posited theory of planned behaviour (Ajzen (1991) as the base model to evaluate the consumers perceived behavioural control in online mass customization (OMC) process. The respondents of the study were both males and females with prior online shopping experiences age ranged between 18 and 35 of years. The results of the study indicated that the consumers' attitudes and their perceived behavioural control had significant effect over OMC usage intentions. The findings of the study demonstrated that Preference fit positively and significantly influenced the consumers' attitudes and behavioural belief towards OMC. In

addition, the ability to express preferences positively impacted over the preference fit . But contrast to it doesn't envisaged perceived behavioural control like control belief. The study results also showed that involvement in Clothing was a significant determinant for preference fit and the ability to express preferences of the consumer.

Hilal Ozen and Nil Engizek, (2014) examined in their study the hedonic motivations of consumers and its influence over impulse buying behavioral tendencies (IBT) in the context of online atmosphere. The participants of the study were online consumers of Turkey. The study focused on the hedonic shopping motivation aspects (adventure, idea, value, social and relaxation) influence over online IBT. The results of the study indicated that hedonic aspects propelled the online IBT. The findings of the study confirmed that three aspects of hedonic shopping motivation namely adventure, relaxation and value had a positive and significant influence over online IBT . In addition, the results showed that social shopping hedonic values was associated negatively towards online IBT. The analysis results demonstrated that idea shopping had no significant influence over online IBT. The model results confirmed that hedonic shopping motivation dimensions had the strongest and significant influence over online impulse buying behavioral tendency of the consumer.

Han-Jen Niu and Chun-Tao Chang , (2014) studied the moderating effect of Flow experience over consumer's online shopping behaviour. The respondents of the young online consumers from Taiwan. The researchers investigated the internet addiction influence over consumer purchase behaviour in their study. The finding of the study revealed that the consumer's internet addiction directly proportional to their purchase behaviour. The study results confirmed that the association between internet addiction and buying behaviour was significantly influenced by flow experience of the consumer. In addition, the findings showed that the level of flow experience such as low, medium and high had different influential effect on the planned and unplanned buying behaviour of the customer.

Rachel A. Burger (2014) in the research dissertation envisaged the influence of online product reviews over the shopping behavior of Millennials. The participants of the study were Millennials born between years 1982- 2003 residing in southern California. The sampling population comprised of both the male and female Millennials with prior history of online shopping, Internet usage, and usage of online product reviews and were members of Cross Fit

gym. The researcher conducted one-to-one, semi-structured, open-ended interviews to collect data from the participants. The findings of the study showed that Online product reviews had a direct and significant impact over the purchase behavior of Millennials. Also the study results illustrated that online product reviews were used by participants to know product details and to compare product prices, shipping policies, and return policies. The findings indicated that the Negative reviews had a stronger and significant impact than positive reviews while purchasing online. Most of the Millennials in the study mentioned that they used Amazon.com as their priority website to read online reviews and shop online. This was because of free and/ fast delivery, quality, selection, and reputation of the website. Many of the Millennials in the study stated that they did not contribute to writing or rating online product reviews. the study participants mentioned that they purchase frequently apparels and other household items frequently in online.

Ju-Young M. Kang et al (2014) in their research paper explored the consumer style inventory (CSI) and their decision-making styles associated to opinion seeking by means of electronic word of mouth (eWOM) over social networking sites (SNSs). The participants of the study were college student who were prior users of SNS. The study also examined mediating effect of opinion seeking and their attitudes towards decision-making styles and intention to purchase apparel online Via SNSs. The study results showed that the novelty/fashion consciousness decision style of the CSI consumer decision-making styles was the strongest predicator for opinion seeking Via eWOM. The findings confirmed that the brand consciousness decision style was the strong determinany for favorable attitudes in SNSs. The findings also confirmed that Novelty/fashion consciousness, brand consciousness, and price consciousness decision process styles had indirect significant influence over the intention to purchase apparel online by means of SNS and mediated by both opinion seeking and favorable attitudes of the consumers.

Saroja Dhanapala et al., (2015) explored in their research perceptions towards online shopping challenges with reference to "Baby Boomers", Generation "X" and Generation "Y" consumers. The researchers used quantitative research method in this study. The participants comprised of three generations from Malaysia. The researchers used the framework model of Kotler et.al (2005) and MC Carthy (1978) as the foundation for the study model. The study identified the various factors such cultural, social, personal , psychological and marketing influencing online

purchasing of all the three generation. The result of the study showed that there was direct and positive correlation between generation and social factors. The findings of the study listed the challenges faced by three generations in online shopping were delivery delay , credit card risks of transactions, difficulties in cancelling or returning the product , Loss of privacy, Inadequate internet skills, vendors Credibility, Complexity in purchasing process, Difficulties in judging the product quality and price differences in retail stores. The results indicated various intensity of the challenges with the three generations.

Juanjuan Wu et al., (2015) checked and validated an online apparel co-design experience model framework in their research study. The researchers posited the Technology Acceptance Model (Davis, 1989)and Theory of Reasoned Action (Fishbein and Ajzen's ,1975) to frame the study model. The study participants were female college students from USA. The participants were invited to explore apparel and accessories mass customization sites and then questionnaires were distributed to collect information. The study categorized six predicators namely Perceived Ease of Use, Perceived Usefulness, Enjoyment value, level of Personalization, Social presence/Norm, and attitude The study analyzed predicators towards the co-designed product influencing over attitude and experience. Finally the research analyzed the impact of the consumer's behavioural intention along with subjective norms. The study results confirmed that perceived ease of use, enjoyment, social presence, and attitude towards the co-designed product has significant influences towards the co-designed experience. In contrast perceived usefulness and level of personalization were insignificant. In addition, the study results illustrated that perceived ease of use, subjective norms and attitude towards the co-designed experience had significant effect on behaviourial intention. The findings showed that the perceived usefulness and level of personalization and social presence were insignificant over behaviourial intention.

Nagender Singh et al., (2016) in their research examined the determinants related to e-commerce acceptance of apparels in Ethiopia. The participants of the research were people from Ethiopia and An online survey been used to acquire the information from the customers. The results of the study confirmed that the incapability to interact physically, fear of risk factors associated with security and privacy and deficient in of E-commerce infrastructure were the major hurdles putting off the consumers from online apparel product shopping in Ethiopia. The findings also showed that the chance of acceptance were influenced by improving the infrastructure such as

motivating the usage of Information and Communication Technology (ICT), enriching the information like clothing sizes and fit of the apparels in web sites, allowing customer with different checkouts, providing most customer ratings and reviews in the product webpages, providing free returns, virtual fitting facilities, computerized mannequin showcasing apparel draping, body shape for the acceptance of apparel e-commerce in Ethiopia.

Shu-Hao Chang et al.,(2016) in their study investigated the associations among intrinsic motivation, extrinsic motivation and consumer's online purchase intention. The researcher posited the self-determination theory (Deci and Ryan, 1985) to propose the study framework. The study examined the antecedents and effects of consumers' cognitive attitudes. The respondents of the research were online shoppers and data collected through web-based survey. The study concentrated on the impact of consumer's intrinsic and extrinsic motivational aspects (hedonic aspects, utilitarian aspects, security, privacy and flow experience) over their cognitive attitudes of the consumer (Cognitive trust and perceived risk) toward perceived satisfaction and purchase intention towards online shopping. The results of the study confirmed that hedonic factors, utilitarian factors, security, and privacy were significantly and directly effecting over cognitive attitudes such as cognitive trust and perceived risk. The findings of the study indicated that Cognitive attitudes significantly influenced over consumer's perceived satisfaction and there purchase intention over online. The analysis results of the study also showed that Flow experience of the customer over online had a significant and positive impact over consumer's cognitive trust and in turn their online purchase intentions. The study results demonstrated that the Cognitive trust mediated the association among hedonic and utilitarian motivations, flow experience, perceived satisfaction and consumer's online purchase intention.

Hakan Celik, (2016) in the study examined consumer's anxiety function within online shopping applying the Unified Theory of Acceptance and Use of Technology model. The researcher proposed the study model based on the extended framework of UTAUT model by showing casual relationship link between anxiety and its current constructs such as effort expectancy, performance expectancy and behavioral intentions mediated by consumer's age, gender and experience. The participants of the study were Turkish online shoppers and data collected through self-administrated survey. The results of the study confirmed that anxiety has a direct and negative impact over effort expectancy, performance expectancy and consumer's online

purchase behavioral intentions. The findings of the study illustrated the significant moderating effects of age, gender and experience over the anxiety and purchase intention The study results indicated there was no moderating effect among anxiety and performance expectancy . In addition, there was no moderating effect among anxiety and effort expectancy.

Kim K.P. Johnson et al., (2016) investigated in their research the precursors to use collaborative consumption (CC) of apparels over internet. The participants of the study were consumers from USA. The researchers posited Theory of reasoned action (Ajzen, 1991) to frame the model of the study. The study findings showed that attitude toward CC of apparel was significantly associated to consumption intention. The results of the study confirmed that prior experience with CC of apparel offline was significantly connected to consumer's attitude and behavioral intention. The study results also consumer's perceived integrity was significantly linked to their prior experience with CC of apparel offline and consumer's attitude. In addition, the study results demonstrated that materialism had a significant and negative association towards consumer's previous experience with CC of apparel.

Osmud Rahman et al., (2017) examined the impact of apparel evaluative cues towards consumer preferences and behaviour in two diverse socio-cultural contexts. The study conducted between the consumers of west Canada and east China through questionnaire survey. The findings of the study demonstrated that Canadian and Chinese consumer's viewed price as an pointer of product quality or value sacrifice. The results of the study confirmed that consumers of both the countries were highly focused on garment fit and style in contrast to the brand name and country of origin. The analysis results confirmed that fit, comfort and fabric were strongly associated to the Chinese consumers. But fit and comfort were highly associated to Canadian consumers. In addition, the study results showed that product cues. such as durability, ease in garment care and wardrobe harmonization were comparatively less significant in the clothing evaluative for both Chinese and Canadian consumers.

Milica Zuraj et al., (2017), in their study analyzed the shopping experience of consumers purchasing apparel online and the factors impacting consumer's non-purchasing of apparel online. The participants of the study were online shopper from various European countries, USA and Australia. The analysis results of the study indicated that two main aspects of reasons for consumers not buying ready-to-wear apparel online in spite of browsing were misunderstanding

of product integrity and prolonged search. In addition, the consumers stated that unsure apparel fittings and unreal aesthetic properties were the risk factors making consumer's to avoid online purchase. The results of the study revealed that to enhance the consumer's online apparel experience, the respondents suggested custom apparel using advanced technologies. The study result illustrated advanced technologies custom made apparels had a positive and significant influence over the online apparel purchase decision process of the consumers. The participants of the study also demonstrated their willingness to share their body dimensions via 3D body scanning tools to enhance the apparel fittings purchased online.

Catherine Qian Ying Soh et al.,(2017) in their study examined Generation Y purchase intentions and behaviour towards luxury fashion products. The researchers posited integrations of various models such as Theory of planned behaviour (Fishbein and Ajzen, 1975), the perceived quality model (Olson, 1972 and Zeithamli, 1988), Theory of uniqueness (Snyder and Fromkin,1977), Social comparison theory (Festinger,1953), Social impact theory (Danziger, 2007) as the basement for the study model. The respondents of the study survey were GEN Y shoppers of luxury fashions. The results of the study indicated that brand consciousness, perceived quality, social influences, traits of vanity and the need for uniqueness has direct and significant impact over Gen Y consumer's purchase intention. In addition the study findings showed that perceived quality and social influences influence the consumer's luxury fashion products purchase behaviour. In contrast, the study results demonstrated that brand consciousness, traits of vanity and the need for uniqueness has no significance in elucidation of Gen Y consumer's purchase behaviour of luxury fashion products. In addition, Generation Y purchase intention is significantly linked to purchase behaviour of Gen Y consumer's purchase behaviour of luxury fashion products.

Naser Valaei and S.R. Nikhashemi, (2017) analyzed in their study the variables impacting the Gen-Y consumers' attitude and purchase intention of fashionable apparel. The study samples were collected through questionnaire survey from Gen-Y students of Malaysia. The theoretical background of the study model were Theory of planned behaviour and social identity theory. The results of the study showed that brand and self-identity were the significant variables influencing Gen-Y consumers' attitudes towards fashion apparel. In addition, the study findings revealed that brand, style, price, and societal identity were the dominant variables determining the Gen-Y

consumers' purchase intention of apparels. The findings of the study confirmed that style, value, country source and identity were not significantly linked to consumers' attitudes. Furthermore, results indicated that country of origin and self-identity were insignificantly associated to the Gen-Y consumers' purchase intention.

Niklas Erikssona et al., (2017) analyzed in their study the association between young consumer's decision-making styles and their tendency to shop clothing online using a smart phone. The Survey participants of the study were college students from Finland. Consumer Styles Inventory was used as framework for the study model. The findings of the study showed that smart phone was used mostly for information search clothing online, nevertheless used fewer in actual buying process of clothing. The results of the study confirmed that Consumer Styles Inventory aspects such as consciousness of brand, consciousness of fashion, impulsiveness in purchase and recreational shopping behavior were significantly and positively associated to consumer's search frequency or buying of clothing online using smart phone. In addition Fashion consciousness was significantly related the Hedonic consciousness and impulsiveness of consumer. Also Fashion consciousness was significantly connected to the impulsiveness of consumer's decision making process.

Maria Ek Styven et al.,(2017) in their study differentiated consumers with high impulse buying tendency (IBT) and low-IBT consumers in the context of online shopping . The survey participants of the study were online shoppers aged between 20 and 74 of years from Sweden. The study questionnaire was based on the IBT scale (Beatty and Ferrell's ,1998). The study results demonstrated that high-IBT consumers when compared with low IBT were youngsters and more e females. The study findings also indicated that frequent online shoppers had higher trust level in the internet. In contrast , the results also showed that frequent shopper more probable to abandon their online shopping carts before finishing the purchase than low-IBT consumers. The reason stated by the participants in the study are need uncertainty during buying process. In addition, the findings revealed that high-IBT consumers had a significantly higher intention to purchase fashion/ apparel over online. The analysis results confirmed that there was no significant between High-IBT and low- IBT consumers in terms of income.

Yoon Jin Ma et al., (2017) explored in their study about consumer's perceptions and purchase intentions of apparel products with sustainability labels. The researchers posited technology

acceptance model as the foundation framework for the study. The data of the study were collected using self-administered online based surveys from United States shoppers. The results of the study confirmed that perceived ease of use and perceived usefulness were significantly and positively associated with consumer's attitude toward usage of sustainability label and in turn the purchase intention of apparels with sustainability label. In addition, the results revealed that perceived ease of use of sustainability label usage had positive and significant influence over perceived usefulness. The study analysis results showed that users of sustainability label had statistically significant towards perceived ease of use, perceived usefulness, Attitude and purchase intention of the apparels with sustainability label when compared to the non-users of sustainability label. The model results of the study confirmed that consumer's prior experience of sustainability label had a significant impact on their online purchase behaviour of apparel with sustainability label.

Ritika Gugnani and Anuja Choudhary (2017) examined the impact of web browsing towards apparel shopping adoption by female. The researchers proposed theoretical model concerning the female shoppers online purchase behavior of apparels. The participants of the study survey are female online from Delhi and NCR . The results of the study confirmed that the determinants of the online shopping behaviour such as online website price offerings, perceived benefits, risks pertaining to overall look and size/ fit were found to be the key factors impacting the buying behavior of the female customers in the context of apparel shopping. In addition , the study findings revealed that Browsing or searching for Information about apparels positively and significantly impacted female web shopping adoption.

Gallayanee Starwind Yaoyuneyong et al., (2018) in their research determined consumer intentions to shop apparels from online websites using virtual dressing room (VDR). The researchers concentrated on VDR's perceived informativeness and irritation and its relations with consumer's attributes such as shopping enjoyment, economic motivation and apparel shopping self-confidence in purchase behaviour . The research focused on investigation of perceived VDR informativeness and irritation mediating the cause of shopping enjoyment, economic motivation and apparel shopping self-confidence towards apparel buying intention of the consumer. The participants of the study were college students, staff , university faculties with the age ranged between 18 to 74 years from USA. The study model is tested with bootstrapping

method using SPSS process macro. The results of the study showed that enjoyment, economic motivation and self-confidence in apparel shopping had no significant influence towards consumer's buying intention. In Addition, the study findings demonstrated there was an indirect association among shopping self-confidence and buying intention of apparel. The study result illustrated that both perceived VDR informativeness and irritation mediated the association of enjoyment and economic motivation with buying intention of apparels over online website using VDR media. Also, the association between enjoyment and purchase intention was mediated by perceived VDR informativeness. Furthermore the results confirmed that economic motivation had indirect association with purchase intention through perceived VDR irritation. Also economic motivation mediated the association between perceived VDR irritation and informativeness.

Rosy Boardman and Helen McCormick (2018) in their study explored the channel preferences and their usage motivations in apparel shopping. The participants of the study were female aged from 20 to 70 years. To explore the multi channel preference behaviour, the participants who had prior experience in the usage of all the technology platforms such as ecommerce ,m-commerce, stores and catalogues are invited to participate in the study. The data of the study was collected using qualitative method. The study findings showed that Multi-channel shopping behaviour enhanced with the increase in age. The Participants in their 20s age had not employed in multi-channel shopping behaviour but they viewed each channel as a different shops . The study results showed that M-commerce was the most preferred shopping channel for the 20s aged participants . The participants stated that Ecommerce is the most trendy shopping channel due to the convenience, variety in selection, new style exploration in shopping. In contrast, The physical store was the preferred channel for the 60+participants and stated that they shopped for convenience and enjoyment. The study results showed that Catalogues were out-dated channel and no more believed as a transactional channel. The study results confirmed that E-commerce channel is preferred by the participants for both utilitarian and hedonic benefits.

Weisheng Chiu and Hwansuk Choi (2018) examined in their study consumers' behavioral intention to purchase sportswear over online. The researchers posited the model of goal-directed behavior as a foundation framework for the study. The data for the research been collected through online survey from Chinese consumers who had prior experience in purchasing

sportswear products online. The results of the study confirmed that attitude, subjective norms, perceived behavioral control, and positive anticipated emotion were significant determinants for consumer desire towards purchase of sportswear over online. Furthermore, The study findings indicated that desire and frequency of past purchase behavior had a positive and significant impact over Chinese consumers' intention to purchase the sportswear online. The analysis results of the study showed that association between negative anticipated emotion and desire were insignificant.

Muhammad Sabbir Rahman and Mahafuz Mannan, (2018) in their research work investigated Bangaladesh consumer's online purchase behaviour towards local clothing brands. The researcher investigated the impact of consumer's information adoption, E-WOM, online experience of brand and online brand familiarity over consumer's online purchase behavior towards local fashion brands. The study also explored the impact of both central and peripheral route of information over consumer's online adoption process. The participants of the study were online shoppers from Bangladesh who had prior experienced of purchasing local fashion clothing brand. The data collected through self-administered survey. The results of the study showed that both the central and peripheral route of information had direct and statistically positive impact over the consumer's online adoption towards online purchase of domestic fashion brands. The results also indicated that consumer's information acceptance had a positive and direct impact over consumer's online purchase behavior. Furthermore the results revealed that the association between information acceptance and consumer's purchase behavior was partly mediated by E-WOM. The study findings confirmed that online experience of brand statistically impacted over consumer's purchase behavior of online. In addition, the study demonstrated that the association between online brand experience and consumer's purchase behavior was partly mediated by online brand familiarity of the consumer.

Rajbir Singh Sethi et al., (2018)explored in their research about the factors affecting fashion apparel purchase intention of Millennial over online store. The researchers examined the association between Millennial's purchase intention and their attitude towards word of mouth (WOM) and apparel varieties presented in online fashion websites. The participants of the study were Millennials from Delhi who had an Internet access. The study aata was collected through Online survey questionnaire. The results of the study revealed that Online word-of-mouth

significantly and positively influenced the Millennial's online purchase intention of fashion apparels . In addition, the study results confirmed that Product varieties offered by online apparel stores had asignificant and positive impact over Millennial's online purchase intention of fashion apparels.

Mary Rani Thomas et al., (2018) in their research examined the impact of online website cues such as presentation of the Product and Perceived interactivity over the online apparel purchase behavioral intention of generation Z consumer mediated by the trust. The participants of the study survey were Gen Z online consumers who were born after 1995 and within 2015 year. The participants who had at least one completed online shopping experience of apparel were invited in the study. The researchers collected 2000 samples equally from both the genders for the study. The researchers used boot strapping method to test the mediation effect of trust in Gen Z consumer online apparel purchase process. The path analysis results of the study confirmed that trust act as a partial mediator between the association of Perceived Interactivity and Purchase Intention of apparel by Gen Z consumers over online websites.

Nupur Arora et al., (2018) explored in their study the Consumer's perceived benefits towards structuring online shopping attitude. The researcher studied the consumer's perceived benefits such as price, convenience and product variety in the research. The researchers also examined the influence of online shopping attitude over purchase intentions online. The researchers posited theory of reasoned action and theory of planned behavior as foundation theoretical framework for the study. The participants of the study survey were women online shoppers from four metropolitan cities of India namely Delhi, Mumbai, Kolkata and Bangalore. The results of the study confirmed that perceived benefits such as price, convenience and product variety had a positive and significant influence over women consumer's online shopping attitude . In addition, the study finding showed that there was direct and positive association between online shopping attitude and purchase intention of women online shoppers. Furthermore. the results revealed that among the perceived benefits, Product variety benefit was most significant for women online shoppers of India.

M.N.Najihah et al., (2018) in their study examined online apparel purchase behaviour of college students. The participants of this study were students from university aged between 18-26 of years. The results of the study revealed that time- saving was the strongest determinant

influencing the online apparel purchase decision of the college students. Next to that, study results indicated reasonable pricing as the highest antecedents determining the purchase intent, The findings illustrated that third factor determining student's purchase behaviour was cheaper pricing over online. The study findings also indicated that unique availability of apparel products over online influenced the buying intent of the college students The study results confirmed that students depend upon the online reviews and product rating to stimulate their purchase decision. Furthermore, the study findings showed that students prefer to purchase apparel online as they able to compare pricing. In addition, study respondents stated that they recommend online apparel products to family and friends.

K. J. Somaiya et al., (2019) in their study investigated the determinants and the consequences of consumer's online purchase of apparels among young millennials. The researcher analyzed the consumer's online buying decisions process and its consequences experienced by the consumer post online purchase of apparels. The results of the study revealed that quality of website information, clarity in price , value differentiation, various discounted choices, user interface features, perceived privacy and security have significant influence over the satisfaction and relative benefits of the online apparel purchase . In addition, all these determinants were directly and significantly associated to the consumer's actual purchase behaviour of the apparel over online. The results also confirmed that consumer felt stylish, confident and ahead of others with respect to the consequences of online purchase of apparels.

Nik Alif Amri Nik Hashim et al.,(2019) in their research examined the perceived risk factors of consumers affecting the online shopping behaviour. The participants of the study survey were Malaysian consumers aged between 18- 35 of years who were proficient in online shopping. The researchers analyzed various risk factors of the consumers namely financial risk, physical risks, time related risks, functional and social risks in the study. The results of the study revealed that functional risk was significantly influencing online shopping behaviour of the consumers. In contrast, the study findings showed that risk of finance, physical time and social related were insignificant towards the consumer's online purchase behaviour.

Somdech Rungsrisawat et al., (2019) in their study investigated the determinants signifying online purchase behaviour of consumers. The researchers poised theory of planned behaviour and theory of reasoned action as the fundamental framework for the study model. The

participants of the study survey were online shopper of Malaysia aged above 18 years. The researchers examined the effect of perceived benefits, risk and psychological factor over the purchase intention of the consumer. The findings of the study showed that consumers preferred to buy apparels and clothing over online than any other categories of product. The results of the study revealed that perceived benefits had positive and significant impact over online purchase intent of the consumer. In addition, the results indicated that psychological factors such as trust and security had empirically significant effect towards online purchase intention. Futhermore, the study results illustrated that the negative association of perceived risk was found insignificant towards the consumer's online purchase intention.

Julia Koch et al., (2020) analyzed in their study the key motives for consumer's online apparel purchase behavior during the COVID-19 pandemic. The study participants were consumers of generation Y and Z from German. The study data were collected using online survey during shut down period of COVID-19 pandemic in German. The researchers checked three motives for online purchase intention of the consumers towards apparel namely normative, utilitarian and hedonic. The researchers analyzed normative motives of both external and internal subjective norms and perceived usefulness for utilitarian motives in the study. The researchers classified the internal normative motives were from individual's close social networks of family and friends. On the other hand, external normative motives were from media information concerning the existing economic state. The study results indicated that external subjective norms are significantly and positively associated to behavioral intention of the consumer. In contrast the internal subjective norms do not show any significant impact over consumer's behavioral intentions. Also the study findings showed that during the COVID-19 catastrophe, media reports and expert's opinion had significant impact over consumers' intentions to purchase apparel online. In contrast internal subjective norms such as individual's peer network does not have any impact over behavioural intention. The results of the study confirmed that hedonic motivation was the strongest determinant than that of utilitarian motivation in context to apparel purchase intentions. The findings indicated that women had greater level of hedonic motivation than men. Also men exhibited stronger internal subjective norms . In addition, the findings illustrated that generation Z consumers had more hedonic motivates than those of generation Y consumers. The study respondents who were isolating themselves during the lockdown also stated greater hedonic motivation than those who were not in confinement. The study findings showed

significant and the positive association among perceived usefulness and behavioral intention of the consumer. The respondents considered the perceived usefulness the most important driver during a pandemic as it involved no direct contact with other people and reduced the risk of infection. The study results concluded that during the COVID-19 pandemic, normative, utilitarian, and hedonic variables were significantly and positively associated to the consumers' online purchase behavior of apparel.

Moudi Almousa (2020)," in the study analyzed the association between concern with inability to drape on clothing and visualizing size/ fit in online apparel context and their correlation with demographic variables and prior purchase experience. The participants of the study were women from Saudi aged between 18-34 years who were already online buyers of apparel. An online based survey was used to collect data for this study. The results of the study confirmed that there were no significant association between consumer's inability to drape/trial on apparel product in online context and their demographic factors such as marital status, age, educational level, employment status, and monthly income. The finding of the study indicated that there were no statistical association between difficulty in visualizing the size/fit of apparel product on the body in online context and their demographic factors such as marital status, age, educational level, employment status, and monthly income. In addition the results showed that there was no statistical association between online apparel shopping experience and consumer's inability to drape on apparel products over online. Also analysis results showed that there was no statistical association between online apparel shopping experience and consumer's difficulty in visualizing the size/fit of apparel product on the body in online context.

Van Dat TRAN (2020) in the study examined the association between various risk factors such as product ,financial, security and privacy risk over perceived satisfaction and clothing purchase intent online. The participants of the study were consumers from Vietnam. The researcher proposed a study model which is tested using structural equation modeling. The results of the study indicated that the product risk had a negative and significant influence over the satisfaction of online apparel shopping of the consumers. The study results confirmed that the financial risk had a negative and significant influence towards the consumer's satisfaction of online apparel shopping. In addition, the finding revealed that the perceived security risk had a significant negative impact over the consumer's satisfaction in the context of online clothing purchase. Also

results showed that privacy risk had a negatively significant influence over the perceived satisfaction of consumer's online apparel shopping. The study analysis illustrated that the perceived satisfaction had a statistically negative impact over consumer's online purchase intention of apparel shopping. Furthermore the study validated that the product risk had empirically negative impact over the online consumer's purchase intention of apparel shopping. The findings of the study concluded that the privacy risk had a statistically negative influence over consumer's purchase intention of online apparel shopping.

Jati Kasuma et al., (2020) in their study empirically tested the determinants influencing the consumer's intention towards online purchase of apparels. The participants of the study were online buyers. The researchers indentified that variables impacting the purchase intention of the consumers namely convenience, time saving, features of the website and security and proposed study model to test. The results of the study revealed that security was the strongest determinant influencing the consumer's buying intention over online. Next to that , the findings of the study confirmed that convenience in shopping was the second important variable determining the consumer's online behavioral intention. The study results revealed that time saving was the third antecedent for the online purchase intent of the Malaysian consumer. In addition, the study findings finally indicated that website design/ features were also key factor in stimulating the online purchase intent of the consumer.

Nathalie Pena-Garcia et al., (2020) in their research studied the key factors determining the purchase intention and behaviour of the consumer in the context of online shopping. The researchers investigated the determinants of consumer's e-commerce acceptance and adoption such as attitude, subjective norms, perceived behavioral control, perceived ease of use, perceived usefulness, buying impulse, compatibility, personal innovativeness Online and self-efficacy. The research was done in cross-cultural environment and the participants of the study are users of E-commerce from Spain and Colombia. The participants who already experience in online shopping for lifestyles were involved in the survey. The researchers used Theory of planned behaviour as the foundation for the study model framework. The participants were aged above 18 of years. The results of the study revealed that determinants of E-commerce usage such as compatibility, perceived behavioral control and attitude had a significant and positive influence over consumer's intention towards online purchase for both the cultures (Spain and Colombia).

In addition , the results revealed that perceived usefulness had a significant impact over the buying attitude of both Spain and Colombian consumers. Furthermore the findings of the study confirmed that self -efficacy was the strongest determinant for Colombian consumers and perceived Ease of use was the key antecedents for Spain consumers. Also the purchase intention was empirically correlated to the purchase behaviour for the consumers from Spain , in contrast it was not significant for consumers from Colombia in the study.

Vivek Kumar et al., (2021) checked in their study the precursor of customer's attitude in online apparel purchase. The survey participants of the study were college students from Delhi and NCR. Theory of reasoned action, Theory of planned behavior and technology acceptance model were the basic theories for examining the study model. Structural Equation Analysis was used in the study to test the a causal association between various factors determining the attitude of customers towards online shopping of apparels. The results of the study indicated that apparel appearance and comfort didn't have any significant association with the consumer attitude. The analysis results of the study confirmed that perceived usefulness, perceived risk and security were significant and positively associated with the customer's attitude towards purchase of apparel online. In addition, the findings illustrated that perceived ease of use was not empirically associated with customer attitude. Among all the factors, security and perceived risk were key antecedents of determining customer attitude towards online apparel purchase.

Siti Haslina Md Harizan et al.,(2021) in their study examined the purchasing predictors underlying online consumer behavior towards apparel. The researchers probed in the study whether apparel attributes, website features and promotional activities have a statistically impact towards the intention to purchase fashionable apparel over online. The study survey was collected from Malaysian adult consumers aged between 15 to 40 of years and also had prior experience in purchasing apparel over online. The researcher posited Theory of planned behaviour as the foundation framework for the proposing the study model. The results of the study confirmed that apparel attributes was the predominant determinants positively impacting the consumer's intention to purchase fashionable apparel online . In addition, the study findings indicated that website features and promotional activity were also influencing the purchase intention of the consumer towards online apparel shopping. Among the apparel characteristics such as comfort features of apparel and sustainability were the most significant influencing the

consumer's intention. In website features, product reviews and recommendations were the most vital features stimulating the consumer's online apparel purchase intentions. With respect to promotional activities, consumers were expecting discounts to trigger their purchasing intentions towards fashionable apparel purchase online.

Brijesh Awasthi and Masuma Mehta (2021) in their study investigated the customer intention in online shopping among all the generations. The study was carried out exclusively in Covid- 19 pandemic lock down situation in India. The samples were collected from eighteen metro cities of India. The researchers studied various factors influencing online shopping such as Perceived Usefulness, Hedonic value, Subjective norms , Health /safety and purchase intention. Respondents were online consumers of all generation cohorts such as Gen X, Y and Z. The study results revealed that there is no significant difference in the shopping intention between all the generation consumers. The study confirmed that Gen Y and Z are more interested in online shopping when compared to Gen X. In addition study showed that Gen X consumer intention also changed due to the safety issues during the pandemic.

2.4 CONCEPTUAL MODEL OF THE STUDY

In the this section , Conceptual Model of the study is presented . The constructs are presented in the conceptual model because of their importance and high relevance in earlier literatures. Figure 2 shows the proposed model to explain online apparel purchase behaviour of millennials.
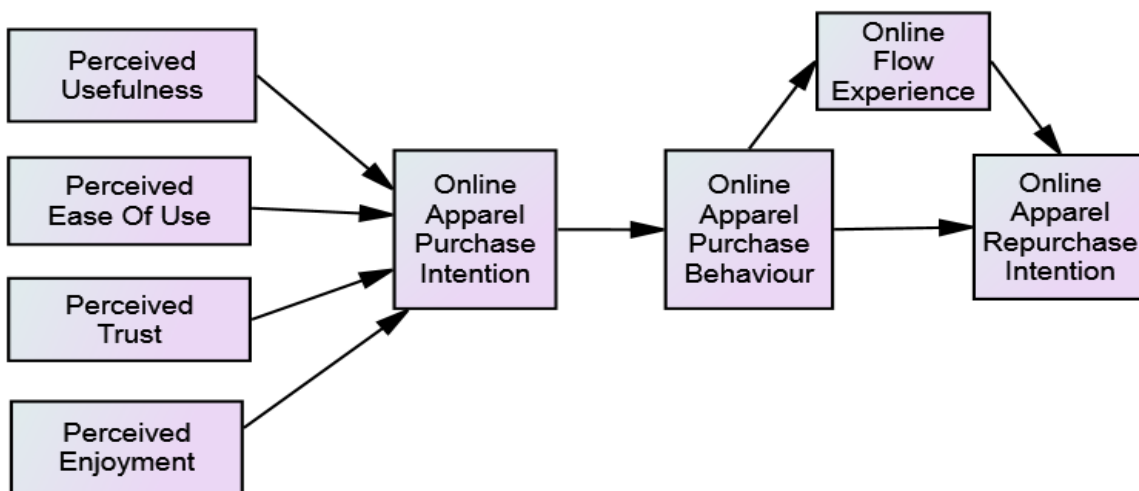
Fig 2. Conceptual Model of the study

2.5   HYPOTHESIS TO BE TESTED

Table 2.1 Proposed Hypothesis based on Demographic profile

NO	HYPOTHESIS
H1	Millennial's perception significantly differs on Perceived Usefulness by means of their demographic profile
H2	Millennial's perception significantly differs on Perceived Ease Of use by means of their demographic profile
H3	Millennial's perception significantly differs on Perceived Trust by means of their demographic profile
H4	Millennial's perception significantly differs on Perceived Enjoyment by means of their demographic profile
H5	Millennial's perception significantly differs on Online Apparel Purchase Intention of their demographic profile
H6	Millennial's perception significantly differs on Online Apparel Purchase Behaviour by means of their demographic profile
H7	Millennial's perception significantly differs on Online Flow Experience by means of their demographic profile
H8	Millennial's perception significantly differs on Online Apparel Re-purchase Intention by means of their demographic profile

Table 2.2 Proposed Hypothesis of the study

NO	HYPOTHESIS
H9	Perceived Usefulness has direct influence over Online Apparel Purchase Intention
H10	Perceived Ease Of Use has direct influence over Online Apparel Purchase Intention
H11	Perceived Trust has direct influence over Online Apparel Purchase Intention
H12	Perceived Enjoyment has direct influence over Online Apparel Purchase Intention
H13	Online Apparel Purchase Intention has direct influence over Online Apparel Purchase Behaviour

H14	Online Apparel Purchase Behaviour has direct influence over Online Flow Experience
H15	Online Flow Experience has direct influence over Online Apparel Re-purchase Intention
H16	Online Apparel Purchase Behaviour has direct influence over Online Apparel Re-purchase Intention