

Youngsters behaviour towards online marketing of apparels

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Abstract: This research study aims to examine the behavior of youngsters towards online marketing of apparels in rural areas, focusing on the impact of access to online shopping, demographic factors, and the influence of social groups on their behavior. The study also investigates whether attitudes and the ability to access online shopping play a role in shaping youngsters' behavior.

The first objective of this study is to analyze the impact of access to online shopping on youngsters' behavior towards online marketing of apparel in rural areas. The widespread availability of online shopping platforms has significantly influenced consumer behavior, and this research aims to determine how it specifically affects the behavior of youngsters residing in rural areas.

The second objective is to investigate the influence of demographic factors on youngsters' behavior towards online marketing of apparel in rural areas. Demographic variables such as age, gender, income, and educational level may have varying effects on their online purchasing behavior, and this study seeks to explore these relationships.

Furthermore, the research aims to determine whether the behavior of youngsters towards online marketing of apparels in rural areas is dependent on their attitudes, opinions of social groups, or their ability to access online shopping. Understanding the underlying factors that shape youngsters' behavior is essential for marketers and policymakers to effectively target this demographic.

To achieve these objectives, a mixed-methods approach will be employed, including both qualitative and quantitative data collection and analysis. Surveys, interviews, and focus groups will be conducted to gather data on youngsters' behavior, attitudes, and opinions towards online marketing of apparels in rural areas. Statistical analysis will be performed to identify correlations and associations between variables.

The findings of this research study will contribute to the existing body of knowledge on consumer behavior and online marketing in rural areas, specifically among youngsters. The results will have implications for marketers, policymakers, and businesses looking to target this demographic effectively. By understanding the factors that influence youngsters' behavior, strategies can be developed to enhance their engagement with online marketing of apparels in rural areas.

Keywords: *Youngsters Behavior, Online Marketing of Apparels, Apparel Marketing.*

INTRODUCTION

The rapid advancements in technology and the widespread availability of the internet have revolutionized the way people engage with various aspects of their lives, including shopping. Online marketing, particularly in the apparel industry, has gained immense popularity in recent years. This phenomenon has not only transformed the shopping habits of individuals but has also presented unique opportunities and challenges for marketers.

Understanding the behavior of youngsters towards online marketing of apparel has become increasingly important, especially in rural areas. While previous research has primarily focused on urban settings, there is a need to explore the impact of online shopping on youngsters residing in rural regions. This research study aims to investigate the influence of online shopping accessibility on youngsters' behavior towards online marketing of apparel in rural areas.

The first objective of this study is to examine the impact of social groups' opinions on youngsters' intention to engage in online marketing of apparels in rural areas. Youngsters often seek validation and acceptance from their peers and social circles, and these opinions can significantly shape their choices and preferences.

Additionally, this research will investigate how demographic factors of youngsters in rural areas affect their behavior towards online marketing of apparel. Factors such as age, gender, income level, and educational background may play a significant role in shaping their attitudes and preferences.

Furthermore, this study aims to determine whether youngsters' behavior towards online marketing of apparel in rural areas is influenced by their attitudes and opinions regarding online shopping or their actual ability to access online platforms. Understanding the interplay between attitudes, opinions, and accessibility is crucial for formulating effective marketing strategies targeted towards rural youngsters.

By examining these factors, this research study seeks to contribute to the existing body of knowledge on youngsters' behavior towards online marketing of apparel in rural areas. The findings of this study will provide valuable insights for marketers, policymakers, and stakeholders involved in the apparel industry, enabling them to develop targeted strategies that cater to the specific needs and preferences of youngsters in rural regions. Ultimately, this research aims to bridge the gap between urban and rural contexts, fostering a more inclusive and comprehensive understanding of the impact of online marketing on youngsters' behavior in the apparel industry.

Review of Literature

There has been much research on the Theory of Reasoned Action (Ajzen & Fishbein, 1980; Sheppard, Hartwick, and Warshaw, 1988), Theory of Planned Behavior (Ajzen, 1991), and Decomposed Theory

of Planned Behavior (Taylor and Todd, 1995), but they were mainly used for products that were already on the market and included the perspective of society (Subjective norm).

The study by Davis, Bagozzi, and Warshaw (1989) contrasted the Technology Acceptance Model (TAM) with the Theory of Reasoned Action (TRA), resulting in TAM and TRA convergence. As a result, a model was developed based on the three theoretical determinants of perceived usefulness, perceived ease of use, and behaviour intention. The study discovered that social norms (SN) are a poor factor of action intention. TAM does not include social norms (SN) as a determinant of behaviour intention (BI), even though they are a significant factor as postulated by the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB).

Shopping behaviour is a multifaceted and complex subject. Due to several interconnected elements, defining shopping orientation is quite challenging. Although many scholars explain the idea of shopping orientation from diverse angles, several major characteristics (or concepts) are repeated in each presentation. Demographic characteristics are segmentation variables that are quantifiable and recognised. Due to increased competition from new retail formats, buyers are increasingly visiting many retail stores/formats and establishing loyalty to a group of stores/formats rather than gravitating to just one store or format to meet a variety of buying requirements and motives (Prasad and Aryasri, 2011; Gupta and Chintagunta, 2011). Furthermore, changes in Indian consumers' lifestyles and the accompanying changes in consumption patterns cause changes in consumer purchasing trends as well as the variables that push people into stores (Kaur and Singh, 2006).

Fleishman, S. J., Leaver-Fay, A., Corn, J. E., Strauch, E. M., Khare, S. D., Koga, N., ... & Baker, D. (2011) investigated Indian small-town consumers' opinions about malls and discovered that hedonic and utilitarian values were the most crucial shopping motives impacting their attitudes toward malls. However, it is discovered that they priorities emotional rather than utilitarian shopping values. In contrast to previous research, which looked at the impact of functional attributes (such as product quality, product assortment, service quality, and store atmosphere) on shopping value in supermarket and traditional retail formats, this study looked at the impact of functional attributes (such as product quality, product assortment, service quality, and store atmosphere) on shopping value in the supermarket and traditional retail formats. His research implies that functional features help buyers choose retail formats based on hedonic and utilitarian values. As customers' expectations rise, it is more important than ever for businesses to avoid customer complaints, which invariably lead to disappointment. Jackson (1999) highlighted conditions that lead consumers to dissatisfaction with retail brands. The concept of shopping orientation was first articulated by Stone (1954). He was referring to shopping habits or consumer patterns that place a premium on specific activities. Other researchers expanded on this description by stating that shopping-specific lifestyles include shopping-related activities, interests, and viewpoints. The various definitions of shopping orientation reflect a complex personal, economic, societal, and recreational phenomenon (Darden and Howell, 1987; Shim and Kotsiopulos, 1993). Diverse demands and preferences for information sources, store preferences, and retail qualities are shown by shoppers with different shopping orientations (Shim and Kotsiopulos, 1992). Shoppers behave differently depending on where they shop and how involved they are in the shopping process. Cardoso and Pinto (2010) looked at hedonic and utilitarian shopping motivations in young adult Portuguese consumers. They identified seven shopping dimensions: pleasure and gratification shopping, idea shopping, social shopping, role shopping, value shopping, achievement shopping, and efficiency-related shopping. Observations of shopper behaviour in stores reveal that every purchase involves some or all of a process that follows a constant SeeTouch-Sense-Select

sequence. Connolly and Lindsay (2001) divided shopping behaviour into three categories: (a) blinkered mode, in which shoppers confidently and efficiently zoom in on familiar brands, with no time or interest in logical label reading or studying product attributes, and (b) "magpie mode," in which the shopper allows himself or herself to be distracted and attracted by different brands on display, and (c) "browser mode," in which the shopper behaves more rationally, reading the". In India, there is an increasing need to assess the factors influencing shopping behaviour. Shoppers are hesitant to abandon traditional purchasing methods because clothes stores provide high levels of individualised care. Consumer buying behaviour is essential to developing a successful marketing plan, which is necessary for any company's effectiveness and profitability. Compared to the theoretical and empirical work on brand choice behaviour, store patronage behaviour has received little attention in the past (Darden and Howell, 1987). Consumers use shopping rather than brand strategies to solve many consumption problems (Darden and Howell, 1987).

While shoppers frequent stores, Rhee and Bell (2002) believe they have a primary allegiance to a "principal store" that accounts for most of their purchases. According to Taher et al. (1996), it is critical for retailers to systematically gather information on their customers' shopping experiences and then plan to establish store loyalty based on augmented services, including the financial implications. According to research, consumers determine which store will be their primary store based on store qualities. The impact of retail store features on store choice and purchases has been studied empirically (Leszczyc and Timmermans, 1997). A study looked at the impact of a consumer's demographic profile on their decision to buy branded clothing, as well as consumer awareness of different apparel brands available in the Indian market from a gender perspective, and whether there is a significant difference in total expenditure on branded clothing between males and females. According to the findings, there were no significant differences in brand awareness, shopping frequency, or shopping expenditure between males and females. The tendency of shoppers to concentrate on the same store has been studied in store choice and patronage research. Existing models predict customer purchasing and patronage behaviour using a collection of common characteristics. The previously developed patronage models are briefly reviewed in this section, and then the key constructs are compared and explored to build a conceptual foundation for the research. Monroe and Gultinan provided the first complete model to explain the structural links among influencing variables of store choosing behaviour. Monroe and Gultinan (1975) claimed that the sequential influences of multiple constructs explain shoppers' store patronage behaviour in changing contexts: shoppers' characteristics, planning and budgeting tactics, the importance of store qualities, and store perception. Finally, the researcher advocated separating store perceptions and attribute importance because of the relative persistence and generality of store views compared to the importance of store attributes. They also stressed the value of prior retail experience in developing store selection methods (Laaksonen, 1993; Monroe and Gultinan, 1975). Darden and Howell (1987) modified Monroe and Gultinan's (1975) retail patronage model by emphasising the relevance of enduring and steady shopping orientation in determining a shopper's store choice. The patronage model of consumer behaviour, established by Darden et al. (1980), provided a comprehensive picture of patronage behaviour.

Methodology

Descriptive research design has been adopted for this research where the quantitative analysis is done for hypotheses testing. Exploratory research was conducted for framing bases for stated objectives and hypotheses. And hence overall the research design resulted into a mix method research.

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Primary data has been collected by survey of 100 youngsters from 14 talukas of Pune district which resulted into 1400 sample size. Structured close ended questionnaire was administered to collect primary data. Understanding the student behaviour towards online marketing of apparel was the major aim of this research and hence, following research questions were framed.

1. What is the impact of the ability to access online shopping on youngsters' behaviour towards online Marketing of apparel in rural areas?
2. Do the demographic factors of youngsters affect their behaviour towards online Marketing of apparel in rural areas?
3. Is the youngster's behaviour dependent on attitude, opinion of social groups or their ability to access online shopping?

Above research questions were converted into a research objective as mentioned below:

1. To find out the impact of the opinion of social groups on youngster's intention towards online marketing of apparels in rural area.
2. To study the impact of various factors related to access of online marketing of apparels in rural area on youngster's intention.

Research hypothesis is something that researcher has assumed aiming the proposed outcome of the study. Research objectives generally forms the bases for setting up the hypotheses of the study.

1. *Ha1 = Youngster's behaviour towards online marketing of apparels is dependent on the opinion of social groups.*
H₀1 = Youngster's behaviour towards online marketing of apparels is not dependent on the opinion of social groups.
2. *Ha2 = Youngster's behaviour towards online marketing of apparels is dependent on the access to online marketing.*
H₀2 = Youngster's behaviour towards online marketing of apparels is not dependent on the access to online marketing.

Data Analysis

SPSS tool has been used for data analysis and hypotheses testing. Regression statistics was adopted for hypothesis testing.

Hypothesis 1

1. *Ha1 = Youngster's behaviour towards online marketing of apparels is dependent on the opinion of social groups.*
H₀1 = Youngster's behaviour towards online marketing of apparels is not dependent on the opinion of social groups.

Regression statistics is estimated to test this hypothetical relationship between youngster's behavior towards online marketing of apparels and the opinion of social groups. The test of regression is adopted to test the causal relationship between youngster's behavior towards online marketing of apparels in rural areas and the opinion of social groups. The table given below determines the regression equation between dependent variable that is youngster's behaviour and independent variables like opinion of social groups.

Table 0-1 Variable summary Hypothesis 1

Variables Entered/Removed ^b	
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Model	Variables Entered	Variables Removed	Method
1	Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels, My friends and family members have recommended me the online shopping of apparels, Social media platforms are the best virtual source of recommendation for online shopping of apparels, Family members appreciated my online shopping of apparels, Friends appreciated my online shopping of apparels, Product reviews by previous consumers helps in building trust about product quality ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Behavior			

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and the opinion of social groups as an independent variable.

Table 0-2 Model summary Hypothesis 1

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.748 ^a	0.56	0.558	0.975	0.56	295.389	6	1393	.000	2.122
a. Predictors: (Constant), Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels, My friends and family members have recommended me the online shopping of apparels, Social media platforms are the best virtual source of recommendation for online shopping of apparels, Family members appreciated my online shopping of apparels, Friends appreciated my online shopping of apparels, Product reviews by previous consumers helps in building trust about product quality										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of opinion of social groups towards online marketing of apparels in rural area on the youngster's behavior. The Model summary of the hypothesized regression test suggests that the multiple Correlation between opinion of social groups and youngster's behavior towards online marketing of apparels in rural area is 74.8% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables. R² value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R² indicates the strength of dependency of youngster's behavior on the opinion of social groups towards online marketing of apparels in rural area. Higher is the R² that is regression coefficient, higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 56.0% dependent on the opinion of social groups.

Table 0-3 ANOVA Hypothesis 1

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ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1684.46	6	280.743	295.389	.000 ^a
	Residual	1323.93	1393	0.95		
	Total	3008.39	1399			
a. Predictors: (Constant), Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels, My friends and family members have recommended me the online shopping of apparels, Social media platforms are the best virtual source of recommendation for online shopping of apparels, Family members appreciated my online shopping of apparels, Friends appreciated my online shopping of apparels, Product reviews by previous consumers helps in building trust about product quality						
b. Dependent Variable: Behavior						

Interpretation:

Analysis of variance calculates the variability within the hypothesized regression model for making foundation of significance level determining acceptance or rejections of the hypothesized regression model.

Significant probability value $p \Rightarrow 0.05$ of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour towards online marketing of apparels is dependent on the opinion of social groups.

Table 0-4 Coefficients Hypothesis 1

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.637	0.072		36.606	.000	2.495	2.778
	Friends appreciated my online shopping of apparels	0.095	0.033	0.137	2.907	0.004	0.031	0.159
	Family members appreciated my online shopping of apparels	0.012	0.036	0.016	0.346	0.729	-0.058	0.083
	My friends and family members have recommended me the online shopping of apparels	0.162	0.03	-0.214	-5.423	.000	-0.221	-0.104
	Product reviews by previous consumers helps in building trust about product quality	0.035	0.041	-0.047	-0.848	0.397	-0.115	0.046
	Social media platforms are the best virtual source of recommendation for online shopping of apparels	0.125	0.033	0.157	3.819	.000	0.061	0.189
	Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels	0.522	0.039	0.693	13.424	.000	0.446	0.598
a. Dependent Variable: Behavior								

Interpretation:

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Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable.

“Family members appreciated my online shopping of apparels” and “Product reviews by previous consumers helps in building trust about product quality” has insignificant($p>0.05$) coefficient values which indicates that these two measurement variables of opinion of social groups do not have significant role in determining youngster’s behavior towards online marketing of apparels in rural area.

“Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels” is the most effective parameter of opinion of social groups with highest beta value of .522 (52.2%) in determining youngster’s behavior towards online marketing of apparels in rural area.

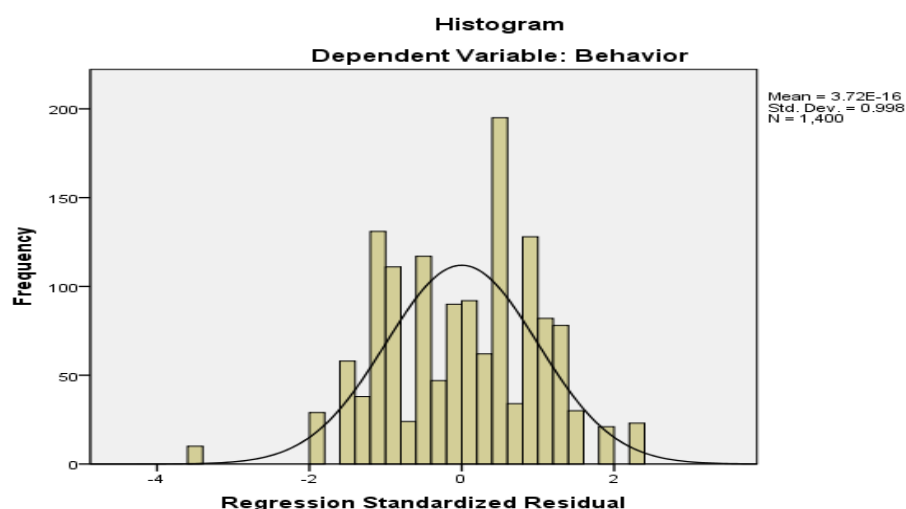
Table 0-5Residuals Statistics Hypothesis 1

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.96	6.63	5.08	1.097	1400
Residual	-3.372	2.306	0	0.973	1400
Std. Predicted Value	-1.937	1.409	0	1	1400
Std. Residual	-3.459	2.366	0	0.998	1400
a. Dependent Variable: Behavior					

Interpretation:

The ability of regression line to fit into the dataset of regression model for independent variable is defined by the residual statistics. Residual is actually nothing but the difference between predicted and observed values of regression data set depicting dependent and independent variable. Positive residual indicates the distance between observed variables above the regression line and negative for below the regression line. Mean residual close to 0 indicates the better fit of model and hence, we accept this hypothesized model as we have mean residual 0.000 for all the observed values as shown in above residual statistics table.

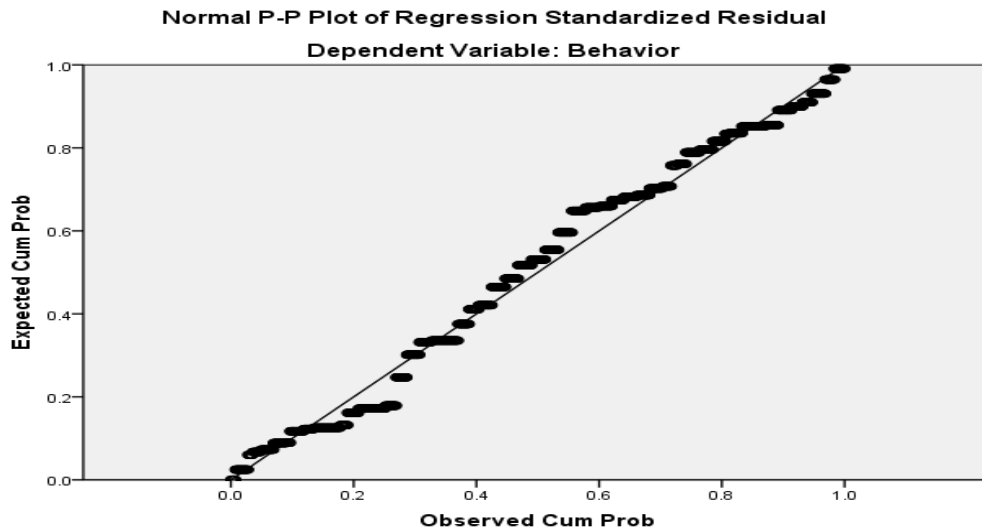
Graph 0-1Histogram Hypothesis 1



Interpretation:

Histogram for regression standardized residual forms normal bell shape curve for its data distribution and hence, we can observe that the data collected to test the hypothetical model was normally distributed which justifies the rejection of null hypothesis.

Graph 0-2 Normality of probability Hypothesis 1



Interpretation:

Probability of normality plot indicates how far the data was from regression lines for observed values in regression data set. As shown in above plot, there is very high probability on normality of data set as all the observation are very close to regression line and hence we reject the null hypothesis and it is proven that the Youngster's behaviour towards online marketing of apparels is dependent on the opinion of social groups.

Hypothesis 2

2. *Ha2 = Youngster's behaviour towards online marketing of apparels is dependent on the access to online marketing.*

H₀2 = Youngster's behaviour towards online marketing of apparels is not dependent on the access to online marketing.

Regression statistics is estimated to test this hypothetical relationship between youngster's access to online marketing and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's access to online marketing and their behavior towards online marketing of apparels in rural area. The table given below determines the regression equation between dependent variable that is youngster's behavior and independent variables related to access to online marketing of apparels in rural area.

Table 0-6 Model summary Hypothesis 2

Model Summary`					
Model	R				Change Statistics

		R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.680 ^a	0.463	0.457	1.08	0.463	85.252	14	1385	.000	1.957
a. Predictors: (Constant), Ease of finding desired products quickly, Apparels can be ordered from any place, Online apparel shopping is any time accessible, The Product classification given by sites is easy to understand, In case of doubts related to product quality, cash on delivery option can be chosen, Apparels that are out of stock can be requested as per the consumers demand, Favourite apparels can be found quickly without wasting any time, Online shopping provides me with branded fashion apparels, Due to quick delivery of apparels purchased I prefer shopping online, It is very easy to buy apparels online, No questions asked refund provided by online retailers makes me comfortable to shop again, E Commerce websites ensure safe and quick transactions, Can use multiple options to pay when I shop online for apparels, Online shopping saves me the effort of visiting stores.										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of variables measuring access to online marketing of apparels in rural area on the youngster's behavior. The Model summary of the hypothesized regression test suggests that the multiple Correlation between variables measuring access to online marketing of apparels in rural area and youngster's behavior is 74.8% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables.

R^2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R^2 indicates the strength of dependency of youngster's behavior on variables measuring access to online marketing of apparels in rural area. Higher is the R^2 that is regression coefficient, higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 56.0% dependent on variables measuring access to online marketing.

Table 0-7 ANOVA Hypothesis 2

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1392.5	14	99.464	85.252	.000 ^a
	Residual	1615.89	1385	1.167		
	Total	3008.39	1399			
a. Predictors: (Constant), Ease of finding desired products quickly, Apparels can be ordered from any place, Online apparel shopping is any time accessible, The Product classification given by sites is easy to understand, In case of doubts related to product quality, cash on delivery option can be chosen, Apparels that are out of stock can be requested as per the consumers demand, Favourite apparels can be found quickly without wasting any time, Online shopping provides me with branded fashion apparels, Due to quick delivery of apparels purchased I prefer shopping online, It is very easy to buy apparels online, No questions asked refund provided by online retailers makes me comfortable to shop again, E Commerce						

websites ensure safe and quick transactions, Can use multiple options to pay when I shop online for apparels, Online shopping saves me the effort of visiting stores
b. Dependent Variable: Behavior

Table 0-8 Coefficients Hypothesis 2

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.997	0.104		28.814	.000	2.793	3.201
	Online apparel shopping is any time accessible	0.231	0.039	0.339	5.868	.000	0.154	0.308
	Apparels can be ordered from any place	0.291	0.036	0.348	8.045	.000	0.22	0.362
	Favourite apparels can be found quickly without wasting any time	-0.086	0.037	-0.122	-2.345	0.019	-0.159	-0.014
	The Product classification given by sites is easy to understand	-0.082	0.039	-0.107	-2.112	0.035	-0.157	-0.006
	Apparels that are out of stock can be requested as per the consumers demand	-0.514	0.043	-0.696	-12.065	.000	-0.597	-0.43
	It is very easy to buy apparels online	0.291	0.062	0.34	4.717	.000	0.17	0.412
	In case of doubts related to product quality, cash on delivery option can be chosen	0.012	0.036	0.017	0.333	0.739	-0.059	0.083
	E Commerce websites ensure safe and quick transactions	-0.05	0.056	-0.065	-0.887	0.375	-0.161	0.061
	Online shopping saves me the effort of visiting stores	-0.109	0.064	-0.155	-1.695	.000	-0.235	0.017
	Can use multiple options to pay when I shop online for apparels	0.095	0.056	0.124	1.681	0.003	-0.016	0.205
	Online shopping provides me with branded fashion apparels	-0.098	0.047	-0.138	-2.062	0.039	-0.191	-0.005
	Due to quick delivery of apparels purchased I prefer shopping online	-0.116	0.049	-0.152	-2.374	0.018	-0.212	-0.02
	No questions asked refund provided by online retailers makes me comfortable to shop again	0.555	0.055	0.823	10.104	.000	0.448	0.663
	Ease of finding desired products quickly	0.057	0.043	0.081	1.331	0.013	-0.027	0.142
a. Dependent Variable: Behavior								

Variables measuring the access to online marketing of apparel in rural area that is “In case of doubts related to product quality, cash on delivery option can be chosen” and “E Commerce websites ensure

safe and quick transactions” has no significant ($p>0.05$) individual impact on youngster’s behavior towards online marketing.

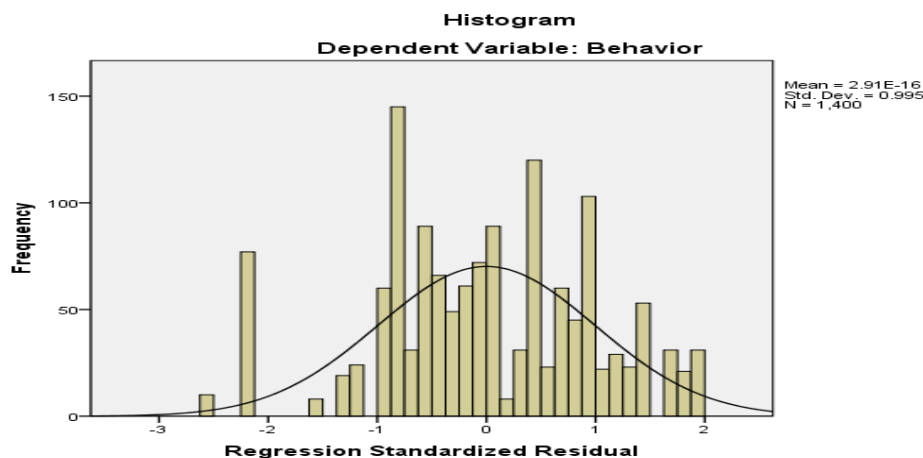
“No questions asked refund provided by online retailers makes me comfortable to shop again” is the individual variable with maximum impact on youngster’s behavior with 0.823 (82.3%) highest beta value.

Table 0-9 Residuals Statistics Hypothesis 2

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.50	6.85	5.08	.998	1400
Residual	-2.818	2.030	.000	1.075	1400
Std. Predicted Value	-2.589	1.767	.000	1.000	1400
Std. Residual	-2.609	1.879	.000	.995	1400

a. Dependent Variable: Behavior

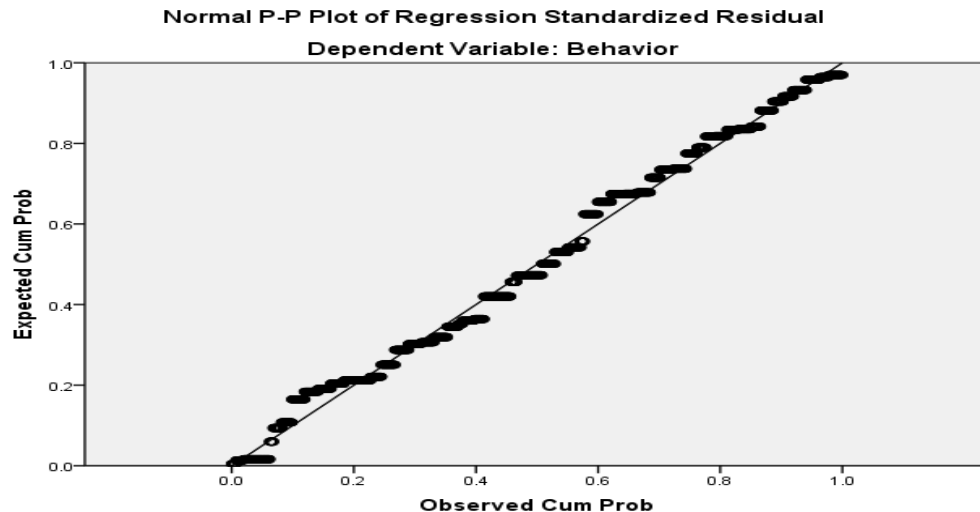
Graph 0-3 Histogram Hypothesis 2



Interpretation:

Histogram for regression standardized residual forms normal bell shape curve for its data distribution and hence, we can observe that the data collected to test the hypothetical model was normally distributed which justifies the rejection of null hypothesis.

Graph 0-4Probability of normality Hypothesis 2



Findings

In this regard, the objective of the Indian government is to provide citizens living in villages or rural parts of India the benefits of online services. The Impact of technology and smart phone penetration has led to rise in the way the youngsters or gen Z shop online today. With the availability of smart phones and access to internet due to advent of 3G,4G and now 5G due to players like Jio in the telecom sector E Commerce has seen a boom in the last 5 years. Previously Electronic goods owned 40% market share whereas Apparels had only a 26% market share. Today the market shares for electronics as well as apparels is 40%. Previously similar actions were performed using the interfaces that are consumer friendly like desktop computers and laptops. Now people have started shopping on the go. A wide range of products to choose from, no questions asked return policy, refund of the amount spend, increase in the quality of products, multiple sizes offered, even the plus sizes are available easily today. All these factors have ensured that Urban consumers shop online multiple times a week. Also the lack of time and availability of ample varieties and the convenience to shop from anywhere at any given point of time has resulted in multiple opportunities for consumers. Moreover, options to make payments from e-wallets, credit or debit cards or cash on delivery options makes it feasible for youngsters to shop online. The study was undertaken to understand if rural consumers are also benefitting from the same. Especially the rural youth who have access to smartphones and internet at their fingertips. Consumers spending of urban youth is certainly on the rise. The study intends to find out if the same phenomenon is taking place with rural consumers also. Youngsters shop for apparels online due to multiple reasons like the large variety, or range of apparels to choose from, from casual wear to ethnic wear all types of apparels are found online. All youngsters can choose any type of apparels as per their choice.

It is found that, the youngster's behavior towards online marketing of apparel in rural area is 56.0% dependent on the opinion of social groups. Significant probability value $p > 0.05$ of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour towards online marketing of apparels is dependent on the opinion of social groups. "Family members appreciated my online shopping of apparels" and "Product reviews by previous consumers helps in building trust about product quality" has insignificant ($p > 0.05$) coefficient values which indicates that these two measurement variables of opinion of social groups do not have significant role in determining

youngster's behavior towards online marketing of apparels in rural area. "Loyalty points and coupons are very effective tools for creating virtual buzz about online shopping of apparels" is the most effective parameter of opinion of social groups with highest beta value of .522 (52.2%) in determining youngster's behavior towards online marketing of apparels in rural area.

It is found that, the youngster's behavior towards online marketing of apparel in rural area is 56.0% dependent on variables measuring access to online marketing. Variables measuring the access to online marketing of apparel in rural area that is "In case of doubts related to product quality, cash on delivery option can be chosen" and "E Commerce websites ensure safe and quick transactions" has no significant ($p > 0.05$) individual impact on youngster's behavior towards online marketing. "No questions asked refund provided by online retailers makes me comfortable to shop again" is the individual variable with maximum impact on youngster's behavior with 0.823 (82.3%) highest beta value.

Conclusion and Discussion

Online shopping as a phenomenon has been growing since the last 5 years. After electronics the biggest market share of products sold online is apparels. E-tailers like Myntra, Ajio, Amazon, Limeroad, Flipkart have been the game changers when it comes to good quality affordable clothing for the youngsters. E-tailers have been serving urban markets for quite some time now. The reason for this study is to understand how the rural youth forms intentions to shop online with the study of Theory of Planned Behaviour. (Ajzen and Fishbein) Do they prefer buying apparels online or from retailers where they can handle or touch the product before making the purchase. Three aspects of Theory of Planned Behavior, Attitude, Subjective Norms, perceived behavioral control that leads to formation of intention leading to behavior (to buy or not to buy).

Consumer behavior as a subject is fascinating since it talks about Psychology and the influence of factors like cultural and social factors, influencers of family and friends and the aspiration of a particular lifestyle. Today's youth is Gen Z. They were the youngest people on the planet but now have been replaced by Gen Alpha.

1. Although credit and debit card transactions are on the rise associated with online shopping behavior, youngsters in rural areas opt for cash on delivery as they are comfortable with this mode of payment hence the E-commerce companies to keep this option open for youngsters.
2. Youngsters buying apparels online are males in majority hence to attract more rural female youngster's e commerce companies to offer discounts on most preferred apparels by female youngsters.
3. Maximum number of respondents have shopped online for apparels during special occasions and we can influence youngsters with the help of social groups to make online purchase of apparels on other days also by promotional offers
4. It is recommended to e commerce companies to promote sales by advertising on social media platforms, sending promotional SMS, print media and email marketing as this has found to have a positive impact on online marketing of apparels in rural areas.
5. It is recommended to e commerce companies that since casual wear is the most purchased type of apparel when youngsters shop online for apparels and others like formal wear, ethnic wear and

sportswear are bought less online hence ecommerce companies have to focus more on this type of clothing as it is the most preferred by youngsters.

E-commerce in rural India is on the rise as the trend of online shopping has become the trend in the last few years. In rural areas of India, there is a high penetration of internet and mobile-friendly individuals. The Indian government is leaving no stone unturned in establishing the connection between all the villages and small towns through optical fiber by keeping its eyes on making India digital on a massive scale.

Understanding the buying behavior of Gen Z rural consumers is a challenge in itself. I believe culture has deep rooted impact on an individual and the society that he lives in shapes it further ahead. In urban areas there is a huge change in the consumer spending pattern as parents have a lot of disposable income in urban areas. In rural areas trends are changing and buying apparels online is catching up slowly.

The study “Critical Analysis of Online Marketing amongst Youth in Rural Area with Respect to apparels” was aimed to understand the application of Theory of Planned Behavior to the youngster’s behavior towards online marketing of apparels in rural area. This research has concluded that the Theory of Planned Behavior is being followed by youngsters while buying apparels online in rural area. It is also found in this research that the youngster’s behavior is dependent on their attitude towards 6 P’s of Marketing Mix elements for online marketing of apparels in rural areas. The opinion of social groups and family members and youngster’s ability to access online marketing in rural area plays a significant role in determining their behavior. The research has significantly endorsed the overall positive behavior of youngsters towards online shopping of apparels in rural area.

It is recommended to the online marketing companies that they should improve on the marketing mix elements of 6 P’s in rural areas as youngster’s experience related to these elements determines their behavior as per the results of hypothesis testing. Companies also should focus on developing word of mouth as it is found that social groups and family members significantly influence youngster’s behavior towards online marketing of apparels in rural areas. Access to online marketing is a critical aspect in rural area on which youngster’s behavior is dependent hence online marketers should make an effort towards increasing the ease of access to online marketing in rural areas.

The study is limited to the number of responses received. Limitation due to bias in respondent’s answers was also the major concern of limitation during study. This research was limited to studying youngster’s behavior in rural areas only and youngster’s behavior towards apparel was studied in general and was not focused to any specific apparel company of e-commerce. The study was not an exception for the common research limitations like time, money and manpower. Further research studies can focus on studying youngster’s behavior in urban areas. There is also scope for further research related to youngster’s behavior towards specific apparel brands and e-commerce company. Youngsters behavior can also be studied next according to demographic characteristics and product categories in various geographical areas throughout the country.

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