

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

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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