



A study on the influence of online shopping over offline stores with special reference to textile and apparel industry

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Abstract

This study examines the influence of online shopping on offline stores in the textile and apparel industry, focusing on changing consumer behaviour driven by digital transformation. It analyses how factors such as digital influence, digital knowledge, digital confidence, and digital skills shape purchasing decisions and customer preferences. The research also incorporates moderation analysis to understand the relationship between online engagement and offline retail dynamics. Additionally, the role of e-services in enhancing customer experience and influencing shopping patterns is explored. The study aims to examine the factors influencing consumers to choose online shopping and to evaluate its impact on offline textile store performance. A descriptive and analytical research design is adopted using quantitative methods, with data collected from 101 respondents through structured questionnaires and analysed using statistical tools such as correlation, ANOVA, and t-test. The findings reveal that online shopping significantly influences offline retail performance, with a moderate positive relationship observed between online shopping factors and offline store impact, while demographic variables such as gender, income, and occupation show no significant differences in shopping behaviour.

Keywords: Online shopping, offline retail, consumer behaviour, E-commerce, digital influence, customer preference, omnichannel retailing, E-services

Introduction

The retail sector has undergone a significant transformation over the past decade due to rapid technological advancements and the widespread use of the internet. The emergence of e-commerce has revolutionized the way consumers purchase goods, making online shopping a popular alternative to traditional retailing. Among various sectors, the textile and apparel industry has been one of the most affected by this shift, as consumer preferences and buying behaviour continue to evolve in response to digital developments.

Traditionally, consumers preferred purchasing clothing and textile products from offline stores. Physical retail outlets allowed customers to examine fabric quality, check designs, try on garments, and receive assistance from sales personnel. In addition to fulfilling purchasing needs, shopping in physical stores was often considered a social and recreational activity. Visiting malls, boutiques, and branded outlets provided customers with a sense of satisfaction and engagement that extended beyond mere buying.

However, the rapid growth of digital technology, smartphones, and internet accessibility has significantly altered consumer behaviour. Today, consumers can browse and purchase apparel through online platforms such as websites, mobile applications, and social media marketplaces. These platforms provide access to a wide variety of brands, styles, and price ranges, eliminating the need for physical store visits.

One of the primary reasons for the increasing popularity of online shopping is convenience. Consumers can shop anytime and from anywhere without geographical limitations. Online platforms also offer detailed product descriptions, customer reviews, size guides, and price comparisons, enabling informed decision-making. Additionally, attractive discounts, promotional offers, and

seasonal sales further encourage consumers, especially price-sensitive buyers, to prefer online channels.

The textile and apparel industry has responded to these changes by expanding its digital presence. Many brands now operate through both online and offline channels, adopting an omnichannel approach to reach a wider customer base. Online platforms enable retailers to showcase extensive product ranges that may not be feasible in physical stores due to space constraints.

Despite the rapid growth of online shopping, offline stores continue to play a vital role in the retail landscape. Many consumers still prefer physical stores for purchasing apparel, as they can directly examine product quality, try garments for proper fit, and receive immediate delivery. The tactile experience of touching fabrics and the assurance of product authenticity are significant advantages of offline shopping.

Moreover, offline stores provide personalized customer service, which strongly influences purchasing decisions. Sales staff assist customers in selecting suitable clothing based on preferences, body types, and current fashion trends. The store ambience, visual merchandising, and in-store promotions also contribute to an enjoyable and immersive shopping experience. For specific categories such as wedding wear, formal attire, and premium garments, customers often prefer offline stores to ensure accuracy in fit and quality.

However, the rise of online shopping has created intense competition for traditional retailers. Many offline stores have experienced a decline in footfall as consumers increasingly shift toward digital platforms. A common trend observed in recent years is "showrooming," where customers visit physical stores to examine products but ultimately purchase them online at lower prices. This behaviour highlights the growing influence of digital channels on consumer decision-making.

To address these challenges, retailers are adopting integrated strategies that combine the strengths of both online and offline shopping. This omnichannel approach allows customers to enjoy flexibility and convenience. For instance, consumers can browse products online and collect them from stores, or they may visit stores for product trials and later place orders online. Such strategies aim to enhance customer experience while maintaining competitiveness in the evolving market.

The influence of online shopping is particularly prominent among younger consumers who are more comfortable with digital technologies and online payment systems. The availability of mobile wallets, credit/debit card facilities, and cash-on-delivery options has simplified online transactions. Furthermore, advancements in logistics and delivery systems have made online shopping faster and more reliable.

At the same time, certain challenges associated with online shopping continue to exist. Issues such as product quality discrepancies, size mismatches, delivery delays, and concerns regarding authenticity may discourage some consumers from purchasing apparel online. These limitations provide opportunities for offline retailers to retain their relevance by emphasizing quality assurance and personalized service.

Understanding the impact of online shopping on offline retail stores is therefore crucial for businesses in the textile and apparel industry. Retailers must analyse consumer preferences, purchasing patterns, and the factors influencing channel selection in order to develop effective marketing and operational strategies.

This study aims to examine the extent to which online shopping influences traditional retail stores, particularly in the textile and apparel sector. It focuses on analysing consumer behaviour, shopping preferences, and the key factors that drive customers to choose between online and offline channels. The study also explores how retailers can adapt to changing market dynamics by integrating digital and physical retail strategies.

In conclusion, the retail environment is continuously evolving due to technological advancements and changing consumer lifestyles. While online shopping offers convenience, variety, and cost advantages, offline stores continue to provide experiential and quality-based benefits. The future of the textile and apparel industry lies in balancing these two channels effectively. The findings of this study are expected to provide valuable insights for retailers to enhance competitiveness and meet the demands of modern consumers in an increasingly digital world.

Review of Literature

1. Kumawat and Tare (2018) ^[1] conducted a study titled Comparative Study on Online and Offline Shopping. The objective of the study was to analyse consumer preferences between online and offline shopping. The research adopted a literature review methodology analysing previous studies related to consumer behaviour. The analysis focused on factors such as convenience, price advantage, product availability and trust. The findings revealed that consumers prefer online shopping because of discounts and convenience, while offline shopping remains important for products such as apparel where consumers prefer physical inspection. The study suggested that retailers should

integrate both online and offline channels to improve customer satisfaction.

2. Agarwal, Singh, Mishra and Garg (2024) ^[2] conducted a study titled The Shift in Clothing Shopping Preferences: An Analysis of Online and Offline Consumer Behaviour. The objective was to analyse changing consumer preferences in clothing purchases. The study used survey methodology and statistical analysis. The findings indicated that consumers prefer online shopping due to product variety and price comparison while offline stores are preferred for trying clothes and evaluating quality.
3. Cai (2023) ^[3] conducted a study titled Effects of Online and Offline Stores on Apparel Brand Performance. The objective was to examine the effect of both retail channels on apparel brand performance. The research used a systematic review methodology. The findings revealed that companies operating both online and offline channels experience higher sales and brand visibility.
4. Mahdi, Iqbal, Ferdous, Akter, Islam and Hossain (2024) ^[4] conducted a study titled Experience and Preference of Online-Offline Shopping of Fashion Products. The objective was to understand shopping behaviour among Gen Z consumers. The study used interviews and surveys as research methods. The findings revealed that Gen Z consumers prefer online platforms due to convenience and digital accessibility but still visit offline stores for product evaluation.
5. Rani (2021) ^[5] conducted a study titled Online Shopping Behaviour for Apparel. The objective was to analyse factors influencing online apparel purchasing behaviour. The research used literature review methodology. The findings indicated that internet penetration and technological development have increased online apparel purchases.
6. Zamfirache, Neacsu, Madar, Balasescu and Balasescu (2024) ^[6] conducted a study titled Behavioural Differences and Purchasing Experiences through Online Commerce or Offline Retail Structures. The objective was to examine behavioural differences between online and offline shopping. The research used a quantitative survey approach. The findings revealed that convenience and accessibility drive online shopping while experiential factors attract consumers to physical stores.
7. Gupta and Sharma (2019) ^[7, 10] conducted a study on Consumer Behaviour towards Online and Offline Shopping in Apparel Industry. The objective was to analyse consumer buying behaviour in clothing purchases. The methodology involved survey research and descriptive analysis. The findings indicated that online shopping is preferred for price benefits while offline shopping is preferred for product quality assurance.
8. Kumar and Singh (2020) ^[8] conducted a study on Factors Influencing Online Apparel Shopping Behaviour in India. The objective was to identify factors influencing online apparel purchases. The study used survey methodology and regression analysis. The results showed that convenience, home delivery and price discounts strongly influence online apparel purchases.

9. Verma and Kaur (2020) ^[9] conducted a study on Impact of E-Commerce on Traditional Retail Stores. The objective was to analyse the effect of online shopping on offline retailers. The study used survey research and statistical analysis. The findings showed that the rapid growth of e-commerce has affected traditional retail sales.
10. Sharma (2019) ^[10] conducted a study on Customer Satisfaction in Online and Offline Apparel Retailing. The objective was to compare satisfaction levels in both shopping channels. The research used survey methodology with Likert scale analysis. The findings revealed that offline stores provide higher satisfaction in product quality inspection while online stores provide convenience.
11. Bhatia (2018) ^[11] conducted a study on Influence of Digital Marketing on Online Apparel Purchase Behaviour. The objective was to analyse the role of digital marketing in online apparel purchases. The findings showed that social media marketing significantly influences consumers to purchase clothing online.
12. Jain and Mishra (2019) ^[12] conducted a study on Consumer Perception towards Online Fashion Retailing in India. The objective was to analyse consumer perception toward online fashion retail platforms. The study used questionnaire surveys and factor analysis. The findings revealed that trust and convenience influence online shopping behaviour.
13. Kapoor (2017) ^[13] conducted a study on Online vs Offline Retailing: Consumer Preference Analysis. The objective was to compare consumer preferences for online and offline shopping channels. The findings indicated that younger consumers prefer online shopping while older consumers prefer offline stores.
14. Singh and Srivastava (2018) ^[14] conducted a study on Determinants of Online Shopping Adoption in Apparel Sector. The objective was to identify factors influencing online shopping adoption. The study used regression analysis and survey research. The findings showed that ease of use and perceived usefulness influence online shopping adoption.
15. Chatterjee (2019) ^[15] conducted a study on Impact of E-Commerce Growth on Apparel Retail Industry. The objective was to examine how e-commerce growth influences apparel retailing. The study found that online platforms provide greater product variety and price transparency.
16. Patel and Shah (2020) ^[16] conducted a study on Customer Buying Behaviour in Fashion Retailing. The objective was to analyse buying behaviour in fashion retailing. The research used survey methodology and statistical analysis. The findings revealed that convenience and time saving motivate consumers to shop online.
17. Wang and Li (2021) ^[17] conducted a study on Consumer Trust and Online Fashion Retailing. The objective was to analyse the role of trust in online shopping. The research used structural equation modelling. The findings showed that website reliability and trust influence purchase intention.
18. Das (2019) ^[18] conducted a study on Role of Technology in Transforming Retail Shopping Behaviour. The objective was to analyse the impact of technology on consumer shopping behaviour. The findings showed that smartphone usage and internet accessibility have increased online shopping adoption.
19. Roy and Ghosh (2020) ^[19] conducted a study on Impact of Online Shopping on Traditional Textile Retailers. The objective was to examine the effect of online shopping on traditional textile businesses. The findings indicated that online shopping has reduced customer visits to offline stores.
20. Mehta and Agarwal (2021) ^[20] conducted a study on Consumer Preference towards Online Fashion Retail Platforms. The objective was to analyse consumer preference for online fashion platforms. The study used survey methodology. The findings revealed that discounts, convenience and product variety influence online shopping behaviour.

Research gap

1. Most studies focus on general online shopping behaviour rather than specifically on the textile and apparel industry.
2. Limited research has analysed the direct influence of online shopping on offline textile stores.
3. Many studies examine either online shopping behaviour or offline retail performance separately rather than comparing both channels together.
4. Few studies focus on regional consumer behaviour and local textile markets in developing countries.
5. There is limited research analysing consumer satisfaction and purchasing patterns in both online and offline apparel shopping simultaneously.

Objectives of the Study

Objective 1

To examine the factors influencing consumers to choose online shopping.

Objective 2

To evaluate the impact of online shopping on offline textile store performance.

Research Methodology

This study is descriptive and analytical in nature, where descriptive research helps in understanding consumer behaviour towards online and offline shopping, while analytical research is used to examine relationships and differences between variables. The study follows a quantitative research design, in which data is collected through structured questionnaires, focusing on measurable factors such as consumer preferences and shopping patterns. The population for this study includes consumers who purchase textile and apparel products, covering both online and offline shoppers. The sampling technique adopted is convenience sampling, with a sample size of 101 respondents. Data for the study is collected using both primary and secondary methods, where primary data is gathered through questionnaires using Google Forms or survey forms, and secondary data is collected from journals, websites, and reports related to online shopping and the textile industry. For data analysis, various statistical tools are used, including correlation analysis to identify the relationship between online shopping behaviour and offline store performance and to determine whether the relationship is positive or negative, ANOVA (Analysis of Variance) to

compare differences among multiple groups such as age, income, and shopping frequency and to understand whether different groups behave differently, and the independent t-test to compare mean differences between two groups, such as male and female shopping behaviour or online versus offline preference, thereby determining whether the differences between groups are statistically significant.

Analysis

1. Age

Frequency distribution of age

Frequencies of 1. Age (t)			
1.Age (t)	Counts	% of Total	Cumulative %
Above 50	1.00	1.0%	1.0%
41-50	4.00	4.0%	5.0%
31-40	7.00	6.9%	11.9%
21-30	78.00	77.2%	89.1%
Below 20	11.00	10.9%	100.0%

Interpretation

The above table shows the age-wise classification of respondents. From the data, we can understand that 77.2% (78) of the respondents belong to age group (21–30). Additionally, 10.9% (11) belong to age group (Below 20), 6.9% (7) belong to age group (31–40), 4.0% (4) belong to age group (41–50), and 1.0% (1) belongs to age group (Above 50).The majority of respondents, representing 77.2% (78) of the total sample, belong to the age group (21–30).

2. Gender

Frequency of gender

Frequencies of 2. Gender t			
2.gender t	Counts	% of Total	Cumulative %
female	76.0	75.2%	75.2%
male	25.0	24.8%	100.0%

Interpretation

The above table shows the gender-wise classification of respondents. From the table, we can understand that 75.2% (76) of the respondents are Female and 24.8% (25) of the respondents are Male.The majority of respondents, representing 75.2% (76) of the total sample are Female.

3. Occupation

Frequencies of occupation

Frequencies of 3. Occupation (t)			
3.occupation (t)	Counts	% of Total	Cumulative %
student	59.00	58.4%	58.4%
employee	21.00	20.8%	79.2%
business	12.00	11.9%	91.1%
homemaker	9.00	8.9%	100.0%

Interpretation

The above chart illustrates the occupational distribution of the respondents. Based on the frequency counts, the largest group consists of Student with approximately 59 respondents, followed by Employee with 21, Business with 12 and Homemaker with 9. The majority of the respondents are student accounting for more than half of the total participants.

4. Monthly income

Frequency of monthly income

Frequencies of 4. Monthly Income (t)			
4.monthly income (t)	Counts	% of Total	Cumulative %
Above ₹45,000	19.0	18.8%	18.8%
₹30,001–₹45,000	13.0	12.9%	31.7%
₹15,001–₹30,000	12.0	11.9%	43.6%
Below ₹15,000	57.0	56.4%	100.0%

Interpretation

The above table shows the monthly income classification of respondents. From the table, we can understand that 56.4% (57) of the respondents belong to income bracket below ₹15,000. Furthermore, 11.9% (12) belong to income bracket ₹15,001–₹30,000, 12.9% (13) belong to income bracket ₹30,001–₹45,000, and 18.8% (19) belong to income level Above ₹45,000.The majority of respondents, specifically 56.4% (57), fall into the income bracket of (Below ₹15,000).

Independent Sample T-Test between the factors influencing consumers to choose online shopping, the impact of online shopping on offline textile store performance and gender

Independent Samples T-Test				
		Statistic	df	p
Objective1 round off	Student's t	0.399	99.0	.691
objective 2 round off	Student's t	-1.516 ^a	99.0	.133
Note. H _a μ ₂ ≠ μ ₁				
^a Levene's test is significant (p < .05), suggesting a violation of the assumption of equal variances				

Inference

There is no significant difference between gender with respect to the factors influencing consumers to choose online shopping, as the p-value (0.691) is greater than 0.05. There is no significant difference between gender and the impact of online shopping on offline textile store performance, since the p-value (0.133) is greater than 0.05.

One-Way ANOVA between occupation and the factors influencing consumers to choose online shopping.

Hypothesis:

H₀: There is no significant difference between occupation and the factors influencing consumers to choose online shopping.

H₁: There is a significant difference between occupation and the factors influencing consumers to choose online shopping.

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Objective1 round off	1.79	3	24.5	.175

Inference

For occupation and the factors influencing consumers to choose online shopping, the p-value (0.175) is greater than 0.05. Therefore, there is no significant difference among different occupation groups.

One-Way ANOVA between monthly income and the factors influencing consumers to choose online shopping.

Hypothesis:

H₀: There is no significant difference between monthly income and the factors influencing consumers to choose online shopping.

H₁: There is a significant difference between monthly income and the factors influencing consumers to choose online shopping.

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Objective1 round off	1.26	3	28.6	.305

Inference

For monthly income and the factors influencing consumers to choose online shopping, the p-value (0.305) is also greater than 0.05. Hence, there is no significant difference among different income groups.

One-Way ANOVA between occupation and the impact of online shopping on offline textile store performance.

Hypothesis:

H₀: There is no significant difference between occupation and the impact of online shopping on offline textile store performance.

H₁: There is a significant difference between occupation and the impact of online shopping on offline textile store performance.

One-Way ANOVA (Welch's)				
	F	df1	df2	p
objective 2 round off	2.12	3	25.9	.122

Inference

For occupation and the impact of online shopping on offline textile store performance, the p-value (0.122) is greater than 0.05. Therefore, there is no significant difference among different occupation groups.

Correlation Matrix			
		objective round off	objective 2 round off
Objective round off	Pearson's r	—	
	df	—	
	p-value	—	
objective 2 round off	Pearson's r	0.516	—
	df	99	—
	p-value	<.001	—

Inference

There is a moderate positive and statistically significant relationship between the factors influencing consumers to choose online shopping and the impact of online shopping on offline textile store performance ($r = 0.516, p < 0.001$).

Findings

1. The majority of respondents (77.2%) belong to the 21–30 age group, indicating that young adults are the most active participants in shopping, especially online platforms.
2. Female respondents dominate the sample (75.2%), suggesting that women are more actively involved in textile and apparel purchasing decisions.
3. Most respondents are students (58.4%), followed by employees, showing that younger and academically engaged individuals are more inclined toward online shopping.

One-Way ANOVA between monthly income and the impact of online shopping on offline textile store performance

Hypothesis

H₀: There is no significant difference between monthly income and the impact of online shopping on offline textile store performance.

H₁: There is a significant difference between monthly income and the impact of online shopping on offline textile store performance.

One-Way ANOVA (Welch's)				
	F	df1	df2	p
objective 2 round off	2.50	3	30.7	.078

Inference

For monthly income and the impact of online shopping on offline textile store performance, the p-value (0.078) is also greater than 0.05. Hence, there is no significant difference among different income groups.

Correlation between the factors influencing consumers to choose online shopping, the impact of online shopping on offline textile store performance

Hypothesis

H₀: There is no significant relationship between the factors influencing consumers to choose online shopping, the impact of online shopping on offline textile store performance

H₁: There is a significant relationship between the factors influencing consumers to choose online shopping, the impact of online shopping on offline textile store performance

4. A significant portion of respondents (56.4%) fall under the low-income category (Below ₹15,000), indicating that price sensitivity plays a major role in purchasing behaviour.
5. No significant difference exists between gender and factors influencing online shopping ($p = 0.691$).
6. No significant difference exists between gender and the impact on offline store performance ($p = 0.133$). This implies that both male and female consumers exhibit similar shopping behaviour patterns.
7. No significant difference was found among different occupation groups ($p = 0.175$). Occupation does not significantly influence online shopping preference.
8. No significant difference among income groups ($p = 0.305$). Consumers across income levels show similar tendencies toward online shopping.
9. No significant differences were found ($p > 0.05$). The perceived impact of online shopping on offline stores is

consistent across different occupation and income groups.

10. A moderate positive relationship ($r = 0.516$, $p < 0.001$) exists between:

- Factors influencing online shopping
- Impact on offline textile store performance

This indicates that as online shopping factors (convenience, price, digital influence) increase, the impact on offline stores also increases significantly.

Suggestions

1. Adopt Omnichannel Strategy

Textile retailers should integrate both online and offline channels to provide a seamless shopping experience (e.g., click-and-collect, online browsing with in-store trials).

2. Enhance In-Store Experience

Offline stores should focus on improving customer experience through better ambience, personalized service, and product trials to attract customers.

3. Competitive Pricing Strategies

Retailers should offer competitive pricing, discounts, and loyalty programs to match online platform benefits.

4. Digital Presence for Offline Stores

Traditional textile stores should establish an online presence through websites or social media platforms to reach a wider audience.

5. Focus on Young Consumers

Since the majority of shoppers are young (21–30), marketing strategies should target this segment using digital marketing and influencer promotions.

6. Improve Trust in Online Shopping

Online retailers should ensure accurate product descriptions, easy return policies, and quality assurance to reduce customer hesitation.

7. Utilize Technology

Adoption of technologies such as virtual try-ons, AI-based recommendations, and mobile apps can enhance both online and offline shopping experiences.

8. Strengthen Customer Relationships

Retailers should build strong relationships through personalized communication, after-sales service, and customer feedback systems.

Conclusion

The study reveals that online shopping has significantly influenced consumer behaviour in the textile and apparel industry. Factors such as convenience, affordability, digital accessibility, and product variety have encouraged consumers—especially young individuals—to prefer online shopping platforms. However, offline stores continue to hold importance due to their ability to provide physical inspection, product trials, and personalized customer service.

The statistical analysis indicates that demographic factors such as gender, occupation, and income do not significantly affect online shopping behaviour or its impact on offline stores. This suggests that the shift toward online shopping is a widespread trend across different consumer groups. Additionally, the positive correlation between online shopping factors and offline store impact highlights the growing competitive pressure faced by traditional retailers.

In conclusion, while online shopping continues to grow rapidly, offline retail is not becoming obsolete but is evolving. The future of the textile and apparel industry lies in adopting an integrated omnichannel approach that combines the strengths of both online and offline platforms. Retailers who successfully adapt to this changing environment will be better positioned to meet consumer expectations and sustain long-term growth.

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