



An analysis of consumer behaviour towards online purchase of clothes in Rajkot City

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ABSTRACT

The primary objective of this study is to examine consumer behaviour toward online purchases of clothes in Rajkot City. It seeks to understand consumers' online shopping preferences, purchasing patterns, factors affecting buying decisions, satisfaction levels, and future purchase intentions. The study follows a descriptive research design and is based on primary data collected through a structured questionnaire from 91 respondents residing in Rajkot City, selected using convenience sampling. The data were analysed using percentage analysis to identify key trends and patterns in consumer responses.

The findings indicate that consumers increasingly prefer online platforms for clothing purchases because of convenience, attractive discounts, product variety, and the ease of comparing prices. The study also shows that product quality, customer reviews, return and exchange policies, secure payment options, and delivery services significantly influence purchase decisions. Although respondents generally reported a positive level of satisfaction with online clothing purchases, issues such as size and fit differences, mismatch in product quality, and delivery delays continue to affect the shopping experience. Overall, the study concludes that online shopping has become an important part of consumer behaviour in Rajkot City and offers useful insights for e-commerce firms and apparel retailers to improve customer satisfaction and loyalty.

Keywords: *Consumer Behaviour, Online Shopping, Clothing Products, E-commerce, Apparel Retailing, Consumer Preferences, Rajkot City.*

INTRODUCTION

Online shopping has reshaped consumer purchasing patterns, and clothing has become one of the most preferred product categories in e-commerce because of convenience, variety, and competitive pricing. In India, the rapid growth of smartphones, digital payment systems, and online retail platforms has accelerated this shift, especially among urban consumers. However, buying clothes online also involves concerns such as product quality, size accuracy, return policies, and trust in the seller, which makes consumer behaviour in this category an important area of study.



This study examines consumer behaviour toward online clothing purchases in Rajkot City based on 91 questionnaires collected from local respondents. It focuses on factors such as convenience, trust, price sensitivity, perceived product quality, and shopping experience to understand what influences online apparel buying decisions. The findings are expected to provide useful insights for researchers, marketers, and online retailers seeking to strengthen consumer confidence and improve sales in regional markets.

REVIEW OF LITERATURE

(Sujithra & Kavitha, 2021) investigated consumer online buying behaviour by collecting questionnaire-based responses and analysing the data through chi-square independence tests using R. Their study examined whether online shopping behaviour is associated with variables such as age, gender, product preference, purchase frequency, payment security, and source of online shopping. The authors concluded that consumer e-shopping behaviour can be meaningfully studied through demographic and behavioural associations, and their work demonstrates the value of statistical testing in understanding online purchasing patterns. This study is relevant to the present research because it identifies key variables that influence online buying decisions and provides a methodological foundation for examining consumer behaviour in e-commerce contexts. However, it addresses online shopping in a broad sense rather than focusing specifically on clothing purchases or on consumers in Rajkot City, thereby leaving scope for context-specific research in regional apparel markets.

(Bhanushali & Vyas, 2025) examined the factors influencing online shopping behaviour in Gujarat, with particular attention to the role of social commerce platforms in shaping consumer purchasing decisions. Using a structured questionnaire administered to social media users, the authors analysed 103 valid responses through SPSS and Excel, and applied factor analysis to identify the underlying dimensions of online shopping behaviour. Their findings indicated that trust in social networking platforms, trust in friends' recommendations and online reviews, and willingness to make payments through social commerce platforms were the most significant factors affecting online purchasing behaviour. The study also reported that discounts, promotional offers, convenience, and user-generated content encouraged consumers to buy online, whereas concerns related to product quality, payment security, and privacy continued to influence decision-making. Overall, the study highlights the growing significance of social commerce in consumer behaviour and offers useful implications for understanding online clothing purchase behaviour in Rajkot City.

(Niraj & Imrankhan, 2026) This descriptive study examines consumer behaviour toward digital payments using UPI at neighbourhood provision stores. Primary data were collected via a questionnaire, which yielded 141 valid responses. The researcher analysed the data using percentage-based methods. Results indicate that UPI is the dominant payment method among respondents, with Google Pay being the most frequently used application for transactions. Respondents generally find UPI easy to use, and report overall satisfaction with



its use at provision stores. The study also identifies certain challenges customers encounter when using UPI in these retail settings, while noting continued growth in UPI adoption among provision store shoppers.

OBJECTIVES

- (1) To investigate the demographic profile of consumers purchasing clothes through online shopping platforms in Rajkot City.
- (2) To examine the frequency of online clothing purchases among consumers in Rajkot City.
- (3) To identify the major factors influencing decisions of consumers to purchase clothes through online platforms.
- (4) To analyse the level of consumer satisfaction towards online clothing purchases.
- (5) To examine consumers' future purchase intentions and their willingness to recommend online clothing shopping to others.

Research Methodology

Research Design

The study follows a descriptive research design to examine consumer behaviour toward online clothing purchases in Rajkot City. This design is well suited to understanding preferences of consumers, buying patterns, influencing factors, satisfaction levels, and intentions for future online purchases in a clear and systematic way.

Area of the Study

The study was conducted in **Rajkot City**, Gujarat, India. Rajkot has witnessed immense growth in internet penetration and online retailing, making it a most appropriate location for examining consumers' online clothing purchasing behaviour.

Sources of Data

The present study is based on **primary data** collected directly from respondents residing in Rajkot City. The required information was gathered through a structured questionnaire

Sampling Technique

The study employed non-probability convenience sampling to collect responses from consumers residing in Rajkot City. This sampling technique was selected because it allowed the researcher to collect data from respondents who were readily accessible and had prior experience with purchasing clothing products through online shopping platforms.



Sample Size and Sample Technique

The study was conducted with **91 respondents** from Rajkot City who had experience with online clothing purchases. The respondents were selected using the **convenience sampling technique**, as the survey was administered to individuals who were easily accessible and willing to participate in the study.

Statistical Tools Used

The collected data were classified, tabulated, and analysed using percentage analysis.

Data analysis and Interpretation

Chart – 1 Gender wise distribution of respondents

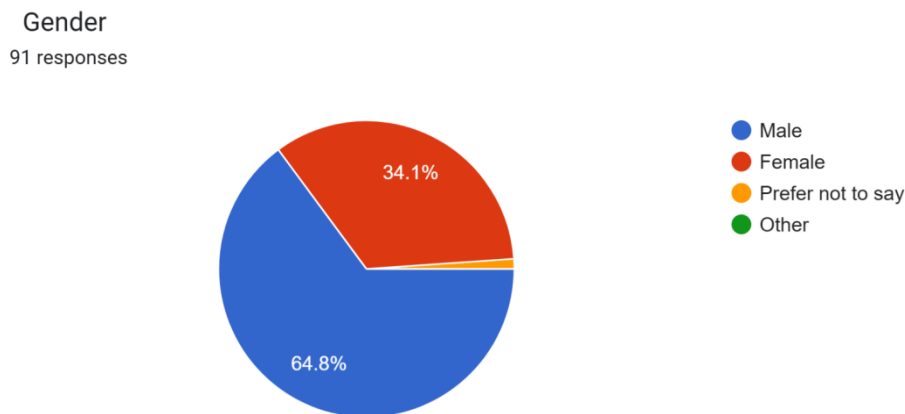


Table – 1 Gender wise distribution of respondents

Gender	Number of Respondents	Percentage
Male	59	64.8%
Female	31	34.1%
Prefer not to say	1	1.1%
Others	0	0
Total	91	100%

Analysis: Out of total respondents which are 91, out of that there are 59 respondents are male and 31 are female and there is 1 respondent who doesn't want to disclose his/her gender identity.

Interpretation : from the data of above table it is clearly seen that male members are formed dominant group in this study.



Chart: 2 Age – Wise Distribution of Respondents

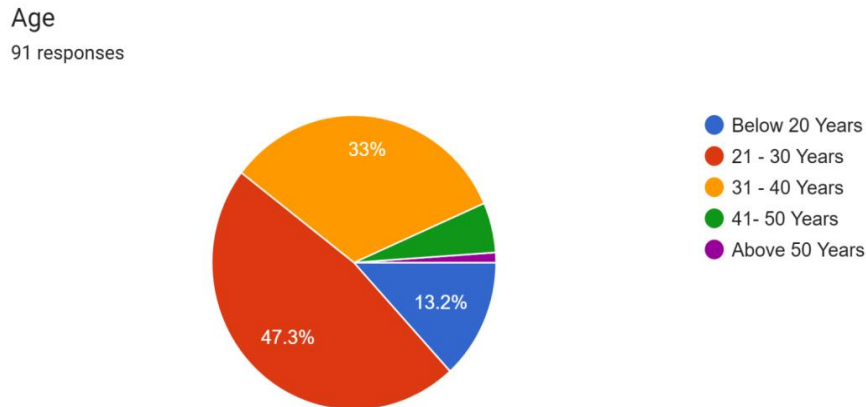


Table – 2 Age – Wise Distribution of Respondents

Age Group	Respondents	Percentage
Below 20 Years	12	13.2%
21 – 30 Years	43	47.3%
31 – 40 Years	30	33%
41 – 50 Years	5	5.5%
Above 50 Years	1	1%
Total	91	100%

Analysis : The table – 2 shows that respondents who are below 20 years are 12 out of total 91 respondents which are 13.2%. There are 43 respondents who belongs to 21 – 30 years age groups which is 47.3% and they consist almost 50% of total and highest among them. There are 30 respondents belongs to 31 – 40 years age group which are 33% and There are total 6 respondents from 41 to 50 years and above which are lowest of above.

Interpretation : From the table – 2 clearly indicates that respondents in the **21–40 years** age group constitute the majority of participants in the study. This suggests that online clothing purchases are more common among younger and middle-aged consumers in Rajkot City. Their higher participation may be linked to greater digital awareness, frequent use of online shopping platforms, and stronger interest in fashion-related products compared to other age groups.



Chart 3: Frequently buy clothes from online.

In the last 12 months, how frequently did you purchase clothing?
91 responses

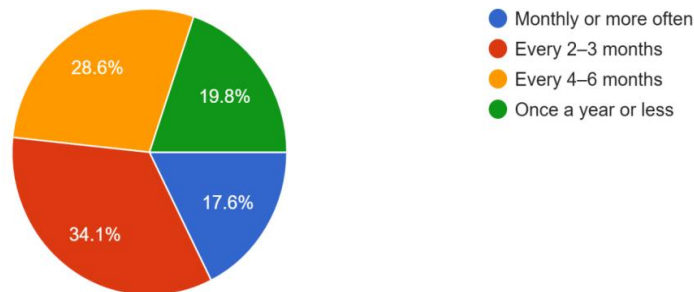


Table – 3 : Frequently buy clothes from online.

Time Period / frequency for buying clothes in last 12 months	Respondents	Percentage
Monthly or more often	16	17.59%
Every 2 – 3 months	31	34.06%
Every 4 – 6 months	26	28.57%
Once in a year	18	19.78%
Total	91	100.00%

Analysis : The table shows the frequency of buying clothes online during the last 12 months among the 91 respondents. The largest proportion of respondents, **31 (34.06%)**, reported purchasing clothes **every 2–3 months**, indicating that this is the most common buying pattern. This is followed by **26 respondents (28.57%)** who purchased clothes **every 4–6 months**. Meanwhile, **18 respondents (19.78%)** bought clothes **once in a year**, and **16 respondents (17.59%)** purchased clothes **monthly or more often**.

Interpretation : The findings suggest that most respondents buy clothes online at a **moderate frequency**, particularly every 2–6 months. This indicates that online clothing purchase is a regular but not necessarily frequent activity for many consumers in Rajkot City. A smaller group purchases clothes monthly, which may reflect stronger fashion interest, or greater trust on online shopping. On the other hand, those who buy only once a year may be more cautious, less frequent shoppers, or may prefer traditional shopping methods for clothing purchases.



Chart – 4 How important is product quality when you buy clothes online?

Product quality
91 responses

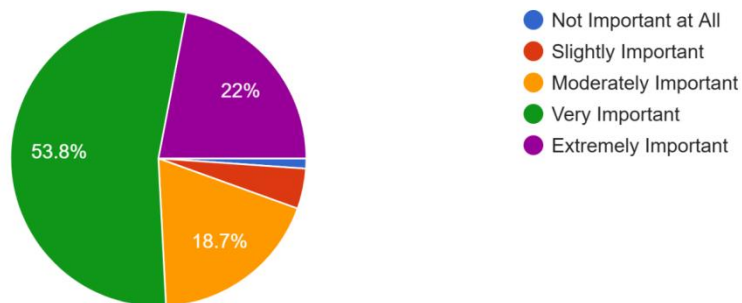


Table – 4

Response Option	Respondents	Percentage
Not important at all	1	1.1%
Slightly important	4	4.4%
Moderately Important	17	18.7%
Very Important	49	53.8%
Extremely Important	20	20.0%
Total	91	100%

Analysis : The table shows that the majority of respondents, 49 out of 91, considered product quality as very important. Another 20 respondents rated it as extremely important, while 17 respondents found it moderately important. Only a small number of respondents found low importance to product quality.

Interpretation : This data suggest product quality is one of the most influencing factors while doing online shopping. Most of the Respondents give high priority to quality of product.

Chart – 5 How important is Price when you buy clothes online ?

Price
91 responses

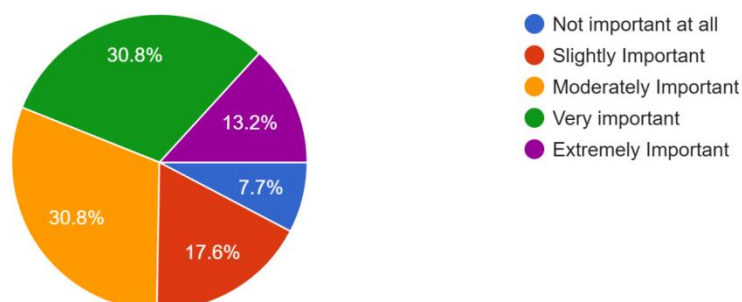




Table - 5

Response option	Respondent	Percentage
Not important at all	7	7.69%
Slightly important	16	17.58%
Moderately Important	28	30.77%
Very Important	28	30.77%
Extremely Important	12	13.19%
Total	91	100%

Analysis : From the table it's clearly established that 62 (28+28+12) respondents out of 91 respondents said that price is important for them this data we seen in percentage that is 74.73% which is almost 75% .

Interpretation : The results indicate that price plays an important role in consumers' online clothing purchase decisions in Rajkot City. Since most respondents rated it from moderately important to very important, it suggests that consumers are sensitive to pricing while shopping online.

Chart – 6 How important is Brand Reputation when you buy clothes online?

Brand Reputation
91 responses

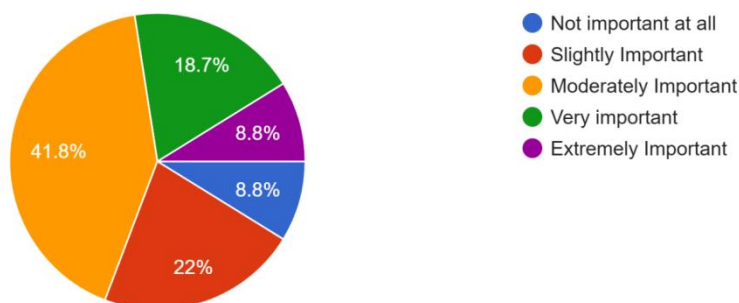


Table – 6

Response option	Respondent	Percentage
Not important at all	8	8.8%
Slightly important	20	22.0%
Moderately Important	38	41.8%
Very Important	17	18.6%
Extremely Important	8	8.8%
Total	91	100%

Analysis : The table shows how brand reputation is important for respondents. Out of 91 respondents there are 38 Respondents which are 41.8% who find brand reputation moderately important and 17 respondents



out of 91 which are 18.6% find it's very important and 20 respondents which is 22% of total, found it's slightly important.

Interpretation : The findings indicate that brand reputation has a meaningful but not dominant influence on online clothing purchase decisions in Rajkot City.

Chart – 7 How important is Comfort when you buy clothes online?

Comfort
91 responses

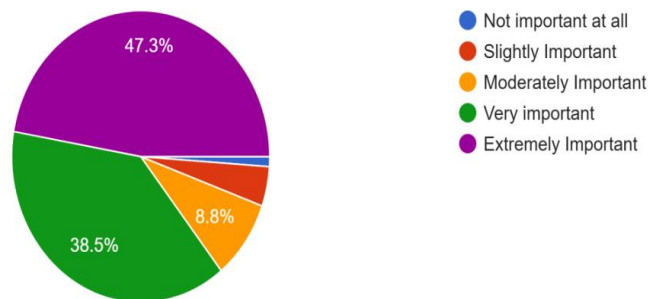


Table – 7

Response option	Respondents	Percentage
Not important at all	1	1.1%
Slightly important	4	4.4%
Moderately important	8	8.8%
Very important	35	38.4%
Extremely important	43	47.3%
Total	91	100.00%

Analysis : From the above table it is clearly shown that 35 respondents out of 91 respondents found comfort is very important and 43 respondents found it's very important which is combinely 85.7%.

Interpretation : From the above data it is established that comfort is very much important factor while purchasing online purchasing of clothes.



Chart – 8 How Important Discount and Offers while purchasing clothes online ?

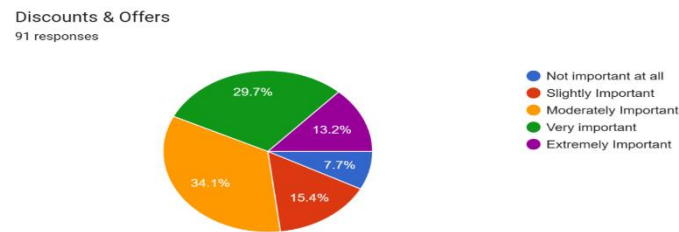


Table no 8

Response Option	Respondents	Percentage
Not important at all	7	7.7%
Slightly important	14	15.4%
Moderately important	31	34.1%
Very important	27	29.7%
Extremely important	12	13.1%
Total	91	100.00%

Analysis : From the above data, 31 respondents out of 91 which 34.1% who find discount is moderately important and 27 respondents which is 29.7% find discount is important.

Interpretation : Above data shows that while purchasing online clothes discount and offer is important but not that convincingly important factor.

Chart – 9 How Important Returns and exchange while purchasing clothes online ?

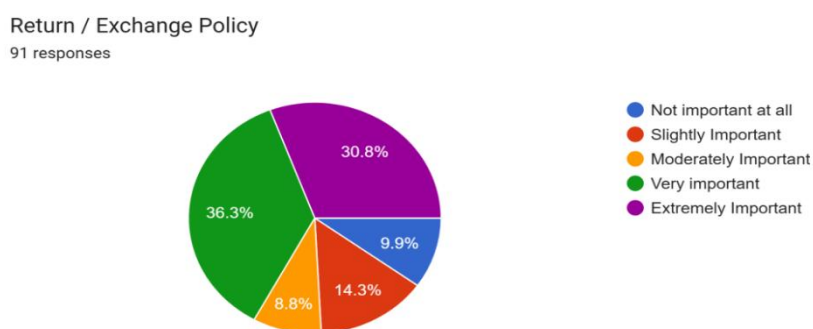


Table – 9

Response Option	Respondents	Percentage
Not important at all	9	9.89%
Slightly important	13	14.29%
Moderately important	8	8.79%
Very important	33	36.26%
Extremely important	28	30.77%
Total	91	100%



Analysis : From the above chart and table – 9 we can say that returns and exchange is very much important factor. Out of 91 respondents, majority respondents which is 61 respondents (33+28) which combinely 67.03% feels that returns and exchange policy is very important or extremely important.

Interpretation : The above table – 9 shows that majority consumers / respondents think return and exchange policy is very much important and they want flexible and hassle free returns and exchange policy.

Chart – 10 How Important Delivery time while purchasing clothes online ?

Delivery time
91 responses

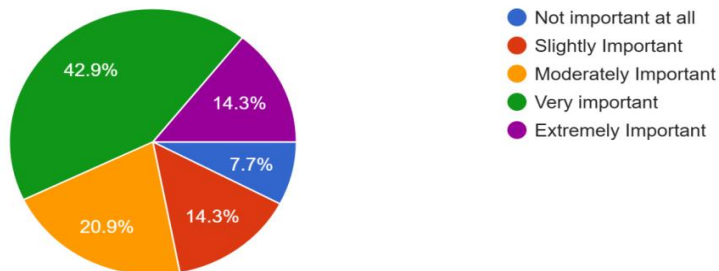


Table – 10

Response Option	Respondents	Percentage
Not important at all	7	7.69%
Slightly important	13	14.29%
Moderately important	19	20.88%
Very important	39	42.86%
Extremely important	13	14.28%
Total	91	100%

Analysis : From the above table – 10 we analyse that out of 91 respondents, 39 respondents which is almost 42.86% believes that delivery time is an important factor, 13 respondents which is 14.28% believes that delivery time is extremely important factor so combinely out of 91 respondents, 52 respondents believes that delivery time is either important or much important factor while purchasing online clothes .

Interpretation : The above table – 10 indicates that respondents suggest that delivery time is important factor while doing online shopping of clothes and also they prefer whom who provides timely delivery of clothes.



Chart – 11 Consumer Satisfaction Towards Online Shopping for Clothes

I am satisfied with online shopping for clothes.
90 responses

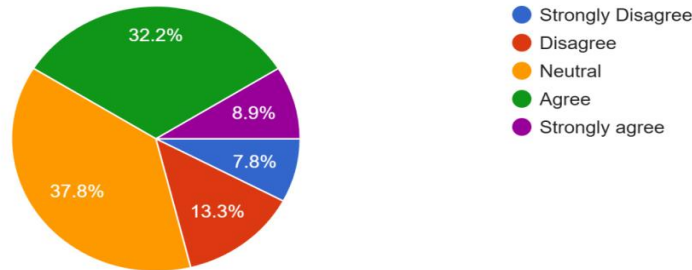


Table – 11

Response Option	Respondents	Percentage
Strongly Disagree	7	7.78%
Disagree	12	13.33
Neutral	34	37.78%
Agree	29	32.22%
Strongly Agree	8	8.89%
Total	90	100.00%

Analysis : From the above data we can say that there are 34 respondents are neutral which is 37.78% and 37 respondents (29 + 8) which is combinely 41.11% either agreed or strongly agreed that they are satisfied with online shopping for clothes.

Interpretation : from the above data of table – 10 we can interpret, considerable respondents (41.11%) agreed or strongly agreed that they satisfied with their online shopping experience regarding their clothes however 29 respondents (37.78%) which are neutral, this figures suggests at least they have positive perception for online shopping and if online traders meet their expectation then they can achieve good business from that.

Chart – 12 Intention of respondents to Continue Purchasing Clothes through Online Shopping Platforms

I intend to continue shopping through online.
90 responses

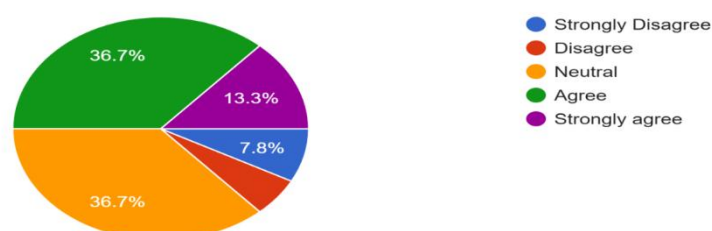




Table – 12

Response Option	Respondents	Percentage
Strongly Disagree	7	7.78%
Disagree	5	5.55%
Neutral	33	36.67%
Agree	33	36.67%
Strongly Agree	12	13.33%
Total	90	100.00%

Analysis : from the above data we can say that 33 respondents (36.67%) are agreed, 12 respondents (13.33%) strongly agreed with the statements while 33 respondents (36.67%) are neutral.

Interpretation : from the above data we can interpret that almost 50% respondents (36.67% + 13.33%) would like to continue online shopping of clothes which is considerable proportion and also one of the big portion of respondents (36.67%) remain neutral so in future they will be possibility that they might be go for online shopping.

Major findings of the study :

- (1) The study found that male respondents formed the larger share of the sample, showing stronger participation from men in the survey on online clothing purchases in Rajkot City.
- (2) Most of the respondents belonged to the younger and middle age groups, indicating that online clothing shopping is more popular among relatively young consumers.
- (3) Respondents reported a moderate to regular pattern of online clothing purchase, suggesting that buying clothes through online platforms has become a familiar shopping habit for many consumers.
- (4) Product quality was identified as a highly important factor, showing that consumers place strong emphasis on the standard and reliability of clothing before making a purchase.
- (5) Price also played a major role in online clothing buying decisions, indicating that consumers are sensitive to value and affordability while shopping online.
- (6) Brand reputation influenced purchase decisions to a moderate extent, suggesting that while consumers notice brands, they also evaluate other practical factors before buying.
- (7) The return and exchange policy was considered important by most respondents, reflecting the need for flexibility and reassurance in online apparel shopping.
- (8) Delivery time was another significant concern, showing that timely receipt of products contributes to a better shopping experience and stronger consumer confidence.
- (9) Overall satisfaction with online clothing purchases was generally positive, although some respondents remained neutral, which suggests that the online shopping experience is acceptable but still has room for improvement.



(10) The study also revealed that consumers are reasonably willing to continue purchasing clothes online in the future, indicating growing acceptance of e-commerce in Rajkot City.

Limitation of the study :

- (1) The research is limited to 91 respondents from Rajkot City, so the results may not fully represent the behaviour of all consumers in the city or in other regions.
- (2) The study used a convenience sampling technique, which means the sample was selected based on accessibility rather than random selection; therefore, the findings may have limited generalizability.
- (3) Another limitation is that the study relies only on primary survey data collected through a structured questionnaire. As a result, the responses reflect the opinions and perceptions of the respondents at the time of the survey and may be influenced by personal bias or temporary preferences.
- (4) The study mainly uses percentage analysis, so it provides a descriptive view of consumer behaviour but does not deeply examine causal relationships between variables.
- (5) Finally, since online shopping trends and consumer preferences continue to change over time, the findings represent only the situation at the time of data collection.

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