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IMPACT OF OFFERS AND DISCOUNTS ON ONLINE CLOTHING SHOPPING

A study on Indian buyers

Thesis

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ABSTRACT

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<p>Online shopping is a kind of E-shopping which is done by using internet through web browser or any mobile phone app. In this basically a trade is fulfilled by the usage of internet and people can shop directly from sellers throughout the world. The trends of online shopping and trading through internet have been growing rapidly. And the trend is specially seen growing in India and many other developing countries. Also, in the hard times of COVID-19 online shopping was the only source of livelihood for many and the supply of necessity and even the medicines were delivered to the patient.</p> <p>The overall objective of the study was to learn that how offers and discount impact the customers who are buying online, and the case was studied among the case of Indian buyers. To conduct the study a quantitative research approach was applied by considering primary data which was obtained using a survey of questionnaires. The questionnaire was distributed to 50 Indian customers and then the data was analysed and interpreted using Excel.</p> <p>The survey was completely supporting the assumptions that the researcher considered before the study that is people often shops more during the times of sale or when they are given huge discounts and are bribed by showcasing offers.</p>		

Key words CARG, E-Commerce, E-Shopping, E-Tailing

CONCEPT DEFINITIONS

Online shopping: Online shopping is a form of electronic trade which allows customers, to directly by goods or any kind of services from a seller using internet through a web browser or a mobile phone app.

E-Commerce: it is method of producing and selling of goods or services. It can be used to develop commerce channels like creating a website also.

Webstore: A Webstore or online store is E-Commerce app or website from where buyers can see the pictures of different production services and can also purchase them using the same (Optimizely 2022).

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION.....	1
1.1 Research Background.....	2
1.2 Growth of Online Shopping	3
1.3 E-Commerce Industry in India.....	4
1.4 Drivers for Growth of Online Shopping	5
1.5 Clothing E-Tailing Industry.....	6
1.6 Online Offers and Discounts	7
1.7 Future of Online Apparel Shopping.....	7
1.8 Research Aims and Objectives.....	8
1.5 Thesis Structure	8
2 THEORETICAL FRAMEWORK.....	9
2.1 Online Shopping Cultures	9
2.2 Theoretical Background for Online Consumer Behaviour.....	12
2.3 Online Shopping during the Covid-19 Period	14
2.4 Types of Offers and Discounts on Online Shopping.....	15
2.4.1 Percent-Off Coupons	16
2.4.2 Free Shipping Coupon.....	16
2.4.3 Free Gift with Purchase	16
2.4.4 Promo Codes based on Loyalty Status.....	17
2.4.5 BOGO Coupons	17
2.4.6 Automatic Coupons	17
2.4.7 Gift Card with Purchase	17
2.4.8 Friends and Family Discount Codes	17
2.4.9 “Mystery” Deals.....	18
2.4.10 Mobile Coupons.....	18
2.5 Impacts of Offers and Discounts on Online Cloths Shopping.....	18
2.5.1 Offers and Discounts	19
2.5.2 Impacts of Offers and Discounts on Online Cloths Shopping.....	19
2.6 Impacts of Offer and Discount on Online Shopping on Indian Shoppers	19
2.7 Benefits and Challenges of Offers and Discounts on Online Shopping.....	21
2.7.1 Benefits of Offers and Discounts on Online Shopping	22
2.7.2 Benefits of Shopping Online.....	22
2.7.3 Challenges in Giving Offers and Discount on Online Shopping	23
3 RESEARCH METHODOLOGY	25
3.1 Research Design	25
3.2 Research Approach.....	25
3.3 Research Strategy.....	26
3.4 Ethical Consideration	27
3.5 Research Setting	27
3.6 Data Collection Techniques.....	28
3.7 Sample and Sample Size	28
3.8 Sampling Technique.....	28
3.9 Sampling Criteria.....	29

3.9.1 Inclusion Criteria	29
3.9.2 Exclusion Criteria	29
3.10 Selection and Development of Tool	29
3.11 Description of Tool.....	29
3.12 Reliability of Tool.....	30
3.13 Data Collection Procedure	30
4 ANALYSIS AND INTERPRETATION	32
4.1 Organization of Findings.....	32
4.2 SECTION -1 SAMPLE CHARACTERITICS	32
4.3 Demographic Variables	34
4.4 SECTION- II: OBJECTIVE BASED ANALYSIS	37
5 DISCUSSION AND CONCLUSION	47
5.1 Major Findings of the Study	47
5.2 Interpretations.....	48
5.3 Implications	48
5.4 Limitations	48
5.5 Recommendations	48
REFERENCES	49

APPENDICES

FIGURES

FIGURE 1. Types of Research Approach.....	23
FIGURE 2. Research Design for the above Thesis.....	28
FIGURE 3. Percentage distribution of Customers according to Age in Years.....	31
FIGURE 4. Percentage distribution of Customers according to Internet Access	31
FIGURE 5. Percentage distribution of Customers according to Internet usage in Years	32
FIGURE 6. Percentage distribution of Customers according to Often use of Internet instead Workplace	32
FIGURE 7. Percentage distribution of Customers according to Priority in Internet usage other than Work	33
FIGURE 8. Percentage distribution of Customers according to Ability to use Internet.....	33
FIGURE 9. Percentage distribution of Customers who Shop Online	34
FIGURE 10. Percentage distribution of Customers most preferred Online Shopping Website.....	35
FIGURE 11. Percentage distributions of Customers who thinks personal information is being recorded.....	37
FIGURE 12. Percentage distribution of Customers who thinks Online Shopping gives Happiness	38
FIGURE 13. Percentage distribution of Customers who thinks Retailer Shops gives Satisfaction	38
FIGURE 14. Percentage distribution of Customers who thinks they like to go with Friends for Shopping	39
FIGURE 15. Percentage distribution of Customers who Purchase during Offers and Discounts	39
FIGURE 16. Percentage distribution of Customers who Buys from Sites suggested by Friends and Relatives	40
FIGURE 17. Percentage distribution of Customers who believe they get notification from Websites about Offers and Discounts	40

FIGURE 18. Percentage distribution of Customers who thinks Offers and Discounts make them Purchase unnecessarily	41
FIGURE 19. Percentage distribution of Customers who thinks Offers and Discounts create Illusion ..	41
FIGURE 20. Percentage distribution of Customers who thinks they get influenced by Offers and Discounts	42
FIGURE 21. Percentage distribution of Customers who thinks the Sale Price is same as the Regular Days	42
FIGURE 22. Percentage distribution of Customers who thinks Shopping seeing Offers and Discounts leads to Wastage of Time	43
FIGURE 23. Percentage distribution of Customers who thinks Shopping Online leads to Cybercrime	43

TABLES

TABLE 1. Percentage Wise and Frequency distribution of Customer's Answers	31
TABLE 2. Percentage Wise and Frequency distribution of Answer to the Objective-1 according Customer's Choice	34
TABLE 3. Percentage Wise and Frequency distribution of Answer Questionnaire according Customer	35

1 INTRODUCTION

In a world full of technology, the use of the internet is increasing rapidly, and it is the duty of every individual to be familiar with the levels of digital literacy. Online shopping means the trade done by using the internet. The other names of online shopping are E-Commerce, E-trading, and E-shopping etc. Also, the stores that are available online for the shopping are also known as E-Store, webstore, web shop, and E-Web Store. The mobile trading is also known as M-commerce that provides the purchase of goods and services by online trading that is done by mobile or the apps, software application. The websites for online shopping are designed to allow the buyers to search and buy a company's product on smart phones, tablet, and desktop. (Rose & Dhandayudham 2014, 83–89.) Online shopping today has become an integral part of our daily life. Almost everything we want to purchase, or we wish to purchase is either bought from an online vendor or from a vendor that uses online navigation. The net forces that help in this category or internet services advanced it technology and globalization. It is not only a utilitarian activity that is being used by most of the people, but it has become a centre point of defining the way in which individuals or groups of individuals belong and identify each other and serve each other on the global basis. The rise in the use of online shopping websites like Amazon, Flipkart, Snapdeal and other very specific product-oriented websites like Myntra, Nayka, Snapdeal and others have hugely contributed to this process. Brands have shifted to make their websites more accessible to the customers and have made their websites so attractive that even once a customer visited their website is forced to purchase a product or to become a regular customer of the same. Handsets become imperative that we study the processes that go into making of such an experience. It is in this contacts that the studies have been done focusing primarily on the way in which the individual as a customer navigates from one website to another in order to buy or sell products off the internet. Several intra-social and individual factors go into the contribution and actualization of such activities. Now there are many socio-demographic factors like race, gender, ethnicity and age group that affect the way in which different individuals navigate from one website to another. Also, factors like societal individualism and collectivism, ideologies, collective consciousness, collective revealing, social influence and media accessibility have contributed hugely to the field of online shopping. All these above are collectively considered to be the different variables that motivate, obstruct or enforce the perceptual dimensions that go into buying a product. The perception of these variables plays a central role in the understanding of consumer behavior while shopping online.

1.1 Research Background

“Happiness is not in money but in shopping”-MARILYN MONROE

In the recent times of covid-19 there was a huge wave of online shopping or E-buying of products using the internet by the use of a web browser. Not only this if online shopping was not an option it would be impossible for people to buy and sell products. Online shopping or E-shopping is searching or buying goods and even services over the online network called the internet by the use of a web browser. It is the form of an electronic commerce which therefore allows its customers to directly see the image of the product on the website and buy goods and services directly from the seller by using internet over web browser or a mobile app. (United Nations Conference on Trade and Development 2020.) In simple words we can say that sitting at your place in comfortable pyjamas with a glass of wine, you can purchase flowers from Russia or from Paris, even from London and from anywhere in the world. In the case of online shopping customers find a product of their comfort and choice, by visiting a mobile app or a website of a retailer directly or by searching among alternative buyers using a shopping search engine which is efficient in displaying the same products availability, product size product price and in the case of clothes by giving the product quality. The first ever transaction using the internet was made in 1994. Immediately after that Amazon.com launched, an online shopping site of its own in 1995 and E-bay in 1995. In recent times the internet has changed the way people used to shop earlier in their day to day lives. Not only has this but the use of the internet has also grown rapidly over the past years. Today marketing professionals are continuously working on adjusting their strategies and tactics to effectively and efficiently to match their customer’s requirements to improve the sustainability of their customers and even their own behaviour and habits of selling (Dentzel 2014).

The rapid development in mobile phone devices and wireless technology has created a revolutionary change in the availability, accessibility, and affordability of products to its customers. The far more advantage of technology development has allowed people to create their business to enjoy with their choice of entertainment and to update the latest information by sitting anywhere around the world and at any point of time. (Porter & Heppelmann 2014) Electronic trading includes the selling and purchasing of commodities all over the world through the internet using various mobile apps. The goods are selected by the consumer by searching on the websites also with the use of search engine shopping that provides similar product availability at various prices and various E-retailers. From 2020 buyers can shop their product of interest by using different types of devices such as computers, smart-phone tab-

lets and many more. (Barone 2023) Online shopping includes the online stores that allow the buyers to search or find the specific brand products. Online shopping can be done only if the buyer has the answers to the internet and the proper valid method for the online payments so that the transaction may take place such as debit card, credit card, other services like Paytm and Paypal etc. The products purchased by customers are shifted by the retailers with the proper packaging and the services are provided at the door of the customer. The biggest online retailing corporations are Ebay, Amazon, and Alibaba (Gnanadhas 2014).

1.2 Growth of Online Shopping

By 2023, there will be 5.3 billion Internet users worldwide, growing at a compound annual growth rate of 6% from 2018 to 2023. The Internet has helped online retailers conduct marketing research, expand their business into new markets, assist customers more effectively, distribute products more quickly, respond to customer concerns more quickly, and communicate with customers and business associates more effectively (Joseph 2022). With the use of business intelligence tools, the Internet will continue to grow in the future as data rates around the world decline and devices become more affordable and aided internet retailers in obtaining data on consumer intelligence, prospective rivals, and potential markets. Online consumers gain from quick access to information about goods and services, enhanced product availability, and ease of use; these advantages have created a strong demand from customers. These developments and factors have profoundly changed how businesses are conducted worldwide. India is rapidly catching up to the rest of the world and becoming a digitally empowered nation. Since 2014, the Government of India (GOI) has introduced several initiatives, including Digital India, Startup-India, and Made in India, Skill India, and Innovation Fund. The timely and successful implementation of these initiatives has provided a boost to the growth of E-shopping in India, which is attributed to the increase in smart-phone and Internet subscriptions. With the help of the "Digital India" initiatives, the number of Internet users in India increased dramatically to 784.59 million by July 2021 (India Brand Equity Foundation 2021).

Of these, approximately 61% of connections came from urban areas, and 97% were made through wireless networks. India is on track to become a trillion-dollar digital economy by 2025, thanks to the proliferation of smart-phones, growing Internet connections, and the expansion of digital payments (Shukla 2021). The widespread adoption of digital technologies has fueled the country's overall economic growth, and the government has introduced a number of initiatives, including Umang, the Portal

for Start-up India, and the online payment app Bharat Interface for Money (BHIM) the Indian government is heavily investing in commissioning 5G fiber network, which will give impetus to E-commerce. The overall encouraging demographics and policy reforms have helped India to generate a powerful economic growth story. Instant real time payment system Unified Payments Interface (UPI)' etc. to boost digitization under the umbrella of Digital India.

According to Telecom (2018), India's Internet penetration is expected to double to 60% by 2022, making it one of the world's most promising Internet economies. The availability of new financial products, an increase in consumption patterns, and the availability of affordable data are all expected to contribute to the growth of the online shopping segment. Online sales are predicted to increase in a number of categories, including clothing, electronics, travel, consumer services, financial products, and more. A significant portion of these sales are anticipated to come from nonmetropolitan and semi-urban areas. Rising aspirations and rising incomes of the upper and lower middle class in India are changing the dynamics of the apparel market. By 2022, the middle class in India will account for the largest portion of the population. The middle class is projected to account for 48.5% of all consumers by 2025, and they are expected to contribute between 55 and 60 percent of the apparel market as a whole. Due to their value consciousness and desire for stylish clothing at prices that are competitive, Indian middle-class consumers are creating opportunities that can be taken advantage of by offering stylish clothing that is also reasonably priced (Baqar 2018). With an exponential increase in per capita spending on online platforms, online shopping is expected to approach its inflection point. The Indian online market is expected to reach 200 billion USD by 2026 and 111.40 billion USD by 2025 (India Brand Equity Foundation 2022).

1.3 E-Commerce Industry in India

India is much closer to 10 million online shoppers that are growing at a rate of 30% Compound annual growth rate (CAGR) as according to a global rate of 8 to 10%. The Indian E-tailing industry is at 432.58 million dollars in 2011 approximately and 636.80 million dollars in 2015. Retailers who work online offer a certain range of products and services to the online shoppers including the technology gadgets, cosmetics, clothing, and E-Banking services and booking of train and airline tickets. Today you can even book a ticket for the movie you wish to see (BL Mumbai Bureau 2022). However, the success of flipkart.com, amazon.com, jabong.com and myntra.com et cetera had made the selling of products like electronics and apparels possible on online platforms.

1.4 Drivers for Growth of Online Shopping

Online shopping games assessed to avoid range of brands which provide comfort and convenience to the shopping experience sitting indoor options to compare prices and products read reviews etc. Now more over this all factors improves customer services, social media engagement and concepts such as sales on weekends, holidays and festivals which help online retailers to attract new customers and build loyalty among current customers. Online shopping always offers immense, rich, and personalized experience while searching for new brands. These reasons always help in the growth of this sector (baqar 2018.) All the technological improvement such as better connectivity and voice note activation shopping have always helped in the higher sales for the online shopping of products. The customers received real time notification of new launches, special deals, promotional offers, and express delivery with single click on shopping resulting in huge growth in e-commerce sector.

Smart-phones have helped a lot in the growth of E-shopping by permitting various location and offers to its customers. This is helping a lot to the retailers in building and relationship that drives more customers. Online retailers explore other channels for marketing for interacting with customers. Retailers connect their customers via websites, email, social media, and physical stores which further create many channels of purchase, received and exchange of goods with a pleasure of shopping and getting shopper friendly shipping along with the turn policies. The Shoppers can even purchase using online mode and pick up their orders from physical stores while they can return the faulty items online and can even get offers and discount based on referrals. This blend of physical and online experience has helped the customers to get more and more benefits during sales.

Whereas online shopping promises to offer 24/7 convenience with 365 days accessibility and without down time due to public holiday or bad conditions or other factors etc. The customers can even shop whenever there will from wherever they want to with all the comfort in the world. Online shopping makes customers shopping experience more pleasurable, faster, and easier without any hustle of crowded traffic or any other occurred social interaction. The shopping using internet or from any online source offers customers the ability to compare the rates and reviews of products. It also helps customers to the terminal weather the product is viewed by minded shopper to find out best deals, without the repeated visits to various physical shops. It also helps and offer the customers the ability to discover their desired products and services and even order them and get them in time they want with all the convenient forms of shopping. All these factors have changed the buying behaviour of customers and encouraged them to get instant gratification with increased e-commerce transactions. Online

shopping offers huge sales on product because the online sellers do not have to pay the huge electricity bills, huge wages to the staff, huge operational cost, and capability of delivering the products across the world. All the savings from the above-mentioned factors can pass on the price sensitive shoppers by providing them products at a competitive price. The products and services have automatically replenished as warehouse are not restricted to specific geographical locations. This also helps companies to outsource their backend administrative operations to specialised service providers virtually anywhere across the globe.

Online shopping provides better customer service, which helps to build the brand of the website retailer and increases customer loyalty. Consumer visits to the web portal for checking the offering and shopping have increased as a result of the retailer's promotions. The majority of retailers have online loyalty schemes on their website, which help to build brand loyalty. Online customer support via email, phone calls, and live chat helps customers solve their problems and help to gain faith and belief in the retailer. The aforementioned features of online shopping are the key drivers for the growth of Internet shopping. The majority of retailers have online loyalty schemes on their websites that help to build brand loyalty.

1.5 Clothing E-Tailing Industry

One such category of online shopping that has benefited from the newfound enthusiasm and has exploited all the opportunities presented by the sector is the apparel section. From branded clothing to private labels from displaying of the clothes and with the price tag the customer is all over grabbed to come again and again. The online clothing category is also referred to as the fashion and style category today withstands around US dollar 0.57 billion. The online shopping apps have captured 25% of the E-tailing business. No wonder Amazon is a big online buying platform for all the clothing brands such as Grasim to the Birla Group, the Future Group Indigo and all other big brands are captured by Amazon to sell their products and producers on its platform. In the last year the business was of US dollar 1300 million of clothing or E-retailing out of 17 million that is 40% of the total funding of Indian E-tailoring has been attracted by online apps. The average Indian consumer has been experiencing a great extent of time poverty these days where people have been spending more time commuting to strangers and rather than staying with family or recreating on vacation for maintaining well-being, socially teaching school, going in grooming etc. There is a great increase in emphasis on reducing the stress and time taken for routine activities like cleaning the house, maintaining the households' buying clothes, shop-

ping etc. Online shopping helps to save time on such activities and a great maximization in the time spent with family and friends.

But convenience in choosing a product by gathering information about its decision-making transition and flexibility has been minimized with the help of E-commerce. This factor also plays an important role in E-tailoring of clothes. (Haq 2012, 9-20.)

1.6 Online Offers and Discounts

In the clothing E-Commerce segment customers are attracted by giving new offers and discounts on minimum retail price. Hence the retailers also the E-retailers give huge types of discounts and some coupons to attract the customer. They offer various sales like end of reason, end of season, big billion, flat 40%, flat 50%, up to 80% and many more. They also attract customers by providing volume offers like buy one get one free, buy one get one free, buy two get one free etc. In addition to that they provide cashbacks like 5% minimum cashback, 10% minimum cashback, up to 20% cashback. Brands nowadays have organized huge contests to cater the online market. They organize contests where they offer gift vouchers plus other brand products. There are many apps which provide app discounts like on installing the app one can get a flat 10% discount on the first purchase. Studies show that when providing these offers or discounts they make more sales as there are more purchases in the sense of urgency which distract the customer from looking on other apps for other options. In the sense of these sales and offers customers do not even compare the price on other apps or websites.

1.7 Future of Online Apparel Shopping

The world of business went through a ride of Roller Coaster in the year 2020 it was the time when it witnessed the most digital transformation in every sector full stop and the clothing industry was the one which experience to the most transformation. During this period the clothing Industries specially, online shopping made a seamless transformation from offline retail to online shopping. The focus was now on the relationship between physical and digital world this amalgamation also called phygital fashion. Phygital fashion led to the rich interactive and accessible experience with audience. It also enhanced the communication and connection with audience in an unmatched way in the past. And it will make a great connection in the future too. The growth especially in this fashion industry has given

a huge rise to many new trends in apparel shopping such as comfort fashion, safe shopping, virtual showrooms, adoption of latest technology, availability on social media and non-fundamental tokens. The most visible trend that was seen was comfortable fashion.

1.8 Research Aims and Objectives

The main aim of study is to learn about impact of offers and discounts on online clothing shopping.

- 1 What are the various shopping apps Indians prefer and why?
- 2 To determine that the customers buy online products in name of shopping websites or because of the well-advertised discount offers.
- 3 To determine how awareness of benefits of online shopping influences online buying behaviour.
- 4 To determine how awareness of risk of online shopping influences online buying behaviour.
- 5 To examine how product awareness influences online buying behaviour.

1.5 Thesis Structure

This thesis has five sections, each covering a different part of the research. The first section is the introduction, with four subsections: offering an introductory view into the research and guiding the research process. The second is theoretical framework, which provides detailed literature on offers and discounts, and its impact on customers doing online shopping. The third section is research methodology, explaining in detail the research approaches taken on, to carry out the research study. The fourth section covers in detail the results of the study, analysing the findings, and what they mean especially in relation to Indian buyers. The last section is a conclusion of the study, based on the findings, and the recommendations on organization management in the COVID-19 period. These offers and discounts have changed the customer behaviour to a great extent as the offers like buy one get one, by two get two, buy two get one and flat sales and discounts not only this in fact the contest has changed the customer behaviour as they are shifting towards online shopping more and more and a B2C pattern of retailing is being followed. In recent years there has been a huge wave of online websites and apps for buying and selling of clothes websites like Amazon Myntra, Snapdeal, Ajio and Flipkart, etc. They have changed the trend of shopping to a great extent.

2 THEORETICAL FRAMEWORK

The theoretical framework is framework that is used to support a theory of research study. Thus, it is the basic design under the guidelines which the whole research is conducted.

2.1 Online Shopping Cultures

Online shopping which is often referred to as E-shopping is a new trend shopping culture. Internet technology has brought a significant change in many aspects of human life and society as well as in shopping culture. An important phenomenon which surrounds human life is shopping for new technology, gadgets, clothes etc. This new trend which has led to the shopping is E-shopping. Shopping through the internet has connections with many principles like economics, psychology, law, and marketing. Many researchers have studied in this broad field. Moreover, the case is that the studies about many reasons for shopping through the internet by the customers are very new and few in number. Shopping through the internet involves technological, social, behavioural and educational dimensions. (Eroglu 2014.)

Tong, Xu, Yan and Xu's (2022) study was based on competition faced by retailers of E-Commerce platforms giving different offers and discounts as their promotional strategies and used the same to attract customer. Also, the finding of the research says that the E-commerce platforms when used effective promotion strategies were directly saying improvement in their performance and verse strengthening their business model and product line length.

Sheehan, Hardesty, Ziegler and Chen (2019) investigated the study on consumer's journal behaviour with a multitude of price discounts during a single visit to retailers' websites. The study was conducted to examine the predominant price discounts in a singular manner. However, the findings of the study say that greater influence of research count was seen on consumer purchase intentions during their online shopping process but the customer online shopping behaviour is less predictive in their singular visit to the website.

Jung Eun Lee and Jessie H. Chen-Yu (2018) constituted the study on effect of price discount affect in the field of fashion textile extended the price quality value model with was earlier given in 1985 and

10 developed a conceptual model to investigate the mediating role of discount price effects. Jeans were the main product selected in the study. Different web pages were developed to create frictional online store and data was collected a total 209 usable responses were collected in United States and their result came out to be that discount price directly affect the customers however when the discount price effect served as mediator the feeling created by price discount led to positive perception.

Carlson and Kukar-Kinney's (2018) research sheds light on the theoretical mechanism of consumer behaviour towards discounts. The findings of the research were very important as it gives the result that offers are considered important from the retailer and customer's point of view and it deals with daily manager's utility with direct online price promotions.

Jothi and Gaffoor (2017) conducted a study with the purpose to study social media revolutionising the ways of communication and sharing information of interest. It was also attempted to assess the impact of usage of social media on the purchase decision making process. The research was presented by the findings which say that social media is most widely used as the source of entertainment networking and information. Also, social media helps the consumers in making effective purchase decisions.

Kumar (2015) constituted the prospective study in the field of online shopping in the proceedings of National Conference on Innovative Trends in Computer Science Engineering. He argued that online shopping place a very vital role in the modern business environment. It has opened many opportunities and advantages to many companies and forms. The paper also gave the results that there are many different issues which affect the people in shopping through online platforms. Research helps the people to understand the present state. The research also shows the behaviour of people who shop from online platforms. According to his paper he suggested that online shopping is more convenient, information seeking, avoiding social contract and diversity is included in the platform of shopping. But there are many disadvantages also as it is impossible to test the quality of product, problems with complaints, products are not easily returned, and personal data are sometimes misused.

Peinkofer, Esper, Smith and Williams (2015) constituted the study to see the recent growth of E-commerce technologies which has disrupted the traditional retail environment. The particular study examines that consumer shops are changing rapidly, and it is very much important to understand the changing consumer behaviour effectively. The findings of the research suggest that the customers are less satisfied with a stock out of a price promoted items than a non-price promoted product and are

very much less likely interested in switching to another retailer website. Also, the findings suggest that the price promotion actually creates a type of switching cost in the online retail environment.

Xu, Y. and Huang, J. (2014) investigated and compared the influence of two forms of sale promotion which is price discount and bonus packs. The study was conducted on 280 graduates of Business School at Chinese University. The result of the findings says that price discounts resulted in greater influence in buying intentions than the bonus packs. In addition, it also resulted that greater impulse in buying attention was attracted by price discounts even though bonus packs of the product were inexpensive.

Sharma and Khattri (2013) constituted the study in the Asian journal of Management Research. The main purpose of the research was to study the change of market to E-market. The study was conducted by E-questionnaire and responses were evaluated using statistical tools and techniques. The research then gives the results by saying that the customers while making a purchase of a deal by seeing a discount coupon preferred to buy but get stuck on the mode of payment and have it and seem to repurchase the same item.

Rakesh and Khare's (2012) the purpose of the study was to see online shopping still attract investment from retailers. And online shopping websites attract customers by offering discounts and promotions. The research examines the influence of deals which provide discounts to attract Indian customers and change their online shopping behaviour. Their results show that Indian customers are not influenced by deals or promotions used by online retailers. In fact, promotions are not necessarily viewed by the customers also.

Rose and Dhandayudham (2014) constituted the study in the Journal of Behavioural Addictions on understanding of Internet-based problem shopping behaviour. Also, the concept of online shopping addiction and its proposed predictors was proposed in the study. Shopping via the internet now introduces many new features to the shopping experience and translates the positive benefits for the shoppers and it helps the shopkeeper in cutting the cost of lighting, shop renting and product displaying. The method used for his research purpose was a selective method by using the database including EBSCO; the results of the review enable a great extension to the existing knowledge. The study helped the people to become aware of the 7 predictor variables: low self-esteem, low self-regulation; negative emotional state; enjoyment; female gender; social anonymity and cognitive overload.

Grewal, Ailawadi, Gauri, Hall, Kopalle and Robertson (2011) constituted the study with the purpose to see the dual competitive challenge of the retailer. Also, examine the innovations in pricing and promotion and what kind of opportunities they provide to target customers effectively in both online and offline retailing. The study also concluded that the retailers have also gained ability to measure the change in their skills of promotion effectively.

Gupta, Handa and Gupta (2008) constituted the study with the purpose to examine the online behaviour of young adults in India, the cervical system of 115 internet users especially from the age group of 18 to 25 years and was conducted in the national capital of India that is Delhi. The results show that the young adults are mainly online surfers and not online shoppers they lack the knowledge and experience of shopping online and a very small percentage of them shop or purchase things which are of only low cost. And they were the ones who were not having any trust on the products which are shopped online.

2.2 Theoretical Background for Online Consumer Behaviour

There are many factors which influence the customer shopping behaviour including all the external and internal factors. The external factors are the factors which are affected by the environmental habits and surroundings also by the activities performed by the seller and buyer and internal factors are affected by the psychology of a customer or a seller (Chakraborty 2017). Also, there are many demographic variables that affect the customer buying behaviour (Niosi 2021).

According to Darianand (1987) there are a few critical points which need to be studied as according to the customer online shopping behaviour,

1. Satisfaction with the product or service which is being offered
2. Prefer online shopping then visiting offline
3. Satisfied with the method of payment
4. Comfort of return policy
5. Services provided after sales

Internet shopping culture has a critical background and has been started on the basis of theories related to "innovation adopting." It can be thought that shopping through the internet is therefore an innova-

tion which took place. What variables play roles for the customer in adopting this innovation? This is a review which examines internet usage and more specifically the shopping behaviour that highlights customer's motivation and behaviour.

There is neither theory which can fully explain the reason why customer shops on the internet or a common ground the researchers can agree. Why do customers prefer online shopping rather than traditional shopping? Why do some individuals utilize online shopping more than others? Is there a difference between those who do online shopping intensively and those who do traditional shopping? The difficulty of not being able to explain the online customer behaviour by a single theory cannot be ever possible and is difficult to understand. There are various approaches that deal with the issues sighted with the approach and offer to complement each other.

Social psychological approaches become very important when we talk about the behaviour of online customers and these theories are carried out by Fishbein and Ajzen (1975) where they gave the study on dealing with the issues faced by online customers. Technology innovation and adopting new products are considered to be the behaviour of forgoing approaches towards the attention seeking environment where the priority conditions are very constant. The rational individuals may take into consideration many factors of adopting. When other factors are constant, the rational individual focuses on the benefits and cost of each and every factor in the case of innovation outweighs the cost of such innovation that individual adopts. The benefits and costs specified in each approach are not limited to monetary dimensions, many human feelings, and benefits such as feeling good about.

In an era of information exposing to make good use of information internet is being used. Hence this paper argues about the recognition of the important experimental aspects of the consumer consumption. Specially, a general framework is constructed to present various consumer behaviour variables. Based on this paradigm the information processing model is constructed with an experimental view that focuses on the symbolic and aesthetic nature of consumption (Holbrook & Hirschman 1982, 132-140).

Online Shopping has been based on the marketing and psychological factors especially based on the customer behaviours and acceptance then in article given by Ajzen on extended technology acceptance model one of the social psychological theories provider searches and practitioners with important information on explaining the consumer behaviour related to online shopping and future theory background which will be important for the further study to be carried out. The study was very useful and

helpful to the researchers and then later taught for the businessperson how to work in the field of online business. (Ajzen 1991, 179-211.)

Shekhawat, AdarshPuri (2019) constituted the study on impact of discounts on consumer buying behaviour. According to the research, sale promotion is marketing which has been studied by the researchers for years and become a crucial matter in modern marketing the purpose of promotion is to reach the target of customers and pursue them to buy through the seller-initiated efforts which they made in setting up the channels of information to sell goods and services or to promote various ideas. Sales promotion is a vital element. The main element of the study is to see the effect of sales on promotion of consumer buying behaviour. It therefore allows the readers to understand the characteristics of consumers and their wearing behaviour.

2.3 Online Shopping during the Covid-19 Period

Covid-19 has laid a different impact on lives. It has an impact on different sectors like the economy and the working environment. Firstly, when the virus started all over the governments across the world were forced to take some measures as directed by the World Health Organization to ensure that the highly communicable disease was limited to a small environment. There were lots of outcomes of the containment rules, one of the outcomes of these rules was lockdown, social distancing which leads to very less ability to go for the working and to earn. Because of these containment rules many of the organizations which were in hotel industries have to close down their hotels or restaurants as there is no way to offer the services without any physical contact with their customers.

Many other industry organizations of different services started providing an online shopping culture which was also known as E-shopping. In this way, an approach towards online shopping culture has resulted in companies that will be able to perform online shopping roles. But very fewer or limited organizations were able to provide online services that can be offered to the customers. The main trend of online shopping was started in the pandemic COVID-19 and ensuring lockdown has also led to an increase in E-shopping. According to the longitudinal data from before and during the pandemic covid-19 had increased the purchasing of products through the online mode. Early as the trend of online shopping was very seldom the longitudinal data represents that the person purchases once in a month and started purchasing five-fold between the pandemic eras. Covid-19 pandemic has changed the world and the online shopping behaviour forever. A survey conducted in 2020 in nine emerging

and developed economies. According to this survey the pandemic has changed the shopping culture and the way consumers use E-commerce and digital marketing solutions. It covered Brazil China Germany Italy the Republic of Korea Russian Federation South Africa Switzerland and Turkey for its digital marketing survey entitled under Covid-19 and E-commerce.

While conducting the survey and seeing the results the researchers came to know that there was a great shift in online shopping in the behaviour of consumers in these emerging countries' economies. The study also shows that the Covid-19 pandemic has accelerated the shift towards more digital world. The changes the pandemic has created will now last forever and have lasting effects on the world economy also it will now help economy to begin to recover. Also, the survey conducted by UNCTAD says that while shopping online the Purchase Rises but the consumer spending false and the clear study for the same is given by an ecommerce Association. It also says that during the Covid period it was the tourism in the travel sector with suffered that strongest decline on an average spending per online shopping dropping by 75%.

And the story not only of during the pandemic period online consumption habits in Brazil have changed drastically with a greater proportion of internet users buying the essential product such as cosmetics medicines and food said Alexandre Barbosa, manager of regional centre of studies on development of information Society at Brazilian network information centre. Also, the study give a clear site on increase in online shopping during covid-19 differ between countries with strongest rise note in China and Turkey and with the weakest in Switzerland and Germany. Also, a survey found that women and people with tertiary education have a great day chances on purchasing online more than others full stop with the same People aged between 25 to 44 reported a stronger increase as compared to the young ones. Now according to a survey responses small merchants in countries like China were most equipped to sell their products and those like South Africa war least prepared for the same. (United Nations Conference on Trade and Development, UNCTAD 2020)

2.4 Types of Offers and Discounts on Online Shopping

Making a promotion is an excellent task to attract new audience and it can be done by reaching the customers on social media or building customers loyalty, dispose of stock, disseminate new products, and increase sales. And the strategy that has been used from the decades which is well planned and implemented can produce a very positive results in short medium and long term. Promotional actions

may fall into different categories depending on the advantage offered to the customer and how the customer manage to obtain this advantage some of the examples of the promotion are immediate offers and discounts, watches and discount coupons, simulator promotions, promotions with special conditions and loyalty programs. For the same a seller can provide free shipping, offer one product in purchase of another, offer of a special product discount on purchase above a certain value, offer of lowest value product, progressive discounts, promotion based on special criteria, promotion for regular customers, discount codes and combined promotions.

Following are the types of offers and discount which are used during online shopping to attract Customers.

2.4.1 Percent-Off Coupons

Percent offers are the offers most often given by most of the stores to build the interest as most of the people get coupon of 15 to 20% off on the first purchase of the goods from a new store. However, these coupons can also be used to get customers to return to abandoned carts, to drive holiday sales and many more. (Thomas 2021)

2.4.2 Free Shipping Coupon

If store is not offering a free shipping option in their Store, assume it is because the shopping carts are checked before the shipping or based on the cost required for the shipping. Even if the store is providing an option for free shipping or faster shipping are very compelling offers for the customers. (Thomas 2021)

2.4.3 Free Gift with Purchase

As per human nature all of us love to have positive and present surprises such as free gift hampers or a product free on the order. The retailers of beauty products are very similar with these types of coupons or offers as they provide samples free with their order. (Thomas 2021)

2.4.4 Promo Codes based on Loyalty Status

Everyone enjoys or loves earning points when they place in order or shop online. The online shopping apps and companies have adopted this method from several of years. (Thomas 2021)

2.4.5 BOGO Coupons

By one get one coupon gives a great deal of the products of specific time. Considering an example of back to school is a great offer for school going students as they need uniform and school supplies such as books, pencil, and notebooks etc. (Thomas 2021)

2.4.6 Automatic Coupons

Automatic coupon codes are applied on the order placed by a customer automatically they need not two copy or paste the code by the customers. The promo code is automatically applied on order placed. Customers are totally satisfied and there is no chance of disappointment from the side of the brand. (Thomas 2021.)

2.4.7 Gift Card with Purchase

A gift card option with every purchase by the customer is a great deal of attraction of the customers towards the shopping brand. such as example of an online pet supply Store that wish the consumers to automatic delivery can send customers a coupon that will provide them a gift card with the very first subscription. These types of offers not only attract the customers however also bring them back to the same store for other services (Thomas 2021).

2.4.8 Friends and Family Discount Codes

Everyone loves to enjoy and share things with their friends in family. This type of coupon codes is most attractive, and people happily enjoy them. These types of coupons are given to the customers by

the stores and people visit the stores again and again for the services and love the services and increase store's income. (Thomas 2021).

2.4.9 “Mystery” Deals

The grab bag items mystery offers or The Deals are the virtual equivalent of the scratch of discount coupons that provide how much money a customer saves by this coupon code. This type of coupon code adds twist to the shopping done by the customers, and they also add twist to the customer's shopping experience. (Thomas 2021)

2.4.10 Mobile Coupons

Talking about the mobile coupons they are similar with the gift coupons are the loyalty discount coupons. Overlook the mobile we will observe a list of discount coupon that provides great deal of discount for the buyers of the product. However, this helps in the growth of the online business and does attract the customers towards the same Store or brand. (Thomas 2021)

2.5 Impacts of Offers and Discounts on Online Cloths Shopping

Discounts and promotions are one of the most popular and effective ways for e-commerce businesses to attract and retain customers in today's world of increasingly prevalent online shopping. This is especially relevant in light of the unpredictable state of the economy, as 60% of shoppers actively seek out more coupons, offers, and discounts to help offset the higher prices they are paying across retail categories Whatever you call it offer, discount, promotion, coupon, Rabat in Dutch or Rabatt in German—we are talking about offering customers the opportunity to purchase an offered product at a reduced price or with an added benefit. Let's go over some common promotional models found in e-commerce as well as instances of the occasions or justifications for which businesses would launch a campaign (Detweiler 2023)

Following are the impact of offers and discounts which are given to costumers during online cloths shopping. This helped the seller attract the customers on their online platforms.

2.5.1 Offers and Discounts

Discounts are the promotions that are given by business organisations to attract customers which reduce the cost of item of services often by the percentage or by using specific criteria for example a store if offers 60% discount on the product as a reduction made on the regular price which is offered by the customer, a 10% discount on the purchase of two products. A proportionate reduction from the debit account usually made for the cash or prompt payment the interest on the reduction made in advance in money or purchasing a bill or a note attract the customer to the most. An offer also plays the same role as that of discount which also plays the role in attracting the customer offers are further given to customers such as by one get one end of season clearance sale. Other offers are given like free shipping on every product and fast delivery. These offers are very tempting for customers and help the online enterprises to attract customers for their marketing and this is one of the best marketing strategies firm or organization provide. (Bussiness Victoria 2022).

2.5.2 Impacts of Offers and Discounts on Online Cloths Shopping

Extending the quality price value model is a conceptual model that has been developed to investigate the mediating character of price discount effect in relation between the consumer's perception and the price discount. However, jeans were selected as the stimulus commodity. To collect the information and to create online stores the web pages are developed. As per the outlay it displays that the discount effect has an important mediating character in the relation between consumer perception and price discount. (Lee & Chen-Yu 2018)

2.6 Impacts of Offer and Discount on Online Shopping on Indian Shoppers

The growth rate of India's E-Commerce industry is becoming interesting day by day. In 2013 it was reported very less or slow economic growth of E-commerce in India. Nowadays the rising rate in recent years of the performance of the online shopping industry in India has increased a lot. Companies are using the internet to cross community information related to E-commerce. Online shopping helps the companies to give an idea about their products and immediately get the feedback of the customers whether it is full feeling there and get stimulated turnover for the future. The organization of the companies uses methods to know the primary objective of the recent studies to understand the online buy-

ing of the behaviour of consumers in India not only this, but they had also made anything to get information related to their scope and improvement in online shopping websites (India Brand Equity Foundation 2019.) Study reveals that digital buyers especially in India are going to reach to 330 billion by the end of 2020 and this is just because of the offers and discounts that are given to the customers while shopping online.

There is a big storm of online customers which will further rapidly increase the power of an average Indian economically as well as it will help the seller to build a strong market full stop the convenience of shopping while not moving and inch from your desk can be a little addictive, but the reach of the customers and the reach of the sellers are increasing day by day.

Everything under the sun is available on the online platforms and you can purchase that hence digital shopping is growing by the minute. Now a question hear arises that why to shop online the answer to this is shopping online draws the attention of customers on the excellent discounts and offers that are traditionally missing while shopping offline. The Indian retail E-Commerce industry is estimated to experience a revenue growth of up to almost 62 billion dollars. And India is the fastest and the largest dynamic market which has been the centre attention from the Global major player in the industry the takeover of India's ecommerce site like Flipkart by the retail giant Walmart for 16 million US dollars is a testimony to the fact that even that is the only tip of Iceberg.

Another question that comes in the mind while writing this research is what sets online shopping from traditional offline stores in practice of discount. The internet here has played revolutionized roll to set up a huge market. Foreign industry so heavily dependent on internet is expected that online retailers would have some hidden cards that up their sleeves. I can sleep we all are aware of the more and the less of the office in discount and how huge margin online store has in compared to offline stores while offline stores and daily afford 20% on MRP the online stores can earn much more than that because they don't need to pay on the maintenance and the other advertisement cost like the offline stores do even the online stores do not have to pay any electricity bills or any labour cost as compared to the offline stores. Most major ecommerce site like Flipkart, Amazon which show the same product already listed at discount almost higher than the offline store price and then add on promotions and coupons bring the prices more lower with simply impress the customers and bribe them. (Connect 2020.)

2.7 Benefits and Challenges of Offers and Discounts on Online Shopping

Any profitable business that wants to stay in business needs to rotate its inventory. You should also be careful when offering discounts because they have an immediate impact on your profit margin. A discount is a reduction in price that you give to a customer. There are other ways to draw customers in, but sometimes you just need a little boost in sales or customer engagement. Discounts have a lot of implications and benefits for your company; just be smart about it. If you look at the surface level implications, this only means less money for you, the seller. Always look deeper; there's a reason why you see discounts in everyday life. (Herpuť 2021)

With the day-to-day statistics on e-commerce Forrester research, says that around 50% of the potential sales are loss simply when the visitors are unable to find what they are really looking for on E-Commerce sites. Also 45% of the US customers were unable to do a purchase if they were ever asking a single question about the product or the shopping process and they were unable to answer that. Also, there is search gives the clear number which tell that it is essential for online shopping everything quickly and easy and order to enable them to make a purchase and increase the sales and revenues. According to business to community that is B2C around 86% of online Shoppers want to pay in a smoother manner for better shopping experience and 49% of the customers like to impulse buy when there received the same.

There are many questions about what restricts a customer from shopping online it could be UN professional and dated designs, having a poor onsite search engines, no database product suggestions, search auto complete is not typo tolerant, auto complete is too slow, no categories suggestions like photos and prices during sales events, wrong handling of singular or plural words, no handling zero result pages as opportunities and bad user experiences. Also lack of personalization, missing or unpaired product information, bad sales copy missing, fake product review, Complex check out processes, payment failures, lack of security and previously leaves, additional charges poor tracking logistic and long delivery, not having a flexible return policy lack of support and no life chat opportunity are many reasons behind customers not willing to shop online. (Tyrrell 2023)

Following are some benefits and challenges of offers and discounts which are provided to the costumers during online Shopping:

2.7.1 Benefits of Offers and Discounts on Online Shopping

Various benefits of discounts on online shopping are it saves time and efforts. The convenience of shopping at home is just given by online shopping. It is giving a wide range of products with good discounts and lower prices because enterprises save their money which they earlier used to spend on show casting the products. Online shopping further provides detailed information about the product also we can easily compare one brand or model with various others.

According to the economic effects of price discount, price discount provides a monetary gain for enterprises and incentive to encourage customers to purchase the product. Customers received higher level of saving money on products when a higher price discount is provided to customers and attract new customers or inactive customers (Lee & Chen-Yu 2018).

The study shows that offering a coupon or discount offer can dissuade consumers from searching for the same product as well. This is because the discount creates an urgent search in customers to purchase the product and distract the Shoppers from Looking for other options. While the promotion raises the cost to your business and increases the sales to a great extent. Implementing discount strategy and layers to times sensitivity of customers purchasing journey as customers see the minimum and purchase the maximum. Also, it provides an electronic bill for your purchase and an easy return from your own place.

2.7.2 Benefits of Shopping Online

Convenience is the biggest point. Where you can sit comfortably in the midnight while in your pyjamas and there is no line to wait in the cashier line also online shopping provides opportunities 24/7. Also rewards with no inconvenience in shopping experience there is no better place to shop and get information about products like E-books. Also, you can purchase international products using online shopping apps. Cheap deals with all the better prices are available in online shopping of clothes, because products come to you direct from the makers to the buyers without the involvement of any middlemen. Also, it is quite easy to compare prices and find the best deals. Not only are prices better, but it saves your taxes on further factors like petrol or gas expenses, parking charges saves a lot of money! A huge choice on product variety is available on online stores further leading to the comparison between the national and international brands across the globe. It is very interesting to find that on

online stores stock in bulk is available leading to different variant in sizes options, colours option and brand options. Plus, the stock is plentiful; also, you come to know at your place about the out-of-stock variant and re-stocking of the products.

Sending gifts to your relatives and friends is a way easier, no matter where they are living or where you are living. You can gift various clothes to your family members sitting anywhere in the world also special offers and discounts are given to you on special occasions like valentine's day, Mother's Day, daughter's day, Father's Day etc.

In shopping online, you have a complete control on what you want to buy and what you are buying it is not at all the influence or choice of any shop attendee who is guiding you or influencing you to buy. You can easily compare the prices while doing online shopping as by visiting from one site to another. For example, you want to buy a dress and you opened a site you visit earlier but you find that buyer is charging a huge price and then you compared another site which your friend recommended, and you compared there too and you found that prices are more convenient so you bought from that site.

If you are someone who hates standing at the cash counters waiting for your turn to pay. Or you are someone who hates crowd or hates waiting in the traffic jams then online shopping is the much more convenient option for you all because it eliminates each and every type of crowd. Many times, we end buying products of our family member's choice or of shopkeeper's choice coming under their pressure hence online shopping also removes that extra pressure. Internet shopping also provides used or little damaged products at great prices which further help the pocket. Some products like inner garments or inner wears need to be purchased without any hesitation and without any discrimination of men and women. For example, sometimes a man is attending a woman in buying the in inner wears and sometimes a woman is not at all comfortable in buying such products. (Nyxone 2018.)

2.7.3 Challenges in Giving Offers and Discount on Online Shopping

Challenges in giving offers and discounts on online shopping of clothes are also every important aspect that is to be take care of. No doubt internet is very helpful in helping customers, but it also has some major challenges to be taken care of. The below given are few of the challenges which customer are or enterprises are facing. Visuals always provide the first and the final most important impression on the person who so ever sees it whereas the negative impression can often make a customer not will-

ing to buy or can even lead a customer to permanently eliminate purchasing from your site. An online store with a beautiful appearance that is very unprofessional cannot even invite customers if your design is not clearly dated or missing or the buttons are not at the proper location where a customer can easily find will not let the customer to release to your site. This is the most important feature of E-shopping customer experience this is why we should try to break this down to the minimum.

The decrease in the User experience is related to the user first time experience in the design this could mean that site is not mobile friendly and false apart on the small screen according to a study in 2021 54% of all the retail e shopping was conducted on mobile phones. If you provide a personalized shopping experience, you have a better chance of converting you're visited to the customer simply because the product that actually shows to them, they are interested instead of kissing the entire range of product this is further a challenge which should be sorted at personalized level so that customer's interest and behaviour should be improved.

When you introduce to your future customer you can break down the information on two bases product features and product benefits, we will deal on these to facts and can attract many customers further research in US says that 45% of customer are not likely to purchase if they are not able to find answer to the question immediately. Besides the fact that state products reviews are lazy and lies it is obvious that this can attract the customer on first go but on genuine it doesn't sound like they won't be able to purchase the product later your site. In the past few years, the study says that the sides which have Complex check out process people don't offer by from the sides, and they inside avoid buying product. Payment failure at the time of billing after checking out and items in your car and then checking the shipping method seem to be very important if the side crashes at that point of time the customer would not likely buy the product from site. While creating a website one should keep in mind that the privacy and the personal information of a customer which range from millions should be kept very carefully and millions of uses data should not be leaked by the company services like Facebook, Instagram etc (Nyxone 2018).

3 RESEARCH METHODOLOGY

A systematic way to solve any research problem is called research methodology. This includes the steps to be used to collect and analyse the data so that the objectives of research can be fully accomplished (Sileyew 2019). This chapter deals with the detailed description of methodology adopted for the study. The section further describes in detail the reasons behind choosing each approach, and the applicability of the research approach/method in this specific study.

3.1 Research Design

A framework of research methods and techniques which are chosen by researchers to precede his or her study is called research design. It allows researchers to sharpen the methods of research suitable for the related subject matter.

There are always three main types of design for any research to proceed. Firstly, collection of data was done then measurement of data and then analysis of data. Research is usually conducted to minimize the errors and to increase trust in the accuracy of data which is collected (Saunders 2009).

3.2 Research Approach

In the field of science many researchers may have different meanings to their research approach. In such a situation it is very difficult to define the correct meaning of research approach hence it may apply to the collection of data and data analysis between the qualitative methods. Accordingly approach for research is classified into 3 terms:

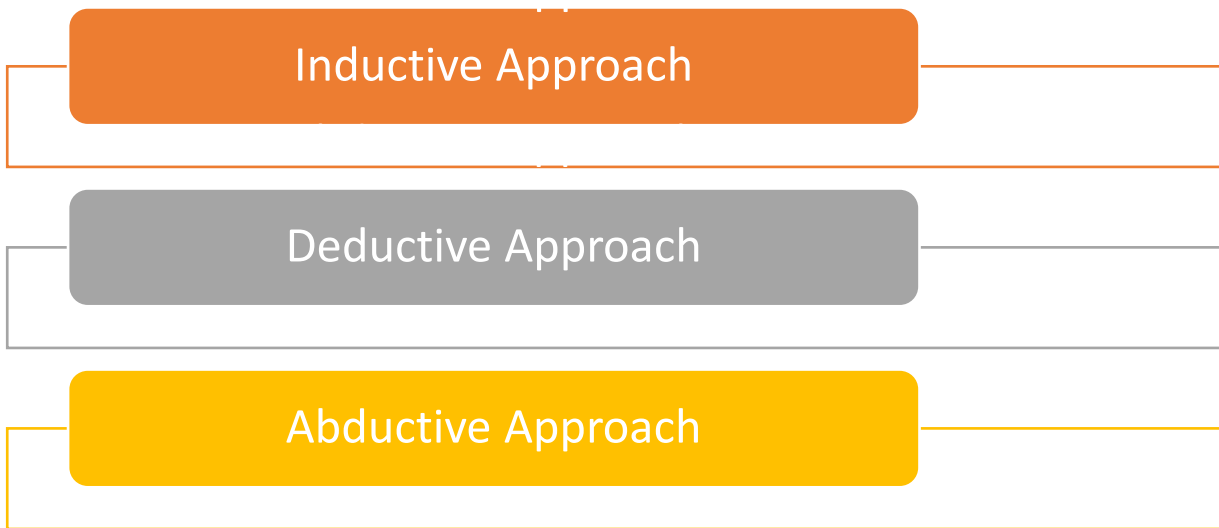


Figure 1. Types of Research Approach

Research approach refers to the steps taken when carrying out data collection and its analysis. A research approach is a researcher's guide to analyzing data, to arrive at various interpretations and assumptions (Saunders et al. 2009). There are three key methods of research approach: inductive, deductive, and abductive. Inductive refers to the development of generalized theories from specific observations. In this approach, the research evolves from an observation to a theory. With deductive approach on the other hand, the researcher moves from a very general concept to a more specific observation (Streefkerk 2019). The approach revolves from a theory to a confirmation. Abductive approach on the other hand, is the evolution of research from incomplete reasoning to the best possible predictions by developing theories that form a logical inference.

When researching this study, the approach under use is the inductive approach. This is because, as stated above, the approach develops a theory based on collected data (Saunders et al. 2009). The data has to be collected in order for the theory to be developed after the data is analyzed.

3.3 Research Strategy

This refers to the plan in place towards helping achieve the research objectives (Saunders et al. 2009). The form of research strategy that is employed can either fall under the inductive or deductive approach, and thus, the researcher has to ensure that it is in line with their line of approach. There are

many research strategies used, based on the direction the researcher wants to take their research. Some examples of research strategies include surveys, case studies, experiments, grounded theory, ethnography, action research, and archival research. With each of these research strategies, the researcher has to ensure that the philosophical underpinnings are incorporated in the research (Fleetwood 2018).

In this study, the research strategy to be employed is a survey. A survey refers to an observational investigation or gathering information from the respondents with the help of a questionnaire with the reason of bringing out a specific result based on actual sites of evidence under real life circumstances (Babbie 2020). Applying this in the research under analysis, the case study of Indian customers, helps establish how the discounts and offers impact the customer in shopping online, and these results are backed by evidence from the feedback and data analyzed.

3.4 Ethical Consideration

According to Pelz (2008), “a system of moral values that is concerned with the degree to which the research procedure adheres to professional, legal and social obligations to the study participants is to be considered.” First, approval from head of Centria University of Applied Sciences Marko Ovaskainen. Then, prior to data collection, permission was obtained from every customer who is using or not using online shopping apps. Confidentiality and non-remarkability of subjects was properly maintained.

3.5 Research Setting

The proper setting of the method of conduct of study was done. Research setting is therefore the proper selection of a person and the important assets that can influence the people. The researchers then need to decide a proper place where research is to be done according to the availability of assets and requirement of the subject.

The present study is conducted on the strength of 50 normal customers with the help of questionnaires, which were either sent to them using social media or E-mails and to them who are either using or not using online shopping apps and knowledge of impact of offers and discounts was obtained.

3.6 Data Collection Techniques

These refer to the techniques the researcher is to use in the collection of data. There are many techniques that a researcher can employ based on the direction of study, and the research framework chosen for the study. In this report, the data collection technique to be employed is questionnaire because it is the most fundamental way of collecting data. And a primary approach of data collection is employed because it increases the reliability of the data collection and then validation of the study.

There are many reasons for choosing this way of collection of data: questionnaires bring the result at a very ground level, they are very easily accessed anywhere at any point of time, moreover the flexibility to a great extent.

3.7 Sample and Sample Size

According to Pelz (1995), "A sample is a small portion of the population selected for observation and analysis". For any research a same sample is selected because it is almost impossible to conduct the study on the whole population. First with full responsibility and care also keeping in mind that sample should contain the same characteristics of that of the populations as a whole. Also, the sample size should be enough that it can represent the population. The sample and sample size of the above study was conducted on 50 customers.

3.8 Sampling Technique

A sample is used in the research study to make the whole study feasible, and a sample is applied to the whole population so that a conclusion can be drawn. The process of sampling is generally based on the careful observation of the variable selected for the study on a relatively small population.

For the above study a convenient (non-probability) sampling technique is used and is based on casual customers because it is taken for the group of people to whom it is easy to contact or to reach.

3.9 Sampling Criteria

Sampling is a method of collection of data according to the topic of the research. In the sampling there is a particular criterion according to which collection of data is done. Also in sampling the size of sample is first decided and the type of sample is considered.

3.9.1 Inclusion Criteria

Normal customers of District Amritsar that were interested to participate in the study and those were available at the time of data collection.

3.9.2 Exclusion Criteria

Exclusion criteria include the people out of the population who cannot be added to the sample. Normal customers who do not understand English language were considered under exclusion criteria.

3.10 Selection and Development of Tool

The tools which are developed are kept in mind and are prepared after the review of literature using some internet sources and the knowledge which is discussed in class. The tools were then created and were sent for checking.

3.11 Description of Tool

The tools consist of two sections. Section A and Section B

Section A: Socio-Demographic Variables

Socio-demographic variables of the study were applied to normal customers like Age (in years), internet access available and source of internet and priority of internet usage.

Section B: Self Structured Knowledge Questionnaire

Self-structured questionnaire contains the questions on online shopping among normal customers. And how offers and discounts influence the customers.

3.12 Reliability of Tool

According to Polit and Beck (2008), "reliability is the degree of consistency or dependability with which an instrument measures the attribute it is designed to measure." The reliability of the tool was done by test and retest method.

3.13 Data Collection Procedure

The collection of data was carried out in October 2022. The researcher was first made to see the permission from the principal of Centria University of Applied Sciences. And then the permission from the participants was taken. Further the participants were properly explained with the purpose of the study and the method of collection of data. The students were assured that confidentiality is to be maintained under all the circumstances. Every participant was made very comfortable with the questionnaire by sending an E-file to them on social media application and only 10 to 15 minutes of them were taken. The collected data was then analyzed.

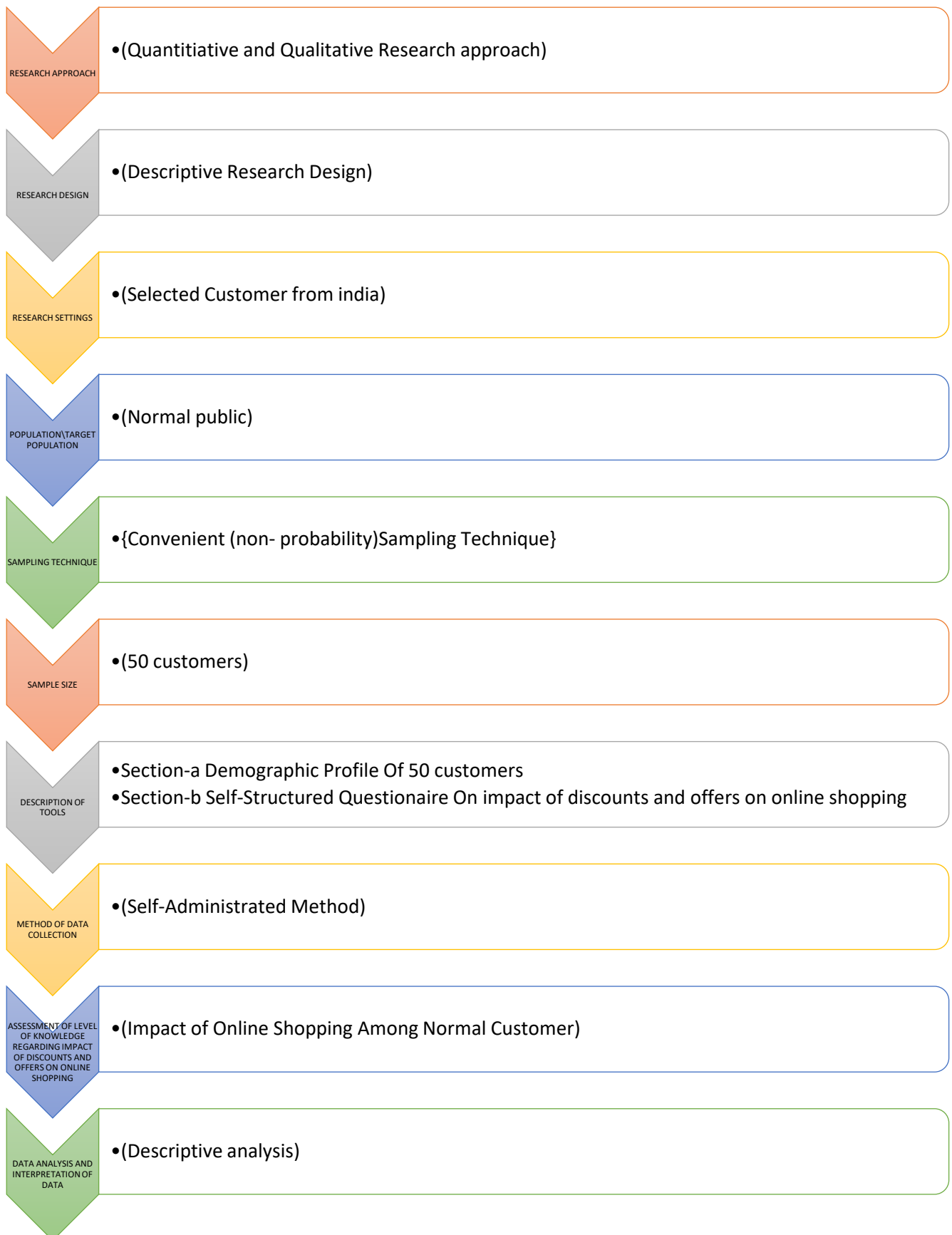


Figure 2. Research Design for the Thesis

4 ANALYSIS AND INTERPRETATION

Analysis is a method of organizing and synthesizing the collected data which are the responses to the research questions and our thesis objectives. By the process of analysis one carefully organizes the data by putting them in different categories and then following out statistical procedure to bring out a conclusion. The analysis and interpretation of the collected data was obtained from 50 customers by random method of convenience and choice.

4.1 Organization of Findings

The raw data was collected and entered. Then it was analysed and interpreted by using the descriptive statistics.

4.2 SECTION -1 SAMPLE CHARACTERITICS

TABLE 1. Percentage and frequency distribution of customer's answers

Variables	Opts	N=50	
		Percentage (%)	Frequency(f)
Age (years)	18-22 Years	40%	20
	22-26 Years	24%	12
	26-30 Years	36%	18
	30 Years or above	0%	0
internet access	yes	100%	50
	no	0%	0
internet usage (in years)	less than one year	2%	1
	1-3 years	4%	2
	4-6 years	30%	15
	above 6 years	64%	32
often use inter- net except workplace	at cyber café	0%	0
	at friends place	2%	1
	at home	76%	38
	any other	6%	3
	at college or study place	16%	8

Continues

TABLE 1. continues

priority in internet usage other than work	at office or workplace	8%	4
	at friends place	8%	4
	at cyber café	4%	2
	at college or study place	20%	10
	at home	60%	30
	any other		
ability to use internet	very skilful	30%	15
	skilful	50%	25
	somewhat skilful	18%	9
	not skilful	2%	1
	don't use personally	0%	0
shop online	yes	98%	49
	no	2%	1

The above table explains the demographic variable according to the customers that are taken for the research purpose. The age in years of people from 18-22 years is 40% that is 20 customers. From 22 to 26 years 24% that is 12 customers. From 26 to 30 years 36% that is 18 customers. 30 years or above is 0%. Similarly, the customers who use internet access 100% that is 50 customers and those who don't use zero percent. The result also shows that people using the internet from less than 1 year is 2% that is one customer between 1 to 3 years 4% that is 2 customers between 4 to 6 years 30% that is 15 customers and above 6 years is 64% that is 32 customers.

People who often use the internet except in the workplace at cyber cafes 0% at friends place 2 % that is one customer, at home 76% that is 38 customers. At any other place is 6% that is 3 customers. At school, college or study place it is 16% that is 8 customers. People who use the internet as priority other than their work at office or workplace 16% that is 8 customers at workplace 8% that is 4 customers at cyber cafe 4% that is 2 customers at college or study place 20% that is 10 customers at home 60% that is 30 customers. People ability to use internet as the data collected is very skilful 30% that is 15 customers skilful 50% that is 25 customers some of them find themselves less skilful which 18% that

is 9 customers and not skilful 2% that is one customer not use personally is 0%. People who shop online are 98%, that is 49 customers and those who don't shop online is 2%.

4.3 Demographic Variables

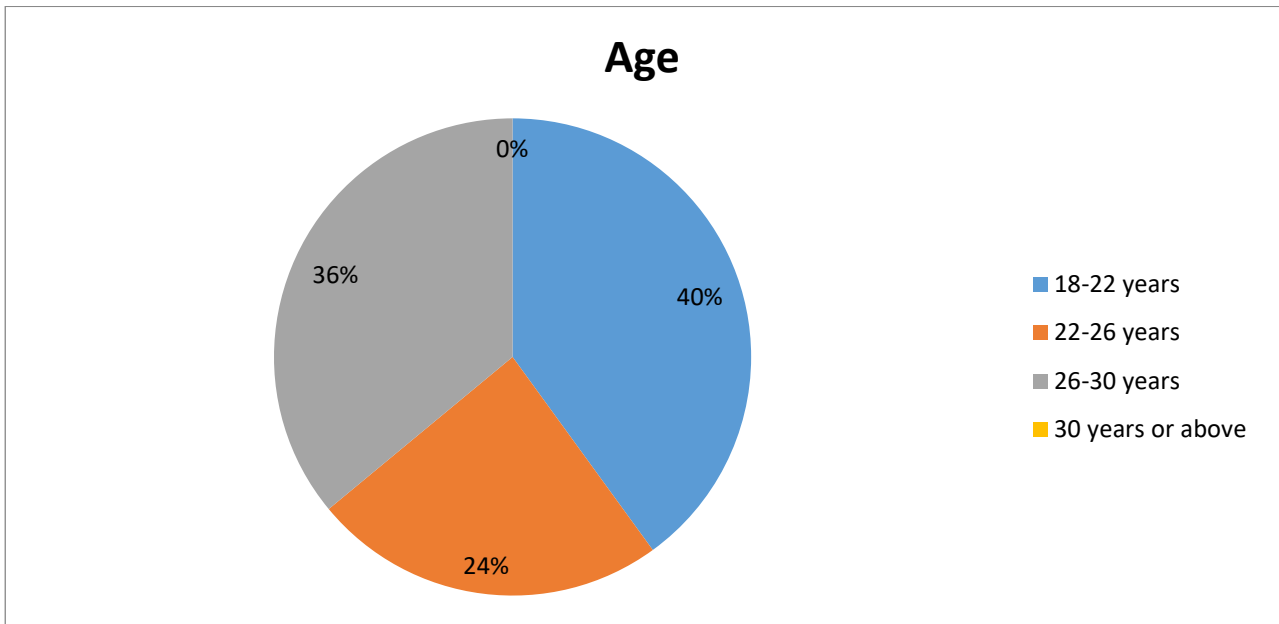


Figure 3. Percentage distribution of Customers according to Age in years

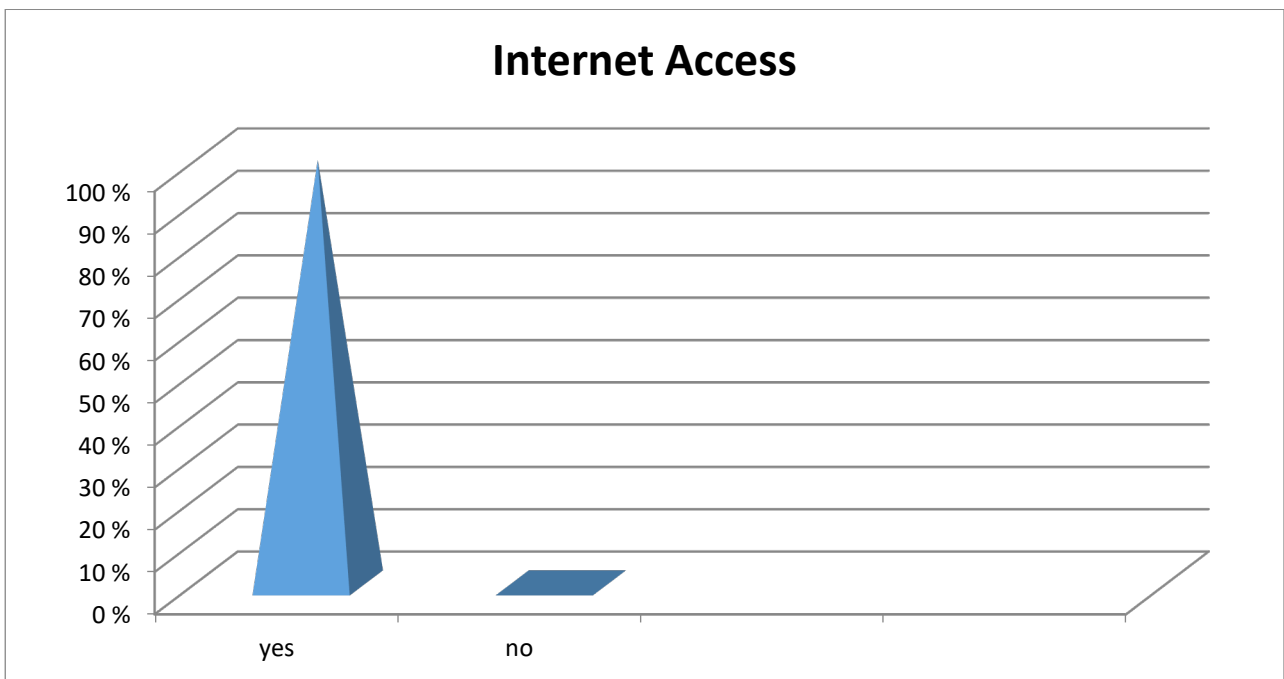


Figure 4. Percentage distributions of Customers according to Internet Access

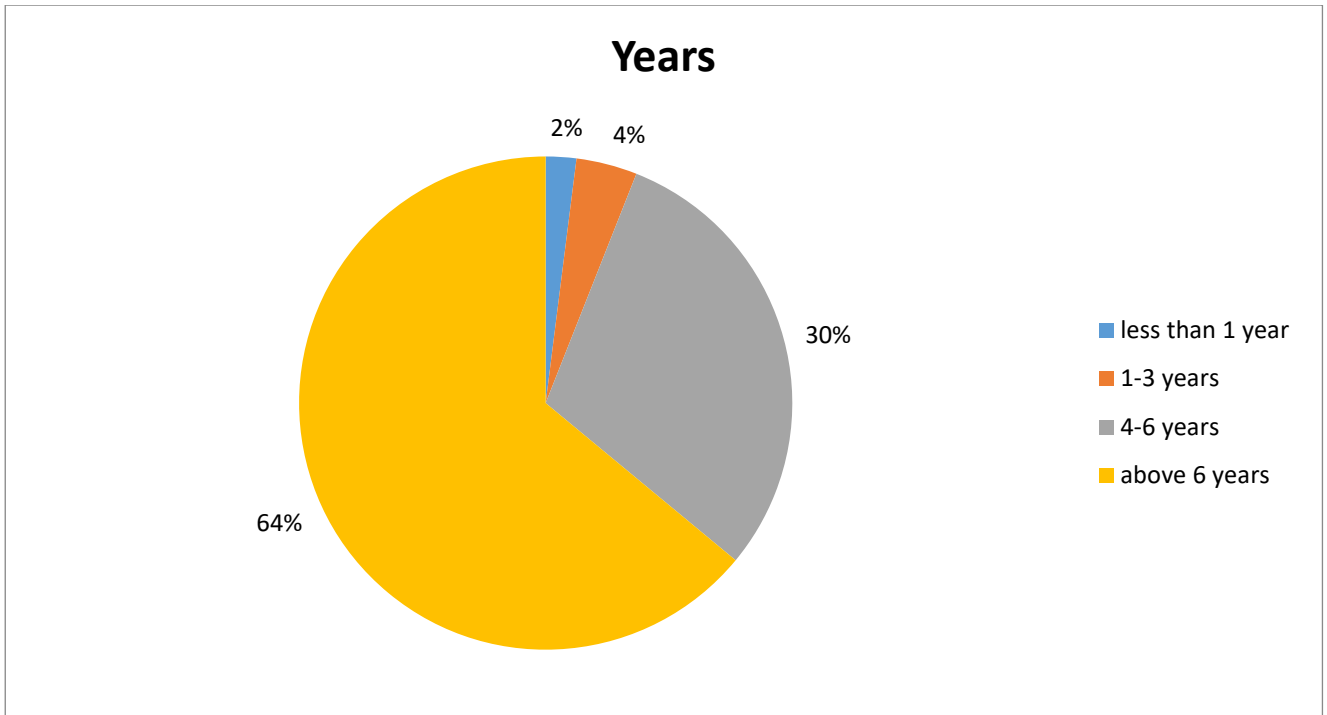


Figure 5. Percentage distribution of Customers according to Internet usage period in years

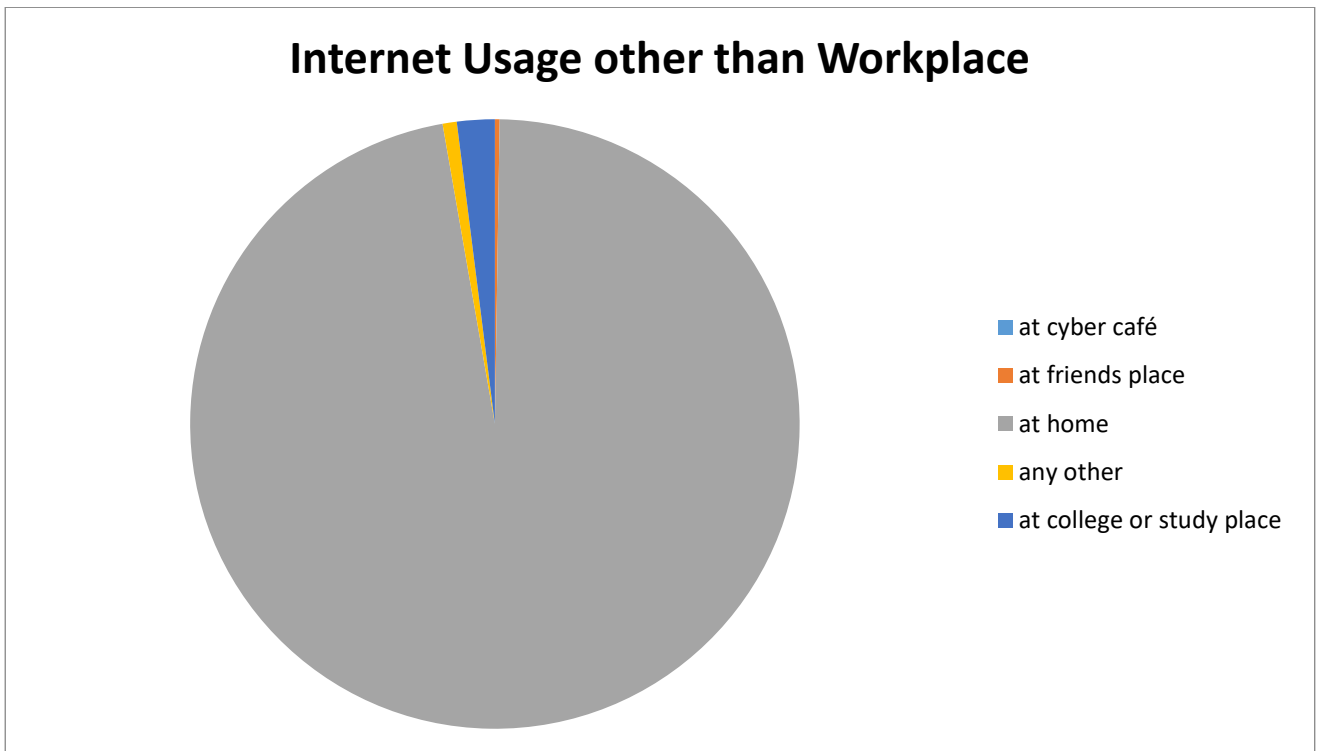


Figure 6. Percentage distribution of Customers according to how often they use the Internet outside the workplace

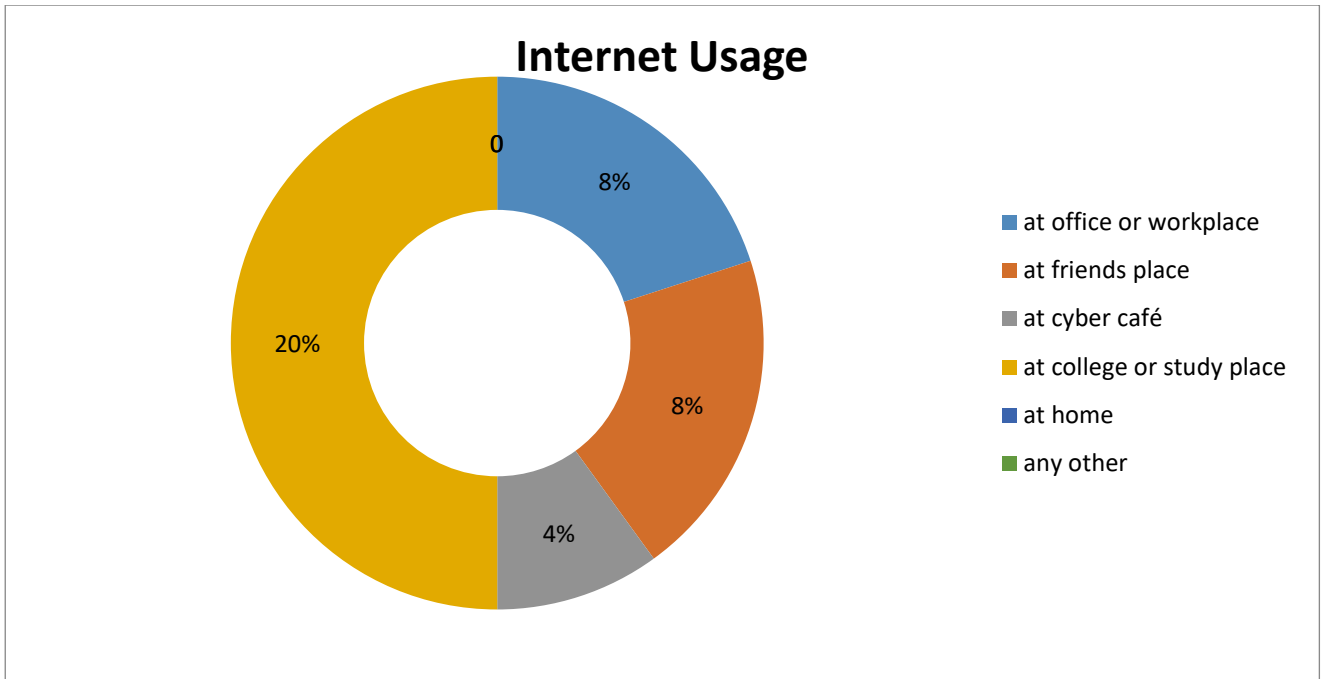


Figure 7. Percentage distribution of Customer according to the priority of the place where they use the Internet outside work

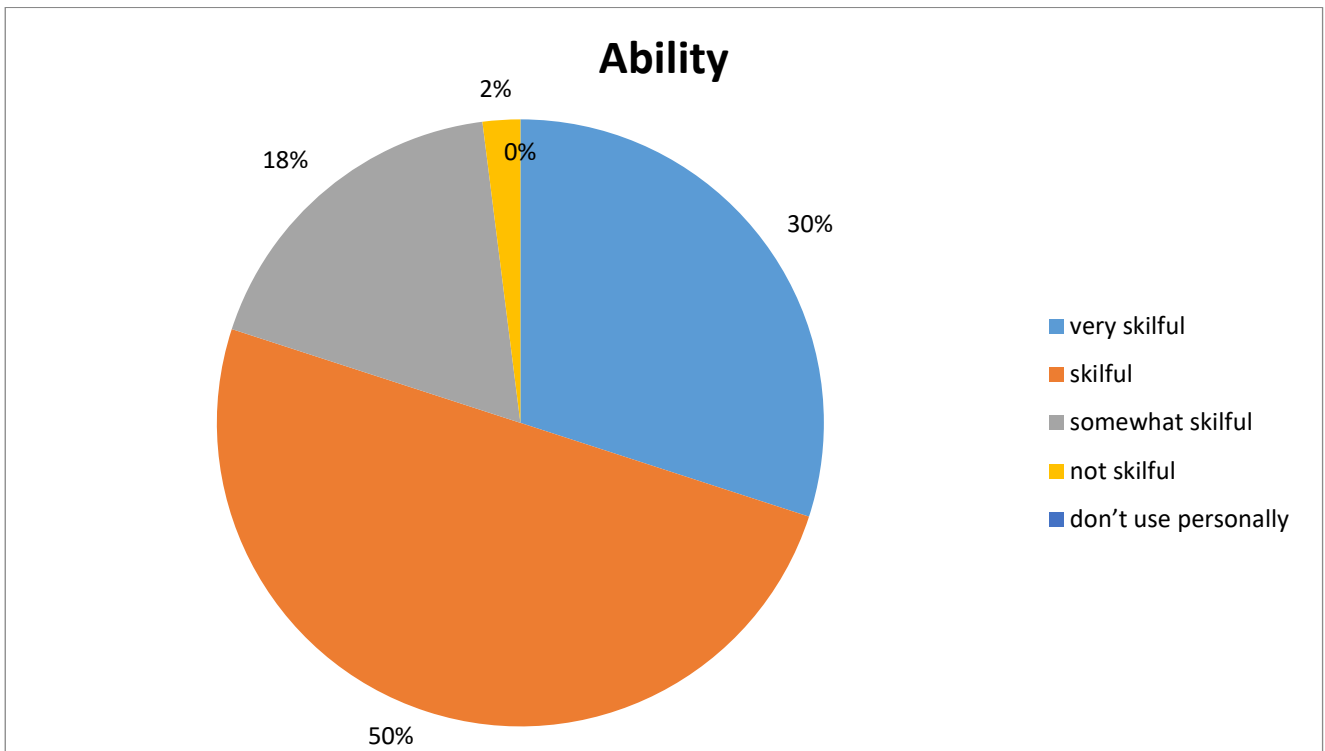


Figure 8. Percentage distribution of Customers according to ability to use internet



Figure 9. Percentage distribution of Customers who shop Online

4.4 SECTION- II: OBJECTIVE BASED ANALYSIS

Objective 1: what are the various shopping apps Indians prefer

Table 2. Percentage and frequency distribution of answer to objective-1 according to Customers choice

Goods purchase from internet	Books	5.2%
	Cds	0%
	Toys	0%
	Gifts	22.4%
	Tickets	0%
	Garments	50%
	Any other	22.4%
Mode of payment	Cash on delivery	77.2%
	Debit card	7%
	Credit card	5.3%
	Net-banking	10.5%
	EMI	0%
	Any other	0%
Most preferred online shopping website	Flipkart	7%
	Snapdeal	1.8%
	Amazon	61.4%
	Ebay	0%
	Home shop 18	0%

	Naaptol	17.5%
	Bookmyshow	0%
	Myntra	12.3%

The above table shows that out of 100% customers of frequency 50. 77.2 % pay by cash on delivery, 7% pay by debit card 5.3% pay by credit card 10.5% pay by net banking 0% by EMI and other options. Also, the data collected shows that the most used website for online shopping is Amazon, Naaptol on the third number is Myntra and then Flipkart and Snapdeal.



Figure 10. Percentage distribution of Customers most preferred Online Shopping Website

The above figure shows that Amazon is the most used website for about 61.4% people uses it. Then Naaptol is used by 17.5% people 12.3% use Myntra 7% Flipkart and 1.8% Snapdeal.

Table3. Percentage wise and frequency Distribution of answer to questionnaire according to customer

S. No	Agree	Disagree	Strongly disagree	Neither agree nor disagree	Strongly agree
Personal information is being recorded	17.5%	35.1%	12.3%	35.1%	0%
Offline shopping gives me happiness	71.9%	5.3%	1.6%	17.5%	1%
Retailer shop because it gives me satisfaction	43.9%	10.5%	1.8%	33.3%	10.5%
Like to go with friends with shopping	70.2%	10.5%	1.8%	10.5%	7%

Purchase during offers and discount	77.2%	17.5%	0%	5.3%	0%
Buy from site suggested by friends and relatives	50.9%	19.3%	5.2%	19.3%	5.2%
Get notification of offers and discount by application used for online shopping	82.5%	10%	0%	7%	0.5%
Offers and discount make me purchase unnecessary product	43.1%	34.5%	7%	13.8%	1.6%
Offers and discount create an illusion of shopping	64.3%	23.2%	1.8%	8.9%	1.8%
Offers and discounts influence so strongly that person spend savings	58.6%	22.4%	0%	10.4%	8.6%
Price offered during sales is same as regular days	22.8%	54.4%	2%	19.3%	1.5%
Shopping seeing offers and discounts leads to wastage of time	58.6%	22.4%	3.5%	15.5%	0%
Shopping online sometime leads to cyber crime	50%	32.1%	2.2%	12.5%	3.2%

Research on 50 customers is shown in the above table in which people were asked a few questions like what they think that personal information is being recorded. 35.1% of people disagreed with the question. Also 71.9% of people say that offline shopping gives them happiness. 43.9% of people are of the opinion that they feel more satisfied while shopping offline. 70.2% of them like to shop offline with their friends. 77.2% of people purchase during offers and discounts.

Whereas 50.9% people use the sites suggested by their friends and family 82.5% are of the opinion that discounts are being notified to them by their online shopping applications 43.1% say that offers

and discounts make them unnecessary. 64.3% of people are of the opinion that online shopping creates an illusion. 58.6% of people are of the opinion that a discount leads to wastage of money and spending their saving. 54.4% of people disagree with the fact that sale prices are the same as regular day prices. 58.6% of people say that offers at a discount make them shop online but it is a huge waste of time. 50% of people say that online shopping leads to cybercrime.

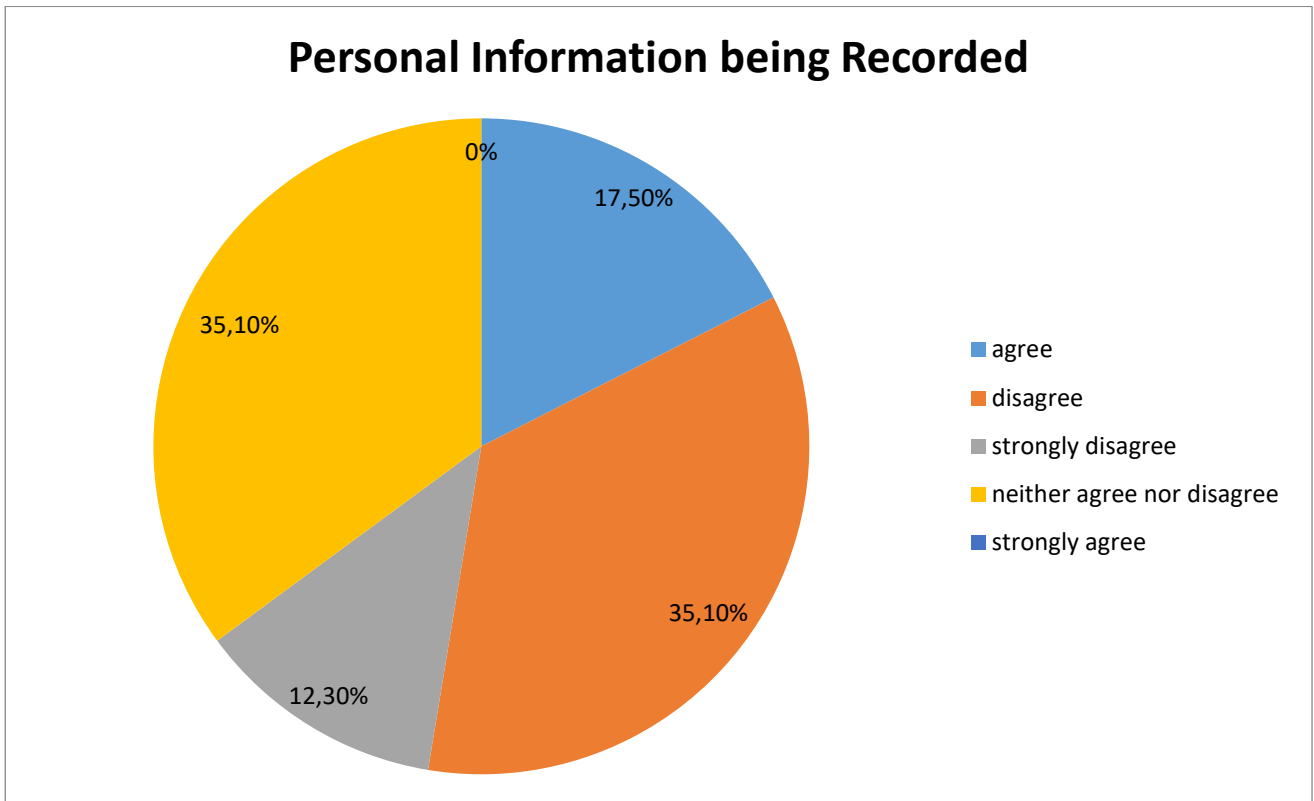


Figure 11. Percentage distribution of Customers who thinks personal information is being recorded

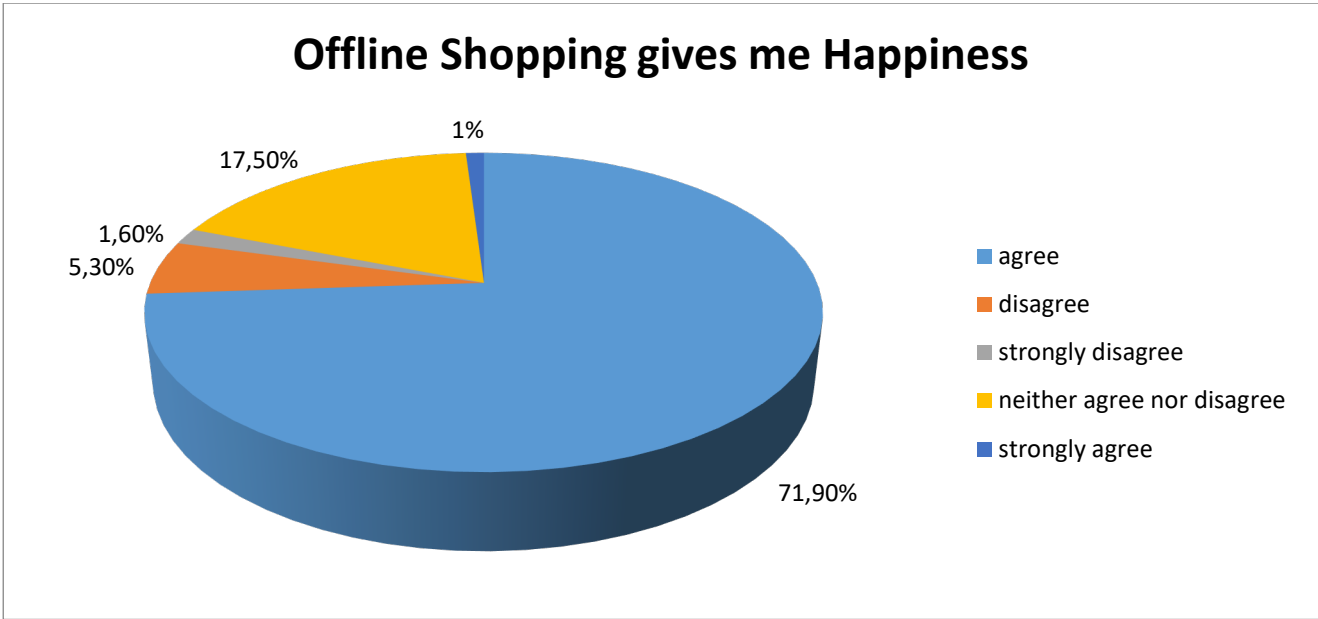


Figure 12. Percentage distribution of customers who thinks offline shopping gives them happiness

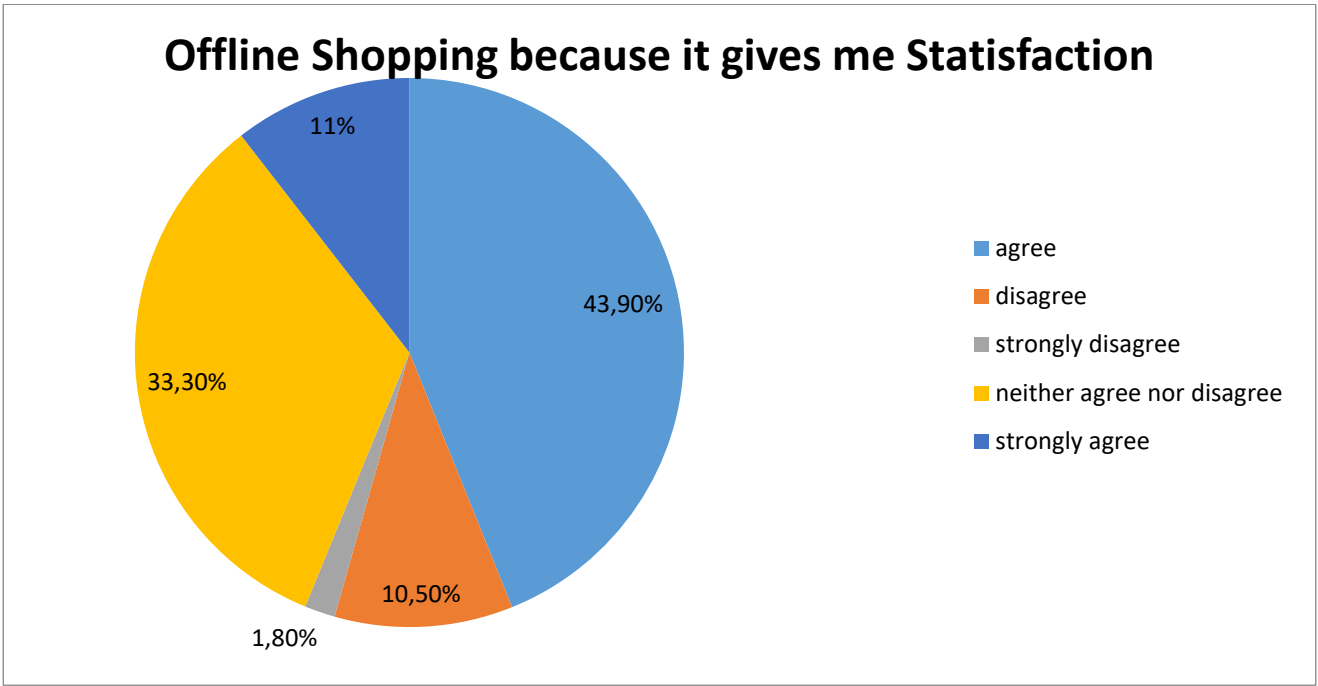


Figure 13. Percentage distribution of Customers who think offline shopping gives satisfaction

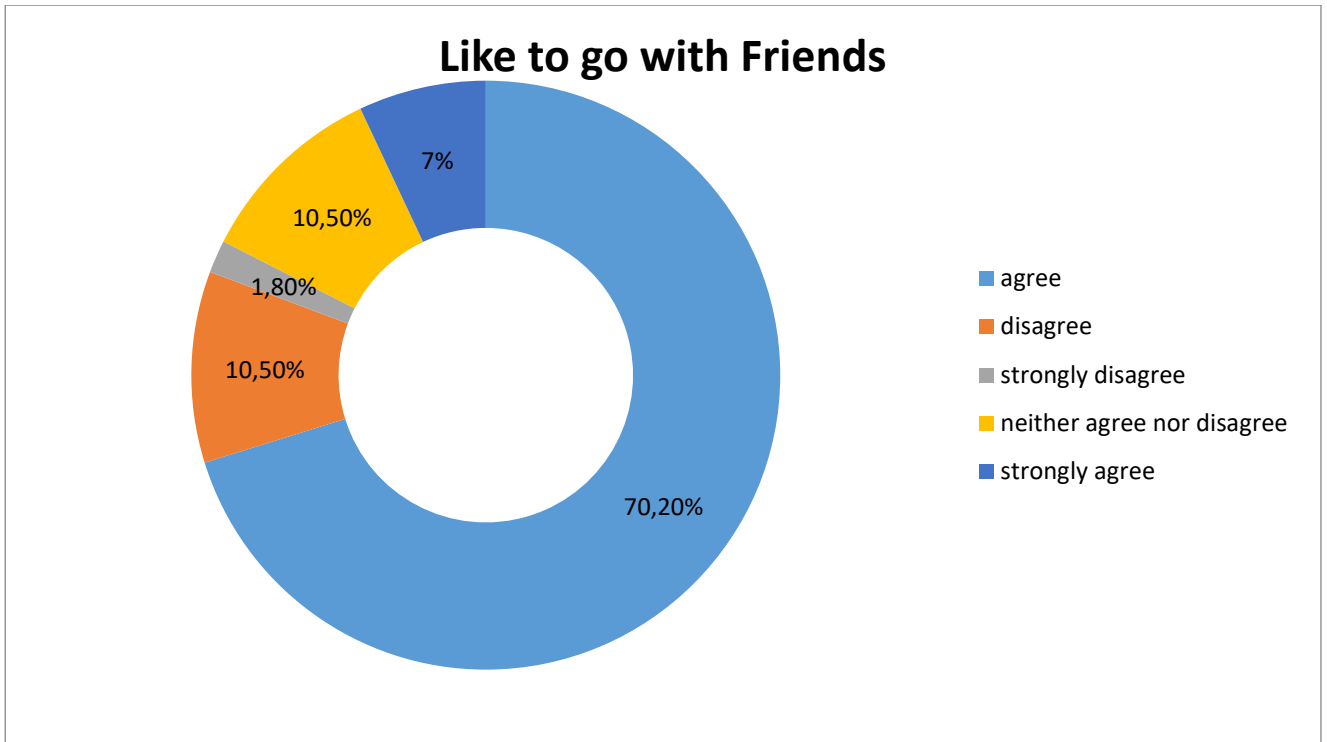


Figure 14. Percentage distribution of Customers who think they like to go shopping with friends.

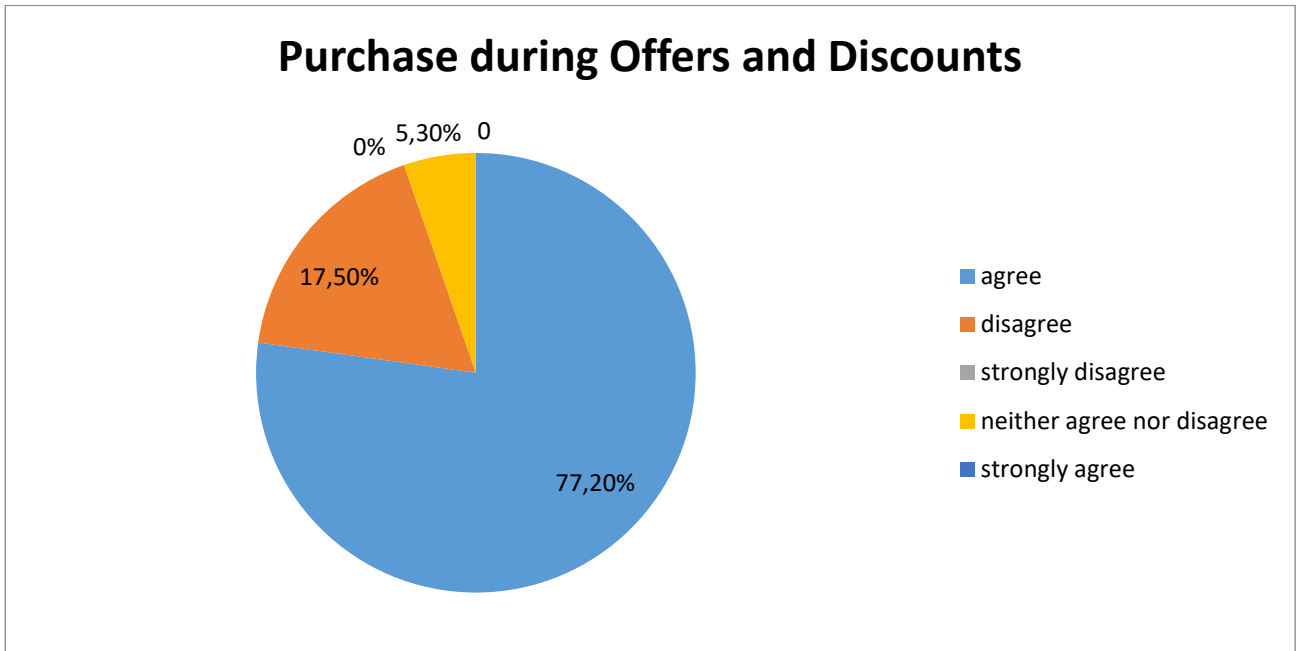


Figure 15. Percentage distribution of Customers who purchase during offers and discounts

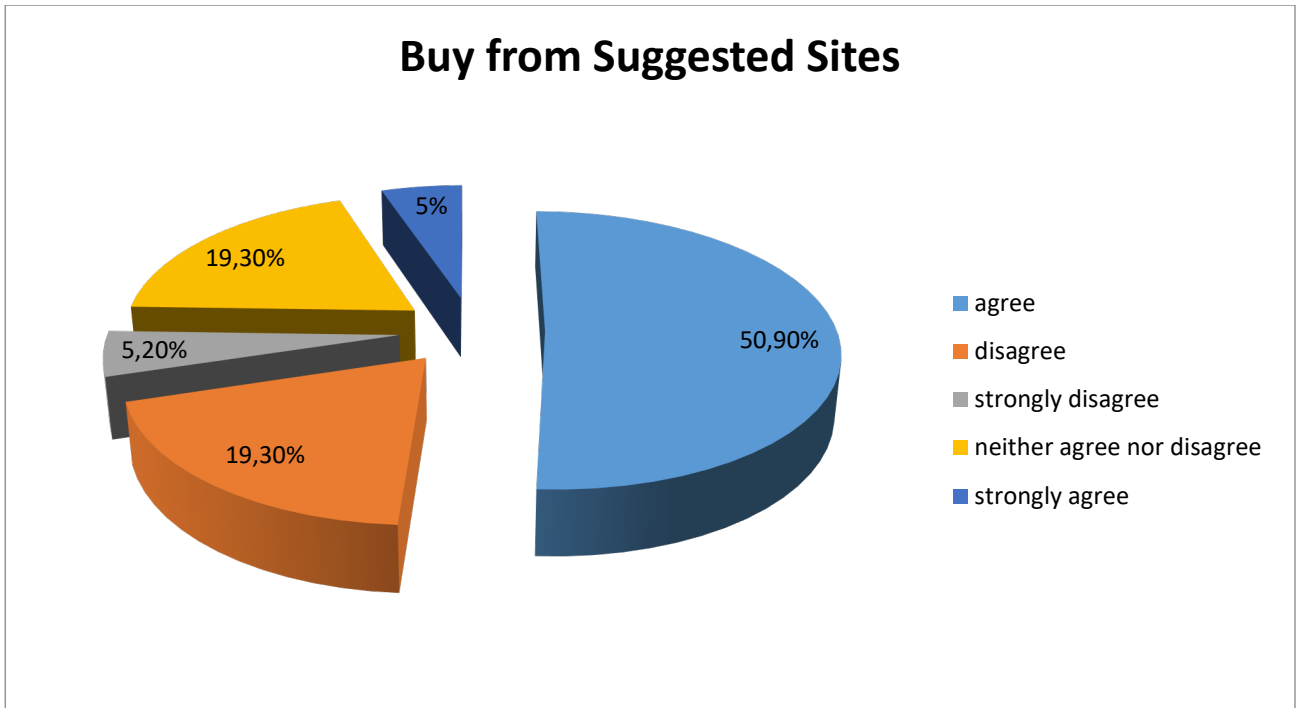


Figure 16. Percentage distribution of Customers who buy from sites suggested by friends and relatives

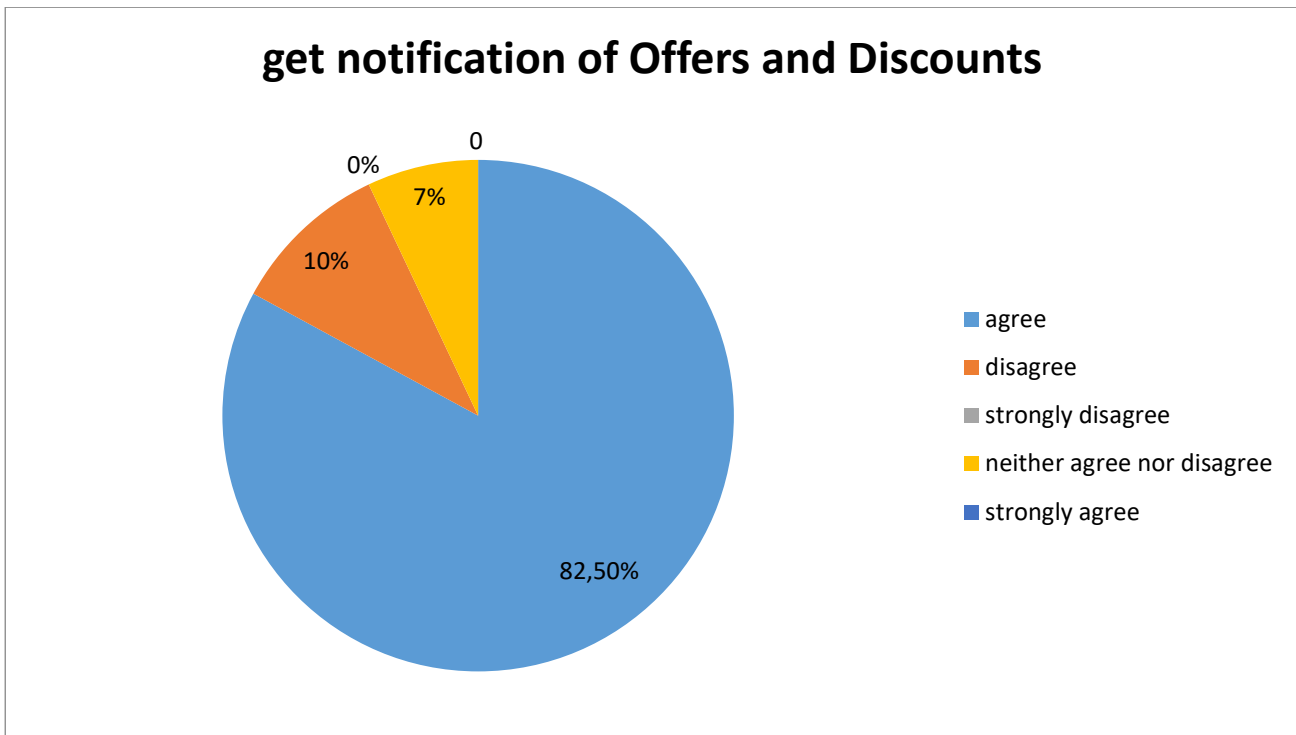


Figure 17. Percentage distribution of Customers who believe they get notifications from websites about offers and discounts

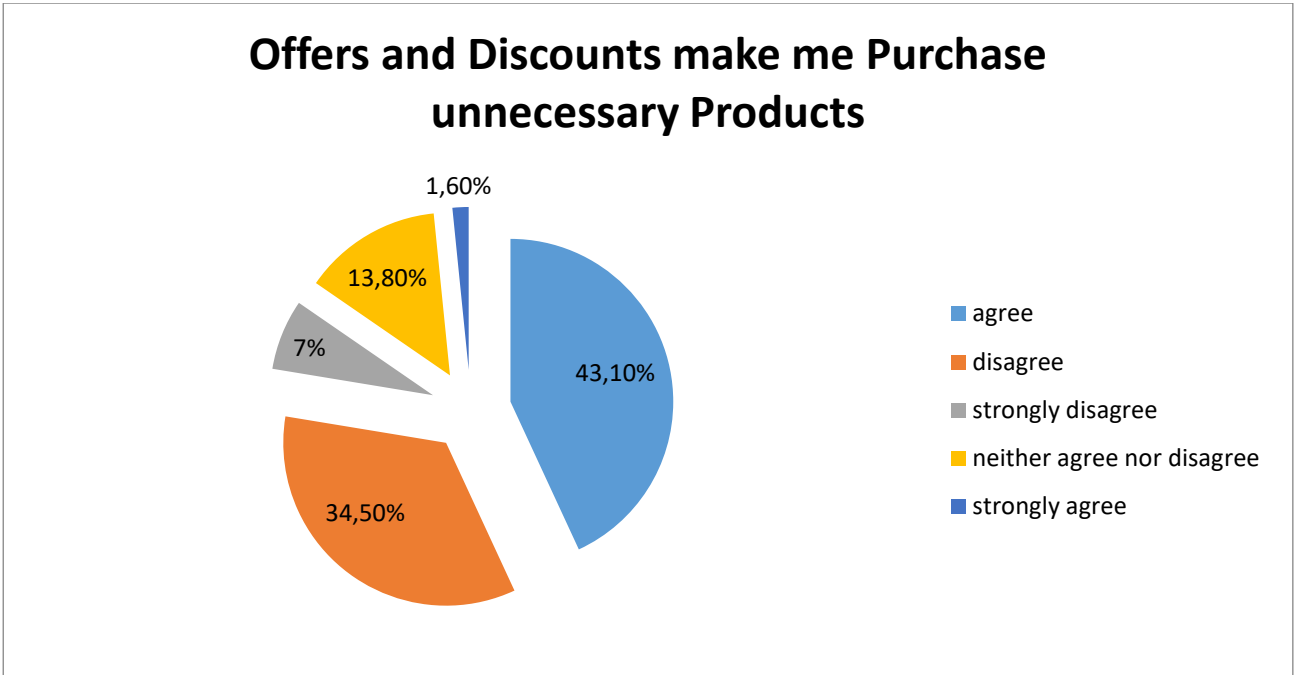


Figure 18. Percentage distribution of Customers who think offers and discounts make them purchase unnecessary

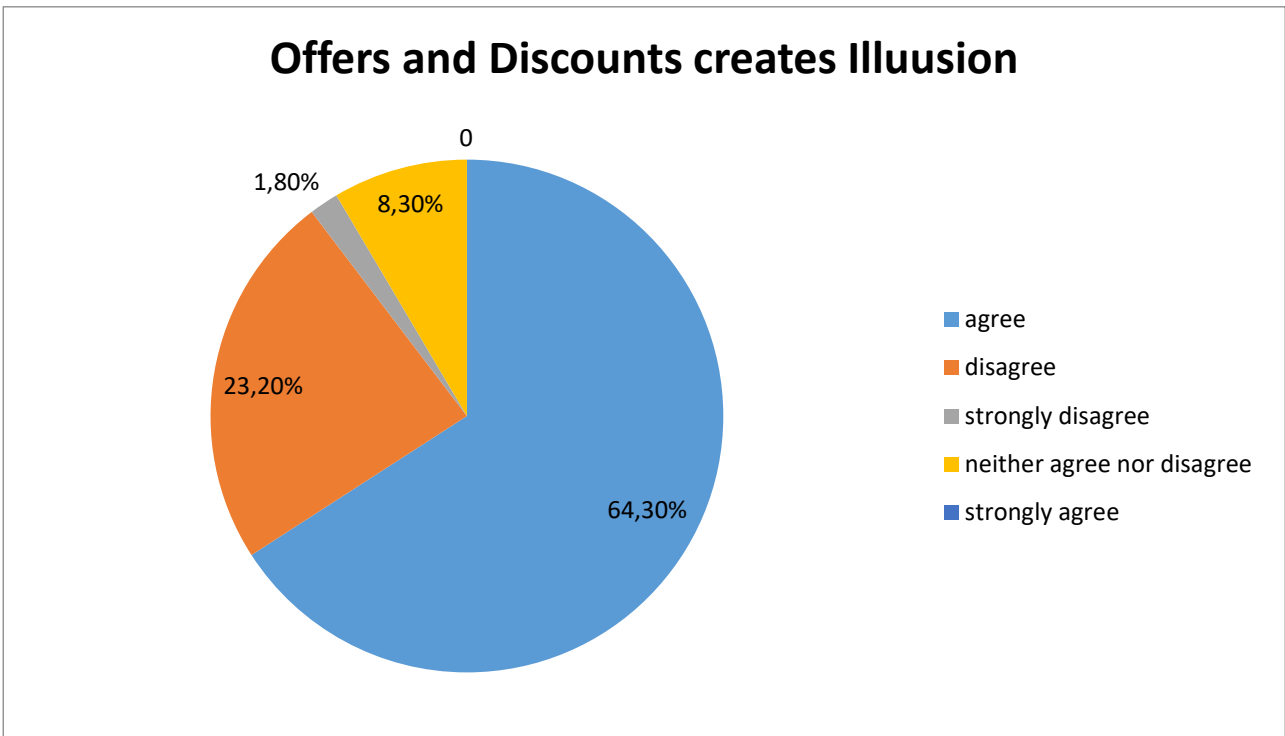


Figure 19. Percentage distribution of Customers who think offers and discounts create illusion

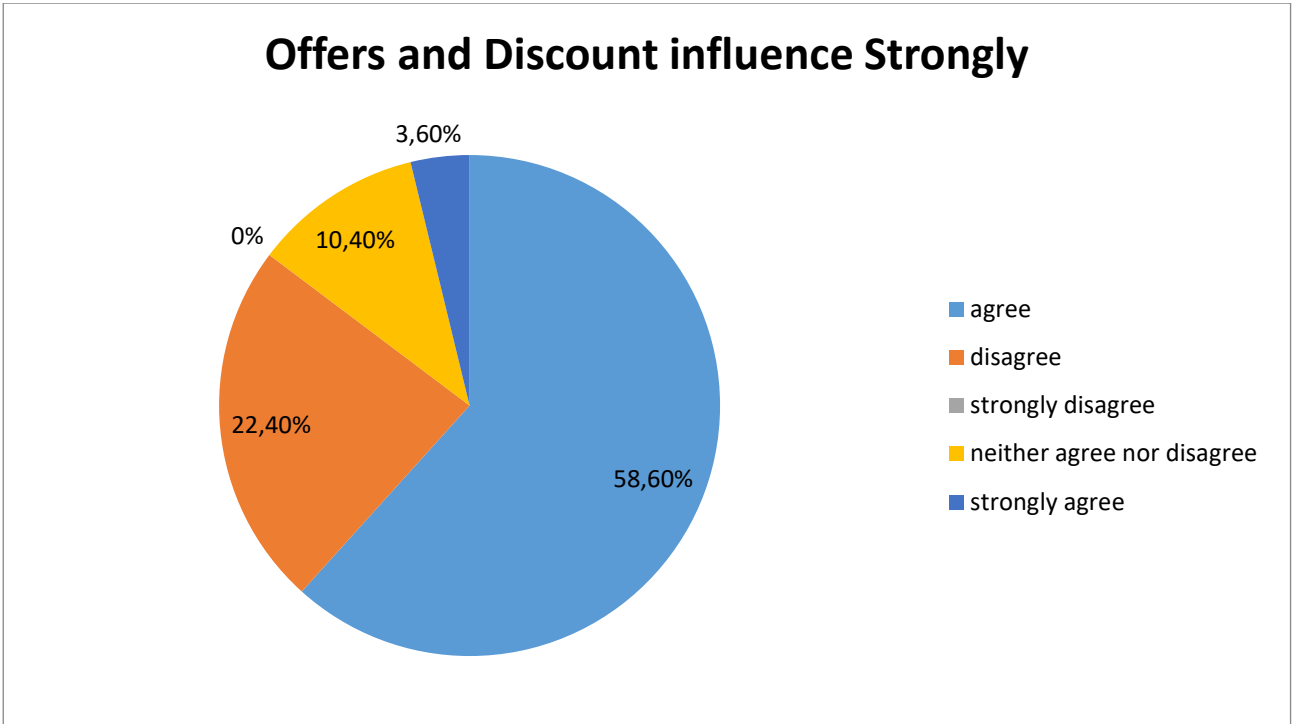


Figure 20. Percentage distribution of Customers who think they get influence by offers and discounts

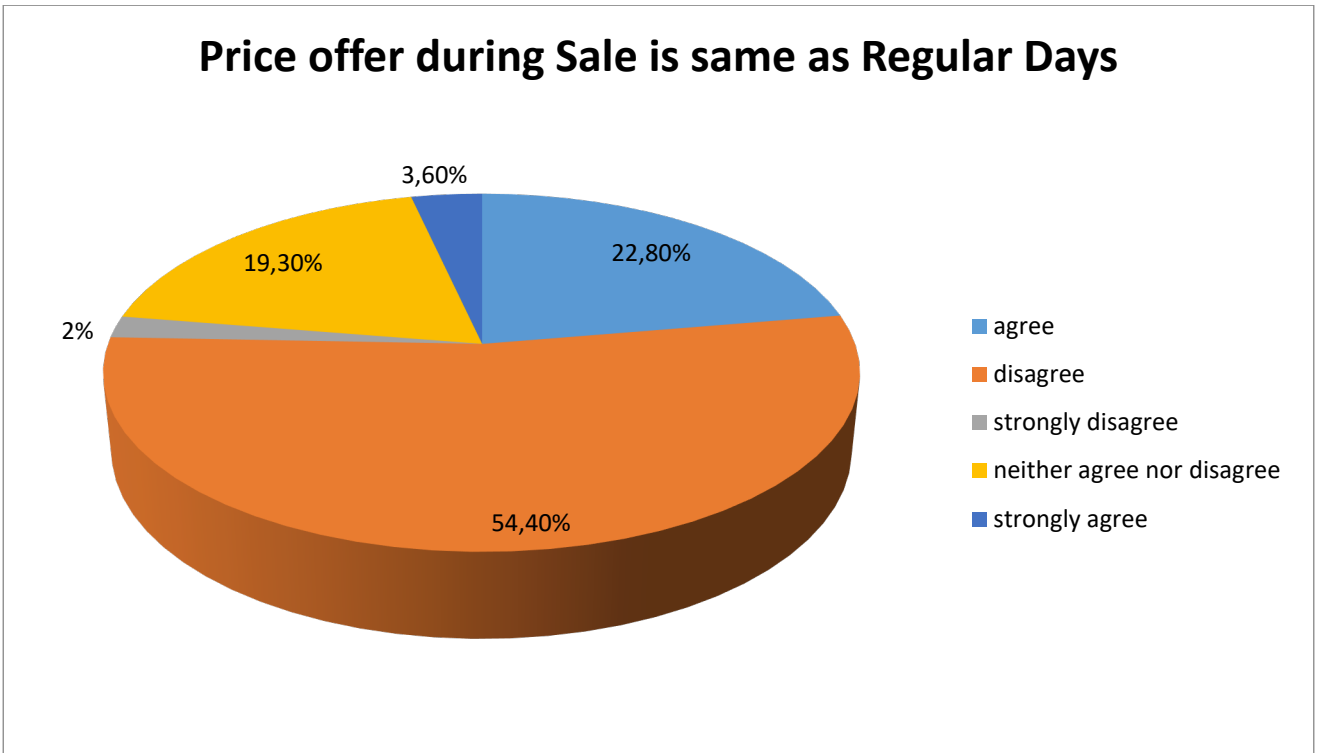


Figure 21. Percentage distribution of Customers who think the sale price is same as regular days

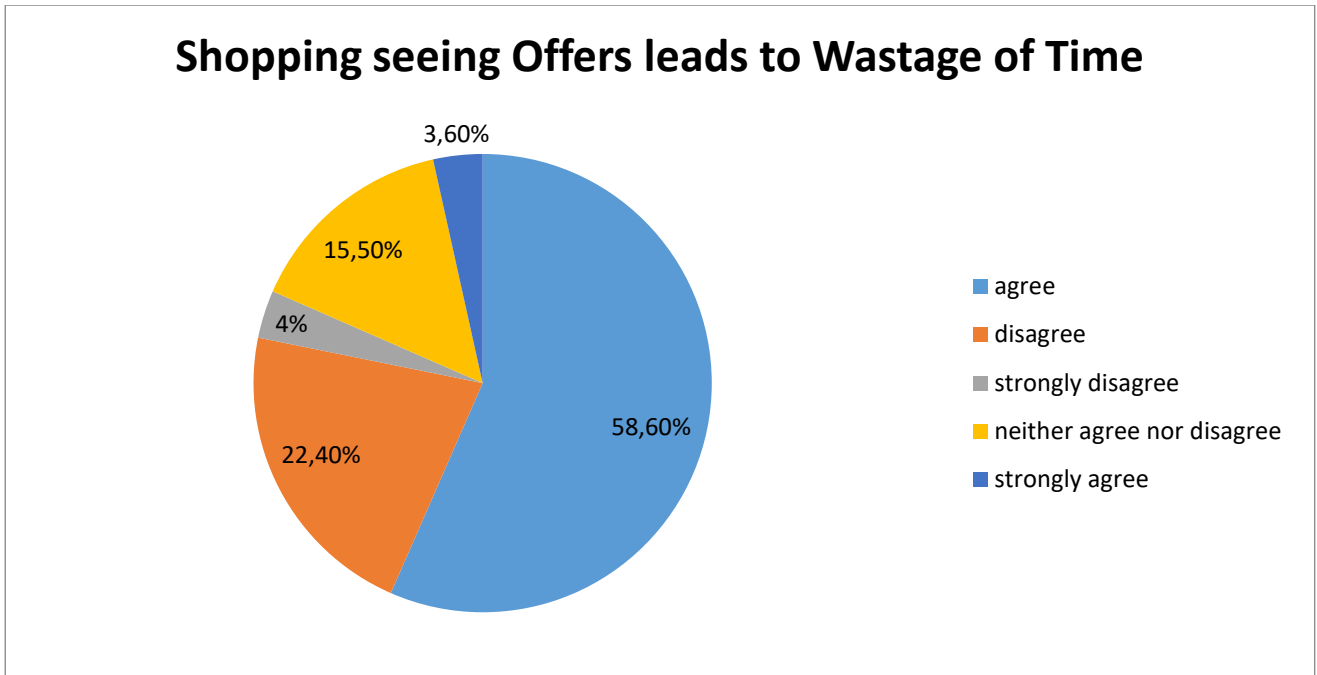


Figure 22. Percentage distribution of Customers who think shopping on seeing offers and discounts leads to wastage of time

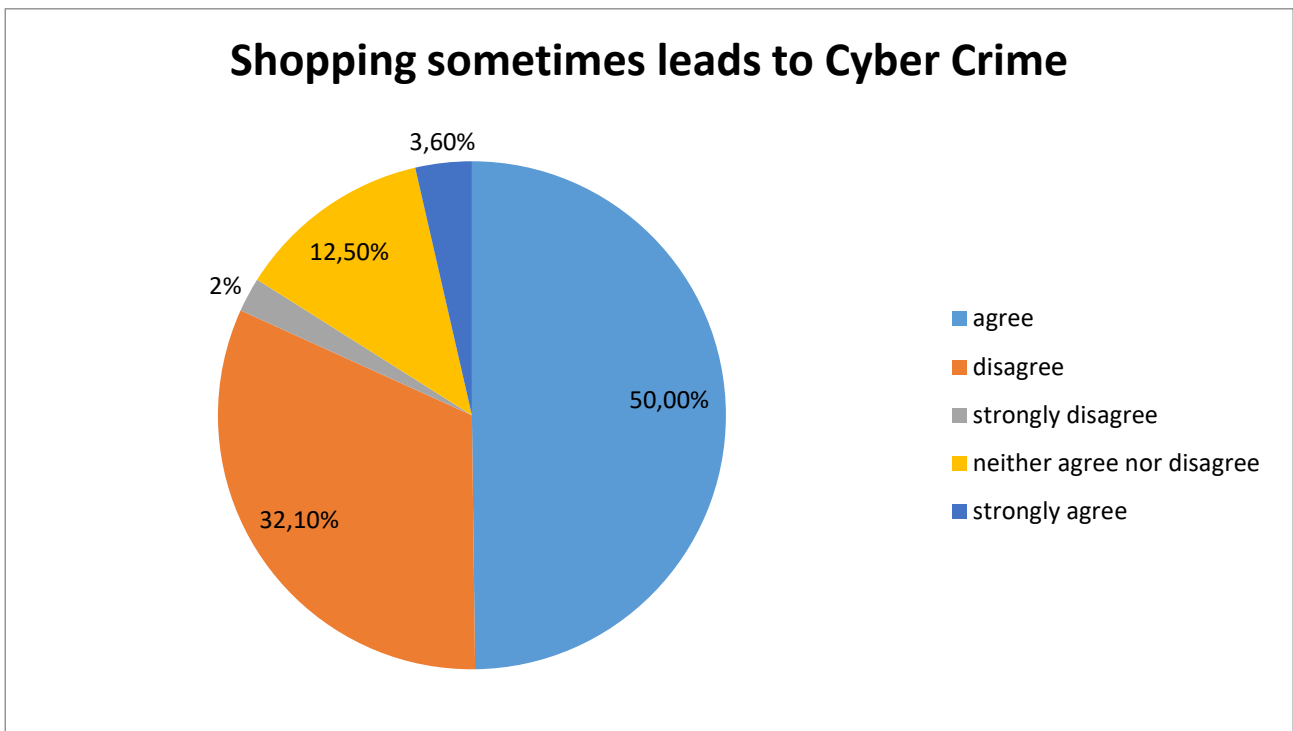


Figure 23. Percentage distribution of Customers who think shopping online leads to cyber crime

5 DISCUSSION AND CONCLUSION

Tong, Xu, Yan and Xu (2022), Sheehan, Hardesty and Chen (2019), Jung Eun Lee and Jessie (2018), Carlson and Kukar-Kinney (2018), Jothi and Gaffor (2017), Kumar (2015), Sharma and Khatri (2013), Rakesh and Khare (2012), Rose (2012), Grewal and Gauri (2011), Gupta, Handa and Gupta (2008) and other researchers researched about what influence people in shopping online was the ease of use, usefulness, and the enjoyment they feel in shopping online.

There are many other factors which influence people in shopping online as the research were conducted on the same, which explained the understanding of the customer. But also, there are some factors like customer traits, product characteristics, situational factors and their previous online shopping experience along with the trust in online shopping which influence people in shopping online. The major factor seen these days is the impact of offers and discounts which people get influenced by. Also, the above study will help people in learning the customer's behaviour while they are shopping online and the impact of offers and discounts on online clothes shopping.

5.1 Major Findings of the Study

The data was collected from 50 customers. The results show customers who uses internet are 100% who don't have internet access is 0% there is also shows that there are just less than 2% who have been using the internet connection for one year and the customers who have been using internet is for 1-3 years is 4% there are 98% people who shop online.

43.1% say that offers and discounts make purchases unnecessary. 64.3% of people are of the opinion that online shopping creates an illusion. 58.6% of people are of the opinion that a discount leads to wastage of money and spending their savings. 54.4% of people disagree with the fact that sale prices are the same as regular day prices.

5.2 Interpretations

There is a steep result seen in the data interpretation of the findings as the results match the result which the researcher that is what I, assumed as online shopping is no doubt beneficial but there are approximately less than 50% people who think that shopping online seeing offers and discounts makes them purchase unnecessary, but the result were completely opposite what I thought about impact of offers and discounts create illusion about shopping as about 64.3% that is more than half have this thinking.

5.3 Implications

The findings of the study have implications in the business field in the areas of business practice, research, and education administration. Customers act as a great motivator, research person and educator. The present study is clearly emphasized on the measures to improve the business tact in the field of commerce. Hence the business based on online shopping can be improved by the findings of the above study. The study is resourceful for major companies which act in the field of online shopping.

5.4 Limitations

The above study was limited to customers of India according to the convenience of the researcher. It was limited to 50 customers. Due to 50 customers only, there was limited access to study the impact of offers and discounts on online clothes shopping by Indian buyers.

5.5 Recommendations

The above study can be conducted on a large sample size. The research could be conducted at different settings with other study designs. A comparative study can be conducted on online shopping problems faced by people. The researcher could have conducted the research on knowledge and attitude of customers.

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APPENDIX 1/ 1

Questionnaire

To Study IMPACT OF OFFERS AND DISCOUNTS ON ONLINE CLOTHING SHOPPING: A STUDY OF INDIAN BUYERS

- What is your age?
 - a) 18 to 22 years
 - b) 22 to 26 years
 - c) 26 to 30 years
 - d) 30 above
- Do you have internet access?
 - a) Yes
 - b) No
- Since how long you have been using internet?
 - a) less than one year
 - b) 1 to 3 year
 - c) 4 to 6 year
 - d) Above 6 year
- Do you shop online?
 - a) Yes
 - b) No
- Do you have computer with Internet Access?
 - a) Yes
 - b) No
- Where you often use internet except work?
 - a) At cyber café
 - b) At friend's place
 - c) At college or study place
 - d) At home
 - e) any other (mention)
- What is your priority in personal use of internet access other than work?
 - a) at office or work place
 - b) at friends place
 - c) at study place or school
 - d) At Cyber Café
 - e) At home
 - f) Any Other (mention)
- What is your ability to use internet?
 - a) Very Skilful
 - b) Skilful
 - c) Somewhat Skilful
 - d) Not Skilled
 - e) don't use personally
- Do you shop online?
 - a) Yes
 - b) No
- What type of goods you often purchase from internet?
 - a) Books

- b) cd's
- c) Toys
- d) Gifts
- e) Garments
- f) Any other
- Which mode of payment do you use?
- a) Cash on Delivery
- b) Net banking
- c) Credit Card
- d) Debit Card
- e) EMI
- f) Any other
- Which online shopping website you prefer most?'
- a) Flipkart
- b) Snap Deal
- c) Amazon
- d) E-bay
- e) Home shop 18
- f) Naaptol
- g) Book my Show
- h) Mantra
- Do you think personal information is being recorded while shopping online?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think offline shopping gives you happiness?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you go to retailer shop because it gives you satisfaction?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you prefer going with you friends for shopping?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you feel purchasing during offers and discounts?

- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you buy from sites suggested by your friends and relatives?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you get notifications from websites about offers and discounts?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think offers and discounts make you purchase unnecessary?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think offers and discounts create illusion?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think you get influenced by offers and discounts?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think sale prices are same as regular days?
- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree
- Do you think shopping seeing offers and discounts leads to wastage of time and money?
- a) Agree

- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree

• Do you think shopping online leads to cybercrime?

- a) Agree
- b) Disagree
- c) Strongly Agree
- d) Strongly Disagree
- e) Neither Agree
- f) Nor Disagree