IMPLEMENTATION OF THEORY OF PLANNED BEHAVIOR FOR DETERMINING YOUNGSTERS' BEHAVIOR TOWARDS ONLINE MARKETING OF APPARELS

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1 ABSTRACT

Indian youth is a potential stakeholder in the online marketing of various products including apparels. During pandemic and even after online shopping, use of ecommerce and mcommerce has been used even in rural India. Frequency of online shopping of apparels by rural youth can be seen greater than before for specific occasions like birthdays, anniversaries, wedding, and also for festive seasons.

The purpose of this paper is to discuss various factors contributing the youngsters' behavior especially towards online marketing of apparel. To identify these factors, a detailed literature review was conducted along with primary data collection through online mode.The study focused on young adults from rural areas in Pune district as the samples. Online questionnaire was used as the data collection tool.

The research work identifies youngsters' behavior as a combination of person's attitude and opinion in combination with their perceived control of the behavior and societies' subjective norms. The attitude is measured for six marketing mix elements of online marketing and their combined effect of youngster's decision on online shopping. This paper is designed to provide organizations and researchers with a comprehensive understanding of what it takes for the Indian rural youth to go for online marketing of apparels and how there is dependency on attitude and opinion in online marketing. Importance of 6 elements of market mix is also underlined once again due to this research.

Ecommerce businesses and online marketing organizations will find the study useful as throws light on the contributing factors responsible for buying behavior of Indian youth prominently depicting the adherence of theory of planned behavior.

Keywords: Online marketing, apparel, marketing mix, youngster, attitude, theory of planned behavior

2 Conceptual Background

The conceptual model of this research is developed considering applying the theory of planned behaviour to understand the behaviour of youth towards online marketing of apparels in rural areas.
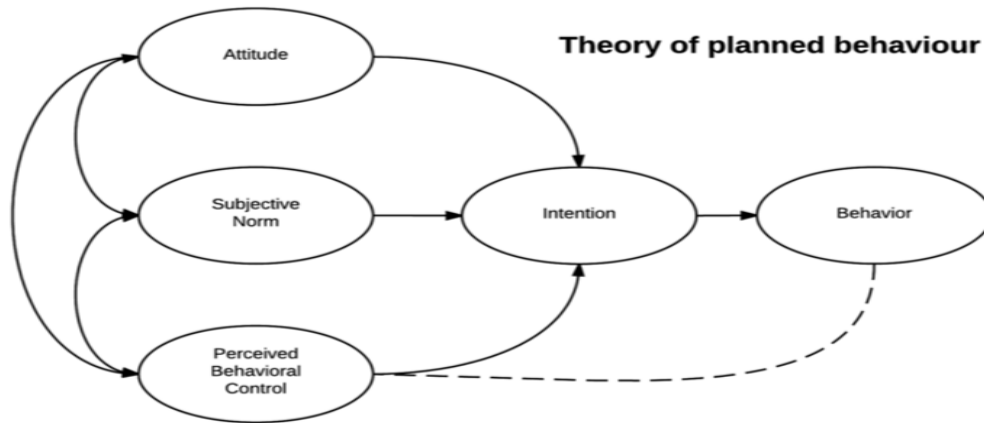
The Theory of Planned Behavior development was built on what was assumed of human behaviour in the Theory of Reasoned Action. This theory was presented in IcekAjzen in 1985 in his article "From Intentions to Actions: A Theory of Planned Behavior". Both theories postulate that a person's behavioural intentions and attitudes about a certain behavior are determined by understanding that person's behavioral and normative beliefs and the social norms for the society they are in. The main difference between the Theory of Planned Behavior and the Theory of Reasoned Action is that there is a greater chance of being able to understand a person's actual attitudes through the Theory of Planned Behavior, which

results in the physical behaviour that is being carried out. The primary reason the Theory of Planned Behavior is more accurate is the addition of perceived behavioural control, which considers if a person truly believes that they have control over the behaviour they want to carry out.

Table 2-1TPB Framework

Concept	Definition
Behavioural Intention	The perceived likelihood of a person carrying out this behaviour. Are they likely or unlikely to carry out this behaviour?
Attitude	A person's individual feelings and evaluation of the behaviour. Do they see this behaviour or action as good or bad?
Subjective Norm	How do others in society view this behaviour? Do others approve or disapprove of this action?
Perceived Behavioral Control	The individual believes that one has control over a specific action or behaviour. Do they believe that they can successfully carry out this behaviour?

Figure 2-1Theory of Planned Behavior

Source: Schifter, Deborah &Ajzen, Icek. (1985). Intention, Perceived Control, and Weight Loss: An Application of the Theory of Planned Behavior. Journal of personality and social psychology. 49. 843-51. 10.1037//0022-3514.49.3.843.

The Theory of Planned Behavior uses a person's attitude and opinion in combination with their perceived control of the behaviour and societies' subjective norms to influence their behavioural intention, which will lead to the behaviour or action. In some cases, if someone has a negative attitude and feels that they do not have control of this action, that will lead to the person being less likely to carry out that action. Also, if people within society disapprove of this action, it would negatively impact a person's intention for the action. An individual's attitude and perceived behavioural control can positively or negatively impact their intention and the behaviour's action depending on that individual's personal views.

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Table 2-2TPB conceptual example

Concept	Definition
Behavioural Intention	I intend to purchase apparel online
Attitude	Online shopping is the most convenient and affordable option
Subjective Norm	My family members and friends support online shopping for apparel
Perceived Behavioral Control	Proper internet connectivity, devices, and courier service is available in my area

Based on the above concept, the research model is developed to study the application of the theory of planned behaviour to identify the relationship between youngster's attitudes, subjective norms, perceived behaviour, intention and actual behaviour towards online shopping of apparel. The conceptual framework of research is developed as shown below:

Figure 2-2Conceptual Framework of the Study
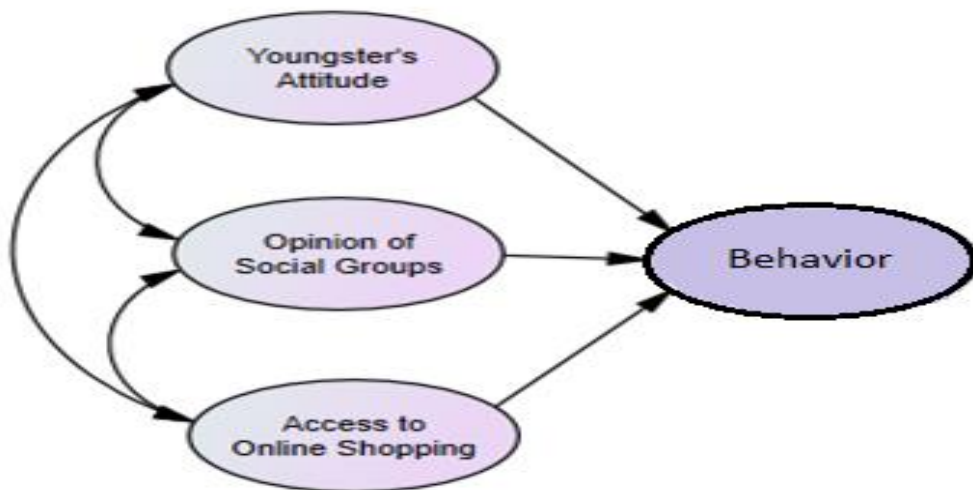
Source: Conceptual Framework Developed Based on Review of Literature

2.1.1 The rationale of the Study

This study examined such elements to understand better how customers' e-commerce activity in Pune's 14 distinct districts is influenced by their motivations. There are, however, certain limitations to this study. When measuring online purchasing behaviour in this research using the purchase frequency, it follows prior studies. The purchase frequency is essential, but other writers recommend analysing the average purchase cost or how much money is spent on online vs conventional shopping. Incorporating these elements and re-examining the link between intentions and conduct might yield more conclusive results for this premise. Even though external influences may influence consumer choices, these elements were not included in this study, and it is advised that they be included in the broader investigation.

2.1.2   Significance/Importance of the study

This research is essential for the existing body of knowledge as the E-commerce sector is snowballing. E-commerce companies need to cater to rural consumers also. E-commerce companies need to understand rural consumers' behaviour. Youngsters, being more tech-savvy, are significant consumers of online marketing and e-commerce; hence, understanding their behaviour is crucial. Stakeholders also need to know various aspects of their behaviour towards online apparel marketing in rural areas.

Application of TPB to determine youngster's behaviour as a base of this research focusing on addressing consumer behaviour of youngsters towards online marketing of apparels in rural areas. Attitude, opinion of social group and access to online shopping as determinants of youngster's behaviour towards online marketing of apparel in rural areas.

2.1.3   Scope of the Study

2.1.3.1   Functional

The study focuses on the youths who buy apparel online. The study focuses on young adults as the study's sample in the defined districts of Pune.

2.1.3.2   Geographic

The study's geographical scope includes 14 Tehsils in the Pune district of Maharashtra, India, for primary data gathering. Pune District is split into 14 Talukas, 13 Panchayat Samitis (Blocks), 2 Municipal Corporations, 11 Municipal Councils, 3 Cantonment Boards, and 1,844 villages on an administrative level. Out of 13 Panchayat Samitis (Blocks) & 2 Municipal Corporations, 14 tehsils were considered for this study, excluding Pune city taluka as its urban category.[1]

2.1.4   Utility of the Research

Many factors contribute to trust in an online purchasing environment, and this research aims to determine how much of an impact these factors have on the behaviour of online consumers. Electronic commerce (E-commerce) is a method for customers to buy directly from manufacturers or merchants using an Internet browser or social media site. The Internet's transformation to distributing information in a global connectivity situation has permitted this direct communication between vendors and customers. This study examines the role of trust (seen as a behavioural control) on e-commerce platforms and two significant strands of the anticipated behaviour theory (i.e., behaviour and subjective norms). A person's faith in an e-commerce website may encourage or discourage certain online purchase behaviours. The theory of planned behaviour is the theoretical framework for this investigation (TPB). TPB is a psychological hypothesis proposing a connection between a person's thoughts and actions. According to the idea, a person's behavioural intents and behaviours are influenced by their intentions toward attitude, norms, and perceived control over one's actions.

Regarding psychological activity, TPB better illustrates that it is not always voluntary and self-regulated. Despite having two other key factors, one cannot have volitional power over their behaviours if they lack faith in E-shopping media (attitudes and subjective norms). Mutual trust allows one person to take advantage of the weaknesses of the other during a conversation. A lack of confidence may put off E-commerce. When it comes to internet businesses, trust is an essential factor.

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According to shifting tendency, there has been some study done in Pakistan on the aspect of trust in Internet technology as a platform for purchasing. Because of the ease of online buying, this trend will only grow in the future. Consequently, the importance of expectations and expected behaviours in adopting E-shopping must be explored.

Garments are one of the most popular goods to purchase online in Pakistan, compared to mobile phones, computers, or other technological equipment. Although the Pakistani public has little familiarity with online shopping and a lack of confidence in the veracity of online retailers, many consumers still see it as a convenient way to do their shopping (Sulaiman et al., 2008). They may be under the impression that online retailers would not deliver the advertised goods or that they will not get the desired goods in exchange for their online payments in a tangible form (Hassan et al., 2014). In addition, the great majority of people believe that going to a store is a time-consuming and inconvenient experience when compared to buying online, where they can acquire all the information they need about pricing, style, packaging, and features while relaxing in their bed (Phau et al., 2000). However, this area has had a hard time adapting to internet purchasing. However, this is not only due to consumers' lack of faith in online buying (e.g., that vendors would not fulfil their promises on their website) or their expectation of being happy with their purchases (Hassan et al., 2014).

3   Review of Literature

Taylor and Todd presented the Decomposed Theory of Planned Behaviour (Decomposed TPB) (1995). Attitude, subjective norms, and perceived behaviour control are the three key components impacting behaviour intention and actual behaviour adoption in the Decomposed TPB. Shih and Fang (2004) used the TPB and Decomposed TPB to investigate the adoption of internet banking.

Advancements have aided Internet technology's expansion of in-home shopping (Lumpkin & Hawes, 1985). According to Shim, Quereshi, and Siegel (2000), web shopping is the process of consumers purchasing products or services over the Internet. In the existing literature, the phrases online shop, Internet-shop, webshop, and online-store are all interchangeable. Web shopping is an e-commerce system used by customers in business-to-consumer (B2C) or business-to-business (B2B) transactions. From the consumer's perspective, web shopping allows them to look for and compare various items or service options from various online retailers all over the world. Companies can profit from the Internet as well. Companies can utilise the Internet as a medium to attract and retain current and potential clients, as consumers increasingly use the Internet as a shopping technique in executing their purchase operations. Online merchants must comprehend their customers' views of website features and online shopping habits. As a result, the study will investigate the idea of customer online buy intention, the antecedent relationships between shopping orientations, online trust, prior online purchase experience, and customer online purchase intention.

Customer Purchase Intentions on the Internet One of the most intensive research areas in the existing literature was customer online buy intent. The strength of a consumer's desire to carry out a specific purchasing behaviour via the Internet will be determined by their online purchase intention in the web-shopping environment (Salisbury, Pearson and Miller, 2001). Furthermore, the theory of reasoned action proposed that consumer behaviour may be predicted from intentions directly related to that behaviour in terms of action, target, and context (Ajzen and Fishbein, 1980). According to Day (1969), purposeful measurements can be more effective than behavioural measures in capturing a customer's attention because customers may purchase due to restrictions rather than genuine choice when purchasing. Purchase intention is one

of the components of consumer cognitive behaviour that describes how a person intends to buy a particular brand. Variables like contemplation in buying a brand and expectation to buy a brand, according to Laroche, Kim, and Zhou (1996), can be used to gauge customer purchase intention. According to Pavlou (2003), online purchase intention is a customer's willingness and intention to engage in an online transaction. Online transactions are activities involving the retrieval, transfer, and purchase of information and products through the internet. The acts of retrieving information and exchanging it are considered intentions to use a website; nevertheless, product purchase is more relevant to an intention to utilise a website (Pavlou, 2003). Web merchants must investigate the impact of shopping orientations on online customer purchase intention to stimulate customer online buy intention.

Isita and Pradip (1996) researched the characteristics influencing clothes purchases from organised retail stores. The newest retail products coming from organised merchants, where apparel takes precedence, feed the constant change in lifestyles with changing fashion preferences of consumers. Keeping these changing facets in mind, this study attempts to identify the factors that influence consumers' buying behaviour and evaluate their importance to consumers when purchasing apparel from organised retail outlets. Much international research on customer behaviour in retail marketing has been conducted. Berry has studied the various factors influencing people's shopping habit. The author conducted research into retail failure. Despite the intense competition in many sectors, some stores are succeeding. They all have in common that they provide clients with compelling value in the form of a package of benefits that outweighs the inconveniences of purchasing. Retailers who provide a dominant merchandise range, fair prices, customer respect, time and energy savings, and pleasure may build consumer loyalty that ensures long-term success. For two product categories, processed food and toiletries, Gupta (2004) explored the factors influencing the choice of private labels in departmental stores in Hyderabad. Memon (2006) conducted a study to determine the impact of private label companies on clothing sales. This study only looked at two retail brands in Ahmedabad, Westside and Pantaloons, and accepted the hypothesis that individuals are willing to switch to other brands if the same amenities are available. Radha Krishna and Shylajan (2007) provided a conceptual model that considered the impact of numerous marketing and demographic elements on customers' habitual purchasing behaviour for branded goods. However, variables that encourage customers to choose organised retail clothes businesses remain a mystery. Robert (1999) researched the disparities in men's and women's buying behaviours.

According to the survey, women are the primary shoppers in the United States. Men and women have different shopping habits and approach to purchasing gifts. As a result, women must juggle a lot to get their shopping done. They do not put it off because of sales, the weather, or any other excuse that pundits concoct. Women begin shopping sooner than males, but since they have so much to do, they finish just as late. Men and women have different shopping habits. Women are more inclined to shop for gifts at inexpensive department stores. Nearly three-quarters of women bought gifts at discounters this year, which offer convenience, low prices, and high-quality goods to make shopping more efficient.

Furthermore, unlike department shops, discount department stores stock a wide range of products, including toys, recreational goods, home furnishings, and clothing. Finally, men and women appear to have slightly different reactions to the holiday. It impacts men's wallets and women's "Christmas mood." Even though males are not the primary shoppers, they spend 15% more on presents than women. Jackson Donald (1999) conducted research titled "How Do You Satisfy Customers," which contains data on customer satisfaction. The benefits must be substantial enough to drive redemption behaviour and be regarded as reachable and relevant to retain customers joining and engaged with your loyalty programme. To determine what kind of rewards to offer, you must first determine the consumer's intended effect of change in

behaviour. Customers decide to "play" when they believe the incentives are attainable and relevant.

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

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

4   Research Questions

1.   Does the theory of Planned Behaviour apply to determine the youngster's behaviour toward Online Marketing of apparel in rural areas?

2.   What is the impact of youngster's attitudes on their behaviour towards online Marketing of Apparels in rural areas?

3.   What is the impact of the opinion of social groups on youngster's behaviour towards online Marketing of Apparels in rural areas?

5   Research Objectives

1.   To study the application of theory of planned behaviour on youngster's behaviour towards online marketing of apparels in rural area.

2.   To identify the factors affecting youngster's attitude towards online marketing in rural area.

3.   To determine the impact of the youngster's attitude on their intention towards online marketing of apparels in rural area.

6   Hypotheses of the Study

1.   Ha1 = Youngster's behaviour towards online marketing of apparels is dependent on their attitude.

H_01 *= Youngster's behaviour towards online marketing of apparels is not dependent on their attitude.*

A.   HaA = Youngster's behaviour is dependent on their attitude towards product element of online marketing mix of apparels.jl';[mj;[psimbh

H_0A *= Youngster's behaviour is not dependent on their attitude towards product element of online marketing mix of apparels.*

B.   HaB = Youngster's behaviour is dependent on their attitude towards price element of online marketing mix of apparels.

H_0B *= Youngster's behaviour is not dependent on their attitude towards price element of online marketing mix of apparels.*

C.   HaC = Youngster's behaviour is dependent on their attitude towards place element of online marketing mix of

apparels.

H_0C = *Youngster's behaviour is not dependent on their attitude towards place element of online marketing mix of apparels.*

D.   *HaD = Youngster's behaviour is dependent on their attitude towards promotion element of online marketing mix of apparels.*

H_0D = *Youngster's behaviour is not dependent on their attitude towards promotion element of online marketing mix of apparels.*

E.   *HaE = Youngster's behaviour is dependent on their attitude towards process element of online marketing mix of apparels.*

H_0E = *Youngster's behaviour is not dependent on their attitude towards process element of online marketing mix of apparels.*

F.   *HaF = Youngster's behaviour is dependent on their attitude towards people element of online marketing mix of apparels.*

H_0F = *Youngster's behaviour is not dependent on their attitude towards people element of online marketing mix of apparels.*

The main constructs of theory of planned behavior namely attitude, awareness and intention were considered as dependent variables in this research. The hypotheses were developed in order to test the impact of these dependent variables for youngsters behaviour towards online marketing of apparels in Pune district. The independent variables were the various dimensions of consumer's psychological behaviour towards online shopping of apparels.

1.   **Ha1 = Youngster's behaviour towards online marketing of apparels is dependent on their attitude.**

H_01 = **Youngster's behaviour towards online marketing of apparels is not dependent on their attitude.**

The above hypothesis describes the dependency relation between the youngster's behavior and attitude towards the marketing mix elements as a causal relationship. The attitude is measured for six marketing mix elements of Online Marketing like Product, Price, Place Promotion, Process and People. Youngster's attitude towards Physical evidence is not measured as it does not play any role in virtual markets. A seven point Likert scale was administered to measure the agreement level of youngster's attitude towards above mentioned six elements of marketing mix of online marketing of apparels in rural areas. The Likert scale measured 1=Strongly Disagree, 2= Somewhat Disagree, 3=Disagree, 4= Neither Agree nor Disagree, 5=Somewhat Agree, 6= Agree, 7=Strongly Agree.

Six sub-hypotheses were formed breaking down the hypothetical statement to study the impact of youngster's attitude towards six marketing mix elements on their behavior towards online marketing of apparels in rural areas. The combined effect of youngster's attitude towards all six elements of marketing mix, one general group of variables affecting their attitude and their behavior towards online marketing of apparels in rural areas is also estimated using multiple regression model.[2]

6.1.1.1   Relation between Product factors and Youngster's Behavior

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[2]*https://www.investopedia.com/terms/r/regression.asp*

A.   HaA = Youngster's behaviour is dependent on their attitude towards product element of online marketing mix of apparels.

H0A = Youngster's behaviour is not dependent on their attitude towards product element of online marketing mix of apparels.

Regression statistics is estimated to test the first hypothetical relationship between youngster's attitude towards product aspects / element of marketing mix and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's attitude towards product related factors of online marketing of apparels in rural areas. The table given below determines the relation between dependent variable Behaviour and Independent variables like all the product factors given below.

Table 6-1Variable Summary Hypothesis 1-A

Variables Entered/Removed[b]				
Model	Variables Entered	Variables Removed	Method	
1	Brand name influences the online shopping decisions of apparels, Quality of apparels purchased online is excellent, Online shopping of apparels helps me to choose from variety of options, Online shopping websites give detailed information about apparels size, Online shopping websites give detailed information about apparels style[a]	.	Enter	
a. All requested variables entered.				
b. Dependent Variable: Behavior				

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and their attitude is measured for aspects of product element of marketing mix on the parameters shown in the table.

Table 6-2Model Summary Hypothesis 1-A

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.715[a]	0.512	0.51	1.027	0.512	292.088	5	1394	.000	2.055
a. Predictors: (Constant), Brand name influences the online shopping decisions of apparels, Quality of apparels purchased online is excellent, Online shopping of apparels helps me to choose from variety of options, Online shopping websites give detailed information about apparels size, Online shopping websites give detailed information about apparels style										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of Product mix and their behavior towards online marketing of apparels.

The Model summary of the hypothesized regression test suggests that the multiple Correlation between youngster's attitude towards product mix and their behavior is 71.5% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables.

R2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R2 indicates the strength of dependency of youngster's behavior on their attitude towards product mix elements of online marketing of apparels in rural area.

Higher is the R2 that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 51.2% dependent on their attitude towards product mix elements of online marketing of apparels in rural area.

Table 6-3ANOVA Hypothesis 1-A

<table>
<tr><td colspan="7" align="center">ANOVA[b]</td></tr>
<tr><td colspan="2">Model</td><td>Sum of Squares</td><td>df</td><td>Mean Square</td><td>F</td><td>Sig.</td></tr>
<tr><td rowspan="3">1</td><td>Regression</td><td>1539.206</td><td>5</td><td>307.841</td><td>292.088</td><td>.000[a]</td></tr>
<tr><td>Residual</td><td>1469.183</td><td>1394</td><td>1.054</td><td></td><td></td></tr>
<tr><td>Total</td><td>3008.389</td><td>1399</td><td></td><td></td><td></td></tr>
<tr><td colspan="7">a. Predictors: (Constant), Brand name influences the online shopping decisions of apparels, Quality of apparels purchased online is excellent, Online shopping of apparels helps me to choose from variety of options, Online shopping websites give detailed information about apparels size, Online shopping websites give detailed information about apparels style</td></tr>
<tr><td colspan="7">b. Dependent Variable: Behavior</td></tr>
</table>

Interpretation:

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

Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards product element of online marketing mix of apparels.

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Table 6-4Coefficients Hypothesis 1-A

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	2.618	0.076		34.342	.000	2.468	2.767
Online shopping of apparels helps me to choose from variety of options	0.036	0.025	0.052	1.449	0.148	-0.013	0.085
Online shopping websites give detailed information about apparels size	0.138	0.033	0.154	4.108	.000	0.072	0.203
Online shopping websites give detailed information about apparels style	0.174	0.028	0.241	6.205	.000	0.119	0.229
Quality of apparels purchased online is excellent	0.029	0.029	0.035	1.015	0.31	-0.027	0.085
Brand name influences the online shopping decisions of apparels	0.22	0.035	0.294	6.201	.000	0.15	0.289
a. Dependent Variable: Behavior							

Table title within table: **Coefficients[a]**

Interpretation:

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

Online shopping of apparels helps me to choose from variety of options and Quality of apparels purchased online is excellent has insignificant ($p>0.05$) coefficient values which indicates that these two measurement variables do not have significant role in determining youngster's behavior towards online marketing of apparels in rural area. Brand name influences the online shopping decisions variable has maximum individual impact with highest beta value of .294 (29.4%) in determining youngster's behavior towards online marketing of apparels in rural area.

3.1.1.1   Relation between Price factors and Youngster's Behavior

B.   *HaB = Youngster's behaviour is dependent on their attitude towards price element of online marketing mix of apparels.*

H0B = Youngster's behaviour is not dependent on their attitude towards price element of online marketing mix of apparels.

Regression statistics is estimated to test this hypothetical relationship between youngster's attitude towards price aspects / element of marketing mix and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's attitude towards price related factors of online marketing of apparels in rural areas and their behavior. The table given below determines the regression equation between dependent variable that is youngsters behaviour and independent variables like all the price factors given below.

Table 6-5 Variable Summary Hypothesis 1-B

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Online shopping brings ease of payments like EMI, Credits and part payments, Online shopping of apparels is cost effective, Online shopping of apparels is affordable than physical stores, Online apparel shopping offers benefits like price discounts and use of promotional coupons, Online apparels shopping provides value for money[a]	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Behavior			

Table 6-6 Model Summary Hypothesis 1-B

Model Summary[b]										
					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.730[a]	0.534	0.532	1.003	0.534	318.886	5	1394	.000	1.804
a. Predictors: (Constant), Online shopping brings ease of payments like EMI, Credits and part payments, Online shopping of apparels is cost effective, Online shopping of apparels is affordable than physical stores, Online apparel shopping offers benefits like price discounts and use of promotional coupons, Online apparels shopping provides value for money										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of Price mix and their behavior towards online marketing of apparels. The Model summary of the hypothesized regression test suggests that the multiple Correlation between youngster's attitude towards price mix and their behavior is 73.0% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables.

$R2$ value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable, in other words $R2$ indicates the strength of dependency of youngster's behavior on their attitude towards price mix elements of online marketing of apparels in rural area. Higher is the $R2$ that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 53.4% dependent on their attitude towards price mix elements of online marketing of apparels in rural area.

Table 6-7ANOVA Hypothesis 1-B

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1605.08	5	321.016	318.886	.000[a]
	Residual	1403.31	1394	1.007		
	Total	3008.39	1399			
a. Predictors: (Constant), Online shopping brings ease of payments like EMI, Credits and part payments, Online shopping of apparels is cost effective, Online shopping of apparels is affordable than physical stores, Online apparel shopping offers benefits like price discounts and use of promotional coupons, Online apparels shopping provides value for money						
b. Dependent Variable: Behavior						

Interpretation:

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

Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards price element of online marketing mix of apparels.

Table 6-8Coefficients Hypothesis 1-B

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.755	0.067		41.075	.000	2.623	2.887
	Online shopping of apparels is cost effective	0.309	0.027	0.406	11.324	.000	0.255	0.362
	Online shopping of apparels is affordable than physical stores	0.027	0.031	0.034	0.87	0.384	-0.034	0.088
	Online apparel shopping offers benefits like price discounts and use of promotional coupons	0.153	0.032	0.214	4.785	.000	0.09	0.216
	Online apparels shopping provides value for money	0.098	0.034	0.13	2.862	0.004	0.031	0.166
	Online shopping brings ease of payments like EMI, Credits and part payments	-0.009	0.026	-0.012	-0.342	0.733	-0.061	0.043

a. Dependent Variable: Behavior

Interpretation:

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

Online shopping of apparels is affordable than physical stores and Online shopping brings ease of payments like EMI, Credits and part payments has insignificant coefficient values which indicates that these two measurement variables has insignificant ($p>0.05$) role in determining youngster's behavior towards online marketing of apparels in rural area.Online shopping of apparels is cost effective variable has maximum individual impact with highest beta value of .406 (40.6%) in determining youngster's behavior towards online marketing of apparels in rural area.

6.1.1.2 Relation between Place factor and Youngster's Behavior

C.   HaC = Youngster's behaviour is dependent on their attitude towards place element of online marketing mix of apparels.

H_0C = Youngster's behaviour is not dependent on their attitude towards place element of online marketing mix of

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apparels.

Regression statistics is estimated to test this hypothetical relationship between youngster's attitude towards place aspect of marketing mix and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's attitude towards place related factors of online marketing of apparels in rural areas and their behavior. The table given below determines the regression equation between dependent variable that is youngsters behaviour and independent variables like all the place factors given below:

Table 6-9Variable Summary Hypothesis 1-C

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Online apparel shopping offers multiple sellers on single platform, Products not meeting your requirements can be returned and replaced immediately, Online shopping websites ensure borderless access, Online apparel shopping saves time and efforts compared to physical shopping, Online shopping of apparels is available 24*7[a]	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Behavior			

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and their attitude is measured for aspects of place element of marketing mix on the parameters shown in the table.

Table 6-10Model Summary Hypothesis 1-C

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704[a]	0.495	0.493	1.044	0.495	273.26	5	1394	.000	1.904
a. Predictors: (Constant), Online apparel shopping offers multiple sellers on single platform, Products not meeting your requirements can be returned and replaced immediately, Online shopping websites ensure borderless access, Online apparel shopping saves time and efforts compared to physical shopping, Online shopping of apparels is available 24*7										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of Place mix and their behavior towards online marketing of apparels. The Model summary of the hypothesized regression test suggests that the

multiple Correlation between youngster's attitude towards place mix element and their behavior is 70.4% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables. R2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R2 indicates the strength of dependency of youngster's behavior on their attitude towards place mix element of online marketing of apparels in rural area. Higher is the R2 that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 49.5% dependent on their attitude towards place mix element of online marketing of apparels in rural area.

Table 6-11ANOVA Hypothesis 1-C

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVA[b]						
1	Regression	1489.1	5	297.82	273.26	.000[a]
	Residual	1519.29	1394	1.09		
	Total	3008.39	1399			
a. Predictors: (Constant), Online apparel shopping offers multiple sellers on single platform, Products not meeting your requirements can be returned and replaced immediately, Online shopping websites ensure borderless access, Online apparel shopping saves time and efforts compared to physical shopping, Online shopping of apparels is available 24*7						
b. Dependent Variable: Behavior						

Interpretation:

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

Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards place element of online marketing mix of apparels.

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Table 6-12Coefficients Hypothesis 1-C

		Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.989	0.069		43.373	.000	2.853	3.124
	Online shopping of apparels is available 24*7	0.288	0.035	0.432	8.137	.000	0.219	0.358
	Online apparel shopping saves time and efforts compared to physical shopping	0.054	0.035	0.075	1.531	0.126	-0.015	0.123
	Online shopping websites ensure borderless access	0.161	0.032	0.222	5.043	.000	0.098	0.224
	Products not meeting your requirements can be returned and replaced immediately	0.092	0.029	0.123	3.199	0.001	0.036	0.149
	Online apparel shopping offers multiple sellers on single platform	-0.082	0.038	-0.116	-2.156	0.031	-0.156	-0.007
a. Dependent Variable: Behavior								

Interpretation:

Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. Online apparel shopping saves time and efforts compared to physical shopping has insignificant ($p>0.05$) coefficient values which indicates that this measurement variable does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area.Online shopping of apparels is available 24*7 has maximum individual impact with highest beta value of .432 (43.2%) in determining youngster's behavior towards online marketing of apparels in rural area.

6.1.1.3   Relation between Promotion factors and Youngster's Behavior

D.   HaD = Youngster's behaviour is dependent on their attitude towards promotion element of online marketing mix of apparels.

H₀D = Youngster's behaviour is not dependent on their attitude towards promotion element of online marketing mix of apparels.

Regression statistics is estimated to test this hypothetical relationship between youngster's attitude towards promotion element of marketing mix and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's attitude towards promotion related factors of online marketing of apparels in rural areas and their behavior. The table given below determines the regression equation between dependent variable that is youngster's behaviour and independent variables like all the promotion factors given below:

Table 6-13Variable Summary Hypothesis 1-D

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Online visual merchandising and virtual trials encourages to buy more apparels online, Celebrity endorsement of e-commerce platforms encourages online apparel shopping, Promotion events like Big billion days and Independence day sales encourages online apparel shopping, Frequent offers and discounts provided by E-commerce retailer's encourages to buy more apparels online, E-commerce retailer's advertisements on television and social media, emails, SMS and print media encourages online apparel shopping[a]	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Behavior			

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and their attitude is measured for aspects of promotion mix element of marketing mix on the parameters shown in the table.

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Table 6-14Model Summary Hypothesis 1-D

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.675[a]	0.455	0.453	1.085	0.455	232.719	5	1394	.000	1.947

a. Predictors: (Constant), Online visual merchandising and virtual trials encourages to buy more apparels online, Celebrity endorsement of e-commerce platforms encourages online apparel shopping, Promotion events like Big billion days and Independence day sales encourages online apparel shopping, Frequent offers and discounts provided by E-commerce retailer's encourages to buy more apparels online, E-commerce retailer's advertisements on television and social media, emails, SMS and print media encourages online apparel shopping

b. Dependent Variable: Behavior

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of promotion mix element of marketing mix and their behavior towards online marketing of apparels. The Model summary of the hypothesized regression test suggests that the multiple Correlation between youngster's attitude towards a promotion mix element of marketing mix and their behavior is 67.5% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables.

R^2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R^2 indicates the strength of dependency of youngster's behavior on their attitude towards promotion mix elements of online marketing of apparels in rural area. Higher is the R^2 that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 45.5% dependent on their attitude towards promotion mix element of online marketing of apparels in rural area.

Table 6-15ANOVA Hypothesis 1-D

ANOVA[b]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1368.69	5	273.737	232.719	.000[a]
	Residual	1639.7	1394	1.176		
	Total	3008.39	1399			
a. Predictors: (Constant), Online visual merchandising and virtual trials encourages to buy more apparels online, Celebrity endorsement of e-commerce platforms encourages online apparel shopping, Promotion events like Big billion days and Independence day sales encourages online apparel shopping, Frequent offers and discounts provided by E-commerce retailer's encourages to buy more apparels online, E-commerce retailer's advertisements on television and social media, emails, SMS and print media encourages online apparel shopping						
b. Dependent Variable: Behavior						

Interpretation:

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

Significant probability value $p => 0.05$ of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards promotion mix element of online marketing mix of apparels in rural area.

Table 6-16Coefficient Hypothesis 1-D

Coefficients[a]								
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.179	0.08		39.581	.000	3.021	3.336
	Promotion events like Big billion days and Independence day sales encourages online apparel shopping	0.46	0.029	0.621	15.747	.000	0.402	0.517

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Cont Table 6-17:

Celebrity endorsement of e-commerce platforms encourages online apparel shopping	0.181	0.024	0.236	7.532	.000	0.134	0.228
E-commerce retailer's advertisements on television and social media, emails, SMS and print media encourages online apparel shopping	-0.283	0.037	-0.35	-7.667	.000	-0.355	-0.21
Frequent offers and discounts provided by E-commerce retailer's encourages to buy more apparels online	-0.036	0.03	-0.05	-1.193	0.233	-0.095	0.023
Online visual merchandising and virtual trials encourages to buy more apparels online	0.161	0.034	0.228	4.664	.000	0.093	0.228
a. Dependent Variable: Behavior							

Interpretation:

Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. Frequent offers and discounts provided by E-commerce retailers encourages to buy more apparels online has insignificant coefficient ($p > 0.05$) values which indicates that this measurement variable does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area. Promotion events like Big billion days and Independence day sales encourage online apparel shopping has maximum individual impact with highest beta value of .621 (62.1%) in determining youngster's behavior towards online marketing of apparels in rural area.

3.1.1.2 Relation between Process Related factors and Youngster's Behavior

E. **HaE = Youngster's behaviour is dependent on their attitude towards process element of online marketing mix of apparels.**

H0E = Youngster's behaviour is not dependent on their attitude towards process element of online marketing mix of apparels.

Regression statistics is estimated to test this hypothetical relationship between youngster's attitude towards process element of marketing mix and their behavior towards online marketing of apparels in rural areas. The test of regression is adopted to test the causal relationship between youngster's attitude towards process related factors of online marketing of apparels in rural areas and their behavior. The table given below determines the regression equation between dependent variable that is youngsters behaviour and independent variables like all the process related factors given below:

Table 6-18Variable Summary Hypothesis 1-E

	Variables Entered/Removed[b]			
Model	Variables Entered		Variables Removed	Method
1	It is easy to return unwanted items without any questions asked, Online e-commerce websites provide transparent transactions in terms of delivery and payments, Availability of multiple options makes apparel selection easy, Fabric and design description of apparels mentioned makes shopping convenient and hassle free, Online shopping sites offer size guides to enhance shopping experience[a]		.	Enter
a. All requested variables entered.				
b. Dependent Variable: Behavior				

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and their attitude is measured for aspects of process element of marketing mix on the parameters shown in the table.

Table 6-19Model SummaryHypothesis 1-E

					Model Summary[b]					
					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.583[a]	0.339	0.337	1.194	0.339	143.248	5	1394	.000	1.948
a. Predictors: (Constant), It is easy to return unwanted items without any questions asked, Online e-commerce websites provide transparent transactions in terms of delivery and payments, Availability of multiple options makes apparel selection easy, Fabric and design description of apparels mentioned makes shopping convenient and hassle free, Online shopping sites offer size guides to enhance shopping experience										
b. Dependent Variable: Behavior										

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of Process mix and their behavior towards online marketing of apparels. The Model summary of the hypothesized regression test suggests that the multiple Correlation between youngster's attitude towards process mix and their behavior is 58.3% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables.

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R2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R2 indicates the strength of dependency of youngster's behavior on their attitude towards process mix elements of online marketing of apparels in rural area. Higher is the R2 that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparel in rural area is 33.9% dependent on their attitude towards process mix elements of online marketing of apparels in rural area.

Table 6-20ANOVA Hypothesis 1-E

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1021.084	5	204.217	143.248	.000[a]
	Residual	1987.305	1394	1.426		
	Total	3008.389	1399			
a. Predictors: (Constant), It is easy to return unwanted items without any questions asked, Online e-commerce websites provide transparent transactions in terms of delivery and payments, Availability of multiple options makes apparel selection easy, Fabric and design description of apparels mentioned makes shopping convenient and hassle free, Online shopping sites offer size guides to enhance shopping experience						
b. Dependent Variable: Behavior						

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

Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards process element of online marketing mix of apparels.

Table 6-21 Coefficients Hypothesis 1-E

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.476	0.088		39.578	.000	3.303	3.648
	Availability of multiple options makes apparel selection easy	-0.091	0.027	-0.129	-3.368	0.001	-0.144	-0.038
	Fabric and design description of apparels mentioned makes shopping convenient and hassle free	0.365	0.04	0.43	9.158	.000	0.287	0.444
	Online shopping sites offer size guides to enhance shopping experience	0.359	0.042	0.495	8.48	.000	0.276	0.443
	Online e-commerce websites provide transparent transactions in terms of delivery and payments	-0.313	0.032	-0.391	-9.787	.000	-0.375	-0.25
	It is easy to return unwanted items without any questions asked	0.064	0.036	0.087	1.775	0.076	-0.007	0.135

a. Dependent Variable: Behavior

Interpretation:

Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. All the variables related to process element of online marketing mix except "it is easy to return unwanted items without any questions asked" ($p > 0.05$) has shown significant individual impact in determining youngster's behavior towards online marketing of apparels in rural area."Online shopping sites offer size guides to enhance shopping experience" variable of process element has maximum individual impact with highest beta value of .495 (49.5%) in determining youngster's behavior towards online marketing of apparels in rural area.

3.1.1.3 Relation between People Related factors and Youngster's Behavior

F.   *HaF = Youngster's behaviour is dependent on their attitude towards people element of online marketing mix of apparels.*

H₀F = Youngster's behaviour is not dependent on their attitude towards people element of online marketing mix of apparels.

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

Table 6-22Variable Summary Hypothesis 1-F

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Delivery agents maintain etiquettes with polite attitude , Customer care executives respond immediately to any concern, Customer care executives understand the issues and provide appropriate solutions, Two way communication is maintained during entire process till delivery, Delivery agents ensures timely and safe delivery of products[a]	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Behavior			

Interpretation:

As shown in variable summary table youngsters behavior is considered dependent variable and their attitude is measured for aspects of people element of marketing mix on the parameters shown in the table.

Table 6-23 Model Summary Hypothesis 1-F

<table>
<tr><th colspan="11">Model Summary[b]</th></tr>
<tr><th rowspan="2">Model</th><th rowspan="2">R</th><th rowspan="2">R Square</th><th rowspan="2">Adjusted R Square</th><th rowspan="2">Std. Error of the Estimate</th><th colspan="5">Change Statistics</th><th rowspan="2">Durbin-Watson</th></tr>
<tr><th>R Square Change</th><th>F Change</th><th>df1</th><th>df2</th><th>Sig. F Change</th></tr>
<tr><td></td><td>.624[a]</td><td>0.39</td><td>0.388</td><td>1.148</td><td>0.39</td><td>178.064</td><td>5</td><td>1394</td><td>.000</td><td>2.408</td></tr>
<tr><td colspan="11">a. Predictors: (Constant), Delivery agents maintain etiquettes with polite attitude , Customer care executives respond immediately to any concern, Customer care executives understand the issues and provide appropriate solutions, Two way communication is maintained during entire process till delivery, Delivery agents ensures timely and safe delivery of products</td></tr>
<tr><td colspan="11">b. Dependent Variable: Behavior</td></tr>
</table>

Interpretation:

A regression analysis used to test the impact of the youngster's attitude towards various parameters of People mix and their behavior towards online marketing of apparels. The Model summary of the hypothesized regression test suggests that the multiple Correlation between youngster's attitude towards people mix and their behavior is 62.4% determined by multiple correlation coefficient R. Higher correlation coefficient indicates the maximum strength of relationship between the dependent and independent variables. R^2 value indicates the coefficient of regression model means the capacity of measurement variables to explain the dependent variable in other words R^2 indicates the strength of dependency of youngster's behavior on their attitude towards people mix elements of online marketing of apparels in rural area. Higher is the R^2 that is regression coefficient higher is the strength of dependency and hence model summary indicates that the youngster's behavior towards online marketing of apparels in rural area is 39.0% dependent on their attitude towards people mix element of online marketing of apparels in rural area.

Table 6-24 ANOVA Hypothesis 1-F

<table>
<tr><th colspan="7">ANOVA[b]</th></tr>
<tr><th colspan="2">Model</th><th>Sum of Squares</th><th>df</th><th>Mean Square</th><th>F</th><th>Sig.</th></tr>
<tr><td rowspan="3">1</td><td>Regression</td><td>1172.526</td><td>5</td><td>234.505</td><td>178.064</td><td>.000[a]</td></tr>
<tr><td>Residual</td><td>1835.862</td><td>1394</td><td>1.317</td><td></td><td></td></tr>
<tr><td>Total</td><td>3008.389</td><td>1399</td><td></td><td></td><td></td></tr>
<tr><td colspan="7">a. Predictors: (Constant), Delivery agents maintain etiquettes with polite attitude , Customer care executives respond immediately to any concern, Customer care executives understand the issues and provide appropriate solutions, Two way communication is maintained during entire process till delivery, Delivery agents ensures timely and safe delivery of products</td></tr>
<tr><td colspan="7">b. Dependent Variable: Behavior</td></tr>
</table>

Interpretation:

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

Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that youngster's behavior is dependent on their attitude towards people element of online marketing mix of apparels.

Table 6-25 Coefficients Hypothesis 1-F

Coefficients^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.071	0.079		38.716	.000	2.915	3.226
Customer care executives respond immediately to any concern	0.093	0.029	0.131	3.268	0.001	0.037	0.149
Customer care executives understand the issues and provide appropriate solutions	0.285	0.034	0.36	8.282	.000	0.217	0.352
Two way communication is maintained during entire process till delivery	-0.064	0.036	-0.079	-1.768	0.077	-0.136	0.007
Delivery agents ensures timely and safe delivery of products	0.096	0.035	0.121	2.709	0.007	0.027	0.166
Delivery agents maintain etiquettes with polite attitude	0.106	0.031	0.14	3.405	0.001	0.045	0.167
a. Dependent Variable: Behavior							

Interpretation:

Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. "Two-way communication is maintained during entire process till delivery" has insignificant (p>0.05) coefficient values which indicates that this measurement variable of youngster's attitude towards people element does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area.

"Customer care executives understand the issues and provide appropriate solution" variable has maximum individual impact with highest beta value of .360 (36.0%) in determining youngster's behavior towards online marketing of apparels in rural area.

7   Findings

1.   It is found that, the youngster's behavior towards online marketing of apparel in rural area is 51.2% dependent on their attitude towards product mix elements of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards product element of online marketing mix of apparels.

2.   It is found that, the youngster's behavior towards online marketing of apparel in rural area is 53.4% dependent on their attitude towards price mix elements of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards price element of online marketing mix of apparels. Online shopping of apparels is affordable than physical stores and Online shopping brings ease of payments like EMI, Credits and part payments has insignificant coefficient values which indicates that these two measurement variables has insignificant (p>0.05) role in determining youngster's behavior towards online marketing of apparels in rural area. Online shopping of apparels is cost effective variable has maximum individual impact with highest beta value of .406 (40.6%) in determining youngster's behavior towards online marketing of apparels in rural area.

3.   It is found that, the youngster's behavior towards online marketing of apparel in rural area is 49.5% dependent on their attitude towards place mix element of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards place element of online marketing mix of apparels. Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. Online apparel shopping saves time and efforts compared to physical shopping has insignificant (p>0.05) coefficient values which indicates that this measurement variable does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area. Online shopping of apparels is available 24*7 has maximum individual impact with highest beta value of .432 (43.2%) in determining youngster's behavior towards online marketing of apparels in rural area.

4.   The analysis resulted that, the youngster's behavior towards online marketing of apparel in rural area is 45.5% dependent on their attitude towards promotion mix element of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards promotion mix element of online marketing mix of apparels in rural area. Frequent offers and discounts provided by E-commerce retailers encourages to buy more apparels online has insignificant coefficient (p>0.05) values which indicates that this measurement variable does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area. Promotion events like Big billion days and

Independence day sales encourage online apparel shopping has maximum individual impact with highest beta value of .621 (62.1%) in determining youngster's behavior towards online marketing of apparels in rural area.

5.   It is also found that, the youngster's behavior towards online marketing of apparel in rural area is 33.9% dependent on their attitude towards process mix elements of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour is dependent on their attitude towards process element of online marketing mix of apparels. All the variables related to process element of online marketing mix except "it is easy to return unwanted items without any questions asked" (p>0.05) has shown significant individual impact in determining youngster's behavior towards online marketing of apparels in rural area. "Online shopping sites offer size guides to enhance shopping experience" variable of process element has maximum individual impact with highest beta value of .495 (49.5%) in determining youngster's behavior towards online marketing of apparels in rural area.

6.   It is found that, the youngster's behavior towards online marketing of apparels in rural area is 39.0% dependent on their attitude towards people mix element of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that youngster's behavior is dependent on their attitude towards people element of online marketing mix of apparels. Regression coefficient is the statistical estimation of the population parameter which describes relationship between individual measurement variable and dependent variable. "Two-way communication is maintained during entire process till delivery" has insignificant (p>0.05) coefficient values which indicates that this measurement variable of youngster's attitude towards people element does not have significant role in determining youngster's behavior towards online marketing of apparels in rural area. "Customer care executives understand the issues and provide appropriate solution" variable has maximum individual impact with highest beta value of .360 (36.0%) in determining youngster's behavior towards online marketing of apparels in rural area.

7.   Analysis resulted that, the youngster's behavior towards online marketing of apparel in rural area is 49.3% dependent on their attitude towards experience related factors of online marketing of apparels in rural area. All the variables related to experience related factors of online marketing mix as shown in the coefficient table have significant individual impact in determining youngster's behavior towards online marketing of apparels in rural area. "Sufficient information is given by websites to identify different products" and "inability to inspect the apparel makes it risky" has maximum individual impact with highest beta value of .222 (22.2%) and .414 (41.4%) respectively in determining youngster's behavior towards online marketing of apparels in rural area.

8.   It is found that, the youngster's behavior towards online marketing of apparel in rural area is 85.5% dependent on their attitude towards 6 P's along with their general experience related factors of online marketing of apparels in rural area. Significant probability value p=> 0.05 of F statistics shown in ANOVA Table indicates that the probability of accepting null hypothesis is less than 0.05% which justifies the rejection of null hypothesis and hence it is found that Youngster's behaviour towards online marketing of apparels is dependent on their attitude. "Online shopping websites ensure borderless access, Celebrity endorsement of e-commerce platforms encourages online apparel shopping, Fabric and design description of apparels mentioned makes shopping convenient and hassle free, Online shopping sites offer size guides to

enhance shopping experience, Online e-commerce websites provide transparent transactions in terms of delivery and payments " has insignificant ($p>0.05$) coefficient values which indicates that these attitude measurement variables do not have significant role in determining youngsters behavior towards online marketing of apparels in rural area. "Promotion events like Big billion days and Independence day sales encourage online apparel shopping" and "Online shopping websites give detailed information about apparels style" has maximum individual impact with highest beta value of .888 (88.8%) and .607(60.7%) respectively in determining youngster's behavior towards online marketing of apparels in rural area.

8   Conclusion and Discussion

"Implementation of theory of planned behavior for determining youngsters' behavior towards online marketing of apparels" is a study aimed to understand the application of the Theory of Planned Behavior to youngsters' behavior towards online apparel marketing in a rural area.

Conclusion of the current research work proves the adherence of the Theory of Planned Behavior by the youngsters while buying apparel online in rural areas. This research also established the fact that buying behavior of the youngsters is highly impacted due to their attitude and opinions of social groups, family members and friends. Attitude which is the sum total of attitude towards the 6 Ps of Marketing Mix elements for online apparel marketing in rural areas drive the online shopping behavior of the youngsters in the rural areas.

This research will help existing knowledge about applying the Theory of Planned Behavior to the youngster's behavior towards online marketing of apparel in rural areas. The outcome of this research will help ecommerce stakeholders understand the relationship between youngster's attitude, subjective norms as opinions of social groups, perceived behavioral control as access to online shopping and their intention in terms of behavior toward online marketing apparel in rural areas. Major outcomes and related area for further studies:

1.   It has been observed that the youngsters have a favorable attitude towards online shopping of apparels in rural areas after the study hence ecommerce companies to make the most of it.

2.   It is recommended to the online marketing companies to improve upon marketing mix elements of 6 P's like product, price, place, promotion, process and people in rural areas as youngster's experience related to these elements determines their behavior.

3.   Companies should be focused on developing positive word of mouth as social groups, family members, friends and peers significantly influence youngster's behavior towards online marketing of apparels in rural areas.

4.   Access to online marketing is a critical aspect in rural area on which youngster's behavior is dependent hence online marketers should make an effort towards increasing the ease of access to online marketing in rural areas.

5.   The youngsters in rural areas are found to buy apparels online especially for occasions and birthdays hence e commerce companies to offer discounts and coupons during birthday months and festivals especially.

6.   E commerce companies to understand that youngsters have limited income source and are dependent on their family as majority of respondents are graduate and post graduate students hence it has been observed that low cost of apparels is an important aspect.

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