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APPENDIX

QUESTIONNAIRE

ONLINE APPAREL PURCHASE BEHAVIOUR OF MILLENNIALS:

A STUDY IN COIMBATORE CITY

Dear Respondents

I am a PhD Scholar pursuing research in the above mentioned topic. I request you to kindly respond to the following questions. The responses will be kept purely confidential and will be used only for academic purpose.

Thank you

Priyadharshini.S

PSGR Krishnammal College for Women

Coimbatore

Part A

Kindly tick & fill your personal details:

Is your native place Coimbatore a)YES b) NO

1) Age (Yrs)   : a) 23- 28 b) 29-33 c) 34-38

2) Gender   : a) Male   b) Female

3) Marital Status   : a) Married   b) Single c) Others

4) Education   : a) Diploma   b) Under graduate c) Post graduate

 f) School

5) Occupation   : a) Salaried b) Self - Employed   c) Home maker d) others

6) Family Monthly Income: a) Less than 20,000 b) 20,001- 30,000 c) 30,001- 40,000

 d) 40,001 - 50,000 e) Above 50,000