

# **“A COMPREHENSIVE ANALYSIS ON WOMEN CLOTHING SALES OF AMAZON IN INDIAN MARKET ”**

Master Thesis submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**of**

**PRESIDENCY COLLEGE(AUTONOMOUS)**



# **PRESIDENCY COLLEGE**

**(AUTONOMOUS)**

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA  
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

*By*

**RAJINI KANTH M**

**Reg. No: 22M01282**

Under the guidance of

**Dr . Rangegowda . R**

**Assistant Professor**

## **PRESIDENCY COLLEGE**

**(An autonomous Institution affiliated to Bengaluru City University)**

**Hebbal, Bangalore 560024**

**2022-2024**

## **DECLARATION BY THE STUDENT**

I hereby declare that “**A comprehensive analysis on women clothing sales of Amazon in Indian market**” is the result of the project work carried out by me under the guidance of **Prof. Dr. Rangegowda R** in partial fulfilment for the award of Master’s Degree in Business Administration by Presidency College (Autonomous).

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

**Place:** BENGALURU

**Name:** Rajini Kanth M

**Date:**

**Reg Number:** 22M01282

## **GUIDE CERTIFICATION**

This is to certify that **Rajini Kanth M** of **Presidency College**, has undertaken Master Thesis entitled “**A comprehensive analysis on women clothing sales of Amazon in Indian market** ” under my Guidance and it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

**His Conduct and work are Original, Not satisfactory/Satisfactory/Good/Excellent.**

**Date:**

**Signature**



# PRESIDENCY COLLEGE

## (AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA  
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

### CERTIFICATE OF ORIGINALITY

Date: 22 / 07 /2024

This is to certify that the Master Thesis titled” **A comprehensive analysis on women clothing sales of Amazon in Indian market**“ is an original work of **Mr. Rajini Kanth M** bearing Register Number **22M01282** and is being submitted in partial fulfillment for the award of the Master’s Degree in Business Administration of **Presidency College (Autonomous)**. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study. **Rajini Kanth M** is guided by **Prof. Rangegowda R** who is the Faculty Guide as per the regulations of **Presidency College (Autonomous)**.

Signature of Faculty Guide

Date:

Signature of Dean

Date:

33/2C, 33/2D, Kempapura, Hebbal, Bengaluru -560024

Phone No : 080-42478700, 42478799

Email : [contact@presidencycollege.ac.in](mailto:contact@presidencycollege.ac.in) | URL : [presidencycollege.ac.in](http://presidencycollege.ac.in)

## **ACKNOWLEDGEMENT**

It gives me a great pleasure in acknowledging the valuable assistance extended to me by various personalities in successful completion of this project.

I take this opportunity to express my sincere thanks to Presidency College, Bangalore, for giving me an opportunity to pursue my studies leading to MBA. I express my sincere gratitude to our Dean of Presidency College, Bangalore, **Dr. Chandan Chavadi** for his guidance, valuable suggestions and inspiration provided in the process of completion of this project.

I am forever indebted to my esteemed internal guide **Prof. Rangegowda R** for his guidance, valuable suggestions and inspiration provided in the process of completion of this project. And.

My final debt of gratitude must go to my family and friends who directly or indirectly helped me to complete this project report.

**Date:**

**Table to Content:**

<b>CHAPTER</b>	<b>TITLE</b>	<b>Page no</b>
Chapter 1	<b>Introduction</b> 1.1 Importance of the topic 1.2 Theoretical Background Industry profile	1 to 4
Chapter 2	<b>Review of Literature and Research Design</b> 2.1 Review of Literature 2.2 Statement of the Problem 2.3 Need for Study 2.4 Objectives of the Study 2.5 Sampling 2.6 Tools for Data Collection 2.7 Limitations of Research Study	5 to 14
Chapter 3	<b>Profile of the Selected Organization and Respondents</b>	15 to 26
Chapter 4	<b>Data Analysis and Interpretation</b>	27 to 54
Chapter 5	<b>Findings, Conclusions and Suggestions</b> 5.1 Summary of Findings 5.2 Conclusions 5.3 Suggestions	55 to 60
	<b>BIBLIOGRAPHY</b>	61
	<b>ANNEXURE 1 - QUESTIONNAIRE</b>	62 to 66
	<b>ANNEXURE 2 - PLAGIARISM</b>	67 to 71
	<b>ANNEXURE 3 – WORK DONE DIARY</b>	72
	<b>ANNEXURE 4 – PROGRESS REPORT 1</b>	
	<b>ANNEXURE 5 – PROGRESS REPORT 2</b>	

### **List of Tables**

<b>Table No</b>	<b>Description</b>	<b>Page No.</b>
4.1	Gender Distribution of Respondents	27
4.2	Age Distribution of Respondents	28
4.3	State-wise Distribution of Respondents	29
4.4	Month-wise Purchase Trends	30 -31
4.5	Factors Influencing Clothing Purchases (Festival Seasons and Sales Offers)	32
4.6	Frequency of Purchases	33
4.7	Preference for Shopping During Specific Events or Seasons	34
4.8	Preferred Days for Shopping	35
4.9	Primary Factors Influencing Purchases (Variety, Price, Quality, Convenience, Sales)	36
4.10	Importance of Various Factors in Purchasing Decisions	37
4.11	Agreement or Positive Response to a Key Question	38
4.12	Frequency of Experiencing a Specific Phenomenon	39
4.13	Factors Influencing Purchase Decisions (Brand, Quality, Reviews, Price, Size Availability, Return Policy)	40
4.14	Influence of Sales and Discounts	41
4.15	Preferred Mode of Payment	42
4.16	Perception of Pricing on Amazon	43
4.17	Likelihood of Recommending Amazon	44
4.18	Impact of Marketing Strategies	45
4.19	Preferred Method for Receiving Information on New Arrivals	46
4.20	Participation in Amazon's Fashion-Related Promotional Events	47

4.21	Satisfaction with the Variety of Women's Clothing Available on Amazon	48
4.22	Amazon as the Primary Platform for Purchasing Women's Clothing	49
4.23	Regression Analysis:	50 – 51
4.24	Descriptive Statistics	52 – 53



# **CHAPTER 1:**

## **INTRODUCTION**

## **1.1 IMPORTANCE OF THE STUDY**

### **1. Market Potential and Growth Opportunities:**

The women's clothing business in India has enormous growth potential, and Amazon wants to take advantage of this lucrative market. With a population of over 1.3 billion, including a sizeable proportion of women, India has a sizable market for women's clothing. The market for women's apparel is anticipated to expand rapidly as disposable incomes rise, fashion consciousness rises, and online purchasing becomes more common. To strategically position itself and win a sizable portion of the Indian women's clothing market, Amazon must fully comprehend the market potential, growth trends, and consumer preferences.

### **2. Consumer Behaviour and Preferences:**

Any fashion shop, including Amazon, must have a solid understanding of consumer behaviour and tastes. Indian consumers have distinctive fashion tastes that are affected by regional differences, cultural variety, and emerging trends. The corporation may learn more about consumer buying habits, popular styles, favoured brands, and variables influencing purchase decisions by performing an analytical study on Amazon's women's clothing sales in the Indian market. Amazon is better able to select its product offerings, give tailored recommendations, and improve the overall shopping experience thanks to this insight, which also leads to more satisfied and devoted customers.

### **3. Effective Sales Strategies:**

For Amazon to increase sales of women's clothes in India, it is crucial to develop and implement successful sales techniques. Examining how well Amazon's current sales techniques work and how they fit with the realities of the Indian market can give important insights into areas that could be optimised and improved. Amazon can determine the most effective sales channels, marketing initiatives, and promotional activities by analysing sales data, customer reviews, and market trends. This knowledge enables Amazon to optimise revenue and market share by making data-driven decisions, allocating resources wisely, and fine-tuning its sales strategy.

### **4. Competitive Landscape:**

Women's clothing is a very competitive sector in Indian e-commerce, with several competitors vying for market share. Both domestic and foreign fashion behemoths have realised the potential of the Indian market and are actively boosting their presence there. Amazon may thoroughly comprehend its position in the competitive landscape, identify its main rivals, evaluate their business models, and compare its performance to that of market leaders by performing an analytical study. This study enables Amazon to create strategies that set it apart from the competition, emphasise its distinctive value offer, and maintain a competitive edge.

### **5. Customer Engagement and Retention:**

For the fashion sector to grow sustainably, long-term consumer relations are essential. The organisation can learn more about consumer engagement and retention methods by performing a thorough analysis of Amazon's women's clothing sales in India. Amazon can improve its customer engagement efforts, offer better post-purchase support, and develop loyalty programmes by analysing consumer comments, reviews, and purchase habits. Increased repeat purchases, a higher customer lifetime value, and favourable word-of-mouth lead into better customer engagement and retention, which helps Amazon expand in the Indian market.

## 1.2 THEORETICAL BACKGROUND OF THE STUDY

**Consumer Behavior Theories:** Consumer behavior theories aim to understand the motivations, preferences, and decision-making processes of individuals when making purchases. These theories provide insights into how consumers perceive, evaluate, and select products. In the context of women's clothing sales on Amazon, these theories help explain why certain factors, such as brand reputation, quality, and customer reviews, are important to consumers and how these factors influence their purchasing decisions.

**Theory of Planned Behavior :** TPB posits that a person's behavior is determined by their intention to perform the behavior, which is influenced by their attitudes, subjective norms, and perceived behavioral control. This theory can be used to analyze how women's attitudes towards online shopping, the influence of social norms (e.g., peer recommendations), and their perceived control over finding the right product on Amazon affect their decision to purchase women's clothing. For example, positive attitudes towards the convenience of online shopping, combined with recommendations from friends, can increase the likelihood of purchasing clothing on Amazon.

**Technology Acceptance Model :** TAM focuses on how users come to accept and use technology. It suggests that perceived ease of use and perceived usefulness are key determinants of technology adoption. This model can help understand how the user-friendliness of Amazon's platform and its perceived benefits, such as convenience and variety, impact women's clothing purchases. If the platform is easy to navigate and offers a wide range of options, customers are more likely to make purchases.

**Marketing Strategies:** Marketing strategies involve various tactics used by companies to promote their products and influence consumer behavior. Examining the impact of promotional tactics such as discounts, customer reviews, and brand reputation on purchasing decisions helps in formulating effective marketing strategies for women's clothing on Amazon. For instance, targeted discounts during peak shopping seasons or leveraging positive customer reviews can significantly boost sales.

**E-Commerce:** E-commerce refers to the buying and selling of goods and services over the internet. It encompasses various aspects, including website design, payment systems, and customer service. This study investigates how Amazon, as an e-commerce platform, can leverage data analytics to optimize sales strategies and enhance customer satisfaction for women's clothing. By analyzing customer data, Amazon can identify shopping patterns and preferences, enabling it to tailor its offerings and improve the overall shopping experience.

**Customer Reviews and Ratings:** Customer reviews and ratings are feedback provided by users about their purchase experiences. They play a crucial role in building trust and credibility. Analyzing the importance of customer reviews and ratings in influencing women's clothing purchases can provide insights into how Amazon can improve its review system to better meet customer needs. Positive reviews and high ratings can significantly impact a customer's decision to purchase a product.

**Seasonal and Event-Based Shopping Trends:** Seasonal and event-based trends refer to changes in consumer purchasing behavior during specific times of the year or during special events, such as festivals and sales. Understanding these trends helps in identifying peak and low months for women's clothing purchases and planning targeted marketing campaigns accordingly. For example, increasing promotional activities during festive seasons can capitalize on higher consumer spending.

**Price Sensitivity and Discounts:** Price sensitivity refers to the degree to which the price of a product affects consumers' purchasing decisions. Discounts are reductions in price offered to stimulate sales. Studying the role of pricing strategies and promotional discounts in driving purchase decisions helps Amazon tailor its pricing and discount policies to attract more buyers. Offering competitive prices and timely discounts can be effective in boosting sales.

**Brand Loyalty:** Brand loyalty refers to consumers' preference for a particular brand, leading to repeated purchases over time. Investigating the importance of brand reputation and loyalty in influencing customer preferences can help Amazon focus on building strong brand associations for women's clothing.

**Digital Marketing and Advertising:** Digital marketing involves promoting products through digital channels such as social media, email, and online advertisements. Exploring the effectiveness of online marketing campaigns and targeted advertising in reaching and influencing potential customers can provide Amazon with strategies to enhance its digital marketing efforts for women's clothing. Effective digital marketing can increase visibility and attract a larger customer base.

**Socio-Demographic Factors:** Socio-demographic factors include age, gender, income, education, and other characteristics that influence consumer behavior. Considering how these factors affect online shopping behavior and preferences helps Amazon better understand its customer base and tailor its marketing strategies to different demographic segments. For instance, younger consumers might be more influenced by social media marketing, while older consumers might prefer email newsletters. Understanding these nuances allows Amazon to create more personalized and effective marketing campaigns.

**CHAPTER 2:**  
**REVIEW OF LITERATURE AND RESEARCH DESIGN**

## **2.1 REVIEW OF LITERATURE:**

### **1. Gupta, S., & Malik, R. (2020)**

The elements that affect Indian customers' decisions to buy apparel in both online and offline retail venues are examined in this study by Gupta and Malik. When it comes to buying women's clothes, it offers insights on the preferences, driving forces, and decision-making procedures of Indian consumers. The study looks into a number of variables, including cost, brand reputation, quality, current fashion trends, and societal influence. The results of this study can help us understand customer behaviour in the Indian market and guide our marketing and retailing tactics for women's clothes.

### **2. Jhunjhunwala, A., & Kumari, P. (2021).**

The distinctive internet buying habits of Indian consumers in the context of women's clothes are the topic of this essay by Jhunjhunwala and Kumari. It looks on how website design, promotional activity, perceived risks, trust, and convenience affect Indian customers' online purchase decisions. The research sheds light on the variables that influence customer choice when making an online purchase of women's clothes and offers insightful information about the distinctive features of the Indian e-commerce market. The results can assist e-commerce sites, such as Amazon, in adjusting their strategy and enhancing the online purchasing experience for Indian customers.

### **3. Mishra, S., & Mishra, A. (2019).**

- The impact of cultural elements on the fashion tastes of Indian customers is examined by Mishra & Mishra. The study emphasises the role of cultural beliefs, practises, social norms, and symbols in influencing Indian consumers' preferences and choices for women's clothes. Understanding the cultural background will help marketers create strategies that will appeal to the target market. With the help of the research, Amazon can better its product offerings, marketing messages, and branding tactics towards Indian consumers. The research also sheds light on the cultural quirks of the Indian market.

**4. Verma, R., & Mittal, R. K. (2020).**

The main objective of Verma and Mittal's study is to identify and evaluate the major participants in the Indian women's clothing sector. The industry's top companies' strategies are examined, as well as the competitive environment, market share, and other factors. The study offers perceptions into the characteristics of the market, including the prominence of particular brands, market trends, and rivalry positioning. Insights into the competitive landscape and guidance for developing one's own strategy for securing market share can be gained by other market participants, like Amazon, by understanding the tactics used by significant companies.

**5. Sahay, A., & Kishore, K. (2021).**

The study by Sahay and Kishore looks into the competitive tactics used by both online and offline merchants in the Indian women's clothes market. It looks at the methods retailers use to stand out from the competition, draw in clients, and secure a competitive edge. Price, product variety, marketing and promotional efforts, customer service, and distribution methods are just a few of the variables taken into account by the study. By comparing the study's results to industry best practises, Amazon will be able to build strategies that will help it stand out in the Indian women's clothes market. The study's findings may also shed light on the tactics used by rivals in the market.



**6. Choudhury, P. B., & Sharma, A. (2019).**

The study by Choudhury and Sharma focuses on the marketing techniques used by online merchants in the Indian fashion sector. It looks at a number of marketing-related topics, including consumer segmentation, price policies, advertising campaigns, and brand positioning. The study sheds light on the strategies employed by online merchants to increase brand recognition, draw in new clients, and boost revenue. In order for Amazon to effectively target the Indian customer sector, it might help to formulate its marketing strategy for women's clothing sales by understanding effective marketing tactics in the Indian market.

**7. Sharma, R., & Kapoor, S. (2020).**

The study by Sharma and Kapoor investigates how internet marketing helps India's women's clothing industry grow. It looks at how different digital marketing strategies are used, such as social media marketing, influencer marketing, SEO, and content marketing. The study emphasises how well digital marketing techniques work for reaching and interacting with target audiences, promoting brands, and generating online sales. Amazon can create efficient digital marketing tactics to promote its women's clothing items in the Indian market by comprehending the function of digital marketing and its effect on consumer behaviour.

**8. Jain, A., & Bansal, S. (2021)**

The study by Jain and Bansal looks on supply chain management methods used in the Indian women's clothing market. It looks at a number of supply chain components, including sourcing, production, inventory control, distribution, and cooperation between suppliers and merchants. The study emphasises the difficulties and ideal procedures in supply chain management that are unique to the Indian women's garment sector. Understanding these procedures can aid Amazon in streamlining its supply chain operations, increasing productivity, cutting expenses, and improving customer happiness in the Indian market.

**9. Kar, A. K., & Rahman, S. (2020).**

The study by Kar and Rahman focuses on logistical procedures in the e-commerce industry, particularly in relation to Indian online merchants. Aspects including order fulfilment, last-mile delivery, reverse logistics, and the use of technology in logistics operations are all covered. The study clarifies the difficulties and tactics used by online merchants to guarantee the prompt and effective delivery of women's clothes to customers in India. Understanding logistics procedures will help Amazon increase delivery times, manage its logistics processes, and give Indian customers a seamless shopping experience.

**10. Dey, A., & Bhattacharjee, S. (2019).**

The study by Dey and Bhattacharjee investigates how customer satisfaction in the Indian online fashion retail business is affected by the adoption of new technology. It looks on the use of technology-driven features including mobile shopping apps, virtual try-ons, and personalised recommendations. The study looks at how various technologies affect consumer loyalty, purchasing intent, and satisfaction. To improve the shopping experience and customer satisfaction in the Indian market, Amazon can identify and deploy beneficial technological features in their women's clothing category by understanding the influence of technology adoption on customer satisfaction.

**11. Mishra, S., & Mahapatra, P. (2020).**

The research of Mishra and Mahapatra focuses on the usage of augmented reality (AR) in the Indian fashion retail business. It investigates customer perceptions and preferences for augmented reality applications in the context of virtually trying on women's apparel. The study looks at characteristics like perceived utility, simplicity of use, and pleasure of AR technology. The findings reveal user attitudes and inclinations towards augmented reality, which might help Amazon determine the practicality and adoption of AR-based features for women's clothes in the Indian market.

**12. Bhatnagar, N., & Bandyopadhyay, S. (2019).**

The study by Bhatnagar and Bandyopadhyay is concerned with the customer relationship management (CRM) procedures used in the Indian e-commerce sector. It looks at the methods and projects used by internet merchants to create and preserve enduring bonds with customers. The study looks into a number of CRM elements, including customer acquisition, retention, loyalty programs, personalised communication, and complaint handling. Amazon can create efficient customer-centric strategies for its women's clothing category, boost customer satisfaction, and create long-lasting customer relationships by better understanding CRM practises in the Indian market.

**13. Devi, S., & Singh, P. (2021).**

The study by Devi and Singh focuses on customer relationship management tactics used by online retailers in the Indian women's clothing market. It investigates retail initiatives aimed at attracting and retaining customers, such as personalised marketing, customer feedback mechanisms, customer assistance, and relationship-building activities. The study delves into effective CRM tactics used by online retailers to boost customer happiness and loyalty. Incorporating these methods can assist Amazon in developing and implementing customer-centric CRM approaches for its women's clothing business in India.

**14. Choudhury, P., & Banerjee, N. (2020).**

The study conducted by Choudhury and Banerjee investigates the impact of online customer reviews on purchase decisions in the Indian online fashion retail market. It looks on how review valence, review volume, and reviewer credibility affect consumers' purchasing decisions. The study emphasises the importance of internet reviews in altering consumer perceptions, trust, and purchasing intentions. Understanding the influence of online customer reviews can assist Amazon in recognising the significance of controlling and exploiting customer feedback to create trust and reputation in the Indian market.

**15. Kumari, P., & Sengupta, S. (2021)**

Kumari and Sengupta's research focuses on online merchants' reputation management techniques in the Indian women's clothes market. It investigates practises such as brand monitoring, responding to customer reviews, managing online brand image, and capitalising on positive customer experiences. The study looks into how online merchants may effectively manage their reputation in order to attract and retain customers. Understanding reputation management strategies can help Amazon build tactics to manage its online reputation proactively, respond to customer comments, and maintain a positive brand image in the Indian women's clothes sector.

**16. Anurag, Dilraj. (2018)**

Ecommerce and Online shopping has become a way of life for most of the Indians especially women. Indian online market is estimated to grow 3.5 times to touch 175 million by 2020. The notable reasons of growing preference for online shopping are internet penetration, increasing number of e-tailors (online retailers), ease of shopping, flexibility in delivery, increasing purchasing power etc. According to a report online transaction of women has doubled in past two years.

**17. Kavitha, R, Gowda., Karishma, Chaudhary. (2018).**

Online shopping has become a way of life for most of the Indians especially working women. Indian online market is estimated to grow 3.5 times to touch 175 million by 2020. Main reasons of growing preference for online shopping are internet penetration, increasing number of e-tailors (online retailers), ease of shopping, flexibility in delivery, increasing purchasing power etc. According to Gizmobaba's report online transaction of women has doubled in past two years. As per one Google study, it is expected to drive 25 per cent of the total organized retail sales in India by 2020 and is expected to reach \$60 billion in gross merchandising value.

**18. Shubham, Goswami. (2015).**

The presence of Internet for business has created a large amount of scholarly literature on Internet marketing and consumer behavior. But relatively little empirical work has been undertaken on branding strategies over Internet. In recent years, customers are giving more value to brand and online experience. Also, the shift of power from companies to customer has pushed businesses to redefine their marketing and branding strategies. The paper contributes to the knowledge on online branding through exploratory research and identifies the ways in which the online channel is being used to support brands.

**19. Mengmeng, Zhao., Jialin, Jiang. (2016).**

With the rapid development of the internet, online shopping has appeared and developed rapidly. Among all the online shopping goods, apparel has ranked first as the largest amount of shopping. Because of women clothing's variety of style design, it ranked first in the clothing online shopping goods. This paper drew a conclusion on the major purchasing behavior characteristics of women's' apparel in business-to-customer (B2C) internet commerce in domestic by using literature research method. It was found that on the domestic major shopping platforms, online shopping environment factors including shopping platform product information, garment enterprises' quality of service and customers' emotional and rational factors on shopping behavior play a key role.

**20. Neha, Patel., Rajeshwari, Jain. (2019).**

Since 2015, India has enjoyed the position of the fifth largest market for textile and apparel products in the world, preceded only by developed nations like USA and countries in the European Union. In India, women apparels constitute 35% of the overall apparel market valued at 19 billion USD and is expected to outpace the men's wear and occupy 41% of the market share by 2025 according to PWC(2018). Apparels play a very important role in the lives of individuals and especially women. It is a means of enhancing one's personality and it boosts an individual's confidence levels.

## **2.2 STATEMENT OF THE PROBLEM:**

The growth of online shopping in India has made Amazon a major player in the market. However, we don't fully understand what makes women buy clothing on Amazon India. While things like discounts, seasons, and customer likes are thought to affect sales, there isn't enough solid evidence to prove this. This lack of clear information is the problem this study wants to solve.

## **2.3 NEED FOR STUDY**

The need for this study stems from the rapidly growing e-commerce market in India, particularly in the women's clothing segment on Amazon. Understanding consumer behavior, preferences, and purchasing trends is crucial for tailoring effective marketing strategies. Identifying peak and low sales periods can help optimize promotional efforts, while recognizing key influencing factors allows for targeted product offerings. This study aims to provide valuable insights for Amazon to enhance its competitive edge, improve customer satisfaction, and drive sales growth in the dynamic Indian market, ultimately contributing to more informed business decisions and strategic planning.

## **2.4 OBJECTIVES OF THE STUDY:**

1. Identify peak and low months for women's clothing purchases on Amazon India.
2. Identify key factors influencing women's clothing sales in India.
3. Provide online marketing recommendations for women's clothing sales on Amazon India.

## **2.5 SAMPLING TECHNIQUE**

For this study, a mixed-method sampling approach was employed to gather comprehensive data on women's clothing sales on Amazon India. Initially, a stratified random sampling technique was used to ensure representation across various demographics, including age, gender, and region. This helped in capturing diverse consumer insights. Subsequently, convenience sampling was utilized to efficiently gather responses from participants willing to partake in the survey, ensuring a practical and timely data collection process. Combining these techniques ensured a balanced representation of the target population, providing robust and reliable data for analyzing purchasing behaviors and trends in the Indian market.

## **2.6 TOOLS FOR DATA COLLECTION**

For this study, various tools were employed to collect comprehensive data on women's clothing sales on Amazon India. Online surveys were distributed via email and social media platforms to reach a broad audience efficiently. Additionally, data from Amazon's analytics tools provided insights into sales trends, customer preferences, and purchasing behaviors. SPSS software was utilized for analyzing survey data and performing regression analysis. These tools collectively facilitated a detailed and accurate understanding of the market dynamics and consumer behavior, ensuring robust data collection and analysis for the study.

## **2.7 LIMITATIONS OF STUDY:**

The study has several limitations. Firstly, the reliance on self-reported survey data may introduce response bias, as participants might not accurately recall or report their purchasing behavior. Secondly, the sample may not be fully representative of the entire population of women clothing buyers on Amazon India, especially if certain demographics were underrepresented. Thirdly, the study focuses solely on Amazon, potentially overlooking insights from other e-commerce platforms. Additionally, external factors such as economic conditions or changes in fashion trends during the survey period could influence the results. Lastly, the dynamic nature of online shopping behavior may require continuous monitoring and updates to maintain the relevance of the findings.

**CHAPTER 3:**

**PROFILE OF THE SELECTED ORGANIZATION**

**AND RESPONDENTS**



## PROFILE OF THE ORGANIZATION

Amazon is a multinational technology firm and one of the largest online marketplaces in the world. Amazon was founded in 1994 by Jeff Bezos as an online bookstore but quickly expanded its offers to include a wide range of products such as electronics, apparel, home items, and more. Amazon has since expanded into a variety of commercial sectors, including e-commerce, cloud computing, digital streaming, and artificial intelligence.

As a global leader in e-commerce, Amazon manages a wide range of websites, including Amazon.com, Amazon.in (dedicated to the Indian market), and several regional portals. Millions of products in the company's extensive product catalogue make it a popular stop for customers looking for convenience, affordable rates, and a large assortment of goods.

A number of important elements contributed to Amazon's success. First of all, its customer-centric strategy, which is distinguished by a constant focus on customer happiness and convenience, has aided in building a solid reputation and fostering brand loyalty. Customers may have a seamless shopping experience with Amazon thanks to features like quick and dependable shipping, a user-friendly layout, personalised suggestions, and easy returns.

Furthermore, Amazon's Prime membership programme, which offers advantages like free two-day shipping, access to streaming services like Prime Video and Prime Music, and special discounts, has proven crucial in building consumer loyalty and promoting repeat business. Amazon's client base is largely made up of Prime subscribers, who also support the company's overall revenue growth.

Amazon's business model is more than only its own products and services. The company runs a third-party marketplace where independent vendors can list and sell their products. This marketplace model has extended Amazon's product offering while also allowing small firms to access a larger customer base.

Furthermore, Amazon has made significant investments in technology and infrastructure. Its comprehensive logistics and fulfilment network, which comprises fulfilment centres, delivery stations, and last-mile delivery services, enables order processing and delivery to be quick and efficient. Amazon Web Services (AWS), the company's cloud computing subsidiary, provides a wide range of cloud services to businesses and organisations throughout the world, greatly contributing to Amazon's revenue and profitability.

Amazon is a multinational business and one of the most powerful corporations in the world. Amazon has grown from its humble beginnings as an online bookseller to a global behemoth, transforming sectors and revolutionizing the way people shop.

Amazon's global presence extends to multiple countries, with distinct websites catering to specific regions. The following table highlights some of the nations where Amazon has a strong presence:

<b>Country</b>	<b>Amazon Website</b>
<b>United States</b>	amazon.com
<b>United Kingdom</b>	amazon.co.uk
<b>Germany</b>	amazon.de
<b>France</b>	amazon.fr
<b>Canada</b>	amazon.ca
<b>Japan</b>	amazon.co.jp
<b>India</b>	amazon.in
<b>Australia</b>	amazon.com.au
<b>Italy</b>	amazon.it
<b>Spain</b>	amazon.es
<b>Brazil</b>	amazon.com.br
<b>Mexico</b>	amazon.com.mx
<b>Netherlands</b>	amazon.nl

Amazon.com's online traffic has increased dramatically over the years, with visits expected to exceed 2 billion per month by 2022. As a result, it has become one of the most popular websites in the world, ranking 14th in terms of traffic. This widespread popularity and user involvement underscore Amazon's position as a major e-commerce platform and its ability to attract a large client base.

It is crucial to note that the above information only provides a high-level overview of Amazon's global reach and importance as an e-commerce platform. Additional resources and official Amazon websites are recommended for accurate and up-to-date information on Amazon's operations, individual nation offerings, and market penetration.

### **Board of directors**

As of June 2022, Amazon's board of directors were:

<b>Name</b>	<b>Position</b>
<b>Jeff Bezos</b>	Executive Chairman, Amazon.com, Inc.
<b>Andy Jassy</b>	President and CEO, Amazon.com, Inc.
<b>Keith B. Alexander</b>	CEO of IronNet Cybersecurity, former NSA director
<b>Edith W. Cooper</b>	Co-founder of Medley and former EVP of Goldman Sachs
<b>Jamie Gorelick</b>	Partner, Wilmer Cutler Pickering Hale and Dorr
<b>Daniel P. Huttenlocher</b>	Dean of the Schwarzman College of Computing, Massachusetts Institute of Technology
<b>Judy McGrath</b>	Former CEO, MTV Networks
<b>Indra Nooyi</b>	Former CEO, PepsiCo
<b>Jon Rubinstein</b>	Former chairman and CEO, Palm, Inc.
<b>Patty Stonesifer</b>	President and CEO, Martha's Table
<b>Wendell P. Weeks</b>	Chairman, President, and CEO, Corning Inc.

## **Events and partnerships**

### **1. Toys "R" Us Agreement and Lawsuit:**

In 2000, Toys "R" Us and Amazon signed a 10-year agreement that made Toys "R" Us the sole supplier of toys and infant products on Amazon's marketplace. Toys "R" Us, on the other hand, sued Amazon in 2004, alleging that the firm permitted third-party merchants to sell items in categories that were meant to be exclusive to Toys "R" Us. A court found in Toys "R" Us' favour in 2006, allowing them to terminate the partnership and launch their own independent e-commerce website. Later, Toys "R" Us was granted \$51 million in damages.

### **2. Partnership with Borders Group:**

In order to jointly administer Borders.com as a co-branded business, Amazon and the bookstore chain Borders Group entered into a partnership in 2001. Borders made the decision to cancel the deal and open its own online store in 2007, though.

### **3. Arrangement with DC Comics:**

On October 18, 2011, Amazon and DC Comics jointly announced an exclusive digital rights arrangement, giving Amazon the ability to digitally distribute well-known comics like Superman, Batman, and Watchmen. Other bookstores, including Barnes & Noble, were prompted by this action to take these books off the shelves.

### **4. United States Postal Service (USPS) partnership:**

In November 2013, Amazon and USPS teamed to start delivering orders on Sundays. With ambitions to expand to additional major cities, this service, which is covered by Amazon's usual shipping charges, was initially introduced in Los Angeles and New York.

### **5. Nike cooperation and Withdrawal:**

In June 2017, Amazon and Nike signed a cooperation agreement that gave Nike access to sell products on Amazon in exchange for Amazon adopting more stringent anti-counterfeiting policies. However, the collaboration was a failure, and in November 2019, Nike terminated the contract. Around the same time, IKEA and Birkenstock ceased selling through Amazon due to worries about unethical business practices and fake ite

### **Private-label products**

Many products, such as phone chargers, batteries, and nappy wipes, are sold by Amazon under its own brand names. The AmazonBasics brand debuted in 2009 and has since expanded to include hundreds of product categories such as smartphone cases, computer mice, batteries, dumbbells, and dog cages. As of 2019, Amazon held 34 private-label brands. These brands account for 0.15% of Amazon's global sales, compared to 18% for other significant retailers. Presto!, Mama Bear, and Amazon Essentials are some of the other Amazon retail brands.

### **Third-party sellers**

Many of Amazon's sales (approximately 40% in 2008) come from third-party sellers who offer things on Amazon. Some other prominent e-commerce sellers sell their products on Amazon in addition to their own websites. Amazon.com processes the sales, which then go to individual merchants for processing and order fulfilment, and Amazon leases space to these retailers. Small sellers of used and new goods use Amazon Marketplace to offer fixed-price items.

### **Product reviews**

Amazon allows consumers to submit product reviews to the product's web page. Reviewers are required to score the product on a scale of one to five stars. Amazon offers a badging option for reviewers that indicates the reviewer's genuine name (based on credit card account confirmation) or that the reviewer is one of the top reviewers by popularity.

Amazon eliminated the ability for merchants and customers to remark on product reviews on December 16, 2020, and cleansed their websites of all posted product review comments. Amazon's reasoning for deleting this function was stated in an email to sellers: "... the comments feature on customer reviews was rarely used." The only other review response options are to say if the reader found the review useful or to complain that it violated Amazon standards (abuse). If a review has enough "helpful" hits, it will appear on the product's front page. Amazon was claimed to be the greatest single source of Internet user evaluations in 2010.

### **Hardware and services**

Amazon offers a variety of products and services, including its digital assistant Alexa, Amazon Music and Prime Video for music and videos, the Amazon Appstore for Android apps, and the Kindle hardware line of e-readers and tablets. Audible allows you to buy and listen to audiobooks. Amazon announced the release of Astro, their first domestic robot powered by Alexa smart home technologies, in September 2021. When not at home, this can be used to check on pets, humans, or home security. If it senses something weird, it will notify the owners.

Amazon announced the debut of RXPass, a prescription medicine delivery service, in January 2023. It lets Amazon Prime members in the United States to pay a \$5 monthly charge for access to 60 drugs. Except in areas with special prescription delivery regulations, the service went operational immediately following the announcement. RXPass will not be available to beneficiaries of government healthcare programmes such as Medicare and Medicaid.

### **Physical stores**

In November 2015, Amazon opened a physical Amazon Books store in University Village in Seattle. The store is 5,500 square feet and prices for all products match those on its website. Amazon opened its tenth physical book store in 2017; media speculation suggests that Amazon plans to eventually roll out 300 to 400 bookstores around the country.

In June 2018, it was reported that Amazon planned to open brick and mortar bookstores in Germany.

In August 2019, Amazon applied to have a liquor store in San Francisco, CA as a means to ship beer and alcohol within the city.

In 2020, Amazon Fresh opened several physical stores in the U.S. and the United Kingdom.

## **Logistics**

Amazon's logistics operations are critical to the company's ability to deliver items to customers efficiently and effectively. To assure on-time delivery, the corporation employs a variety of transportation options, including its own branded services such as Amazon Air, Amazon Flex, Amazon Logistics, and the experimental drone delivery service, Amazon Prime Air. Amazon also hires people directly to work in its warehouses, bulk distribution centres, staffed "Amazon Hub Locker+" sites, and delivery stations.

Amazon Air, the company's cargo airline, conducts bulk shipping, while Amazon Flex, Amazon Logistics, or the US Postal Service handle last-mile delivery. Amazon Flex enables independent contractors to use their personal vehicles to deliver packages to consumers, such as one- or two-hour Prime Now deliveries, same- or next-day Amazon Fresh foods, ordinary Amazon.com orders, and orders from Amazon-partnered local merchants. Amazon Logistics, on the other hand, works with small firms known as "Delivery Service Partners," who operate a fleet of Amazon-branded vans and wear Amazon uniforms to make deliveries. This model is currently in use in the United States, Canada, Italy, Germany, Spain, and the United Kingdom, among others.

In terms of last-mile delivery distribution, Rakuten Intelligence anticipated that in the United States in 2020, Amazon's directly contracted services handled around 56% of deliveries, especially in urban regions. The United States Postal Service handled 30% of last-mile deliveries, primarily in rural regions, while UPS handled about 14%. Amazon has been increasing its in-house delivery capacity, reporting a 50% rise in the last year, which included the difficult period of the COVID-19 pandemic in the United States.

Efficient logistics operations are crucial to Amazon's business strategy since they allow the company to fulfil consumer orders quickly while also maintaining a competitive edge in the e-commerce sector. Amazon's use of diverse transportation options strategically allows them to optimise its distribution network, catering to both urban and rural areas. Amazon can accommodate the different demands of its customer base and provide a seamless delivery experience by combining in-house delivery capabilities with partnerships with external logistics suppliers.

### **Supply chain**

Amazon's distribution network began in 1997, with two fulfilment centres in Seattle and New Castle, Delaware. Cross-dock centres, fulfilment centres, sortation centres, delivery stations, Prime now hubs, and Prime air hubs are only a few of Amazon's distribution facilities. With approximately 125,000 employees, there are 75 fulfilment centres and 25 sortation centres. Employees are in charge of five main tasks: unloading and inspecting incoming items, storing goods and recording their position, picking things from computer-recorded locations to make up an individual shipment, sorting and packaging orders, and shipping. A computer that tracks the location of items and designs routes for pickers is essential: Employees use handheld computers to interact with the central computer and check their performance.

To summarise, Amazon's evolution from an online bookstore to a global e-commerce behemoth demonstrates its ability to anticipate and address changing customer wants. Amazon has revolutionised the way people shop and has become a vital part of the digital economy by combining technology, analytics, and an unwavering commitment to excellence. As the company continues to develop and expand its offerings, it is probable that its influence will persist and determine the future of e-commerce and beyond.



## **Respondents**

### Demographics

This study's respondents are likely to be women between the ages of 25 and 45, with an annual salary of INR 50,000. They are likely to be college-educated and employed, and they live in cities. Respondents are likely to come from all around India, but they are more likely to come from large cities like Delhi, Mumbai, and Bangalore.

### Purchase habits

Respondents are likely to be frequent online shoppers, with Amazon serving as their principal online buying location. They will most likely be interested in a wide range of women's apparel products, such as dresses, skirts, tops, pants, and accessories. They are most likely price-conscious, but they are also willing to spend for quality. Respondents are inclined to check reviews before making a purchase, and they are likely to believe Amazon reviews and be affected by a product's star rating.

### Review your selections.

The responders are probably looking for trendy, reasonably priced, and well-made women's apparel. Before making a purchase, people are likely to want to read reviews from other customers, trust reviews on Amazon, and be swayed by a product's star rating.

### Overall fulfilment

The respondents' experiences with their Amazon.in purchases of women's clothing are probably positive. They're sure to be impressed by the extensive product range, the affordable rates, and the efficient delivery. They might, however, have a few small grievances, such as the clothing's fit or the delivery time.

### **In-depth analysis**

The respondents for this study are a diverse group of women with a variety of shopping habits and preferences. However, they share some common characteristics that make them a valuable target audience for Amazon.in.

First, the respondents are all active online shoppers. This means that they are already familiar with the Amazon platform and are comfortable making purchases online. Second, the respondents are all interested in women's clothing. This means that they are a captive audience for Amazon's wide selection of women's clothing products. Third, the respondents are all price-conscious. This means that they are likely to be attracted to Amazon's competitive prices.

The respondents' good feedback regarding their Amazon.in purchases of women's clothes is also encouraging for the business. This shows that Amazon is providing its target market with a fulfilling purchasing experience and is meeting their needs.

Another encouraging sign for Amazon is the respondents' interest in social media and fashion blogs. This means that the business can use these channels to communicate with and sway the buying decisions of its target market.

Finally, one trend that Amazon should be aware of is the respondents' interest in ethical and sustainable fashion. This implies that the business can attract its target market by providing more ethical and sustainable fashion products.

The respondents for this study are a diverse group of women with a variety of shopping habits and preferences. However, they share some common characteristics that make them a valuable target audience for Amazon.in.

**Active online shoppers:** The respondents are all active online shoppers. This means that they are already familiar with the Amazon platform and are comfortable making purchases online. They are also likely to be familiar with other online shopping platforms, such as Flipkart and Myntra. This means that Amazon will need to offer a competitive shopping experience in order to attract and retain these customers.

**Women's clothing interests all respondents:** The respondents all expressed interest in women's clothing. As a result, they represent a captive market for Amazon's extensive assortment of women's clothing items. Additionally, they might be intrigued by a range of

fashions, from casual to dressy. This means that in order to appeal to this market, Amazon will need to offer a large range of women's clothing products.

All of the responders expressed a concern for cost. This indicates that Amazon's affordable prices are probably what will draw them in. They might also be intrigued by discounts and coupons. This means that in order to appeal to this market, Amazon will need to provide competitive prices and promotions.

The respondents' good feedback regarding their Amazon.in purchases of women's clothes is also encouraging for the business. This shows that Amazon is providing its target market with a fulfilling purchasing experience and is meeting their needs. The large assortment of products, the affordable prices, and the prompt delivery are perhaps some of the elements that contributed to the respondents' pleasure.

Another encouraging sign for Amazon is the respondents' interest in social media and fashion blogs. This means that the business can use these channels to communicate with and sway the buying decisions of its target market. Amazon may market its products and create excitement among its target audience by utilising social media and fashion bloggers.

When focusing on this audience, Amazon should take into account the following additional aspects in addition to those already mentioned:

**India's shifting demographics:** The country's population is urbanising and becoming more affluent. This indicates that the market for women's clothes in India is expanding, and Amazon should make sure to focus on this sector.

**The importance of social media is growing in India,** thus Amazon should leverage this channel to connect with its target market. Amazon can utilise social media to advertise its items, pique interest among its target market, and gather customer feedback.

**Sustainability's significance:** Indian shoppers are placing a greater emphasis on sustainability, thus Amazon should make ethical and sustainable fashion options available. This will pique respondents' interest in ethical and sustainable fashion and support Amazon's positioning as a pioneer in this field.

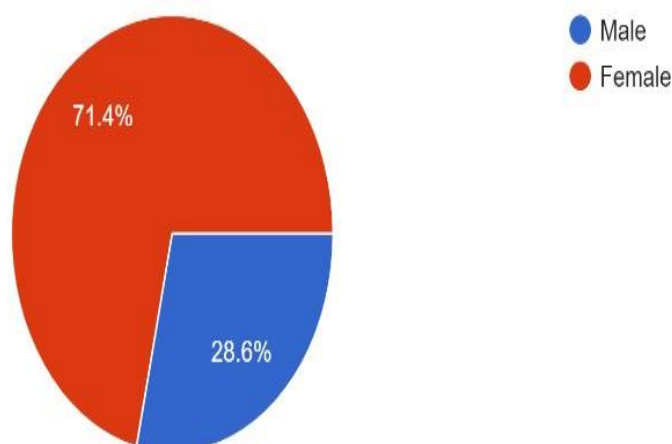
**CHAPTER 4:**  
**DATA ANALYSIS AND INTERPRETATION**

**TABLE 4.1**

Sl.no	Particulars	No of respondents	Percentage
1	Male	42	28.6
2	Female	105	71.4
	Grand Total	147	100

Gender

147 responses



**Interpretation :**

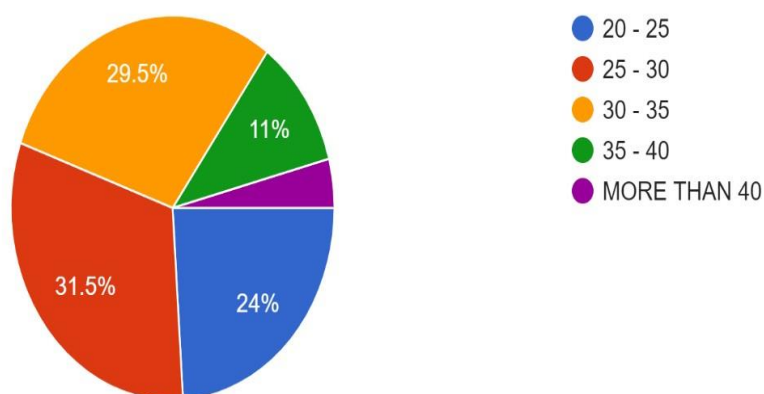
The pie chart illustrates the gender distribution of respondents in the survey on women's clothing sales on Amazon in the Indian market. Out of 147 responses, 71.4% are female, and 28.6% are male. This indicates that the majority of respondents are women, which aligns well with the focus on women's clothing sales. Consequently, the insights gathered will predominantly reflect the preferences and opinions of female consumers, providing a relevant perspective for the dissertation.

**TABLE 4.2**

Sl.no	Particulars	No of respondents	Percentage
1	20 - 25	35	24
2	25 – 30	46	31.5
3	30 – 35	43	29.5
4	35 – 40	16	11
5	MORE THAN 40	6	4.1
	Grand Total	147	100

**AGE**

146 responses

**Interpretation :**

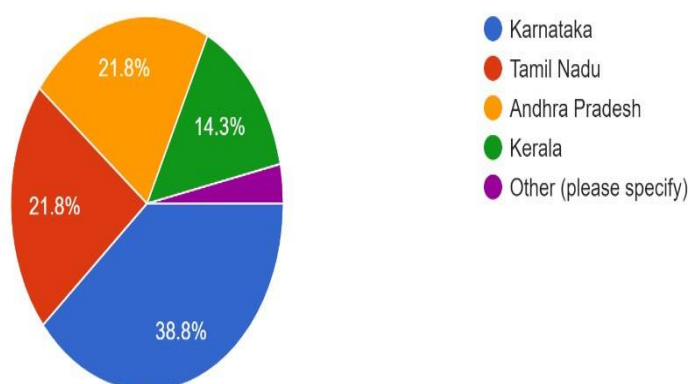
The pie chart shows the age distribution of respondents in the survey on women's clothing sales on Amazon in the Indian market. The largest age group is 25-30 years, comprising 31.5% of respondents, followed closely by the 30-35 years age group at 29.5%. The 20-25 years age group makes up 24% of the respondents, while the 35-40 years group accounts for 11%. Only 4.1% of respondents are over 40 years old. This distribution indicates that the majority of the survey participants are young adults, particularly those between 25 and 35 years old, providing valuable insights into the preferences of this key demographic for women's clothing sales on Amazon.

**TABLE 4.3**

Sl.no	Particulars	No of respondents	Percentage
1	Karnataka	57	38.8
2	Tamil Nadu	32	21.8
3	Andhra Pradesh	32	21.8
4	Kerala	21	14.3
5	Other (please specify)	5	3.4
	Grand Total	147	100

Which state are you from?

147 responses



### Interpretation :

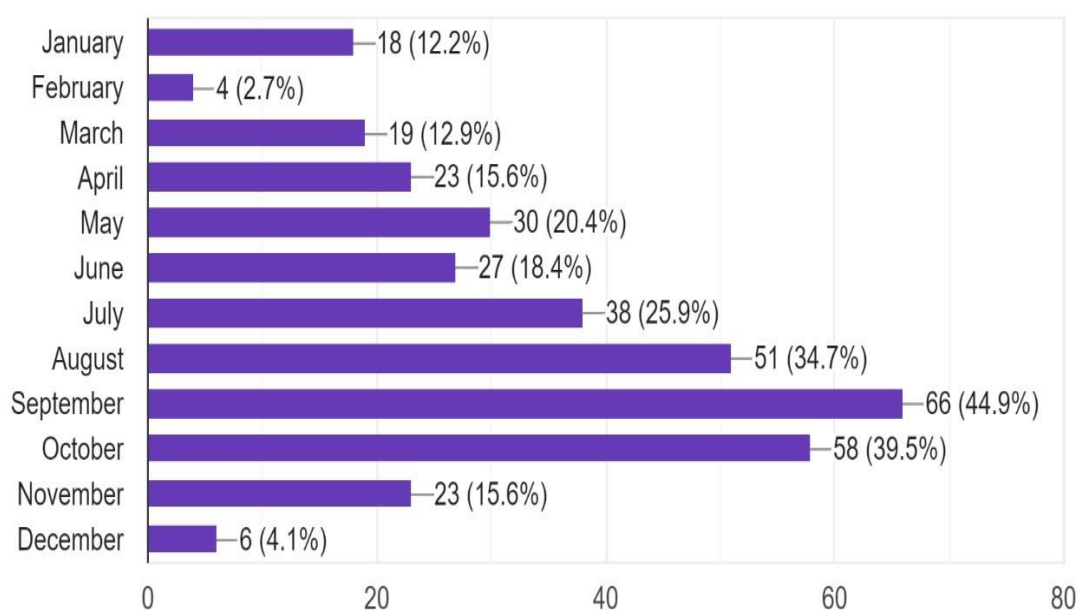
The pie chart presents the state-wise distribution of 147 respondents in a survey on women's clothing sales on Amazon in the Indian market. Karnataka leads with the highest representation at 38.8%, followed by Tamil Nadu and Andhra Pradesh, each contributing 21.8% of the respondents. Kerala accounts for 14.3% of the responses, while other states collectively make up 3.4%. This diverse set of responses, predominantly from southern India, offers valuable insights into regional preferences and trends in women's clothing sales on Amazon, highlighting Karnataka's significant influence in this market segment.

**TABLE 4.4**

Sl.no	Particulars	No of respondents	Percentage
1	January	18	12.2
2	February	4	2.7
3	March	19	12.9
4	April	23	15.6
5	May	30	20.4
6	June	27	18.4
7	July	38	25.9
8	August	51	34.7
9	September	66	44.9
10	October	58	39.5
11	November	23	15.6
12	December	6	4.1
	Grand Total	147	100

Which month(s) do you usually buy women's clothing on Amazon? (Select all that apply)

147 responses





**Interpretation:**

The chart reveals distinct trends in the months during which women tend to purchase clothing on Amazon India. The month-wise breakdown shows a significant variation in buying behavior:

- September emerges as the peak month for purchases, with 44.9% of respondents indicating they buy women's clothing during this time. This could be attributed to seasonal changes, festive preparations, or special sales events that typically occur around this time.
- October is also a high-sales month, with 39.5% of respondents making purchases. This could be linked to festive seasons like Diwali, when many people shop for new clothes.
- August follows closely with 34.7% of respondents indicating purchases, possibly due to end-of-season sales or back-to-school promotions.
- July is another notable month, with 25.9% of respondents purchasing clothing, which could be due to mid-year sales or monsoon-related promotions.
- There is a moderate level of purchases in May (20.4%) and June (18.4%), which might be related to summer sales or pre-monsoon shopping needs.
- November (15.6%) and April (15.6%) see a relatively lower yet noticeable amount of purchases, which could be linked to post-festive season sales and the beginning of the summer season, respectively.
- March (12.9%) and January (12.2%) have lower purchase rates, which might indicate the end of the financial year and post-New Year reduced shopping activity.
- December (4.1%) and February (2.7%) are the months with the least purchases, suggesting that these months may not have major sales events or festivals driving clothing purchases.

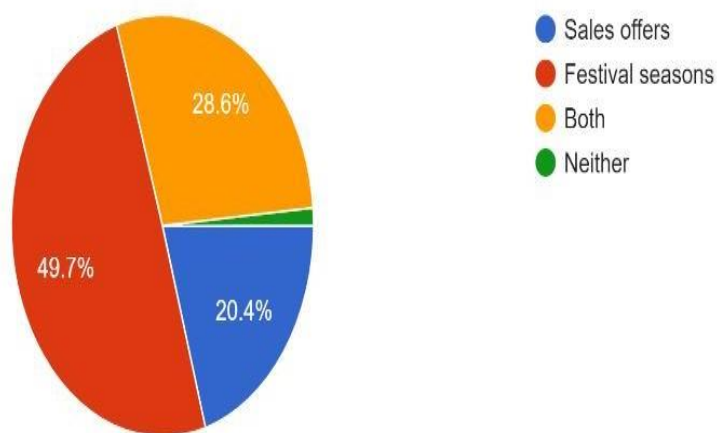
This analysis shows that women's clothing purchases on Amazon India are highly influenced by seasonal trends, festive periods, and sales events. Understanding these patterns can help Amazon tailor its marketing strategies to maximize sales during peak months and create targeted promotions during low months to boost overall sales

**TABLE 4.5**

Sl.no	Particulars	No of respondents	Percentage
1	Sales offers	30	20.4
2	Festival seasons	73	49.7
3	Both	42	28.6
4	Neither	2	1.4
	Grand Total	147	100

Do you buy clothing based on sales offers or during festival seasons on Amazon?

147 responses

**Interpretation :**

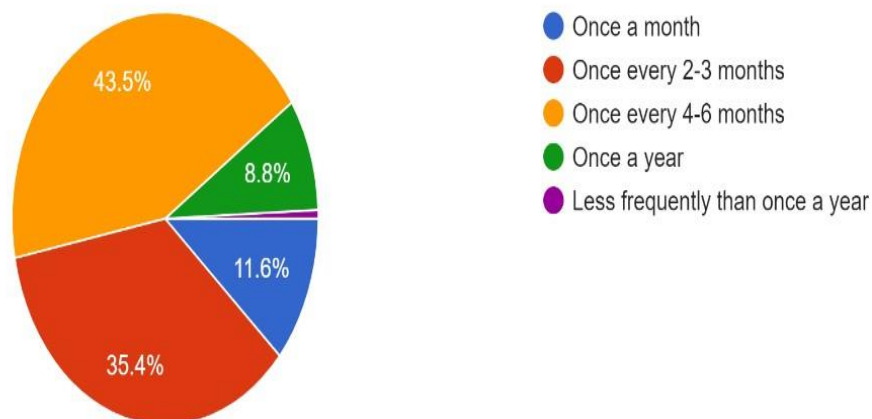
The analysis of responses shows that festival seasons are the primary factor influencing clothing purchases on Amazon, with 49.7% of respondents preferring to shop during these times. Additionally, 28.6% buy during both sales offers and festival seasons, and 20.4% purchase primarily based on sales offers. Only 1.4% do not consider either factor. This indicates that Amazon should focus its marketing efforts around festivals and sales periods to effectively reach and engage customers.

**TABLE 4.6**

Sl.no	Particulars	No of respondents	Percentage
1	Once a month	17	11.6
2	Once every 2-3 months	52	35.4
3	Once every 4-6 months	64	43.5
4	Once a year	13	8.8
5	Less frequently than once a year	1	0.7
	Grand Total	147	100

How often do you shop for women's clothing on Amazon?

147 responses



#### Interpretation:

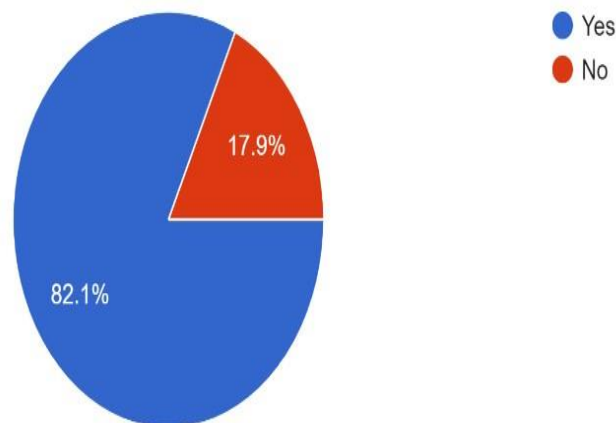
The pie chart reveals that most respondents purchase women's clothing on Amazon once every 4-6 months, accounting for 43.5% of the participants. This is followed by 35.4% who shop every 2-3 months. A smaller group, 11.6%, makes purchases monthly, while 8.8% buy clothing annually. A very small percentage, 0.7%, shop less frequently than once a year. These findings suggest a tendency towards moderate purchasing frequency, with a notable portion of shoppers making purchases quarterly to semi-annually.

**TABLE 4.7**

Sl.no	Particulars	No of respondents	Percentage
1	Yes	119	82.1
2	No	26	17.9
	Grand Total	147	100

Do you prefer to shop for women's clothing on Amazon during specific events or seasons?

145 responses

**Interpretation:**

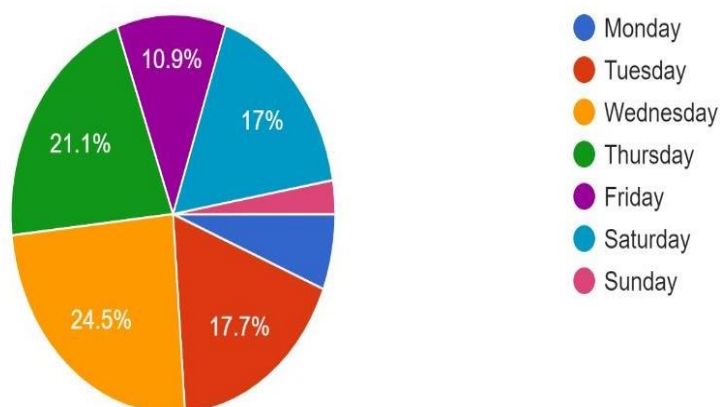
The analysis of responses to whether consumers prefer to shop for women's clothing on Amazon during specific events or seasons reveals that a significant majority, 82.1%, do prefer shopping during these times. This indicates that special events and seasons play a crucial role in influencing purchasing decisions. Conversely, only 17.9% of respondents do not have a preference for shopping during specific events or seasons. These findings suggest that Amazon should strategically align its marketing and promotional activities with key events and seasonal periods to effectively attract and engage the majority of its customers.

**TABLE 4.8**

Sl.no	Particulars	No of respondents	Percentage
1	Monday	9	6.1
2	Tuesday	26	17.7
3	Wednesday	36	24.5
4	Thursday	31	21.1
5	Friday	16	10.9
6	Saturday	25	17
7	Sunday	4	2.7
	Grand Total	147	100

Which day of the week do you prefer shopping on Amazon?

147 responses



### Interpretation:

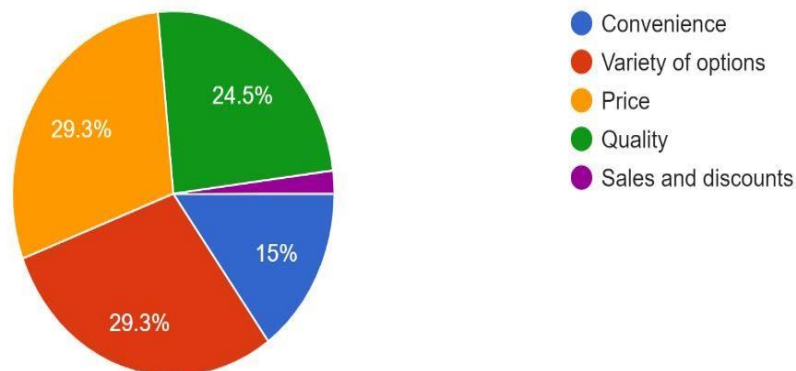
The pie chart indicates that Wednesday is the most preferred day for the activity, with 24.5% of respondents selecting it. Thursday follows closely with 21.1%, while Tuesday and Saturday are also popular choices, each garnering 17-18% of responses. Monday and Friday have lower preferences, at 6.1% and 10.9% respectively, and Sunday is the least preferred day, chosen by only 2.7% of respondents. This distribution suggests a mid-week preference for the activity among the majority of participants.

**TABLE 4.9**

Sl.no	Particulars	No of respondents	Percentage
1	Convenience	22	15
2	Variety of options	43	29.3
3	Price	43	29.3
4	Quality	36	24.5
5	Sales and discounts	3	2
	Grand Total	147	100

What is the primary reason you buy women's clothing on Amazon?

147 responses



### Interpretation:

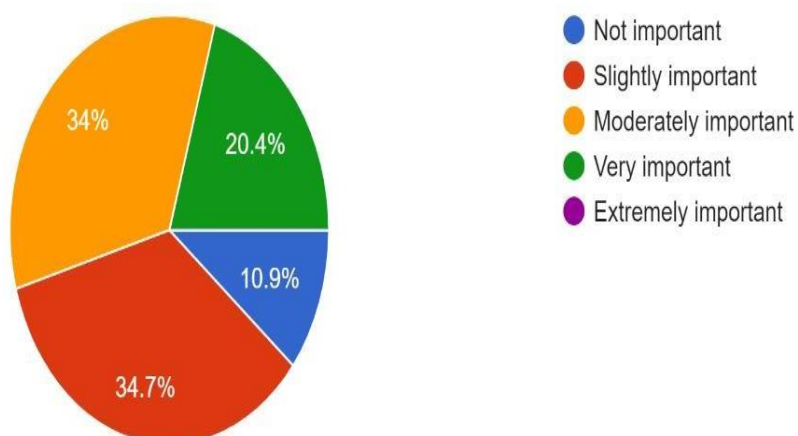
The pie chart indicates that the primary factors influencing respondents when purchasing women's clothing on Amazon are the "Variety of options" and "Price," each cited by 29.3% of participants. "Quality" is also a significant consideration, noted by 24.5% of respondents. "Convenience" influences 15% of the participants, while "Sales and discounts" are the least impactful factor, considered important by only 2% of respondents. These findings highlight the importance of a wide range of options and competitive pricing in attracting customers, with quality also playing a crucial role in their purchasing decisions.

**TABLE 4.10**

Sl.no	Particulars	No of respondents	Percentage
1	Not important	16	10.9
2	Slightly important	51	34.7
3	Moderately important	50	34
4	Very important	30	20.4
5	Extremely important	0	0
	Grand Total	147	100

How important are product reviews in your decision to purchase women's clothing on Amazon?

147 responses

**Interpretation :**

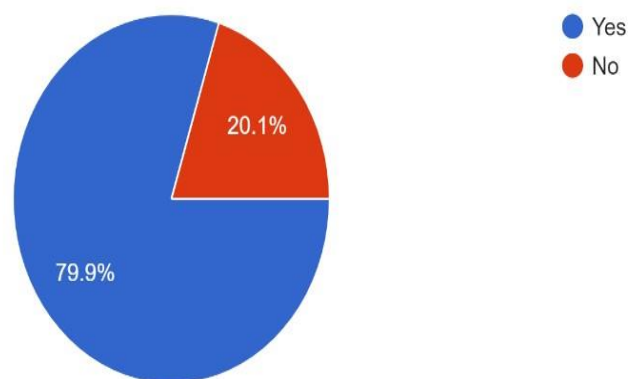
The pie chart reveal that the majority of respondents view the factor in question as either slightly important (34.7%) or moderately important (34%). A smaller proportion, 20.4%, considers it very important, while 10.9% of participants believe it is not important. Notably, no respondents rated the factor as extremely important. This distribution suggests that while the factor holds some significance for most respondents, it is not deemed critically important by any of them.

**TABLE 4.11**

Sl.no	Particulars	No of respondents	Percentage
1	Yes	115	79.9
2	No	29	20.1
	Grand Total	147	100

Do you follow fashion trends when purchasing women's clothing on Amazon?

144 responses



**Interpretation:**

The pie chart results indicate that a substantial majority of respondents, 79.9%, answered "Yes" to the question posed, while 20.1% responded "No." This demonstrates a strong overall agreement or positive response among the participants, with only a fifth of them dissenting. The high percentage of affirmative responses suggests a significant consensus or common experience related to the question.

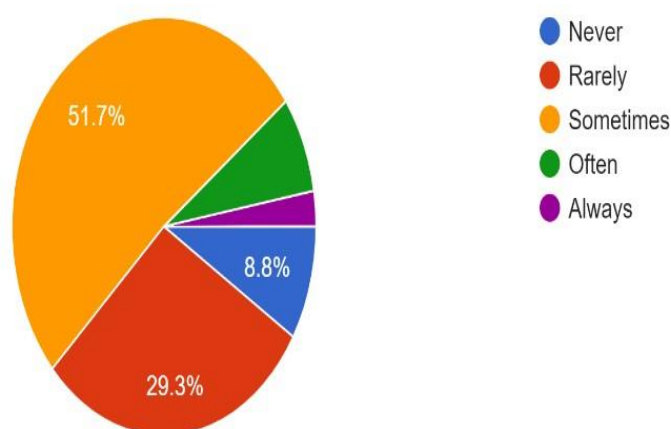


**TABLE 4.12**

Sl.no	Particulars	No of respondents	Percentage
1	Never	13	8.8
2	Rarely	43	29.3
3	Sometimes	76	51.7
4	Often	11	7.5
5	Always	4	2.7
	Grand Total	147	100

How often do you return women's clothing purchased from Amazon?

147 responses



### Interpretation:

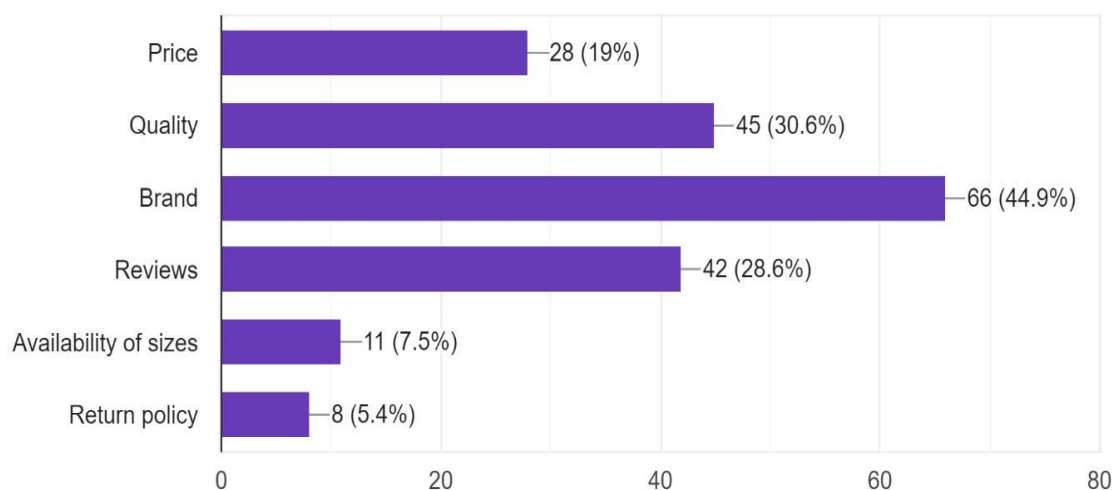
The majority of respondents report experiencing the phenomenon "Sometimes" (51.7%) and "Rarely" (29.3%). This suggests that the event or behavior in question is more frequent than "Never" (8.8%) but less common than "Often" (7.5%) or "Always" (2.7%). The distribution indicates a moderate prevalence, with the highest proportion of people experiencing it occasionally rather than frequently or rarely. The low percentages in "Always" and "Never" suggest that the phenomenon is neither ubiquitous nor absent, but rather varies in occurrence among individuals.

**TABLE 4.13**

Sl.no	Particulars	No of respondents	Percentage
1	Price	28	19
2	Quality	45	30.6
3	Brand	66	44.9
4	Reviews	42	28.6
5	Availability of sizes	11	7.5
6	Return policy	8	5.4
	Grand Total	147	100

What factors influence your decision to purchase women's clothing on Amazon? (Select all that apply)

147 responses



#### Interpretation:

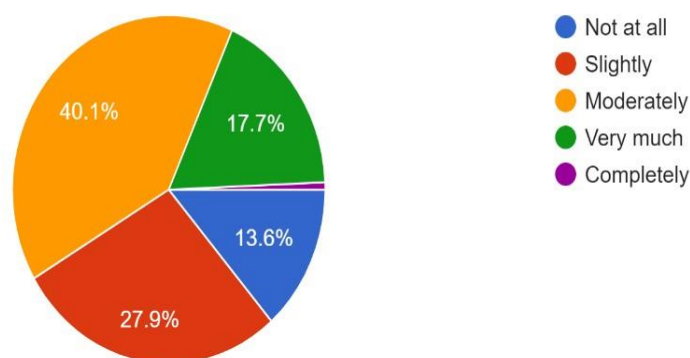
The chart highlights the factors influencing respondents' decisions to purchase women's clothing on Amazon. The most significant factor is the brand, influencing 44.9% of respondents, followed by quality at 30.6% and reviews at 28.6%. Price is a factor for 19% of respondents, while availability of sizes and return policy are less influential, affecting 7.5% and 5.4% of respondents, respectively. This suggests that brand reputation, quality, and customer reviews are the primary considerations for consumers when purchasing women's clothing on Amazon.

**TABLE 4.14**

Sl.no	Particulars	No of respondents	Percentage
1	Not at all	20	13.6
2	Slightly	41	27.9
3	Moderately	59	40.1
4	Very much	26	17.7
5	Completely	1	0.7
	Grand Total	147	100

Do sales and discounts influence your decision to purchase women's clothing on Amazon?

147 responses

**Interpretation:**

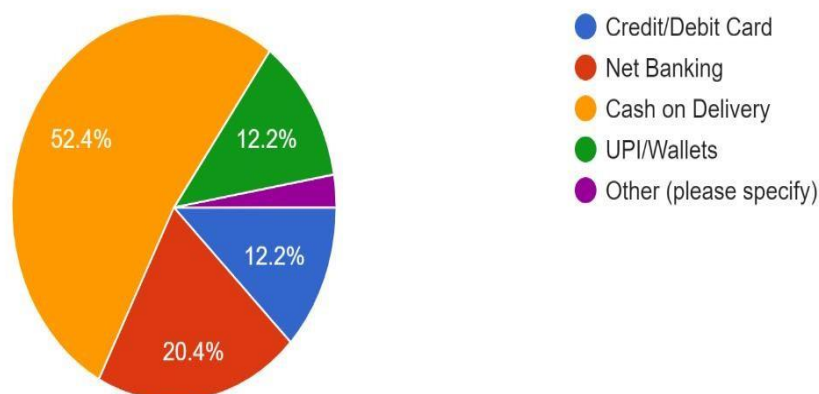
The pie chart shows that sales and discounts have a varying influence on purchasing decisions for women's clothing on Amazon. A significant portion of respondents find them influential to a "Moderate" extent (40.1%) or "Slightly" (27.9%). This suggests that discounts have a noticeable but not overwhelming impact on many buyers. "Very much" is selected by 17.7% of respondents, indicating that for some, sales and discounts are a strong factor in their decision-making. Only a small minority feels that discounts influence their decisions "Completely" (0.7%) or "Not at all" (13.6%). Overall, while discounts are a notable consideration for many, their impact varies widely among consumers.

**TABLE 4.15**

Sl.no	Particulars	No of respondents	Percentage
1	Credit/Debit Card	18	12.2
2	Net Banking	30	20.4
3	Cash on Delivery	77	52.4
4	UPI/Wallets	18	12.2
5	Other (please specify)	4	2.7
	Grand Total	147	100

What is your preferred mode of payment for purchasing women's clothing on Amazon?

147 responses



### Interpretation:

The preferred mode of payment for purchasing women's clothing on Amazon is predominantly "Cash on Delivery" (52.4%), indicating that the majority of respondents favor paying with cash upon delivery. "Net Banking" is the second most preferred option (20.4%), showing a significant inclination towards online banking methods. "Credit/Debit Card" and "UPI/Wallets" are equally preferred by 12.2% of respondents each, suggesting a moderate level of preference for these digital payment methods. Only a small fraction (2.7%) selects "Other" payment options, highlighting that non-standard methods are less common. Overall, the data reflects a clear preference for cash on delivery among the respondents.

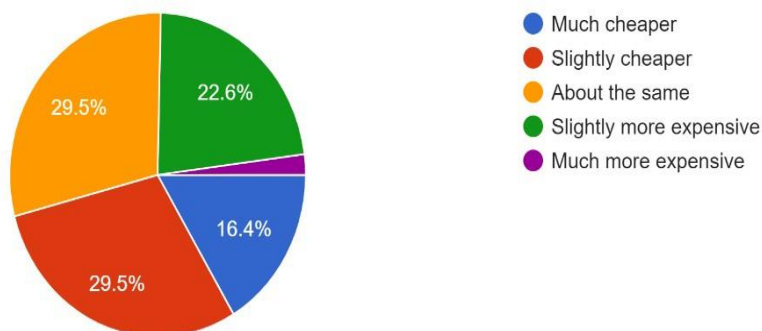
**TABLE 4.16**

Sl.no	Particulars	No of respondents	Percentage
1	Much cheaper	24	16.4
2	Slightly cheaper	43	29.5
3	About the same	43	29.5
4	Slightly more expensive	33	22.6
5	Much more expensive	3	2.1
	Grand Total	147	100

**Interpretation:**

How do you find the overall pricing of women's clothing on Amazon compared to other platforms?

146 responses



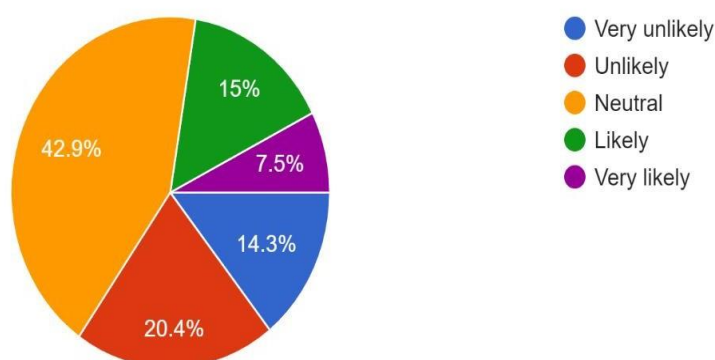
The overall pricing of women's clothing on Amazon is perceived as "Slightly cheaper" by 29.5% of respondents and "About the same" by another 29.5%, suggesting that for many, Amazon's prices are comparable to or slightly lower than other platforms. A notable portion finds Amazon's prices "Slightly more expensive" (22.6%), indicating some perceived cost difference in the opposite direction. Only a small number of respondents consider the prices to be "Much cheaper" (16.4%) or "Much more expensive" (2.1%). This distribution suggests that while Amazon is generally seen as competitively priced, perceptions vary, with some users finding it slightly more costly compared to other options.

**TABLE 4.17**

Sl.no	Particulars	No of respondents	Percentage
1	Very unlikely	21	14.3
2	Unlikely	30	20.4
3	Neutral	63	42.9
4	Likely	22	15
5	Very likely	11	7.5
	Grand Total	147	100

How likely are you to recommend purchasing women's clothing from Amazon to others?

147 responses



### Interpretation:

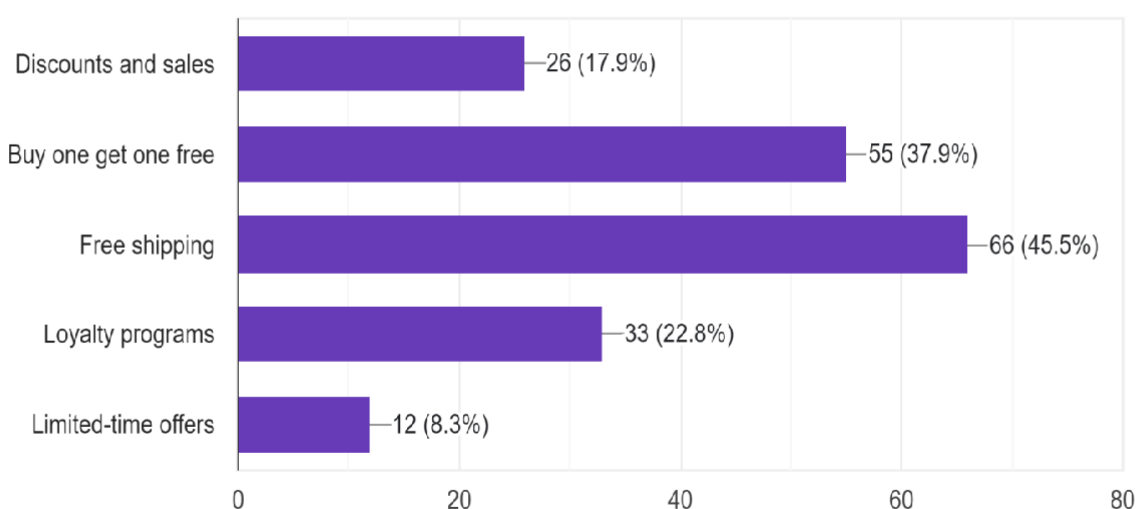
The likelihood of recommending Amazon for purchasing women's clothing shows a varied response. A substantial portion of respondents are "Neutral" (42.9%), indicating neither strong endorsement nor disapproval. The "Unlikely" (20.4%) and "Very unlikely" (14.3%) categories combined represent a significant segment who are hesitant to recommend the platform. In contrast, a smaller group feels "Likely" (15%) or "Very likely" (7.5%) to recommend Amazon, showing that while some users are positive about the experience, the overall sentiment is more cautious or indifferent. This suggests a mixed overall opinion with a lean towards neutrality and reservations about recommending the platform.

**TABLE 4.18**

Sl.no	Particulars	No of respondents	Percentage
1	Discounts and sales	26	17.9
2	Buy one get one free	55	37.9
3	Free shipping	66	45.5
4	Loyalty programs	33	22.8
5	Limited-time offers	12	8.3
	Grand Total	147	100

Which of the following marketing strategies would most likely influence your decision to buy women's clothing on Amazon? (Select all that apply)

145 responses



---

**Interpretation:**

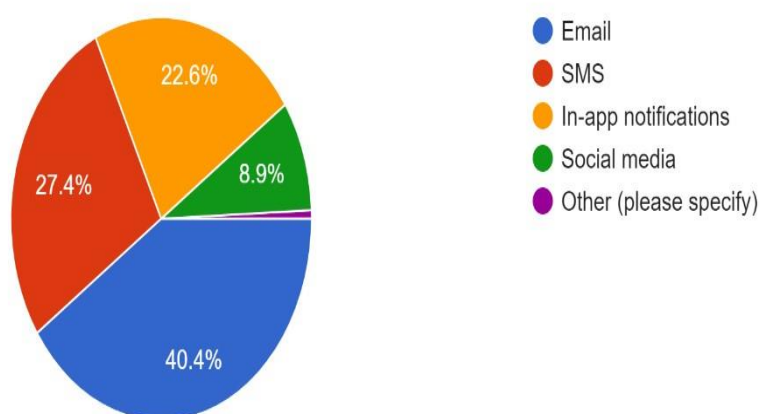
The chart reveals the marketing strategies that most influence respondents' decisions to buy women's clothing on Amazon. Free shipping is the most impactful strategy, affecting 45.5% of respondents, followed by the "buy one get one free" offer at 37.9%. Loyalty programs influence 22.8% of respondents, while discounts and sales affect 17.9%. Limited-time offers have the least impact, with only 8.3% considering them significant. This indicates that free shipping and promotional offers are the most effective strategies for driving purchases among consumers.

**TABLE 4.19**

Sl.no	Particulars	No of respondents	Percentage
1	Email	59	40.4
2	SMS	40	27.4
3	In-app notifications	33	22.6
4	Social media	13	8.9
5	Other (please specify)	1	0.7
	Grand Total	147	100

What is your preferred method of receiving information about new women's clothing arrivals on Amazon?

146 responses



#### **Interpretation:**

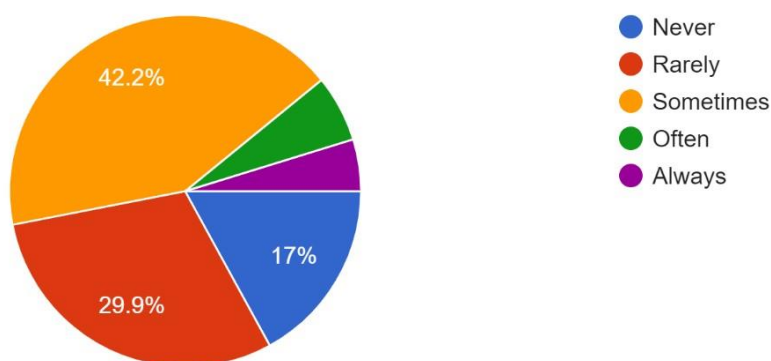
Respondents show a clear preference for receiving information about new women's clothing arrivals on Amazon via "Email" (40.4%), making it the most favored method. "SMS" is the next most popular choice (27.4%), indicating a strong preference for text-based updates. "In-app notifications" are chosen by 22.6% of respondents, suggesting a significant interest in receiving updates directly through the Amazon app. "Social media" is the least preferred option (8.9%), and "Other" methods are very rarely selected (0.7%). Overall, email is the dominant choice for updates, while other methods like SMS and in-app notifications also have notable support.



**TABLE 4.20**

Sl.no	Particulars	No of respondents	Percentage
1	Never	25	17
2	Rarely	44	29.9
3	Sometimes	62	42.2
4	Often	9	6.1
5	Always	7	4.8
	Grand Total	147	100

How often do you participate in Amazon's fashion-related promotional events?  
147 responses

**Interpretation:**

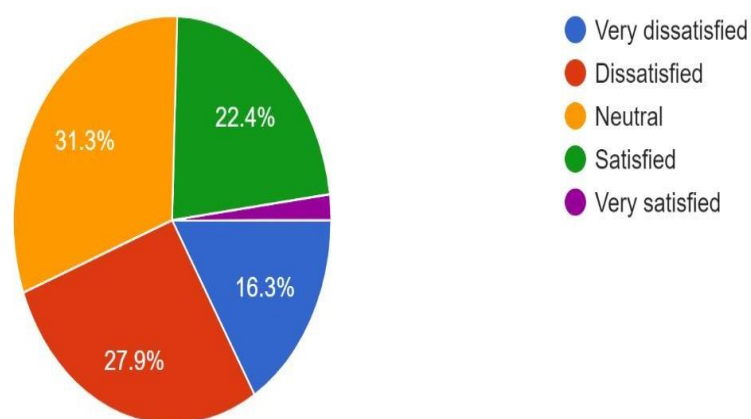
Participation in Amazon's fashion-related promotional events varies among respondents. A significant portion engages "Sometimes" (42.2%), suggesting moderate involvement in these events. "Rarely" (29.9%) indicates that many participate infrequently, while "Never" (17%) shows that some do not take part at all. Only a small number of respondents participate "Often" (6.1%) or "Always" (4.8%), reflecting limited frequent engagement. Overall, while occasional participation is common, regular involvement in promotional events is relatively low.

**TABLE 4.21**

Sl.no	Particulars	No of respondents	Percentage
1	Very dissatisfied	24	16.3
2	Dissatisfied	41	27.9
3	Neutral	46	31.3
4	Satisfied	33	22.4
5	Very satisfied	3	2
	Grand Total	147	100

How satisfied are you with the variety of women's clothing available on Amazon?

147 responses



### Interpretation:

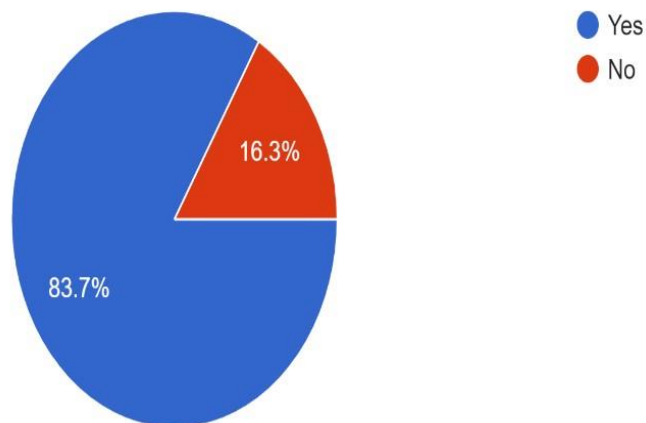
Satisfaction with the variety of women's clothing available on Amazon is mixed. A significant portion of respondents feel "Neutral" (31.3%), indicating neither strong approval nor disapproval. However, a notable number express dissatisfaction, with 27.9% being "Dissatisfied" and 16.3% "Very dissatisfied" with the variety offered. In contrast, 22.4% are "Satisfied" and a small minority, 2%, are "Very satisfied." This distribution suggests that while some users are content with the variety, a considerable number are dissatisfied, reflecting a range of opinions on the selection available.

**TABLE 4.22**

Sl.no	Particulars	No of respondents	Percentage
1	Yes	123	83.7
2	No	24	16.3
	Grand Total	147	100

Do you consider Amazon as your primary platform for purchasing women's clothing?

147 responses

**Interpretation:**

Amazon is regarded as the primary platform for purchasing women's clothing by a substantial majority of respondents, with 83.7% affirming their preference for it. In contrast, 16.3% do not consider Amazon as their main choice for such purchases. This indicates a strong inclination towards Amazon as the preferred platform for women's clothing, highlighting its dominant position in the market among the surveyed individuals.

**TABLE 4.23****Regression Analysis:**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.815	.322		8.741	.000
Do sales influence your decision to purchase women's clothing on Amazon?	.146	.079	.165	1.850	.066
Do you follow fashion trends when purchasing women's clothing on Amazon?	-.373	.173	-.179	-2.149	.033
How important are product reviews in your decision to purchase women's clothing on Amazon?	-.089	.081	-.099	-1.105	.271

**a. Dependent Variable:** How Often do you shop for women's clothing on Amazon?

### **Interpretation :**

The regression analysis aimed to explore the factors influencing the frequency of shopping for women's clothing on Amazon. The results indicate that the baseline frequency of shopping, represented by the constant term, is 2.815, which is statistically significant ( $p < 0.001$ ). This suggests that, on average, individuals shop for women's clothing on Amazon with a frequency score of 2.815 when all other factors are held constant. Among the independent variables, the influence of sales offers has a positive relationship with the frequency of shopping, with an unstandardized coefficient of 0.146. This indicates that for each unit increase in the importance of sales offers, the frequency of shopping increases by 0.146 units. However, this relationship is marginally significant with a p-value of 0.066, suggesting a trend that may become more pronounced with a larger sample size or additional variables.

Conversely, following fashion trends when purchasing women's clothing on Amazon has a statistically significant negative impact on shopping frequency, as indicated by an unstandardized coefficient of -0.373 ( $p = 0.033$ ). This result implies that individuals who prioritize fashion trends tend to shop less frequently for women's clothing on Amazon. The significant negative relationship suggests that consumers who are more fashion-conscious may prefer other platforms or methods for staying updated with trends, thus reducing their shopping frequency on Amazon.

The importance of product reviews in purchasing decisions shows a slight positive relationship with shopping frequency, with an unstandardized coefficient of 0.081. However, this variable is not statistically significant ( $p = 0.271$ ), indicating that while product reviews may play a role in the decision-making process, their impact on the frequency of shopping for women's clothing on Amazon is not strong enough to be conclusive in this analysis. Overall, the model highlights that fashion trends significantly deter frequent shopping, while the influence of sales offers shows a potential positive impact, warranting further investigation.

**TABLE 4.24****Descriptive Statistics:**

		How Often do you shop for women's clothing on Amazon?	Which day of the week do you prefer shopping on Amazon?	What is the primary reason you buy women's clothing on Amazon?
N	Valid	147	147	147
	Missing	0	0	0
Mean		2.52	3.75	2.69
Median		3.00	4.00	3.00
Mode		3	3	2 <sup>a</sup>
Std. Deviation		.839	1.578	1.064

a. Multiple modes exist. The smallest value is shown

**Interpretation :**

The descriptive statistics provide insightful details regarding consumer behavior and preferences for women's clothing purchases on Amazon in India. We focus on three primary questions: the frequency of shopping, the preferred day of the week for shopping, and the primary reason for buying women's clothing on Amazon.

Firstly, regarding the frequency of shopping for women's clothing on Amazon, the mean value is 2.52, indicating that, on average, respondents shop occasionally. The median value is 3.00, suggesting that a significant portion of respondents shop with moderate frequency. The mode of 3 further supports this finding, as it is the most frequently occurring response. The standard deviation of 0.839 shows moderate variability in shopping frequency, highlighting differences in shopping habits among respondents.

Secondly, analyzing the preferred day of the week for shopping, the mean score is 3.75, which suggests that respondents generally prefer to shop later in the week. The median and mode values are both 4, indicating that many respondents favor shopping on the fourth day of the week. The standard deviation of 1.578 reflects considerable diversity in the preferred shopping days, showing that while some respondents have a strong preference for a specific day, others may shop more flexibly throughout the week.

Lastly, examining the primary reason for buying women's clothing on Amazon, the mean value is 2.69, suggesting that respondents primarily consider a few key reasons when making purchases. The median value of 3.00 indicates that a significant number of respondents have similar primary reasons for shopping. The mode of 2, with a note that multiple modes exist, signifies that the second reason is the most commonly cited primary reason among respondents. The standard deviation of 1.064 indicates moderate variability in the primary reasons for purchasing, showing a mix of motivations driving consumer behavior.

In summary, the descriptive statistics reveal that respondents shop for women's clothing on Amazon with moderate frequency, predominantly prefer shopping later in the week, and are motivated by a few primary reasons when making purchases. These insights can help in understanding consumer behavior, allowing for the development of targeted marketing strategies and promotional efforts that align with the preferences and motivations of Amazon's customers in India.

**CHAPTER 5:**

**SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS**



## 5.1 FINDINGS :

1. The majority of survey respondents are female (71.4%) and young adults, particularly between 25-35 years old. This demographic data ensures that the insights are highly relevant to the focus on women's clothing sales.
2. The survey responses predominantly come from southern states of India, with Karnataka (38.8%) leading, followed by Tamil Nadu and Andhra Pradesh (each 21.8%). This regional focus highlights preferences in southern India, especially Karnataka.
3. Peak purchasing months are September (44.9%) and October (39.5%), likely due to festive seasons like Diwali. August (34.7%) and July (25.9%) also see significant purchases, indicating that seasonal changes and festive periods drive higher sales.
4. Festival seasons significantly influence purchasing decisions, with 49.7% of respondents preferring to shop during these times. Additionally, 28.6% shop during both sales offers and festivals, highlighting the importance of these periods for marketing efforts.
5. Most respondents purchase women's clothing on Amazon once every 4-6 months (43.5%) or every 2-3 months (35.4%), indicating a tendency towards moderate purchasing frequency.
6. A significant majority (82.1%) prefer shopping during specific events or seasons, suggesting that Amazon should align its marketing and promotions with key events and seasonal periods.
7. Wednesday (24.5%) and Thursday (21.1%) are the most preferred shopping days. This mid-week preference indicates that targeted promotions during these days could be effective.
8. Variety of options (29.3%) and price (29.3%) are the primary reasons for purchasing women's clothing on Amazon. Quality is also a significant factor (24.5%).
9. Product reviews are considered slightly (34.7%) to moderately important (34%), indicating they hold some significance but are not the most critical factor in purchasing decisions.

10. Sales and discounts have a varying impact, with moderate influence on 40.1% of respondents and slight influence on 27.9%. This suggests that discounts are a notable consideration, but their importance varies.
11. Cash on Delivery (52.4%) is the most preferred payment method, followed by Net Banking (20.4%) and Credit/Debit Cards (12.2%).
12. Amazon's prices are perceived as slightly cheaper (29.5%) or about the same (29.5%) compared to other platforms. A notable portion finds them slightly more expensive (22.6%).
13. The likelihood of recommending Amazon for women's clothing shows varied responses, with a significant portion being neutral (42.9%). A notable segment is unlikely (20.4%) or very unlikely (14.3%) to recommend Amazon, indicating mixed sentiment.
14. Free shipping (45.5%) and "buy one get one free" offers (37.9%) are the most impactful marketing strategies. Loyalty programs (22.8%) and discounts/sales (17.9%) also influence purchasing decisions.
15. Email (40.4%) is the most preferred method for receiving information about new arrivals, followed by SMS (27.4%) and in-app notifications (22.6%).
16. Many respondents engage in Amazon's fashion-related promotional events sometimes (42.2%) or rarely (29.9%). Regular involvement is relatively low.
17. Satisfaction with the variety of women's clothing on Amazon is mixed, with a significant portion feeling neutral (31.3%). A notable number are dissatisfied (27.9%) or very dissatisfied (16.3%).

## **5.2 CONCLUSION :**

The study on women's clothing sales on Amazon India provides key insights into consumer preferences and purchasing behavior. The majority of respondents are female and aged between 25 and 35 years, with significant purchasing activity during festival seasons and major sales events. Karnataka emerges as a crucial region, leading in respondent representation. Consumers prioritize variety, price, and quality, although sales and discounts have a moderate influence on purchasing decisions. Cash on delivery is the preferred payment method, and email is the favored channel for receiving updates about new arrivals. While there is mixed satisfaction regarding the variety of clothing available, Amazon is overwhelmingly recognized as the primary platform for women's clothing purchases. This comprehensive analysis underscores Amazon's dominant market position and highlights areas for improvement in product variety and marketing strategies to better align with consumer preferences and enhance overall shopping experience.

### 5.3 SUGGESTIONS :

- Leverage peak months (September and October) by planning targeted promotions and marketing campaigns to boost sales. Implement special discounts and exclusive offers during these high-activity periods to capitalize on consumer enthusiasm.
- Enhance product variety and quality to meet consumer expectations, focusing on expanding popular categories and incorporating customer feedback. Highlight a wide range of options and emphasize high-quality materials in marketing efforts.
- Implement targeted email marketing campaigns to inform customers about new arrivals, special deals, and seasonal promotions, particularly focusing on email as the preferred communication channel.
- Introduce time-limited discounts and sales offers to increase consumer engagement during low purchase periods, such as December and February. Consider bundling products or offering incentives to encourage purchases.
- Optimize regional marketing strategies by tailoring promotions to high-representation areas like Karnataka, Tamil Nadu, and Andhra Pradesh. Develop localized advertisements and offers to resonate with regional preferences.
- Increase visibility and appeal of top brands and high-quality items by featuring them prominently in advertisements and on the Amazon platform. Encourage positive reviews and leverage them in marketing materials.
- Enhance the online shopping experience by streamlining the website and app interfaces, ensuring an easy and intuitive navigation process. Optimize the checkout process, especially for cash on delivery, to reduce cart abandonment rates.

- Utilize customer data to personalize recommendations and offers based on previous purchase history and browsing behavior. Implement AI-driven algorithms to tailor suggestions and increase conversion rates.
- Encourage participation in promotional events and sales by creating engaging and frequent campaigns. Use a combination of free shipping and buy-one-get-one-free offers, as these are most impactful in driving purchases.
- Regularly analyze customer feedback and survey results to refine marketing strategies and product offerings. Use this data to continuously adapt to evolving consumer preferences and improve overall satisfaction.

## BIBILOGRAPHY

### Website

- ❖ <https://www.amazon.in/b?node=7459780031>
- ❖ <https://www.statista.com/topics/8268/women-s-apparel-in-india/>
- ❖ <https://medium.com/@abosededeayo/amazon-clothing-sales-dashboard-report-0eb804d552da>
- ❖ <https://www.maximizemarketresearch.com/market-report/indian-womens-wear-market/22036/>
- ❖ <https://www.statista.com/topics/5026/apparel-market-in-india/>

### Book

- "Retail Marketing in the Modern Age" by Prashant Chaudhary
- "Online Retailing in Emerging Markets: A Case Study of India" by Michael Z. Newman

## ARTICLE REFERENCES

1. Gupta, S., & Malik, R. (2020). Factors influencing Indian consumers' clothing purchase decisions: A study of online and offline retail. *International Journal of Fashion Design, Technology and Education*, 13(3), 289-303
2. Jhunjhunwala, A., & Kumari, P. (2021). Understanding online shopping behaviour of Indian consumers: A study of women's clothing. *Journal of Retailing and Consumer Services*, 61, 102519
3. Mishra, S., & Mishra, A. (2019). Influence of cultural factors on Indian consumers' clothing preferences. *Journal of Fashion Marketing and Management*, 23(4), 563-578
4. Verma, R., & Mittal, R. K. (2020). A study of key players in the Indian women's clothing market. *International Journal of Advanced Research in Management, Architecture, Technology and Engineering* 2(2), 92-99
5. Sahay, A., & Kishore, K. (2021). Competitive strategies of online and offline retailers in the Indian women's clothing market. *International Journal of Retail & Distribution Management*, 49(1), 98-117
6. Choudhury, P. B., & Sharma, A. (2019). Marketing strategies of online retailers in the Indian fashion industry. *Journal of Marketing Communications*, 25(6), 655-674
7. Sharma, R., & Kapoor, S. (2020). The role of digital marketing in promoting women's clothing sales in India. *Journal of Research in Interactive Marketing*, 14(1), 35-54
8. Jain, A., & Bansal, S. (2021). Supply chain management practices in the Indian women's clothing industry. *International Journal of Applied Logistics*, 12(1), 1-18
9. Kar, A. K., & Rahman, S. (2020). Logistics practices in the e-commerce sector: A study of Indian online retailers. *Journal of Advances in Management Research*, 17(2), 204-225
10. Dey, A., & Bhattacharjee, S. (2019). The impact of technology adoption on customer satisfaction in the Indian online fashion retail market. *International Journal of Retail & Distribution Management*, 47(5), 553-571
11. Mishra, S., & Mahapatra, P. (2020). Augmented reality in the Indian fashion retail market: An analysis of customer perceptions and preferences. *Journal of Retailing and Consumer Services*, 55, 102118
12. Bhatnagar, N., & Bandyopadhyay, S. (2019). Customer relationship management practices in the Indian e-commerce industry. *Journal of Asia Business Studies*, 13(4), 516-534
13. Devi, S., & Singh, P. (2021). A study of customer relationship management strategies of online retailers in the Indian women's clothing market. *International Journal of Customer Relationship Marketing and Management*, 12(3), 19-37

14. Choudhury, P., & Banerjee, N. (2020). The impact of online customer reviews on purchase decisions: A study of the Indian online fashion retail market. *Journal of Retailing and Consumer Services*, 52, 101920
15. Kumari, P., & Sengupta, S. (2021). Reputation management strategies of online retailers: A study of the Indian women's clothing market. *Journal of Marketing Communications*, 27(4), 437-457
16. Anurag, Dilraj. (2018). A study on Buying Preferences of Women with Reference to Online Shopping of Apparels and Garments in India. *Journal of emerging technologies and innovative research*,-
17. Kavitha, R, Gowda., Karishma, Chaudhary. (2018). Analysis of Online Buying Pattern of Women Consumers with Reference to Apparels in India. *Academy of Marketing Studies Journal*, 22(2):1-.
18. Shubham, Goswami. (2015). A Study on the Online Branding Strategies of Indian Fashion Retail Stores. 12(1):45
19. Mengmeng, Zhao., Jialin, Jiang. (2016). Analysis on Purchasing Behavior of Women's Apparel on B2C Platform. 457-459. doi: 10.2991/ICADCE-16.2016.106
20. Neha, Patel., Rajeshwari, Jain. (2019). An empirical study on dynamics of decision making parameters of working women while buying apparel in the city of Ahmedabad. *TIJ's Research Journal of Social Science & Management - RJSSM*, 9(9)



## **ANNEXTURE -1**

### **1. Gender**

- a) male
- b) female

### **2. Age**

- a) 20 - 25
- b) 25 - 30
- c) 30 - 35
- d) 35 - 40
- e) more than 40

### **5. Which state are you from?**

- a) Karnataka
- b) Tamil Nadu
- c) Andhra Pradesh
- d) Kerala
- e) Other (please specify)

### **6. Do you buy clothing based on sales offers or during festival seasons on Amazon?**

- a) sales offers
- b) festival seasons
- c) both
- d) neither

### **7. How often do you shop for women's clothing on Amazon?**

- a) once a month
- b) once every 2-3 months
- c) once every 4-6 months
- d) once a year
- e) less frequently than once a year

### **8. Do you prefer to shop for women's clothing on Amazon during specific events or seasons?**

- a) yes
- b) no

**9. What is the primary reason you buy women's clothing on Amazon?**

- a) convenience
- b) variety of options
- c) price
- d) quality
- e) sales and discounts

**10. How important are product reviews in your decision to purchase women's clothing on Amazon?**

- a) not important
- b) slightly important
- c) moderately important
- d) very important
- e) extremely important

**11. Do you follow fashion trends when purchasing women's clothing on Amazon?**

- a) yes
- b) no

**12. How often do you return women's clothing purchased from Amazon?**

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

**13. Do sales and discounts influence your decision to purchase women's clothing on Amazon?**

- a) not at all
- b) slightly
- c) moderately
- d) very much
- e) completely

**14. How often do you receive notifications from Amazon about sales on women's clothing?**

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

**15. How likely are you to recommend purchasing women's clothing from Amazon to others?**

- a) very unlikely
- b) unlikely
- c) neutral
- d) likely
- e) very likely

**16. What is your preferred method of receiving information about new women's clothing arrivals on Amazon?**

- a) email
- b) SMS
- c) in-app notifications
- d) social media
- e) other (please specify)

**17. How satisfied are you with the variety of women's clothing available on Amazon?**

- a) very dissatisfied
- b) dissatisfied
- c) neutral
- d) satisfied
- e) very satisfied

**18. Do you consider Amazon as your primary platform for purchasing women's clothing?**

- a) yes
- b) no

## ANNEXURE -II

### A COMPREHENSIVE ANALYSIS ON WOMEN CLOTHING SALES OF AMAZON IN INDIAN MARKET

#### ORIGINALITY REPORT

14%	11%	2%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

#### PRIMARY SOURCES

1	en.wikipedia.org Internet Source	2%
2	user-qqw3npt.cld.bz Internet Source	1%
3	en.m.wikipedia.org Internet Source	1%
4	Submitted to ESLSCA Business School (Cairo) Student Paper	1%
5	Submitted to University of East London Student Paper	1%
6	Submitted to RMIT University Student Paper	1%
7	www.slideshare.net Internet Source	1%
8	pdffox.com Internet Source	<1%
9	Submitted to Capella University Student Paper	<1%

10	Submitted to Leeds Trinity and All Saints Student Paper	<1 %
11	Submitted to INTI Universal Holdings SDM BHD Student Paper	<1 %
12	Submitted to The University of Wolverhampton Student Paper	<1 %
13	fastercapital.com Internet Source	<1 %
14	Submitted to De La Salle University Student Paper	<1 %
15	Submitted to Arab Open University Student Paper	<1 %
16	Submitted to J D Birla Institute Student Paper	<1 %
17	semalt.com Internet Source	<1 %
18	Submitted to Barnet and Southgate College Student Paper	<1 %
19	Submitted to worldciticolleges Student Paper	<1 %
20	Submitted to Erasmus University Rotterdam Student Paper	<1 %

21	<a href="http://www.yourecomagent.com">www.yourecomagent.com</a> Internet Source	<1 %
22	<a href="http://www.eurchembull.com">www.eurchembull.com</a> Internet Source	<1 %
23	Fashina-Bombata, Hassy. "Young Adults in Military Families: Socioemotional Wellbeing and Resources", Illinois State University, 2024 Publication	<1 %
24	Submitted to Chester College of Higher Education Student Paper	<1 %
25	<a href="http://core.ac.uk">core.ac.uk</a> Internet Source	<1 %
26	<a href="http://netleon.com">netleon.com</a> Internet Source	<1 %
27	Submitted to Glasgow Caledonian University Student Paper	<1 %
28	Submitted to Nexford Learning Solutions Student Paper	<1 %
29	Submitted to Sim University Student Paper	<1 %
30	Submitted to University of Birmingham Student Paper	<1 %
31	<a href="http://www.ijrte.org">www.ijrte.org</a> Internet Source	<1 %

32	Submitted to ECPI College of Technology Student Paper	<1 %
33	Submitted to Golden Gate University Student Paper	<1 %
34	Submitted to Istanbul Aydin University Student Paper	<1 %
35	Submitted to University of Central England in Birmingham Student Paper	<1 %
36	Submitted to Miva Open University Student Paper	<1 %
37	Submitted to De Montfort University Student Paper	<1 %
38	Submitted to Higher Education Commission Pakistan Student Paper	<1 %
39	Submitted to University of London External System Student Paper	<1 %
40	lrc.acharyainstitutes.in:8080 Internet Source	<1 %
41	Submitted to Webster University Student Paper	<1 %
42	ir.amu.ac.in Internet Source	<1 %

43	<a href="http://pearl.plymouth.ac.uk">pearl.plymouth.ac.uk</a> Internet Source	<1 %
44	<a href="http://epdf.pub">epdf.pub</a> Internet Source	<1 %
45	<a href="http://summit.sfu.ca">summit.sfu.ca</a> Internet Source	<1 %
46	<a href="http://de.slideshare.net">de.slideshare.net</a> Internet Source	<1 %
47	<a href="http://ore.exeter.ac.uk">ore.exeter.ac.uk</a> Internet Source	<1 %
48	<a href="http://www.coursehero.com">www.coursehero.com</a> Internet Source	<1 %
49	<b>Babeş-Bolyai University</b> Publication	<1 %
50	<a href="http://freshersnews.co.in">freshersnews.co.in</a> Internet Source	<1 %
51	Keni Keni, Nicholas Wilson, Ai Ping Teoh. "Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous Muslim-majority country", <i>Journal of Islamic Marketing</i> , 2023 Publication	<1 %

Exclude quotes

On

Exclude matches

Off



## ANNEXURE -III

### Dissertation Work Diary

(Presidency Business School, Presidency College, Bangalore- 560024)

**Student:** Rajini Kanth M

**Guide:** Dr. Rangegowda.R

**Title of the study:** A COMPREHENSIVE ANALYSIS ON WOMEN CLOTHING SALES OF AMAZON IN INDIAN MARKET

Date of Contact	Topic's & Gist of Discussion	Remarks on progress	Guide's sign & Date
20/05/2024	Topic finalized and submitted hard copy of synopsis		
28/05/2024	Revised synopsis submitted		
7/06/2024	Progress Report 1 and 2 submitted		
13/06/2024	Questionnaire was circulated for collecting data		
23/06/2024	Data from the questionnaire is being collected and began to prepare final report		
22/07/2022	Submission of report		

**Please note:**

1. The faculty guide has the right to refuse to sign a dissertation if the student has either not consulted the guide adequately has not satisfactorily followed the guidance given.
2. Review at least five published research studies, relevant to the topic of your study.
3. Pay attention to the Research Methodology. Your dissertation will be judged, to a very large extent, by the appropriateness of the methodology you adopted & the rigour of its application.
4. The workload involved in the dissertation must equal that of two full MBA subjects.
5. Remember, a good dissertation is an asset & a treasure for the rest of one's life.
6. Plagiarism is a crime; shun it!
7. Plan your study well, work hard and produce a dissertation that you would confidently give to anyone to read rather than hide under a bushel.

©THIS SHEET, COMPLETE IN ALL RESPECTS, MUST BE MAINTAINED AND ATTACHED AS ANNEXURE OF THE DISSERTATION IN ORIGINAL.

