



A Study on Customers Positive Attitude and Perception on Online Purchasing of Fashion Apparel

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ABSTRACT

Electronic marketing is the new transformation in the ongoing years. Technology isn't just rising as one of the day by day schedules, for the associations yet for the customers moreover. Over the previous decade, the vast majority of the business associations are dashing with innovative change. The change of the customary business into the E-Commerce is profiting the Industries and in this way, the incomes and the economy of the nations are believed to reinforce. Industry specialists are flourishing to comprehend the client's behaviour and their frames of mind. The web-based shopping and marketing are reasonably clear to demonstrate the equivalent. Before long, the digitalism will turn into a heavy-handed dispersion channel for the lion's share of fruitful business visionaries. The organisations should initially focus on understanding the mentalities and behaviour of its potential customers who are the real purchasers with various decisions of web architecture and site unwavering quality/culmination however comparative assessments of site protection/security issues, which understood that security/security issues are the key impacting highlights to generally on the web purchasers. In this paper, we have presented the results of a questionnaire survey which has focussed on understanding positive attitude and perception on online purchasing of fashion apparels. A questionnaire survey has been carried out and the results were interpreted with the help of the IBM SPSS tool. It has been observed that customers have a positive attitude and perception on online purchasing of fashion apparel.

KEYWORDS: E-commerce, Perception, Attitude, Electronic marketing, Fashion apparel.

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