



CAN ONLINE SHOPPING REPLACE OR COMPETE WITH IN -STORE SHOPPING IN CLOTHING INDUSTRY IN PAKISTAN

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ABSTRACT

Purpose: the purpose of this research is to identify and explore the efficiency of online shopping and its competency. The second question or another purpose behind this research is to explore that whether online shopping can replace in-store shopping. This research is basically done for the clothing industry.

Methodology: to accomplish this research and justify the thesis, quantitative methodology has been adopted. A questionnaire survey was done and distributed among the consumers in order to gain their responses about the online and in-store shopping.

Findings: a positive attitude of the consumers towards the online shopping in Pakistan is evident from this research. In the 20th century, the concept of online shopping has emerged and spread over a huge segment of consumers. A high trend of online shopping is seen in the age group of 25-29 in the selected sample for the study.

Practical implications: this research will be helpful in identifying the consumer characteristics for the particular industry. Since, there are many doubts in every entrepreneur of the clothing industry when going online. Therefore, the statistics identified from this study was important as provides the basis of consumer behaviour and perceptions.

Keywords: Online shopping, Clothing industry, Consumer behaviour, Pakistan.

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