



A STUDY ON ONLINE SHOPPING BEHAVIOR FOR APPAREL AMONG THE WORKING WOMEN IN AND AROUND CHENNAI

Dr. K. Komalavalli¹ & Dr. S. Dhanalakshmi²

¹Assistant Professor, Department of Commerce, Vallal P.T.Lee Chengalvaraya Naicker Arts and Science College,
Choolai, Chennai – 112.

²Assistant Professor, Department of Commerce, S.A. College of Arts & Science Chennai – 77.

Email: komalamanivannan@gmail.com¹, d.laks30@gamil.com²

ABSTRACT

Shopping is a daily activity for people all over the world from low-cost to high-end products. Shopping is largely a gendered activity, men and women shop in very different ways. Women are more active in shopping than men, as women enjoy apparel shopping they feel that it is more attractive than others so they actively plan on browsing as part of their experience, it shows their self-expression, fantasy, and relaxation. This study investigated 213 responses of working women in Chennai City. This study analysed the data with statistical tools and arrived the conclusion that three major factors determines the shopping behavior of the working women.

KEYWORDS: *Online shopping, apparel, shopping factors, working women.*