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Impulsive buying behaviour about clothing purchased through amazon by teenagers

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Abstract
The purpose of this study, conducted in the state of Telangana, was to look into youths' impulsive Amazon clothing purchases. A survey approach was employed to obtain the data. The survey's sample was selected using the random sampling method. There were roughly 65 teenagers that took part, coming from Hyderabad, Warangal, Khammam, Karimnagar, Miryalaguda, Mahabubabad, Suryapet, Nirmal, and Yadadri Bhuvanagiri. A questionnaire was prepared in order to conduct the survey. The current study's results show that 13.85% of respondents were between the ages of 14 and 16, while the bulk of respondents (86.15%) were between the ages of 17 and 19. Regarding the educational background of the respondents, almost half (66.15%) had a B.Sc. or B.tech. degree, while less than half (27.69%) had finished their intermediate coursework. The head of the household made up 29.23% of the workforce and was employed as a clerk, shopkeeper, or farmer; the percentage of skilled workers was 12.31%, while the unemployment rate was 13.85%. According to the household income, 35.38 percent of the families had a monthly income of between Rs. 13,161 and Rs. 19,758.
Out of the respondents, the majority (58.46%) stated they do not generally buy for garments online, while only 41.54 percent claimed they do. Among the clothing categories that may be purchased online from Amazon.com, swimwear ranked number 10 and casual wear at number one. Of those surveyed, 66.15 percent admitted to occasionally purchasing clothing from Amazon, and 7.69 percent indicated they do so on a seasonal basis. 87.68% of respondents said they had spent between Rs. 100 and Rs. 5000 on clothing, while 12.31% said they had spent between Rs. 5001 and Rs. 10,000 on the same item. Changes in clothing quality were identified as the top concern by customers who made impulsive purchases. One of the issues that customers had was having to pay additional money and delayed deliveries came in eighth rank.

Keywords: Impulsive buying, clothing purchases, amazon, teenagers, educational background, head of the household, clerk, shopkeeper, farmer, swimwear, casual wear

Introduction
Amazon.com is a world-leading online shopping platform for selling various consumer goods like clothing, accessories, electronic gadget etc, popular in United States. Around 150.6 million mobile users in the world access this e-commerce online retail website to buy goods and services. Amazon.com has set up its branch offices in many countries – Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, Japan, and others.
People used to shop the traditional way at retail shops or boutiques to get their clothing. With the development and improvement of technology and internet, all kind of products are available for purchase online which became a new way of shopping for people across the world.
Around 445 million users in 2020 has created great opportunities for regional and global e-commerce Marathe *et al*. (2020) [8]. Age is considered to be one of the key demographic factors that influence customer purchasing behaviour.
Rani (2014) [10] states that age is a significant factor for marketing strategy since age creates a critical difference among consumer choices and consumers' consumption habits and patterns. Although age is considered to be one of the most significant factors of consumer behaviour, there are not too many scientific studies and articles that focus exclusively on these socio-demographic characteristics (Hervé *et al*. 2009) [5] and Rani (2014) [10]. In April 2013, Piper Jaffray released its annual report on the buying habits of teens.
The company found teens spend about 40 percent of their budget on fashion. More girls than boys shop at discount and outlet stores. The Majority of teens shop online, but spends only about 18 percent of their budget there. Predictably, teenager's purchases are influenced mostly by their friends.

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Choosing Amazon for online clothing purchases can offer several benefits, but it's important to note that there are also potential drawbacks to consider. Here some reasons why we choose Amazon for buying clothes online:

The Internet and social media are also important, having more and more impact on teen purchasing. The present study is planned by the researcher to find the impulsive buying behaviour about clothing purchased through amazon by teenagers with the following objectives.

Reasons for buying clothes in Amazon
Wide Selection: Amazon offers a vast range of clothing options from various brands, styles, and price points. This extensive selection can make it easy to find clothing that suits to our preferences and needs.

Convenience: Amazon's user-friendly interface and efficient search functionality make it convenient to browse and find the clothes we want. The ability to filter results based on size, color, style, and more can save our time and effort.

Reviews and Ratings: Amazon's customer reviews and ratings provide valuable insights into the quality and fit of clothing items. This can help you make more informed purchasing decisions, especially when we are unsure about the fit or quality of a particular item.

Fast Shipping and Returns: Amazon Prime members often enjoy fast and free shipping, which can reduce wait times for your clothing purchases. Additionally, Amazon's return policy is generally customer-friendly, making it easier to return or exchange items that don't meet our expectations.

Deals and Discounts: Amazon frequently offers deals, discounts, and special offers on clothing items. This can make it a cost-effective option for those looking to save money on their clothing purchases.

User Experience: Amazon's platform is designed for ease of use, and its intuitive interface makes it straightforward to browse, select, and purchase clothing items.

One-Stop Shopping: Amazon is not just a clothing retailer; it's a comprehensive online marketplace. This means you can shop for clothing along with other items you might need, all in one place.

However, there are also some potential drawbacks to consider when shopping for clothes on Amazon:

Quality Control: Because Amazon hosts a wide range of sellers, the quality of clothing can vary. It's important to read reviews and be cautious when purchasing from unfamiliar brands or sellers.

Fit and Sizing: Sizing can be inconsistent across different brands and sellers on Amazon, which can lead to challenges in finding the right fit for our body type.

Authenticity: There have been cases of counterfeit or knockoff products being sold on Amazon. It's important to verify the authenticity of the brands and products you're purchasing.

Environmental Concerns: The fast fashion industry, which Amazon is a part of, can contribute to environmental issues like overproduction and excessive waste. Consider the sustainability of your choices when shopping.

Supporting Local Businesses: Choosing to shop from local businesses or smaller online retailers can help support local economies and offer unique, artisanal clothing options. Choosing Amazon for online clothing purchases can provide a wide range of options, convenience, and potential cost savings. However, it's essential to carefully consider the potential drawbacks and be a conscious consumer when making our choices.

Statistics of the Amazon
Market Share: Amazon is one of the largest online retailers in the world, and it holds a significant share of the online clothing retail market. In 2020, Amazon's share of the U.S. online apparel market was estimated to be around 20% to 25%.

Fashion Sales Growth: Amazon's apparel and accessories sales have been steadily growing over the years. In 2020, Amazon's net apparel and accessories sales in the U.S. amounted to over $30 billion.

Popular Clothing Categories: Amazon offers a wide range of clothing categories, and popular categories include activewear, casual wear, formal wear, footwear, and accessories.

Amazon Prime: Amazon Prime membership, which offers benefits like free and fast shipping, plays a significant role in attracting customers to shop for clothes on Amazon. As of 2021, there were over 200 million Amazon Prime members worldwide.

Consumer Behavior: A significant portion of consumers use Amazon as a platform for researching and purchasing clothing items. Many customers rely on reviews and ratings to make informed decisions about clothing purchases.

Private Label Brands: Amazon has been expanding its lineup of private label clothing brands, offering exclusive clothing options to customers. Some of these brands include Amazon Essentials, Good threads, and Daily Ritual.

Mobile Shopping: A substantial number of Amazon users shop for clothes using mobile devices. The Amazon mobile app provides a convenient platform for browsing and purchasing clothing items.

Return Rate: Amazon's return policy for clothing items is generally customer-friendly. However, the return rate for clothing items can be higher compared to other product categories due to issues related to fit, sizing, and quality expectations.

The company found teens spend about 40 percent of their budget on fashion. More girls than boys shop a discount and outlet stores. The majority of teens shops online, but spends only about 18 percent of their budget there. Predictably, teenager's purchases are influenced mostly by their friends.

The Internet and social media are also important, having more and more impact on teen purchasing. The present study is planned by the researcher to find the impulsive buying

behaviour about clothing purchased through amazon by teenagers with the following objectives.

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings (https://economictimes.indiatimes.com/definition/impulsive-buying. February 2nd 2022)

Impulsive buying means without planning their purchases, there are people or shoppers, who search for products and seek to maximize in-store sales. They do so to exercise purchasing power (Kong, 2013) [14].

Impulsive buying is a perception that is in consumers' minds about a brand or company with the dimensions of affection and cognition (Sudarsono, 2017) [11].

Hypothesis

In this research, the overall objective is to determine the impulsive buying behaviour about clothing purchase through Amazon by teenagers. Also, it is our endeavor to find out if the variables are specific and related or non-specific and not related to each other.

Null hypothesis: Teenagers purchase clothing impulsively in amazon.
1. Factors influence on consumer to shop in Amazon.
2. Factors leading to impulsive buying of clothing in teenagers.
3. Reasons for purchasing clothing in Amazon.
4. Problems faced due to impulse buying of clothing in Amazon by teenagers.

Review of Literature
I. Marketing factors

Bindia et al. (2020) [3] conducted a study on buying factors which have limited the online shopping behaviour of the consumer. The study revealed that most of the respondents have both positive and negative experience while shopping online. There were many problems or issues that consumer's face while using e-commerce platform. Total six factors came out from the study that limits consumers to buy from online sites like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.

Bhumi et al. (2018) [36] found in her study that Amazon is the market leader in electronics too, being an international company, it understood Indian' sbehaviour and made its roots stronger in India. Flipkart being comparatively new in the market it is still giving competition to Amazon.

Sai et al. (2020) stated in his study that Amazon can improve its product quality and promotion on the goods which customers have given least preference to purchase from amazon such that can expel in every category of products. Customers are very satisfied by the prompt delivery and efficient packing of the products. Despite the crisis, amazon is doing well and managing efficiently, effectively, and economically to reach each customer.

Uma et al. (2020) [49] explored that what made Amazon today by gauging some factors such as the level of customer awareness, sources of awareness, customer perception, customer satisfaction, competitor analysis, competitive advantage, etc. It also investigates the opportunity Amazon gained in the market. This study proved a positive relationship

between the factors and the success of Amazon.com.

Gokulanathan et al. (2021) [4] found that the largest of those online retailing businesses are Amazon.Com, Flipkart, Alibaba and eBay as sources of online purchasing. The popularity of the advertising and marketing discussion board is important.

Sudhakar et al. (2016) [12] conducted a comparative study between Flipkart and amazon India found that based upon consumer's survey we got our clear winner, and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. Maybe it takes some time to overcome, but they are doing very well in Indian e-commerce market.

Manjula (2020) [37] in a study reported a clear and wide picture to online and it will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Shimoga.

Preeti et al. (2014) [38] conducted a study to assess factors Influencing Online Shopping During Diwali Festival 2014: Case Study of Flipkart and Amazon.in. It was found that Flipkart announced a Christmas sale exclusively on their mobile app to promote this medium followed by a sale on their website during Christmas. Amazon.in has also provided various schemes for Christmas season on their mobile app and website. Barring 3 major festivals like Diwali, Raksha Bandhan and Valentine's Day, no other festival drives e-Commerce transactions in a major way. Most websites have some offer or the other running all through the year. There is still a huge potential in an Indian context as these e-tailing giants can choose to limit themselves to the major festivals (like Diwali) or they could also take an advantage of certain other special days such as Children's Day, Father's Day, or Mother's Day to keep consumers constantly engaged with them.

Sunju et al. (2019) [39] studied the theoretical completeness by analysing all the products of the book category in Amazon online market. This research will complement the theories regard to the customer behavior affecting sales performance. We expect the empirical analysis result will provide empirical help to sellers, online marketplace operators, and customers. In particular, the number of letters in the product may negatively affect sales performance, so sellers need to consider this effect carefully when exposing product reviews.

Taruna (2017) [13] found that the key factors like age, gender, and various payment method is affected the consumer behavior towards online shopping.

II. Online/Off line Buying behaviour/Buying factors

Angamuthu (2020) [16] observed that online shopping is popular among the young Indian blood. Many teenagers and bachelors are now using the e - commerce for fulfilling their shopping desires. Most of them are completely aware of all the pros and cons of online shopping. Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. In exchange, online shopping has opened doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick-and-mortar store. At the end, it has been a win-win situation for both consumer and sellers.

Abhishek *et al*. (2018) [40] observed that recent trends in online shopping in India and found people are spending high on apparels and mobile phones. Male in India purchase 3 times more than females. Indian consumers most preferred way to pay for online shopping is COD (Cash on Delivery). Lucrative offers from online shopping companies are attracting Indian consumers. While the quality, lack of security, additional charges problems still exist. We can conclude online shopping in India is here to stay and will be unstoppable in coming years.

Mahalaxmi *et al*. (2016) [21] reported that the internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores; therefore, sellers must make proper strategies to increase the consumer's level of trust on them.

Sukhwinder *et al*. (2018) [51] while studying in his study on comparative study on online vs. offline shopping revealed that a positive attitude and behavior toward online shopping even by those consumers who still like traditional stores. These consumers are mostly in low and high age groups. Those consumer groups have time to spend in traditional stores and malls and value the offline shopping experience for social reasons, such as meeting with friends.

Aniket (2016) [16] conducted a study on a comparative study of online shopping and traditional shopping. The study found that people are still unhappy and consider it good for sometimes. People are suffering with its ill effects and are hostile. They prefer traditional ways over these new technologies. As the population is increasing, the companies and market is growing day by day. People are thus posing threats of cheating, fraud, transactions, etc. Essentially people are not considering it reliable and cannot fully depend on it for any purpose. Thus, we can clearly conclude that traditional shopping is better than online shopping.

Franco *et al*. (2018) [18] observed that today internet is the user-friendly communication medium, and its awareness and usage level is progressively increasing in all segments of the society". Majority (57%) of the respondents are Female who purchase the products through Amazon. Among 60 respondents, 67% of the respondents are in the age group of 20-40 years and 45% of the respondents are Postgraduates. Most (66.7%) of the respondents earn less than Rs. 10,000 per month. About 50% of the respondents are purchasing goods from Amazon for less than 1 year. Nearly 27% of respondents have purchased dresses through Amazon. About 45% of the respondents chose cash on delivery method for making their payment through Amazon,While57% of the respondents are facing the problem of delay in delivery while shopping Amazon.

Annisa *et al*. (2021) [22] in a study reported that the online clothing purchase decision can be affected by ten factors that customers consider before making the purchase. The ten factors are price, promotion, product design/style, product quality, brand image, information availability, seller trustworthiness, product variety, ease of use and service quality which directly or indirectly affects the purchase decision making process.

Tripathi *et al*. (2021) [23] while studying about online shopping - a study about change in consumer perception on purchasing of product/service since covid-19 outbreak reported that there is a huge acceptance seen in buying behavior of consumer since COVID-19 outbreak reason behind that safety was utmost priority. Due to this consumer belong to study areas started purchasing product online through which they realized the difference between physical market and virtual market by self as an individual because everyone was together during lockdown period that helped each other in learning gadgets, smart phones, online selling websites, payment methods, application usage, pacing orders and many more. This creates trust with e- commerce by all age group with confidence to get product easily. Perception of consumer very much changed post COVID-19 on online buying of product and Services. Contrary statement for services as it was forcefully imposed to use service online as in school and college online regular. Earlier, it appears comfort and safe for receivers as well as for others. However, this routine of regular online classes as service from administrative sector (another kind of e-commerce C2A) causes negative effect on health.

III. Consumer behaviour and perception
Muhammad *et al*. (2015) [43] reported that trust and convenience are greatly impactful on whether people choose to buy online or through brick-and-mortar stores, while privacy has a lesser influence of buying behavior.

Rehman *et al*. (2018) [25] while studying consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh reported that Bangladeshi online shoppers are young (mostly below 40 years) like other parts of the world. They did online shopping because it saves time, offers home delivery, provides ease in shopping, and offers more variety of products for apparels, accessories, and ticketing than that of brick-and-mortar stores. They mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. Most of the shoppers got the information primarily from Facebook advertisements which are pursued by friends and family by following their "word of mouth" communication. However, privacy and inability to touch and feel are the most disliking factors for online shoppers. These findings of our study have both theoretical and practical implications.

Shebin *et al*. (2018) [44] while studying buying behavior of Amazon.in consumers revealed that clothing was the most preferred product which the consumers intended to buy from of Amazon.in. Most of the consumers were satisfied with almost all services of the Amazon.in. The best service offered by amazon. in was the "Orders are protectively packed".

VI. Customer/Consumer satisfaction
Vijay *et al*. (2019) [28] reported that customers of Amazon are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. Based upon customer's survey, Amazon satisfied the customer in the aspect of quality of products.

V. Impulse/Impulsive buying behavior
Geetha *et al*. (2016) [27] studied the impulse buying behavior in India– An Overview. The study revealed that shoppers may have understated their level of impulse buying due to social desirability. Any additional sale is hailed by the retailers as it increases the retailer's profitability and we found that in India 15.85% of the purchases made were on impulse generated.

Hence retailers should aid impulse buying inside the store by making it attractive. This in turn would increase the time spent and consumers plan for longer time when they decide to shop in that store and design strategies that prevent them using the list and aid them on embarking on an open list for shopping. Store should also be designing campaign and in-store promotions during special occasions as they generate more impulse buying.

Jung *et al*. (2016) [45] observed that the effects of consumer socialization through school was marginally significant, Stress from self-image and the level of self-regulation were found to be significant. Neither risky behavior nor academic stress were significant factors for impulsive buying behavior. The amount of money available in hand and shopping habits showed a significant influence. Implications for educators, parents and policy makers are identified.

Riyanto *et al*. (2019) [46] reported that Self-control gives a negative and significant influence on impulsive buying, Economic literacy mediate the influence of the relationship of self-control to impulsive buying, and Peers moderate the mediation of economic literacy of self-control on impulsive buying.

Saptaningsih *et al*. (2020) [47] in a study reported that shopping lifestyle, fashion involvement, store atmosphere partially or simultaneously affects impulsive buying behaviour.

Laura *et al*. (2017) [52] in a study reported that the offline channel is slightly more encouraging of impulse buying than the online channel; factors that encourage online impulse buying explain this behaviour to a greater extent than do discouraging factors; social networks can have a big impact on impulse buying. Kurnia Tri Agustin (2017) [34] stated in his study that there is a relationship between the intensity of internet use with impulsive purchases, with neuroticism, and neuroticism with impulsive purchases. However, there is no strong influence of the intensity of internet use on impulsive purchases if the personality of neuroticism owned by individuals is high. Firdaus *et al*. (2021) [48] in a study reported that government legislation, marketing messaging, and website quality have a direct impact on online impulse purchase. The attitude examined in this study is unable to counteract the impact of government legislation and commercial communications on online impulse purchases. However, attitude can mitigate the impact of website quality on online impulse purchases.

Indrajit (2018) [32] revealed that the factors influencing buying attitudes of customers to purchase through Amazon India were found as Product Characteristics and Transaction Policy, Shipping Time and Return Policy, Review and Judge, Business Ethics, Safety and Security and three factors have been predicted out of 5 output variables i.e

1) Business Ethics
2) Safety & Security
3) Product Characteristics and Transaction Policyand it was indicating that their influencing is high rather than other 2 factors.

Research Methodology
Research Method: The present study was conducted in Telangana state to explore the impulsive buying behaviour about clothing purchased through Amazon by teenagers. Survey method was adopted to collect the data. Random sampling technique was used to select the sample for survey. About 65 teenagers from Hyderabad, Warangal, Khammam, Karimnagar, Miryalaguda, Mahabubabad, Suryapet, Nirmal, Yadadri Bhuvanagiri. A questionnaire was prepared to conduct the survey. The respondents were instructed the questions will be on impulsive buying behaviour about clothing purchased through amazon. A Google form was sent to the respondents to collect the data. The data collected for the impulsive buying behaviour about clothing purchased through Amazon by teenagers was analysed by using simple statistical techniques like percentages, frequencies and average scores.

Results and Discussion
This chapter highlights the findings of the investigation and their interpretation. After collecting the data with regard to the objectives i.e. profile characteristics, age, gender, education, income of family and occupation of the head of the family information of teenagers, Shop clothing in online regularly, type of clothing purchased through online from Amazon, factors influence to shop in Amazon, money spent in purchasing clothing, reasons for purchase of clothing in Amazon, factors leading to impulsive buying of clothing in teenagers, reasons behind impulsive buying behavior of clothing. Problems faced due to impulse buying of clothing in Amazon among teenagers, payment mode used for purchasing clothing in online shopping, it was analyzed and tabulated. The results thus obtained are presented, along with the interpretations under the following sections.

1. Profile characteristics of the Respondents
2. Shop clothing in online regularly
3. Type of clothing purchased through online from Amazon
4. Factors influence to shop in Amazon.
5. Money spent in purchasing clothing.
6. Reasons for purchase of clothing in Amazon
7. Factors leading to impulsive buying of clothing in teenagers.
8. Reasons behind impulsive buying behavior of clothing
9. Problems faced due to impulse buying of clothing in Amazon among teenagers.
10. Payment mode used for purchasing clothing in online shopping.
11. Profile characteristics of the respondents

This section deals with the findings and discussion regarding the profile characteristics of the respondents belong to teenage. Profile of the respondents included age, education, occupation and income. Distribution of the respondents under different categories based on their profile characteristics is presented in the Tables 1. of the respondents.

Based on the chronological age, the respondents were classified under two categories 14-16 years and 17-19 years.

Table 1: Distribution of respondents according to the age

Age	Frequency	Percentage
14 -16 years	09	13.85
17 -19 years	56	86.15

Table 1. Indicates that more than half of the (86.15%) respondents belonged to 17-19 years and 13.85 percent belonged to 14-16 years.

1.2 Gender of the respondents

Table 2: It refers to the gender of the respondents was classified into two types i.e male and female.

Gender	Frequency	Percentage
Male	10	15.38
Female	55	84.62

The data given in 2 table revealed that 84.62 percent respondents were females and 15.38 percents were males.

1.3 Education of the respondents
It refers to the educational level of the respondents, who were classified into three categories namely High school, Intermediate and Graduate.

Table 3: Shows that more than half (66.15%) of the respondents were graduates i.e. B.Sc and B.tech. Less than half (27.69%) of the respondents studied up to intermediate. Nearly 6.15%of the respondents studied up to High school.

Education	Frequency	Percentage
High School	04	6.15
Intermediate	18	27.69
Graduate	43	66.15

1.4 Siblings of the respondents

Table 4: Revealed that more than half of the respondents were having (56.92%) one sibling, 35.38percent two siblings and 7.69 percent were having three siblings.

No. of siblings of the respondents	Frequency	Percentage
One sibling	37	56.92
Two siblings	23	35.38
Three siblings	05	7.69

1.5 Birth order of the respondents

Table 5: Showed that 66.15percent respondents were in first place in their birth order and 33.85 percent were in second place.

Birth order of the respondents	Frequency	Percentage
First place	43	66.15
Second place	22	33.85

1.6 Occupation of the head of the family
On the basis of sources of income of the respondents, they were classified into four categories namely, unemployed, Clerical/Shop owner/Farm, semi-professional, professional.

Table 6: Distribution of respondents according to the occupation of the head of the family

Occupation	Frequency	Percentage
Clerical/Shop owner/Farm	23	35.38
Professional	15	23.08
Semi Professional	10	15.38
Unemployed	09	13.85
Skilled worker	08	12.31

As an occupation,35.38percent of the respondents had chosen clerical/shop owner/farm as their source of income while professional holders constitutes 23.08 percent and Semi-

professional 15.38 percent followed by Unemployed (13.85%) and Skilled workers 12.31%.

1.7. Income of the family
It refers to the income level of the family by considering the income of all the earning members. Income levels were classified into four categories i.e. Rs13,161-19,758, Rs 19,759- 26,354, Rs 26,355-52,733 and Rs. ≥52,734.

Table 7: Depicts that 35.38 percent of the families were earning Rs.Rs.13,161-19,758pm,32.31 percent of the families were earning Rs. ≥52,734pm, 23.08 percent of the families were earningRs.26,355-52,733 followed by 9.23 percent of the families were earningRs.19,759- 26,354.

Income in Rs.	Frequency	Percentage
13,161-19,758	23	35.38
19,759-26,354	06	9.23
26,355-52,733	15	23.08
≥52,734	21	32.31

Table 8: Shopping clothes in online regularly

Online purchase of clothes	Frequency	Percentage
Yes	27	41.54
No	38	58.46

Table 8 revealed that majority of the (58.46%) respondents were not doing online shopping regularly and only 41.54 percent were doing regularly.

Table 9: Distribution of the type of clothing purchased through online from Amazon

Items	Always	Some times	Never	Total	Rank	Mean
Casual wear	31	29	05	156	1	2.40
Party wear	05	34	26	109	5	1.68
Night wear	17	19	29	118	4	1.82
Under garments	9	17	39	100	7	1.54
Sports wear	6	17	42	94	9	1.45
Swim wear	04	08	53	81	10	1.25
Ethnic wear	14	26	25	119	3	1.83
Wedding wear	06	23	36	100	7	1.54
Western wear	22	29	14	138	2	2.12
Winter wear	4	31	30	104	6	1.60

Data given in Table 9 revealed that casual wear was ranked as 'one' for the type of clothing purchased through online from Amazon fallowed by Western wear ranked as 'two', Ethnic wear 'three', Night wear 'four', Partywear 'five', Winter wear 'sixth', Under garments and Wedding wear 'seventh', Sportswear 'ninth' and Swim wear 'tenth'.

Table 10: Purchase of clothing in Amazon

	Frequency	Percentage
Frequently	06	9.23
Occasionally	43	66.15
Seasonally	05	7.69

Table 10 depicts that Purchase of clothing in Amazon was occasionally done by 66.15 percent, frequently by 9.23 percent and seasonally by 7.69 percent of the respondents.

Table 11: Distribution of the factors influence to shop in Amazon

Factors	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly Disagree (1)	Total Score	Rank	Mean
Price of the product	18	35	08	01	03	259	7	3.98
Quality of the product	19	29	15	01	01	259	7	3.98
No. of reviews/rating	32	16	13	03	01	270	3	4.15
Prior experience of the product	32	17	13	02	01	272	2	4.18
Shipping and handling charges are reasonable	30	16	15	02	02	265	3	4.08
Effectiveness of product search and comparison	31	16	15	02	01	269	2	4.14
Efficient refund mechanism	29	18	13	03	02	264	2	4.06
Orders are protectively packed	32	20	12	-	01	277	1	4.26
More discounts	15	29	16	02	02	245	10	3.77
Free gifts	13	26	16	05	05	232	12	3.57
Promotional offers are available in Amazon.in than other sites	12	31	16	05	01	243	12	3.74
The time between placing and receiving an order is short	17	34	10	3	01	258	2	3.97
There is no out of stock in Amazon.in	10	28	19	05	03	232	13	3.57
Prompt delivery	12	37	11	03	02	249	10	3.83
Quick replacement of damaged product	14	31	16	02	02	248	11	3.82
Not much difference in price quoted and price paid for the products purchase	16	28	15	04	02	247	12	3.80
The overall clothing quality is worth the money I spent on shopping from Amazon.in	12	36	12	2	3	247	13	3.80
Any other	10	25	19	04	7	222	14	3.42

This section deals with discussion and results of factors that lead to factors influencing to shop in Amazon. The influencing factors were categorized as Price of the product, Quality of the product, No. of reviews/rating, Prior experience of the product, Shipping and handling charges are reasonable, Effectiveness of product search and comparison, Efficient refund mechanism, Orders protectively packed, More discounts, Free gifts, availability of promotional offers in Amazon.in than other sites, Short time between placing and receiving an order is no out of stock in Amazon.in, Prompt delivery, Quick replacement of damaged product, Not much difference in price quoted and price paid for the products purchase, overall clothing quality is worth the money spent on shopping from Amazon.in.

Table 11 reveals that Orders are protectively packed ranked as 1 for influencing factor which leads to shop in Amazon, time between placing and receiving an order is short, Effectiveness of product search and comparison and Efficient refund mechanism ranked as 2, No. of reviews/rating, Shipping and handling charges are reasonable, ranked as 3, there is no out of stock in Amazon.in, the overall clothing quality is worth the money spent on shopping from Amazon.in ranked as 13th and any other ranked as 14th for factor which leads to shop in Amazon.

Table 12: Distribute the reasons for purchase of clothing in Amazon.

Reasons	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)	Total Score	Rank	Mean
Lower Price	15	33	15	1	1	255	19	3.92
High quality	19	30	11	4	1	257	14	3.95
Trending design	14	36	13	2	-	257	14	3.95
Colour	15	37	11	2	-	260	10	4.00
High durability	14	32	16	3	-	252	26	3.88
Availability in different designs	13	34	16	2	-	253	25	3.89
Brand image	14	32	16	3	-	252	27	3.88
Attracted discounts	14	32	17	02	-	253	27	3.89
Number of variety mate rials available	16	40	08	01	-	266	3	4.09
Special discounts	14	35	13	03	-	255	21	3.92
Comfort ability	18	34	10	03	-	262	9	4.03
Good customer service	15	38	09	2	1	259	15	3.98
Online purchasing saves time	20	38	06	02	-	274	1	4.22
Able to shop at ease	16	40	07	02	-	265	2	4.08
Selection of broad availability of goods	16	34	12	2	1	257	17	3.95
Description of clothing shown on website is so accurate	16	34	9	5	1	254	25	3.91
Information given about the clothing product on site is sufficient	16	35	9	4	1	256	21	3.94
Online shopping saves money on transport expenses of traditional shopping	18	35	09	03	-	263	7	4.05
Free and fast shipping	17	29	15	4	-	254	26	3.91
Convenient to order	19	31	12	3	-	261	12	4.02
Low/reasonable price	17	33	12	3	-	259	16	3.98
Easy returns	17	29	15	4	-	254	27	3.91
High quality clothing	18	28	15	4	-	255	24	3.92
Customer reviews	13	37	13	02	-	256	22	3.94
Availability of sufficient product information	17	32	11	4	1	255	23	3.92
Easy understanding of terms and conditions	18	26	19	2	-	259	16	3.98
Different choices of payment method	24	30	9	1	1	270	2	4.15
Wide range of options	19	33	12	-	1	264	6	4.06
User friendly website	21	32	9	2	1	265	4	4.08
Items not available elsewhere	13	34	12	4	2	247	20	3.80
Offers/Discounts	15	35	11	3	1	255	19	3.92

Table 12 revealed that the reasons for purchase of clothing in Amazon. The reasons leading to purchase of clothing in Amazon were Lower Price, High quality, Trending design, Colour, High durability, Availability in different designs, Brand image, Attracted discounts, Number of variety materials available, Special discounts, Comfortability, Good customer service, Online purchasing saves time, Able to shop at ease, Selection of broad availability of goods, Description of clothing shown on website is so accurate, Information given about the clothing product on site is sufficient, Online shopping saves money on transport expenses of traditional shopping, Free and fast shipping, Different choices of payment method, Items not available elsewhere.

Data given in table 12 revealed that Online purchasing saves time raked as 1 reasons for purchase of clothing in Amazon, Different choices of payment method, Able to shop at ease ranked as 2nd, Number of variety materials available ranked as 3, User friendly website ranked as 4, Offers/Discounts ranked as 19 and Items not available elsewhere ranked as 20 as reasons for purchase of clothing in Amazon.

Table 13: Distribution of factors leading to impulsive buying of clothing in teenagers

Factors leading to impulsive buying	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)	Total Scores	Rank	Mean
Clear information about shipping	19	32	14	-	-	265	4	1.61
Clear statement about pricing	14	40	11	-	-	263	5	1.59
Product display on home page	17	33	15	-	-	262	6	1.59
Visually appealing	14	39	11	1		261	6	1.58
Total cost calculator (price of the product, shipping charges, Tax etc)	17	35	11	1	1	261	6	1.58
Updated information about the product	15	35	13	1	1	257	10	1.56
Privacy statement	16	37	10	1	1	261	6	1.58
Online customer reviews	14	40	10	-	1	261	6	1.58
Online customer service	14	38	11	1	1	258	6	1.56
Links to social networks	18	34	11	2	-	263	5	1.59
Easy process of returning the item	15	33	16	1	-	257	6	1.56
Clear visible tracking and tracing the product	17	34	11	2	1	258	5	1.56
Possibility to select delivery location	22	30	11	2	-	271	1	1.64
Electronic notification of delivery	16	38	9	2	-	267	2	1.62
Special size of the product	18	35	11	-	1	264	2	1.60
Availability of cash	21	34	8	1	1	268	1	1.62
Mood of consumer	15	36	10	3	1	256	2	1.55
ATM facility	18	31	13	1	2	257	1	1.56
Any other	13	33	14	1	4	245	1	1.48

As per the data in table 13, the factors leading to impulsive buying of clothing in teenagers were Clear information about shipping, Clear statement about pricing, Product display on home page, Visually appealing, Total cost calculator (price of the product, shipping charges, Tax etc.), Updated information about the product, Privacy statement, Online customer reviews, Online customer service, Links to social networks, Easy process of returning the item, Clear visible tracking and tracing the product, Possibility to select delivery location, Electronic notification of delivery, Special size of the product, Availability of cash, Mood of consumer and ATM facility.

Data given in table 13 revealed that ATM facility, Possibility to select delivery location, Availability of cash ranked as 1st, factor leading to impulsive buying of clothing in teenagers. Electronic notification of delivery, Special size of the product, Mood of consumer ranked as 2nd, Privacy statement, Online customer reviews, Online customer service, Easy process of returning the item, ranked as 6th and Updated information about the product ranked as 10th for the factors leading to impulsive buying of clothing in teenagers.

Table 14: Distribution of reasons behind impulsive buying behaviour of clothing

Statement	Always (3)	Sometimes (2)	Never (1)	Total Score	Rank	Mean
It is difficult to leave the clothing when I see it online	22	33	10	142	3	2.18
I purchase more products than I previously planned	14	36	15	129	8	1.98
When I make an unplanned purchase I am very clear where and how I can use the clothing	21	36	08	143	1	2.20
I am fond of clothing	21	36	08	143	1	2.20
I buy for my favourite brand ambassador	20	32	13	137	2	2.11
I buy a product to lift my mood that moment	14	37	14	130	4	2.00
I feel a compulsion to buy when I like something very much while net surfing	19	31	15	134	2	2.06
It is fun to buy things spontaneously	14	35	16	128	3	1.97
It makes me Happy to shop unplanned	16	41	8	138	1	2.12
The AD excites me to purchase	16	37	12	134	1	2.06

Table 14 showed that reasons behind impulsive buying behaviour of clothing were, difficult to leave the clothing when seen it online, purchase more products than previously planned, When an unplanned purchase is made very clear where and how to use the clothing, the fond of clothing, buy for favorite brand ambassador, buy a product to lift the mood that moment, feel a compulsion to buy when liked something very much while net surfing, fun to buy things spontaneously, makes happy to shop unplanned and excites one to purchase.

Data In table 14 depicts that It makes happy to shop unplanned, The AD excites to purchase, When an unplanned purchase is made, consumer is very clear and how to use the clothing, fond of clothing ranked as 1st reasons behind impulsive buying behaviour of clothing. While buying for favorite brand ambassador, feeling a compulsion to buy when something is liked very much while net surfing ranked as 2nd,

purchase a product to lift the mood that moment ranked as 3rd and purchase more products than previously planned ranked as 8th were the reasons behind impulsive buying behaviour of clothing.

Table 15: Money spent for the purchase on online clothing per month

Money spent for the purchase on online clothing per month	Frequency	Percentage
100-5000	57	87.68
5001 – 10,000	08	12.31

This section deals with how much money spent on purchase of clothing through online.

Table 15 showed that more than half of the (87.68%) of the respondents have spent Rs. 100-5000 for purchase of clothing followed by 12.31 percent respondents have spent Rs. 5001-10000 for purchase of clothing.

Table 16: Problems faced due to impulse buying of clothing in Amazon among teenagers

Reasons	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly Disagree (1)	Total score	Rank	Mean
Quality change in clothing	15	30	13	4	3	245	1	3.77
Fitting problem	9	33	17	2	4	236	5	3.63
Late shipping	11	27	19	4	4	232	8	3.57
spending more money	8	31	20	3	3	233	6	3.58
Receiving damaged products	9	30	22	1	3	236	5	3.63
Non delivery	11	27	19	5	3	233	5	3.58
Slow check out time	9	25	22	6	3	226	5	3.48
Lack of products I want	11	28	22	1	3	238	4	3.66
I spent more amount after buying the product	15	26	17	4	3	241	2	3.71
Purchased clothing doesn't fit to me	11	29	21	1	3	239	2	3.68
I felt the colour of clothing was good while purchasing but after purchasing it looks different	14	31	15	1	4	245	1	3.77

This section deals with the Problems faced by consumers with impulsive purchase of clothing which include Quality change in clothing, Fitting problem, Late shipping, spending more money, Receiving damaged products, Non delivery, Slow check out time, Lack of products we want, spent more amount after buying the product, Purchased clothing doesn't fit the user, colour of clothing was good while purchasing but after purchasing it looks different.

Table 16 data revealed that colour of clothing was good while purchasing but after purchasing it looks different, Quality change in clothing were ranked as 1st problems faced by consumers with impulsive purchase of clothing, spent more amount after buying the product, Purchased clothing doesn't fit the user ranked as 2nd, Lack of products we want ranked as 4th, spending more money ranked as 6th and Late shipping ranked as 8th problems, faced by consumers with impulsive purchase of clothing.

This section deals with type of payment method used for online shopping. The online shopping payment methods include bank transfer, credit card, debit card, Cash on delivery, internet or digital banking.

Table 17: Distribution of Payment method used for purchasing clothing in online shopping.

Statement	Always	Sometimes	Never	Total Score	Rank	Mean
Bank transfer	07	33	25	112	4	1.72
Credit card	11	23	31	110	4	1.69
Debit card	16	19	30	116	3	1.78
Cash on delivery	39	21	05	164	1	2.52
Internet or digital banking	16	23	26	120	1	1.85
Any other	9	23	33	106	1	1.63

Table 17 showed that Internet or Digital Banking payment method has ranked as 1st for online shopping, debit card ranked as 3rd, bank transfers and credit card ranked as 4thPayment method used for purchasing clothing in online shopping.

Conclusion
The present research study concluded that the age of the respondents showed more than half of the (86.15%) respondents belonged to 17-19 years and 13.85 percent belonged to 14-16 years. Gender of the respondents showed that 84.62 percent respondents were females and 15.38 percent were males. Education of the respondents showed more than half (66.15%) of the respondents were graduates i.e. B.Sc and B.tech. Less than half (27.69%) of the respondents studied up to intermediate. Nearly (6.15%) of the respondents were High school. Siblings of the respondents showed that more than half of the respondents had (56.92%) one sibling, and 7.69 percent were having three siblings. Birth order of the respondents showed that 66.15percent respondents were in first place in their birth order and 33.85 percent were in second place.

Occupation of the head of the family showed that 29.23 percent of the respondents had chosen clerical/shop owner/farm as their source of income and Unemployed (13.85%) and Skilled workers are 12.31percent.Income of the family showed that 35.38 percent of the families were earning Rs. 13,161-19,758 pm and only 9.23 percent of the families were earning Rs.19,759-26,354.

Shopping clothes online regularly revealed that majority of the (58.46%) respondents were not doing online shopping regularly only 41.54 percent were doing regularly. Casual wear ranked as one for the type of clothing purchased through online from Amazon and Swim wear ranked as tenth. Purchase of clothing in Amazon occasionally done by 66.15 percent, and seasonally by 7.69 percent of the respondents. Orders are protectively packed ranked as 1 for influencing factor which leads to shop in Amazon, and overall clothing quality was worth the money we spent on shopping from Amazon.in was ranked as 13th and any other ranked as 14th for factor which leads to shop in Amazon.

Online purchasing saves time raked as 1st reasons for purchase of clothing in Amazon, Offers/Discounts ranked as 19 and items not available elsewhere ranked as 20 reasons for purchase of clothing in Amazon. ATM facility, Possibility to select delivery location, Availability of cash ranked as 1st for the factors leading to impulsive buying of clothing in teenagers. and Updated information about the product ranked 10th. Fond of clothing ranked as 1stbehind impulsive buying behavior of clothing. purchased more products than we previously planned ranked as 8th was the reason behind impulsive buying behavior of clothing.

More than half (87.68%) of the respondents have spent Rs. 100-5000 for purchase of clothing followed by 12.31 percent respondents have spent Rs. 5001-10000 for purchase of clothing. Quality change in clothing were ranked as 1st problems faced by consumers with impulsive purchase of clothing. spending more money ranked as 6th and Late shipping ranked as 8th problem, faced by consumers. Internet or Digital Banking payment method has ranked as 1st for online shopping. debit card ranked as 3rd, bank transfers, credit card ranked as 4thPayment method used for purchasing clothing in online shopping.

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