

**CSIBER**

ISSN 0974-763X

UGC-CARE Listed Journal

# **SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)**

**Listed in UGC-CARE Journals Under Group I**

**Volume 14, No. 3**

**July, 2024**



**Chhatrapati Shahu Institute of Business  
Education & Research (CSIBER)**

(An Autonomous Institute)

University Road, Kolhapur - 416004, Maharashtra State, India.

website : [www.siberindia.edu.in](http://www.siberindia.edu.in)

E-mail : [editorsajmr@siberindia.edu.in](mailto:editorsajmr@siberindia.edu.in)

# **SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)**

ISSN 0974-763X

(An International Peer Reviewed, Referred Research Journal)



Published by  
CSIBER Press, Central Library Building

**Chhatrapati Shahu Institute of Business Education & Research (CSIBER)**

(An Autonomous Institute)

University Road, Kolhapur - 416004, Maharashtra State, India

Phone : 0231-2535706 / 2535707

website : [www.siberindia.edu.in](http://www.siberindia.edu.in)

E-mail : [editorsajmr@siberindia.edu.in](mailto:editorsajmr@siberindia.edu.in)

## **Chief Patron**

Late Dr. A. D. Shinde

## **Patrons**

Dr. R. A. Shinde

President & Managing Trustee, CSIBER, Kolhapur, India

## **C.A. H. R. Shinde**

Secretary & Trustee, CSIBER, Kolhapur, India

## **Editor**

Dr. Pooja M. Patil

CSIBER, Kolhapur, India

## **Editorial Board Members**

Dr. S. P. Rath

Director, CSIBER, Kolhapur, India

## **Dr. Deribe Assefa Aga**

Ethiopian Civil Service University,

Addis Ababa, Ethiopia

## **Dr. Biswajit Das**

KSOM, KIIT, Bhubaneshwar, India

## **Dr. Yashwant Singh Rawal**

Parul University, Vadodara, India

## **Dr. Yuvraj Sunecher**

University of Technology, Mauritius

## **Dr. Ravinthirakumaran Navaratnam**

University of Vavuniya, Sri Lanka

## **Dr. Nyo Nyo Lwin**

Yangon University of Education, Myanmar

## **Dr. Needesh Ramphul**

University of Technology, Mauritius

## **Dr. K. Arjunan**

University of Vavuniya, Sri Lanka

## **Dr. Amitabye Luximon-Ramma**

University of Technology, Mauritius

## **Superintendent**

Mrs. Maithili Santosh

CSIBER, Kolhapur, India

## **Type Setting & Formatting**

Mrs. Vidya Ingawale

CSIBER, Kolhapur, India

**C O N T E N T S**

**Editorial Note**

**Glass Ceiling: A study of women in Senior Management roles within the Mauritian Banking Sector**

**GUNNOO Leenshya**

*University of Technology Mauritius*

**MUNGRAH Kooshali**

*University of Technology Mauritius*

**01-16**

**The Status of Inter-Sectorial Physical Infrastructural Integration in Selected Sectors in Addis Ababa City, Ethiopia**

**Misiker Negash Bitew**

*Ethiopian Civil Service University, College of Finance, Management and Development, Ethiopia*

**Admassu Tesso Huluka**

*Associate Professor in Ethiopian Civil Service University, College of Finance, Management and Development, Ethiopia*

**17-29**

**An Examination of the Application of Corporate Governance Principles in the Global Business Sector of Mauritius**

**Bhavna MAHADEW**

*Lecturer in Law*

*University of Technology, Mauritius*

**30-37**

**Legal Awareness on Child Trafficking: A Critical Assessment of the Role of Physicians.**

**Bhavna MAHADEW**

*Lecturer in Law*

*University of Technology, Mauritius*

**38-44**

**Analyzing the Dynamics of Trade in Services of India**

**Arnob Paul**

*Department of Economics,*

*Rajiv Gandhi University, Arunachal Pradesh, India*

**Sushanta Kumar Nayak**

*Professor and Head, Department of Economics,*

*Rajiv Gandhi University, Arunachal Pradesh, India*

**45-59**

**An Empirical Study into the Influence of Brand Image on Smartphone Purchases in Raipur, Chhattisgarh**

**Jayant Isaac**

*Associate Professor, Faculty of Management Studies,*

*The ICFAI University Raipur, India*

**Rahul Singh**

*MBA Student, Faculty of Management Studies,*

*The ICFAI University Raipur, India*

**60-69**

<b>A Comparative Journey into Luxury Sportswear Online Buying Trends: With A Special Focus on Pune City.</b> <b>Harshi Garg</b> Research scholar, School of commerce and management, IIMT University, Meerut, Uttar Pradesh, India. <b>Priyank Sharma</b> Associate professor, school of commerce and management, IIMT University, Meerut, Uttar Pradesh, India.	70-77
<b>Factors Affecting Adoption Intention of AI: A Comprehensive Review with Bibliometric Analysis</b> <b>Purva Kansal</b> Professor, University Business School, Panjab University, Chandigarh, India <b>Apoorva Dawara</b> Research Scholar, University Business School, Panjab University, Chandigarh, India	78-92
<b>Does Perceived Service Quality of Airlines Influence Passenger Satisfaction? An Empirical Investigation</b> <b>Ranjit Roy</b> Research Scholar, Department of Commerce, Assam University, Silchar, Assam, India <b>Kingshuk Adhikari</b> Associate Professor, Department of Commerce, Assam University, Silchar, Assam, India	93-102
<b>Identification of Factors Influencing Retail Investors Perception for Investment in Mutual Funds</b> <b>Smarajit Sen Gupta</b> Assistant Professor, Eastern Institute for Integrated Learning In Management, Kolkata, India <b>Sarmistha Biswas</b> Associate Professor, Eastern Institute for Integrated Learning In Management, Kolkata, India	103-115
<b>Impact of Workplace Ostracism on Organizational Culture among Academicians in ED Tech Startups: A Comprehensive Analysis</b> <b>Surbhi Jain</b> PhD Scholar, Amity Institute of Psychology and Social Sciences, Amity University, Noida, Uttar Pradesh, India. <b>Mamata Mahapatra</b> Professor & PhD Supervisor, Amity Institute of Psychology and Social Sciences, Amity University, Noida, Uttar Pradesh, India.	116-124
<b>Empowering Rural Women through ORMAS and Transformation by Mission Shakti in Odisha</b> <b>Kailash Chandra Dash</b> PhD. Research Scholar Department of Business Administration, Sambalpur University, Burla, Odisha, India <b>Tushar Kanti Das</b> Professor and Head, Department of Business Administration, Sambalpur University, Burla, Odisha, India	125-133

**Social Sell: How Retail Merchants wield Social Media to persuade the Customers** 134-144  
**Shobin Mathew**

*Research Scholar, Dept of Journalism and Science Communication, Madurai Kamaraj University, Madurai, Tamil Nadu, India.*

**S. Jeneffa**

*Professor and Head, Department of Journalism and Science Communication, School of Linguistics and Communication, Madurai Kamaraj University, Madurai, Tamil Nadu, India*

**Short Term Impact of Acquisition on Stock Returns- A Study Based on BSE Listed Select Companies In India**

**Subhajit Bhadra**

*Ph.D. Research Scholar, Department of Management and Marketing, West Bengal State University, West Bengal, India.*

145-154

**Ashoke Mondal**

*Ph.D. Research Scholar, Department of Management and Marketing, West Bengal State University, West Bengal, India.*



# **A Comparative Journey into Luxury Sportswear Online Buying Trends (With a Special Focus on Pune City).**

**Harshi Garg**

Research scholar, School of Commerce and Management, IIMT University, Meerut, Uttar Pradesh, India.

**Priyank Sharma**

School of Commerce and Management, IIMT University, Meerut, Uttar Pradesh, India.

---

## **Abstract**

The purpose of the research is to directly anatomize the vendee's buying conduct regarding online purchasing of sports apparel. Thus, it is valuable to understand the buying behavior of online consumers of sportswear products. Some specified sportswear brand like Nike, Puma, Umbro, Fila, Rebook have added in this study. With an effort to observe this correspondence, the convenience sampling technique was used. The data for this study was acquired from 600 respondents using a structured questionnaire via google form. One-way anova & factor analysis are used to explain the data. The researcher concluded that branded sports apparel influence consumers more and Nike is one brand which shoppers like to buy more. Online purchasing behavior affects consumer mindset. Females are more interested of sportswear brands than males. The study results specified that that there was a true depiction of e-business. The characteristics of sports apparel and varieties were the main significant elements for online buyers to shop sportswear.

**Keywords:** Sportswear, Sports Apparel, Sports Preference, Consumer Behaviour, Internet Purchasing.

---

## **Introduction**

As numerous Indians have become fitness freak, Gym bunny, Health fanatic, sports nut involvement in gymnastics, exercise, sport games, yoga, Zumba dance has grown. The expanding on sports apparel has grown ensuing the increase in participation and has made a lavish contribution to this section. (Ghosal & Singh, 2019; Mehrotra et al., 2019; Steffi, 2019)

The great players controlling the Indian sportswear trade include brands like Puma, Umbro, Fila, Adidas etc. the authorization of sportswear by famous VIP and sportspersons have very much influenced Indian community(Jayasubramanian et al., 2015; Al Karim, 2013). Although, today the conduct of vendees regarding sportswear is changing. Shoppers conduct is the controlling procedure and the bodily activities that a buyer is involved in while buying and using a product to fulfil the requirement(Rani and Sripathi, 2017; Verma and Patel, 2017).

Online buying has become famous over the decades, as buyers realize it suitable & appropriate. Digital buying reduces the requirement of wait in queue or find out shop to shop for a specific product. The shopping of articles on the web via digital shopping has extend due to comfort. Currently purchasing online has grown famous as the huge accessibility of web. Myntra and Amazon are very faithful sites for apparel shopping online(Datta and Acharjee, 2018; Lim et al., 2016; S. Santos and Santos, 2020). Millions of items are purchased all over the globe via websites. Buyers are interested to buy digital as finding an item.

There are huge outlets providing choices that can affect the efficacy of a buyer experience and network study that can be used to ascertain the most valuable internet site, content alternatives and items(Anjum and Supervisor, 2022; Chiu and Choi, 2018; Harn et al., 2006). The primary task for supporting online outlets comprises of advertising, certifying, interest raising, conclusive and request processing(Chettri, 2022; Pandey and Parmar, 2019).

A digital shop window is a network that authorizes explorer to observe request and pay for items and commodities. Managing a prosperous store entails becoming competent customers to explore the outlets, supporting them to accept & resolve their problem and creating it uncomplicated Digital shop windows ordinarily add display window, purchasing carts, Payment rectification and order accomplishment process(Lakra and Deshpande, 2020; Niu and Zhang, 2021; Saricam, 2022).

There is separate category of online outlets which add digital mall, e-business hosts, e-trade software. The online store gives many kinds of information to the user like firm depiction, item types, outlet policies and contact details. A purchasing cart provides users to choose and meanwhile store items that they need to purchase.

## Literature Review

Mahalaxmi K. R., NagaManikandan P. (2016) Examined the trends in online purchasing of Indian shoppers in sportswear segment. Literature reviews of previous researchers applied for research. Findings showed that young people make a high purchase of sports apparel & the main barrier are safety & trust.

Choong Hoon Lim (2016) Discovered the Factors of buyers shopping motives and eagerness to pay for sportswear brand. Multiple regression, Descriptive analysis used. Findings specified huge impacts of symbolic advantages on shopping motives & the willingness.

Weisheng Chiu, Hwansuk Choi (2018) Observed chinese shopper's conduct to shop sportswear items online. Partial least square model was used. Findings revealed that Desires and number of previous purchased products affected shoppers to buy sportswear online.

Saghar zarinkamar, Vahid Reza Mirabi (2018) discovered customers shopping motives regarding sportswear brands. Findings revealed that Promotion influences the consumer intention to shop sportswear in Tehran city. Percentage analysis, Bar graph, chi-square test.

IJoseline Steffi, S. Shrilakshmi, R.S Kirthanna (2019)explored the elements which increase online buying conduct.Percentage & Ranking analysis were used to analyse the data. The study identified that digital shopping comfort and ease is a prime element in operating the online purchasing.

Arpita Mehrotra (2019)focused to inquire the influence of some particular demographic elements.ANOVA Method was applied to interpret the data.The outcomes shows that degree of knowledge has a major impact on digital purchasing.

Kim Edward S. Santos, Angelo R. Santos (2020)explained the elements influencing users' satisfaction to digital shopping.Likert scale responses were adopted by the researcher in this study.The study curiously reveals an interesting characteristic each for the type of male and female.

Zhen Niu, Rongbo Zhang (2021) Investigated what elements in social sites will influence shoppers purchase conduct regarding sportswear. The outcomes showed that social networking sites will be prime element in the future.

Canan SARICAM (2022) determined Whether service attributes performance has a significant effect on buyers' satisfaction. CFA & SEM analysis applied. Findings revealed that buyer's satisfaction has an influence on the buyer's loyalty.

## Need of the Study

This study is conducted to advance awareness of how shopper's focuses on internet medium for purchasing sportswear. The literature review that has been completed discloses that considerable studies are being done in the scope of online purchasing context. Until now, most of the studies has condensed best-selling items listing as cosmetics, accessories, electronic devices etc. even if there are various types of studies being carried out regarding the apparel segment. Barely, any have been anxious with online purchasing for sports apparel. Not many studies have been done on Luxury sportswear.Research is therefore required when buying sportswear in the garment market in order to benefit both the seller and the buyer.

## Statement of the Problem

For firms to remain competitive, it is imperative that they comprehend the changing demands of digital shoppers when it comes to luxury sportswear. Comprehensive studies contrasting different purchasing patterns in this specialized sector are, nevertheless, lacking. Because of this knowledge gap, firms are unable to properly adjust their digital marketing tactics to satisfy consumer demands. It is imperative that brands in the luxury sportswear industry take action to resolve this issue if they want to optimize their online visibility and revenue.

## Objectives of the Study

- To determine the influence of age on online buying behavior.
- To observe the factors affecting the shopper's choice regarding online shopping of sportswear.

## Hypothesis of the Study

**H<sub>01</sub>:** There is no significant difference between the factors influencing online purchasing of Sportswear via websites.

## Research Methodology

It directly points out to the actual “How” of a study. More concretely, its regarding how a scholar comprehensively plan a study to confirm sound and authentic outcomes that directs the research purpose. The researchers used convenience approach for the response collection via an online questionnaire. The respondents are shoppers who buy sportswear online via websites. Reliability testing was not used, but a pilot test was regulated on 50 respondents to ensure if the questions were appropriate or not. After pilot testing and making some minor changes, the questionnaire was put forward for research. The survey form was converted into online Form and sent to the contributors online so that maximum responses could be obtained. A Sample of 620 respondents was taken for this research, out of which only 600 respondents responded. Demographic variables were ignored as the respondent did not want to disclose the same. The approach used by the researchers are Frequency, & Factor analysis.

## Result and Discussion

**Table 1: Demographic Profile of the Respondents**

Variables	Category	Frequency	Percentage
<b>Gender</b>	Male	247	41.2
	Female	353	58.8
<b>Age</b>	15-25	177	29.5
	25-35	287	47.8
	35-45	116	19.3
	45-55	15	2.5
	Above 55	5	.8
<b>Marital Status</b>	Married	327	54.5
	single	273	45.5
<b>Education</b>	Professional degree	75	12.5
	Post graduate	256	42.7
	Graduate	230	38.3
	Schooling	2	.3
	others	37	6.2
<b>Occupation</b>	Salaried	112	18.7
	Professional	271	45.2
	Business	125	20.8
	Homemaker	24	4.0
	others	68	11.3
<b>Family Income</b>	Below 250000	10	1.7
	250000-500000	95	15.8
	500000-750000	186	31.0
	Above750000	309	51.5

*Source: Authors' calculations based on primary data*

The data elucidated that out of 600 contributor, 41.2% (247) were male shoppers, while 353 (58.8%) were female vendee of sportswear. Women were keener in web purchasing of sportswear. It is transparent that only 29.5% (177 contributors) of the 600 contributors in this survey were in the age-range of 15-25, followed by 47.8% (287 contributors) were 25-35, followed by 19.3% (116 participants) were 35-45, while 2.5% (15



respondents) were 15, and above 55 years old belong to .8% (5 member) only. The survey unveiled that 54.5% (327 members) among 600 contributors were unmarried & 45.5% (273 members) were single.

The facts acquired after carrying out a survey of 600 participator revealed that the salaried segment was passionate concerning internet purchasing of sportswear, the figure was 18.7% (112 member). Professional group was highly wholehearted to shop sportswear online, the figure was 45.2% (271 contributor). While the figure of business group was only 20.8% (125 members) only. Followed by homemaker 4.0% (24 participants) only. Some participants belonged to some other profession, which was 11.3% (68 contestant) only. Individual whose earning was less than 250000 RS, they were not so interested in purchasing of Sportswear online, the figure was such individual was 1.7% (10 members) only. The number of persons whose money was 250000-500000, was 15.8% (95 members). Followed by 500000-700000 were 31.0% (186 participator) only. The respondents who were earning above 750000 per annum were 51.5% (309 contributors).

**Table 2: Favourite Brands of Sportswear**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adidas	53	8.8	8.8	8.8
	Nike	200	33.3	33.3	42.2
	Reebok	171	28.5	28.5	70.7
	Puma	99	16.5	16.5	87.2
	Umbro	38	6.3	6.3	93.5
	Fila	39	6.5	6.5	100.0
	Total	600	100.0	100.0	

*Source: Authors' calculations based on primary data*

In the data mentioned above clarifies that number of participants who bought from Adidas was 8.8%, and the number of participants who bought from Nike was 33.3% only.

most of the participants were attracted by Umbro 6.3%, fewer people were impressed by Fila 6.5%.

### Factor Analysis

**Table 3: KMO & Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	3106.525
	df	91
	Sig.	.000

**Table4: Total variance explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.282	23.446	23.446	3.282	23.446	23.446	2.938	20.989	20.989
2	2.518	17.988	41.434	2.518	17.988	41.434	2.152	15.368	36.357
3	2.060	14.717	56.152	2.060	14.717	56.152	2.121	15.147	51.503

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
4	1.422	10.160	66.312	1.422	10.160	66.312	2.073	14.809	66.312
5	.818	5.842	72.154						
6	.734	5.246	77.400						
7	.617	4.407	81.808						
8	.490	3.502	85.310						
9	.453	3.235	88.545						
10	.417	2.978	91.523						
11	.365	2.607	94.130						
12	.341	2.437	96.566						
13	.320	2.283	98.849						
14	.161	1.151	100.000						

Extraction Method: Principal Component Analysis.

Source: Authors' calculations based on primary data

**Table5: Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
Availability of variety & brands of product	.874			
Product specifications	.899			
Product pictures	.855			
Convenient Delivery	.685			
Advanced searching options		.757		
Branded Products		.867		
Terms & conditions		.773		
Cash on Delivery				.762
Competitive pricing				.804
Delivery process				.787
After sale service			.640	
24*7 services			.798	
Website language			.691	
Website navigation			.699	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Authors' calculations based on primary data

This is an approach that is applied to minimize a vast number of variables into a small number of factors. As an indicator of all variables, researchers can apply this score for additional evaluation. The value of KMO is .734 & Bartlett's test is appreciable. This shows that Factor analysis is acceptable with specified data 14 variables have been reduced to 4 factors which depicts for 66.312% of the difference in the figure. Factor 1 consist of variety, product specification, product pictures, Convenient delivery, factor 2 consist of advanced searching options, Branded products, Terms & conditions, factor 3 consist of After sale service, 24\*7 services, product return, website language, website navigation. factor 4 consist of cash on delivery, competitive pricing, delivery process, Factor 1 is titled as Simplicity, Factor 2 is specified as Branded Apparel, Factor 3 is termed as website navigation, Factor 4 is specified as Economic Pricing.

### Findings

- Findings showed that Women are highly interested in online shopping of sports apparel (58.8%), while Men are interested in sports, games and outdoor activities. Nevertheless, this difference was found in the matter of web purchasing of Sportswear, which is quite interesting. Among the favourite brands of sportswear, people liked Nike brand (33.3%) the most.
- After this, people also liked the PUMA brand (28.5%) a lot. People also bought a lot of Reebok brand (16.5%) sports apparel, but Fila and Umbro brands (6.3%), (6.5%) still need a lot of advertising. The researcher examined online shopping behavior, including the frequency of sportswear purchases and consumers' payment method, and how much money people spend on purchasing sportswear in a month, and people's favourite shopping websites for sportswear.
- Findings disclosed that Online sportswear websites have to change their perception regarding trendy business. Now times have changed & people do online shopping of sportswear so that they can get more variety and favourite goods at one store in less time.
- Online sportswear sellers should always be in the good list of shoppers & they should present their product in such a way that the buyers do not find it overpriced and the sellers do not find it underpriced.
- Sportswear owners should adopt such strategies to influence more & more shoppers in selling their goods by giving more offer, discounts. So that buyers become more interested in purchasing sportswear online. Sportswear sellers of online stores should adopt such an approach that their existing customer switches to online mode, and they should also establish tie-ups with sellers on other e-commerce platforms to gain more customers and profits.

### Suggestions

- The Online sportswear industry should also focus on teenagers, presenting offers that attract teenagers to buy Sportswear. Furthermore, the e-commerce company should also target the Female consumers. E-commerce companies like Puma, Adidas, Umbro should do universal promotion and marketing and embrace some technique that effect buyer's perception in a serious way.
- these websites are especially performing their trade in sportswear categories. Nike is still the best choice for most costumers.
- E-commerce companies should adopt word of mouth technique so that their promotion and advertisement is maximum and people start shopping online from their website.
- Internet based websites are actually for industries, seller, and shoppers with their rapidly growing creative highlights. Accordingly, alliance must spread outstanding sites that give a higher online experience to pull in and hold their customer in the e-retail trade hub.

### Conclusions

Online purchasing has become a systematic act in people's everyday life; expansion of e-merchandise is a necessary condition to magnify the consumer understanding, answer to the unpredictability of shopper requirement and inspire other future buyers like internet explorer. Negative consequences may result in losing buyers forever and the impression of the store may be affected. The evaluation disclosed that in general, the standard of information and the diversity regarding conveyance options, between others, are the numerous key consideration that affect buyers in their buying selection of sportswear.

The research contemplates that brand inclination given for sportswear by the 600 respondents. It can be concluded that female participate more often in sports activities. Sports apparel is not bought regularly both online and conventional stores. Nike and puma were the most favoured brand for sportswear. Females are

continual online buyers when it comes to sports apparel. Elements that affect most when buying sportswear are comfort, Brand, customer service and pricing. Activewear can be bought in any season.

### **Limitation & Scope For Future Research**

This research emphasized on the consumer behavior of purchasing sportswear product via online medium. Limited Sample Size, Temporal Scope, Cultural context was the limitation of the study. This study is carried out only on Pune city, future study can be conducted on other Geographical area. This study considers only sportswear segment. Future research can consider on other segments like Ethnic wear, Formal wear, Casual wear, Western wear, post purchase conduct and so on. Future research can focus on other products or goods in place of sports apparel, which are easily available online now a days like electronics, cosmetics, accessories etc. Future study can consider the influence of online purchasing on conventional purchasing and the sustainability of conventional Stores.

### **References**

- Anjum, R.P. and Supervisor, R. (2022).** Analysis of Level of Perception and Satisfaction of Consumers on Social Media Marketing with Special Reference to Personal Care Products in Chennai.
- Chettri, P.B. (2022).** A Study of the Effect of Online Shopping on Apparel Business in Singtam East-Sikkim.
- Chiu, W. and Choi, H. (2018).** “Consumers’ goal-directed behavior of purchasing sportswear products online: A case study of chinese consumers”, Sport, Business and Management: An International Journal, Emerald Group Holdings Ltd., Vol. 8 No. 2, pp. 118–133, doi: 10.1108/SBM-03-2017-0020.
- Datta, A. and Acharjee, M.K. (2018).** “Consumers Attitude towards Online Shopping: Factors Influencing Young Consumers to Shop Online in Dhaka, Bangladesh”, International Journal of Management Studies, ERM Publications, Vol. V No. 3(4), p. 01, doi: 10.18843/ijms/v5i3(4)/01.
- Ghosal, I. and Singh, D.P. (2019).** “E-Shopping: Outlining the Impact of Explanatory Variables”, International Journal of Recent Technology and Engineering (IJRTE), Vol. 8 No. 4, pp. 10654–10659, doi: 10.35940/ijrte.D4265.118419.
- Harn, A.C.P., Khatibi, A. and Ismail, H. bin. (2006).** “E-Commerce: A Study on Online Shopping in Malaysia”, Journal of Social Sciences, Kamla Raj Enterprises, Vol. 13 No. 3, pp. 231–242, doi: 10.1080/09718923.2006.11892554.
- Jayasubramanian, P., Professor, A., Sivasakthi, D. and Priya, A. (2015).** “Impact Factor: 5.2 IJAR”, Vol. 1 No. 8, pp. 489–495.
- Al Karim, R. (2013).** “Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions”, IOSR Journal of Business and Management, Vol. 11 No. 6, pp. 13–20, doi: 10.9790/487X-1161320.
- Lakra, V. and Deshpande, A. (2020).** “Factors influencing preference toward sportswear brands among consumers in India”, Annals of Tropical Medicine and Public Health, Ahro Scientific Publishing, Vol. 23 No. 17, doi: 10.36295/ASRO.2020.231755.
- Lim, C.H., Kim, K. and Cheong, Y. (2016).** “Factors affecting sportswear buying behavior: A comparative analysis of luxury sportswear”, Journal of Business Research, Elsevier Inc., Vol. 69 No. 12, pp. 5793–5800, doi: 10.1016/j.jbusres.2016.04.176.
- Mehrotra, A.A., Elias, H., Al-Alawi, A.I. and Al-Bassam, S.A. (2019).** “The effect of demographic factors of consumers online shopping behavior in a GCC university”, Ethical Consumerism and Comparative Studies Across Different Cultures: Emerging Research and Opportunities, IGI Global, pp. 126–151, doi: 10.4018/978-1-7998-0272-3.ch008.
- Niu, Z. and Zhang, R. (2021).** Investigating the Impact of Social Media Marketing on Millennial’s Purchase Intention of Sports Brands in China-A Case of LI NING.
- Pandey, A. and Parmar, J. (2019).** “Factors Affecting Consumer’s Online Shopping Buying Behavior”, SSRN Electronic Journal, Elsevier BV, doi: 10.2139/ssrn.3308689.
- Rani, T.S. and Sripathi, N. (2017).** “Online Shopping Purchase Patterns with Special Reference to Demographic and Informational Influence”, International Journal of Social Sciences and Management, Nepal Journals Online (JOL), Vol. 4 No. 1, pp. 38–43, doi: 10.3126/ijssm.v4i1.16428.

**S. Santos, K.E. and Santos, A.R. (2020).** “Factors Affecting Consumer Satisfaction to Online Shopping”, Journal of Humanities and Education Development, AI Publications, Vol. 2 No. 6, pp. 571–575, doi: 10.22161/jhed.2.6.22.

**Saricam, C. (2022).** “Analysing Service Quality and Its Relation to Customer Satisfaction and Loyalty in Sportswear Retail Market”, Autex Research Journal, Sciendo, Vol. 22 No. 2, pp. 184–193, doi: 10.2478/aut-2021-0014.

**Steffi, J. (2019).** A Study of Customer Satisfaction in Online Shopping With Special Reference to Coimbatore City A Study of Customer Satisfaction in Online Shopping with Special Reference to Coimbatore City View Project.

**Verma, S. and Patel, K. (2017).** “Association between shopping habit and demographics of M-commerce user’s in India using two way ANOVA”, 2017 2nd International Conference for Convergence in Technology, I2CT 2017, Vol. 2017-January, Institute of Electrical and Electronics Engineers Inc., pp. 38–43, doi: 10.1109/I2CT.2017.8226090.