



FROM BROWSING TO BUYING: A REVIEW OF ONLINE APPAREL MARKET DRIVERS SHAPING PURCHASE INTENTIONS AMONG URBAN INDIAN YOUTH

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ABSTRACT

This review examined the key drivers influencing online apparel purchase intentions among urban Indian youth, a digitally active and trend-conscious demographic. Drawing from existing literature and consumer behaviour models, the study identified factors such as convenience, price sensitivity, product variety, website design, social influence, and trust as critical determinants of online buying behaviour. The findings from survey revealed that intuitive interfaces, mobile compatibility, and peer recommendations significantly enhance purchase likelihood. The study emphasized the importance of tailoring e-commerce strategies to youth preferences, highlighting the role of digital engagement and perceived value in converting browsing behaviour into actual purchases.

Keywords- *Women Apparel, Online Shopping, Purchase Intention, Generation Y, Generation Z etc.*

1. INTRODUCTION

The online apparel sector in India has undergone significant transition recently, propelled by rising internet penetration, heightened smart phone adoption, and the changing fashion preferences of urban young. Generations Y and Z, raised in an era of digital ease and worldwide cultural exposure, are significantly influencing the dynamics of e-commerce. Their expectations from online garment platforms extend beyond pricing and product; they prioritize seamless user experience, brand engagement, ethical transparency, and real-time reaction. As fashion integrates with digital proficiency, comprehending the intricacies of consumer motivations is essential for academic research and company advancement.

Urban Indian consumers, especially young adults in metropolitan areas, have unique digital consumption behaviors shaped by peer approval, social media trends, and influencer marketing. These consumers frequently engage in a non-linear purchasing process that commences with casual exploration, progresses via product evaluations and virtual fittings, and concludes with tailored buying choices. Platforms that incorporate AI-driven recommendations, captivating images, and emotionally impactful narratives generally exhibit superior performance in transforming engagement into revenue. This review aims to identify the psychological,

technological, and cultural factors that influence this distinctive decision-making process.

The significance of post-purchase pleasure is paramount, serving as a crucial factor in repeat purchases, brand loyalty, and word-of-mouth advocacy. Elements such as prompt delivery, precise product depiction, seamless return procedures, and attentive customer service substantially enhance perceived value. For Generation Y and Z, who prioritize immediate satisfaction and brand authenticity, these operational touch points serve not just practical purposes but also act as emotional trust indicators that influence long-term perceptions.

This analysis examines the impact of socio-demographic characteristics, including gender, income, and educational background, on digital apparel consumption in India. Urban teenagers are a diverse demographic; their conduct embodies a range of ambitions, anxieties, and lifestyle preferences. This article synthesizes insights from marketing psychology and digital commerce literature, identifies existing knowledge gaps, and provides a roadmap for future research and strategic market positioning.

The shift from looking to purchasing in the online clothes industry is significantly shaped by a combination of technological convenience, social affirmation, and emotional engagement. As digital storefronts evolve to be more intelligent and intuitive, brands that personalize the online experience are likely to achieve enhanced engagement and sustained relevance among India's urban millennials.

Gen Y and **Gen Z** are two distinct generational cohorts, each shaped by different social, technological, and economic landscapes.

GENERATION Y (MILLENNIALS)

Born: Between 1981 and 1996.

Digital Roots: Grew up during the rise of the internet, mobile phones, and social media. They're digitally savvy but not digital natives.

Behavioral Traits:

- Value brand authenticity, experiential purchases, and social proof (like reviews and influencer opinions).
- Tend to be more loyal to brands they trust.
- Respond well to email marketing, loyalty programs, and convenience-oriented tech.
- In the workplace or university, they prioritize work-life balance, learning opportunities, and transparency (source: www.kasasa.com).

GENERATION Z

Born: Between 1997 and 2012.

Digital Natives: The first generation to be born into a world of smart phones, social media, and instant connectivity.

Behavioral Traits:

- Prefer visual-first platforms like Instagram, YouTube, and TikTok.
- Seek speed, personalization, and purpose—they expect brands to stand for something.
- Often more price-conscious and pragmatic than Millennials.
- They tend to multitask across devices and platforms, making micro-moments of engagement key.

In consumer settings, Gen Y might spend time researching before buying, while Gen Z is more impulsive but relies heavily on visual content and peer opinions. For brands and researchers, tailoring strategies to these distinctions is crucial to driving engagement and loyalty (source: www.kasasa.com).

2. REVIEW OF LITERATURE

Harantová et al. (2025) aimed at examining Generation Z's shopping behaviour toward second hand clothing in Slovakia, with a specific focus on in-store experiences and their links to emotions, gender, and environmental awareness. Using an online survey, data were collected from 340 respondents between November 2024 and January 2025. The study found that emotions such as authenticity, enjoyment, and

enthusiasm for finding fashionable items were strongly associated with gender, with women reporting significantly more positive experiences than men particularly in terms of fun and authenticity. Men, on the other hand, showed more scepticism, with an average rating of 2.65 on whether second hand shopping is “fun.” The research further revealed that prior experience with second hand shopping was linked to greater environmental consciousness, deeper emotional attachment to clothing, and higher participation in clothing swaps. In contrast, those without such experience were more likely to express hygiene concerns and view the activity as inconvenient. These insights highlighted the need for future initiatives aimed at reducing stigma, enhancing engagement, and creating more inclusive and enjoyable second hand shopping environments for all demographic groups [1].

Florea et al. (2025) investigated the impact of visual merchandising and store layout on consumer shopping decisions, aiming to identify key factors influencing buyer behavior and offer actionable insights for retailers through interactive marketing elements. The research was based on survey data collected from 488 respondents in the South Muntenia region of Romania—a commercially vibrant area representative of national retail trends due to its diversity and proximity to Bucharest. The survey was disseminated both in person and digitally via platforms such as Facebook, WhatsApp, and email to ensure demographic variety. Using SmartPLS for Structural Equation Modeling (SEM), the study analyzed the relationships between store aesthetics and consumer behavior. The findings revealed that both visual merchandising and store layout significantly shaped shoppers’ experiences and purchasing decisions. The research provided a nuanced understanding of consumer preferences and emphasized the need for retailers to strategically optimize store presentation. These insights pave the way for future retail design strategies that align with evolving consumer expectations and enhance the overall shopping experience [2].

Huang et al. (2025) explored the factors influencing Chinese Millennials’ attitudes and purchase intentions toward online purchases of Customized and Assembled Garment Products (CAGPs) from premium fashion brands by integrating the Theory of Planned Behaviour (TPB) with Customer Perceived Value (CPV). Using a purposive sampling method, the researchers collected 471 valid responses and applied Structural Equation Modeling (SEM) to test their conceptual model and hypotheses. The results showed that perceived brand design effort and perceived price value were the strongest predictors of purchase intention, while perceived aesthetic value significantly influenced consumer attitudes. Additionally, both subjective norms and consumer attitudes had a positive effect on purchase intention. The study provided valuable insights into how aesthetic, emotional, monetary, and social factors collectively shape online buying behaviour, offering strategic recommendations for premium fashion brands to refine their product design and marketing approaches in alignment with Millennial consumer expectations [3].

Theocharis et al. (2025) conducted a cross-sectional study to examine how various branding dimensions influence Generation Z’s purchase intention toward sustainably designed technological products. The objective was to assess the roles of factors such as online brand experience, engagement, image, trust, loyalty, awareness, behavioural intention, and brand knowledge in promoting sustainable consumption. Using a quantitative research approach, data were collected from Gen Z consumers through a combination of convenience and systematic sampling methods. Multiple regression analysis revealed that online brand experience, brand image, brand trust, and brand loyalty were the most influential predictors of purchase intention, while brand awareness and knowledge also had a positive, albeit less significant, effect. The findings highlighted the importance of building strong, engaging brand experiences to encourage environmentally conscious buying decisions among young consumers. This study offered valuable insights for tech brands aiming to enhance their sustainable positioning and emphasized the potential of leveraging brand identity and consumer trust to drive green consumption behaviour [4].

Wu et al. (2025) investigated the influence of consumption value on consumers’ purchase intentions for sustainable fashion products, while also examining the moderating role of environmental concern. The research

aimed to assess market responses in China and South Korea and provide strategic insights for fashion brands. Using a questionnaire survey analyzed through SPSS 26.0 and AMOS 26.0, the study applied the Theory of Planned Behaviour (TPB) to evaluate how sub-factors of consumption value—functional, social, emotional, precious, and ethical—affect purchase intention. A thorough review of domestic and international literature was conducted to build the theoretical framework involving attitudes, subjective norms, perceived behavioural control, and environmental concern. The findings revealed that various dimensions of consumption value significantly influenced purchase intention, with environmental concern playing a key moderating role in these relationships. The study provided meaningful implications for fashion enterprises, emphasizing the importance of aligning product positioning with consumers' values and environmental awareness to boost sustainable fashion adoption [5].

Arora et al. (2024) examined gender-specific apparel purchasing behaviour among Generation Z, the tech-driven demographic shaping modern consumption trends. The research design involved collecting primary data through a questionnaire from 417 respondents, followed by statistical analysis using SPSS software. Key findings revealed significant differences in Levene's Test for Equality of Variances concerning gender-specific impulse buying behaviour under both equal and unequal variance assumptions. However, no significant differences were observed in gender-specific impulse buying behaviour when Gen Z shopped with family members. The study concluded that its exclusive focus on gender presented limitations suggesting opportunities for future research into additional aspects like education, income levels, and other demographic factors that influence the purchasing behaviour of Generation Z consumers [6].

Mazanec et al. (2024) explored the views of Generation Z on online purchasing of second-hand clothing and footwear, focusing on their habits, advantages, challenges, and favoured shopping platforms. The research design involved an online Google Forms questionnaire, conducted from November to January, with a sample size of 340 Generation Z respondents. Cost emerged as the primary benefit of purchasing second-hand apparel, while environmental factors significantly influenced consumers across the board, irrespective of their online shopping experience. The correspondence maps revealed that consumers with prior shopping experience recognized the environmental implications of second-hand purchases, unlike those uninterested in acquiring such items. Key findings emphasized that these consumers valued environmental conservation and distinctive, varied garments as advantages, while they viewed limited assortment and pre-owned nature of clothing as challenges. The study concluded by establishing a theoretical framework for understanding sustainability and buying preferences within this demographic, while highlighting their technological expertise and role in shaping modern consumption trends [7].

Shah et al. (2024) compared consumer behaviour between Generation Y and Generation Z within the fashion sector, across online and offline shopping contexts. The study utilized factor analysis to reduce extensive dimensions and pinpoint key factors influencing purchasing intentions. The findings highlighted significant differences: Generation Y predominantly favoured physical stores, engaging in data evaluation without frequent purchasing, while Generation Z preferred online shopping via smart phones, exhibiting heightened activity in web browsing and social media usage. Generation Z displayed stronger inclinations toward eco-friendly items, prioritizing their purchase on online platforms compared to Generation Y. Marketers recognized the importance of trust-building for successful online transactions, focusing particularly on Generation Y to enhance their enthusiasm for online shopping. The study concluded that social media had a more profound impact on Generation Z than Generation Y, with minimal distinctions observed concerning the broader fashion sector. These insights underscore the generational shifts in consumer behaviour and the need for tailored marketing strategies [8].

Oza et al. (2024) analysed customer satisfaction with Allen Solly apparel in Ahmedabad, focusing on factors influencing consumer preferences in a competitive garment market. The research design utilized a quantitative methodology with data collected from a diverse sample of Allen Solly customers through a Likert-scale questionnaire, measuring variables like customer happiness, purchasing decisions, customer service

effectiveness, and perceptions of product quality and brand reputation. The findings identified the brand's strengths and limitations in Ahmedabad, emphasizing areas for improvement. The study provided actionable recommendations to enhance customer satisfaction, loyalty, and market competitiveness. It concluded by serving as a key reference for researchers, industry professionals, and stakeholders aiming to deepen their understanding of customer behaviour and refine marketing strategies for better outcomes [9].

Table 1: Summary of Review of Literature

Author(s)	Year	Objectives	Tools Used	Conclusion	Research Gap
Harantova & Mazanec [1]	2025	Explore Gen Z’s emotional and gender-based responses to second-hand shopping	Online survey (n=340), statistical analysis	Emotions and gender significantly influence second-hand shopping; women show more positive attitudes	Lack of cross-cultural comparison and longitudinal data
Florea et al.[2]	2025	Assess how visual merchandising and store layout affect customer psychology	SmartPLS (SEM), survey (n=488)	Visual elements like lighting and layout strongly impact impulse buying and satisfaction	Limited to Romanian context; lacks digital retail comparison
Huang et al. [3]	2025	Investigate Chinese millennials’ intent to buy AI-designed fashion	Theory of Planned Behavior (TPB), Perceived Value Model, survey	AI-generated patterns enhance perceived value and purchase intent	Focused only on premium brands; lacks generational comparison
Theocharis & Tsekouropoulos [4]	2025	Examine brand dimensions affecting Gen Z’s tech product adoption	Regression analysis, structured survey	Brand trust, loyalty, and online experience drive sustainable tech purchases	Needs deeper exploration of behavioural intention and engagement effects
Wu & Lee [5]	2025	Analyse consumption value’s impact on sustainable fashion purchase intent	Theory of Planned Behavior (TPB) framework, SPSS & AMOS	Emotional and ethical values significantly influence intent; environmental concern moderates’ effect	Limited to university students in China and Korea; lacks broader demographic scope
Arora et al. [6]	2024	Study AI’s role in shaping Gen Z’s brand trust and buying behaviour	Survey (n=224), mediation analysis	AI exposure and perceived accuracy build trust, which boosts purchase decisions	Needs exploration across more sectors and cultural contexts
Mazanec & Harantová [7]	2024	Understand Gen Z’s online second-hand shopping behaviour in Slovakia	Google Forms survey, correspondence analysis	Price and environmental awareness are key drivers; tech-savvy Gen Z prefers online platforms	Limited to online shopping; lacks comparison with in-store behaviour

Shah & Rastogi [8]	2024	Compare Gen Z and Gen Y fashion purchase behaviour	Survey-based analysis	Gen Z is more trend-driven; Gen Y values quality and brand loyalty	Needs deeper segmentation and psychographic profiling
Oza & Vidani [9]	2024	Evaluate customer satisfaction with Allen Solly in Ahmedabad	Likert-scale survey, statistical analysis	Product quality and brand name influence satisfaction; service effectiveness matters	Focused on one brand and city; lacks comparative brand analysis

3. STATEMENT OF THE PROBLEM

With the rapid growth of e-commerce platforms and the increasing digital engagement of younger consumers, especially in metropolitan areas, the transition from casual browsing to actual buying has become a complex behavioural phenomenon. The study seeks to identify and analyse the key market drivers that shape this shift in consumer behaviour. Despite the proliferation of online fashion retailers, there remains a gap in comprehending how these factors interact to convert interest into purchase decisions, particularly within the context of India’s diverse and digitally active youth population. By reviewing existing literature and market trends, this work aims to uncover the psychological, technological, and cultural elements that propel or hinder online apparel purchases, thereby offering insights for brands to better tailor their strategies to this influential demographic. Hence, the main problem statement of this work is:

“From Browsing to Buying: A Review of Online Apparel Market Drivers Shaping Purchase Intentions among Urban Indian Youth”

4. OBJECTIVES OF WORK

The main objective of this work is to critically examine and synthesize the key market drivers that shape online apparel purchase intentions among urban Indian youth. The study aims to identify behavioural patterns, evaluate the impact of digital engagement, and provide strategic insights for e-commerce platforms to enhance conversion rates from browsing to actual buying.

5. ONLINE APPAREL MARKET DRIVERS SHAPING PURCHASE INTENTIONS AMONG URBAN INDIAN YOUTH

The online apparel market in India has evolved into a vibrant and competitive ecosystem, particularly among urban youth belonging to Generations Y and Z. Several interconnected factors ranging from digital interface design to emotional resonance serve as powerful drivers of purchase intention. Here’s a comprehensive explanation of the key influences [11]:

1. Psychological & Motivational Drivers

- **Utilitarian Motivation:** Youth prioritize *economic value*—discounts, deals, and cost-effectiveness are major triggers [12].
- **Hedonic Motivation:** Enjoyment, privacy, and the thrill of online shopping (e.g., flash sales, gamified apps) enhance engagement.
- **Impulse Buying:** Visually appealing layouts and limited time offers often lead to spontaneous purchases.

2. Technology & Platform Experience

- **Perceived Usefulness & Ease of Use:** Platforms like Myntra and Flipkart succeed by offering intuitive interfaces, fast loading, and mobile compatibility.
- **Website Design & Navigation:** Clean layouts, filters, and personalized recommendations improve user satisfaction.
- **Digital Trust:** Secure payment gateways, return policies, and brand reputation build confidence.

3. Social Influence & Engagement

- **Peer Recommendations:** Reviews, ratings, and word-of-mouth (especially via WhatsApp or Instagram) heavily influence choices.
- **Influencer Marketing:** Youth follow fashion influencers and often emulate their style, especially when promoted via reels or unboxing videos.
- **Social Commerce:** Platforms now integrate shopping directly into social media apps, merging browsing with buying.

4. Economic & Market Factors

- **Price Sensitivity:** Urban youth are highly responsive to price comparisons, cashback offers, and EMI options.
- **Product Variety & Availability:** Access to trendy, niche, and international brands online is a major draw.
- **Logistics & Delivery:** Fast shipping, easy returns, and real-time tracking enhance trust and satisfaction [14].

5. Demographic & Behavioral Insights

- **Gender Differences:** Studies suggest males may show slightly higher intent to shop online than females, though this varies by category.
- **E-Lifestyle & Habits:** Frequent internet use, digital literacy, and mobile-first behavior correlate with higher purchase intent.

6. CONCLUSION

The review highlights that online apparel purchase intentions among urban Indian youth are shaped by a dynamic interplay of psychological motivations, digital platform experiences, social influences, and economic considerations. Convenience, trust, and product variety emerge as dominant drivers, while mobile compatibility and peer engagement amplify the transition from browsing to buying. As this tech-savvy demographic continues to redefine retail norms, e-commerce platforms must align their strategies with youth-centric preferences emphasizing intuitive design, personalized marketing, and secure transactions to foster deeper engagement and sustained loyalty in the digital apparel marketplace.

7. FUTURE IMPLICATIONS

- As AI and machine learning technologies advance, brands will increasingly tailor product recommendations, pricing, and shopping experiences at an individual level. This hyper-personalization could deepen consumer loyalty but also raise concerns about data ethics and digital fatigue among younger users.
- Urban youth are becoming more conscious of environmental and labour ethics. Brands seen as transparent about sourcing, inclusivity, and eco-responsibility will likely enjoy stronger affinity. Future studies might explore how ethical narratives impact not just satisfaction but willingness to pay premiums.

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STUDY OF ONLINE WOMEN APPAREL MARKET AND IT'S EFFECT ON PURCHASE INTENTION AND SATISFACTION ON GEN Y AND GEN Z IN DELHI NCR

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ABSTRACT

The online women's apparel market has undergone a remarkable transformation, driven by rapid advancements in technology, shifting consumer preferences, and evolving market dynamics. This sector, which encompasses a vast range of clothing categories, has seen substantial growth, propelled by the increasing penetration of e-commerce and the rising influence of social media. Overall, the online women's apparel market is poised for continued expansion, leveraging technological innovations and adapting to evolving consumer preferences to maintain its upward trajectory. Numerous studies have been conducted on online apparel purchase intentions and satisfaction in broader national contexts or different regions, rather than focusing specifically on the Delhi NCR area. The unique cultural, economic, and social dynamics of Delhi NCR might influence consumer behavior differently compared to other regions. And also there is limited comparative analysis between Gen Y (Millennials) and Gen Z in terms of their online shopping behaviors for women's apparel. Understanding these differences in a specific urban setting like Delhi NCR could provide insights into tailored marketing strategies.

Keywords- Women Apparel, Online Shopping, Delhi NCR Area, Generation Y, Generation Z etc.

1. INTRODUCTION

The focus of marketing activity is the consumer. In order to assist customers in the market and group consumers according to their retail preferences and shopping orientation, marketers must possess up-to-date knowledge of the numerous elements that impact consumer decisions. Customers often exhibit a variety of shopping inclinations depending on their unique personalities and traits. When they walk into a store, they have a certain focus. While some consumers are drawn to brands that offer superior quality, others are more interested in fashionable fashion and affordable rates. Customers modify their purchasing orientation based on their requirements and desires. A buyer's style known as "shopping orientation" focuses extra attention on particular activities. These various buyer types exhibit distinct market behaviors, such as varying store choices and the requirement for distinct information sources. It is acknowledged that the shopping tendency is a multifaceted social, cultural, and economic phenomenon.

The argument argued that internal factors, including but not limited to demographics (such as age and sex), psychographics (such as lifestyle), personality, motivation, knowledge, attitudes,

beliefs, and feelings, significantly impact customer behaviour. Additionally, it clarified how psychological elements influencing customer purchasing decisions include motivation, perception, attitudes, and personal beliefs. Individual buying orientation has also been found to be significantly influenced by personal factors, including lifestyle, age, occupation, personality, and income levels.

In reference to the impact of age on purchasing orientation, it was observed that individuals alter the products and services they acquire during the course of their lives. Teenagers, on the other hand, are more likely to purchase items in vivid, bold colours than middle-aged or older people, who value tasteful, sophisticated designs. Furthermore, one young person will not be inclined to purchase real estate, an insurance policy, a home, or gold investments. Given everything, age is a factor in determining what consumers buy. Generation refers to group of individuals born within the same range of birth years and share similar experiences, traits, behavior, and attitude. One generation differs from subsequent generations in certain ways.

Generation X

Generation X includes those born between 1965 and 1981, during the reconstruction of Europe after the war. Their life has not been easy, since, after a period of upheaval, finding a job was a great challenge. To work and produce was their philosophy of life, leaving no room for idealism. Individualism, ambition and an addiction to work or being a workaholic are the values with which they grew up. Gen X has had a significant cultural impact, particularly in music, film, and television.

Generation Y

Generation Y, also known as Millennials, typically refers to individuals born roughly between the early 1980s and mid-1990s. The revolution was shaped by the millennials or generation Y. Also known as digital natives, and technology is part of their everyday lives: all their activities are mediated by a screen. The concept of on and off is completely integrated into their lives. However, they were not born into it; they migrated to the digital world from the analogue one in which they were living.

Unlike previous generations, because of the economic crisis, the world requires them to be better trained to get a job, as competition is increasing. Unlike their parents, Generation X, digital natives are not satisfied with the world around them and are ambitious and want to achieve their goals.

Generation Z

Generation Z or the post-millennial generation will take the lead in a few decades. Also labeled as centennials, for having been born into the world at the turn of the century the oldest were born in 1995 and the youngest in 2010 they arrived with a tablet and a smart phone under their arms. It is a group of people that is marked by the Internet. It is part of their DNA: it storms into their homes, their education and their way of socializing. And if Generation Y has difficulty finding a job, the situation for post-millennials is even worse.

Their mastery of technologies may make them neglect their interpersonal relationships to a greater extent, but they are the ones who give more of a voice to social causes on the Internet. They like to get everything they want immediately, a fact fostered by the digital world in which they are immersed, and their lifestyle is also influenced by you tubers.

2. ONLINE WOMEN'S APPAREL MARKET

The online women's apparel market has undergone a remarkable transformation, driven by rapid advancements in technology, shifting consumer preferences, and evolving market dynamics. This sector, which encompasses a vast range of clothing categories, has seen substantial growth, propelled by the increasing penetration of e-commerce and the rising influence of social media. Overall, the online women's apparel market is poised for continued expansion, leveraging technological innovations and adapting to evolving consumer preferences to maintain its upward trajectory.

Brand Loyalty

Brand loyalty has been, for such a long time and still actually is the core theme when we talk about research for markets. The concept of brand-loyalty can be seen as the ultimate relationship and identification with a brand

One of the measurements and most known aspects of behavioral loyalty is repeat purchase behavior, where the consumer repurchases constantly/frequently the products or services of the same brand after having experienced either. This one is measured according to the frequency, number of times the consumer repurchases a give brand, in any given period of time. In other words, behavioral loyalty is based on purchases from a single brand compared to the offer from multiple other brands. However, when we talk about psychological loyalty and commitment from a customer, it happens when this one demonstrates and affirms a preference towards a brand and is able to cite the name of either whenever they are asked about their preferences. Still, in order to properly measure brand loyalty, it is essential to consider beyond these two measurement factors mentioned above as there are many other psychological variables that have been used as proper loyalty indicators, even more due to the changes in environment, behavior and technology nowadays. The factors related to brand equity is shown in fig 1. Total 07 factors are important for any brand.



Fig 1: Factors related with Brand Equity [1]

The History of the Apparel/Fashion Industry

In order to allow you to have a smooth walk throughout this research paper, we must take a trip back in time to when it all started, up to the mid-century. As a whole, you may know the apparel industry as being the same as clothing, fashion and garment. It covers manufacturing, retailing, design and wholesaling of clothes, footwear and fashion accessories. Even though clothing was considered as both art and necessity either to prove its place/status in society or as a survival need to endure the cold on medieval periods, today it covers way beyond these primary needs and criteria. Indeed, we should not forget that this sector also includes a lot of sub-categories, all linked to the desired appearance projected to society. Those can be modeling, hair styling, makeup, etc.

However, even though this paper may mention and consider some of these factors, we will focus on the main item and product of it, being the garment, as it is the most known one, visible, noticeable and communicative compared to the others. Most of clothing are made from textiles, as the most used and known raw materials can be defined as following, according to Britannica.com: wool, cotton and other natural fibers being one of the first Industrial Revolution's accomplishments, going back to the 18th century. Even though the fashion industry is a product born during the modern age, we must know that all clothing was previously handmade for individuals, by tailors and dressmakers then later home production, and this went on for most of the human history.

By globalization, we mean that clothing, nowadays, is often designed in one specific country (let's take France as an example), then manufactured in another one (Bangladesh) and finally, shipped and sold in a third place (United States) to retail stores and outlets. As per today, even though the textile sector is fully automated in its production, garments are still sewed and grouped together, either on sewing machines or handcrafted. However, with the new business model of production in the sector, this use of materials since the 18th changed a bit. Nowadays, both natural fibers (such as silk and linen) and synthetic fibers (polyester, acyclic and nylon) are combined to constitute the clothes we wear.

3. CONSUMERS' ATTITUDES TOWARD APPARELS

Customer demands for clothing can be categorized into two classifications: those related to the characteristics of the outfit and those related to the characteristics of the shop. Apparel possesses attributes such as diversity, durability, cost, and availability in various sizes. When evaluating a firm, it is important to take into account its geographical location, its scale, and the range of services it offers. Apparel is a routinely consumed commodity that enables buyers to develop consistent preferences. Enduring involvement refers to the persistent and unchanged attitudes towards a product category across time and across different circumstances. Customers who develop an emotional attachment to a product are more inclined to engage with product-related information. Due to meticulous administration, this data is stored for an extended duration. Consumers establish evaluative connections between a product and its attributes while developing an opinion about it. Certain attributes of these items can be utilitarian, such as their durability or comfort, while others may be purely aesthetic, such as their color, fashion, or style. External elements such as brand, labeling, and

cost influence the products available, just as internal characteristics like design, style, originality, appearance, appeal, craftsmanship, structure, durability, and use do. Customers also associate the enhanced quality of the product with less time/effort and increased satisfaction. Retailers offer producers and customers various forms of value, most of which are difficult for producers to replicate. Attempting to divide the majority into smaller retail quantities, offering a diverse range of products for clients to purchase in a single location, creating an inventory buffer between consumption and production to ensure product availability when needed, and providing various services and support such as returns and warranties, repairs, assembly, delivery, credit options, as well as demonstration and display services are just a few examples. Merchants offer far greater value when it comes to high-involvement commodities such as apparel. The majority of buyers are attracted to low prices, a wide and varied selection, fast delivery, and the option to swap products, regardless of the type of product.

Today's Consumer's Purchase Intentions

The fashion clothing industry experiences a short lifespan for its products, which is greatly influenced by celebrity endorsements, visual merchandising, and the retail environment. Consumer purchase decisions are affected by many strategies of brand marketing and differentiation across several channels, as well as cultural platforms in local marketplaces. In addition to retail enterprises, design and fashion-related companies also play a role in shaping myths and images that impact customers' buying choices. The interplay between psychodynamics and social elements influences customers' intentions to acquire fashion products. The consumer purchase selections are influenced by various factors such as the perceived role and perceptual leadership model in society, the way individuals cope with dress status in their occupation and office ambiance, their socialization with friends and preferred folks, their self-esteem and enjoyment, and their adherence to fair conduct in society. Recently, there has been a growing amount of critical study conducted internationally that has stimulated a sense of novelty and contemporary feminism among both males and females. Fashion magazines are increasingly being associated with feminism, particularly with a form of feminism known as '3rd-wave', which seeks to reevaluate and give significance to traditionally feminine activities and interests such as knitting, fashion clothes, and make-up. Within the broader context of global-local dynamics, fashion magazines serve as the optimal medium for influencing fashion adaptation. Consumers are impacted by periodicals and television fashion shows during the fashion adaption process, which begins with the formation of business ideas and self-esteem within the community. Given the notable disparities between women's and men's purchasing behavior, it is imperative for companies who aim to attract female clients to adapt their marketing approach by incorporating additional factors beyond socio-cultural considerations. Female clothes customers are viewed as the agents and validators of the fashion approval process.

4. REVIEW OF LITERATURE

Sharma et al. (2023) highlighted the continued curiosity among researchers, academics, and marketers regarding the behavior of different generations, especially in terms of brand preferences and consumption habits. This study specifically aims to comprehend the Purchase Preference for Branded Products across three generations: Gen Z, Gen Y, and Gen X. Additionally, it explores whether the type of product category influences the Purchase Preference of these generations. The findings suggest that Generation Z exhibits more brand-focused purchasing preferences compared to Gen Y and Gen X. Notably, the distinction is more pronounced between Generation Z and the elder Gen X generation, with a smaller variation observed between Gen Z and Gen Y. The study reveals a greater difference between Gen Z and Gen X, a lesser gap between Gen Z and Gen Y, and a slight difference between Gen Y and Gen X in terms of their Purchase Preference for Branded Products.

Naynani et al. (2023) investigated the influence of social media marketing on millennials' and Gen Z's purchase decisions by surveying 424 respondents born after 1994 through a self-administered questionnaire. The study utilized a multiple linear regression model and t-test for independent samples in its statistical analysis, comparing those favoring social media commercials with those preferring conventional marketing in terms of purchase intent. Emphasizing the importance of social media communication for SEO and customer retention, the research underscores how real-time interaction on social media enhances a brand's personality, contributing to increased revenue and customer loyalty. Brands are increasingly leveraging platforms like Facebook, Instagram, and Twitter to engage with their target audiences and foster brand loyalty through interactive updates, product recommendations, and comments.

Hassan et al. (2023) underscore that Generation Z, constituting the largest share of the global population, holds significant purchasing power shaped by their internet-era upbringing. Notably, their values and purchasing habits diverge from those of previous generations. Despite the increasing focus on Generation Z's purchasing habits, bibliometric studies in this realm remain notably limited. This study, relying on the Scopus database's citation data for 638 literature articles on Generation Z's purchasing habits, aims to categorize the research landscape, chart its development, identify key hotspots, and explore potential future directions. The findings, derived from keyword co-occurrence analysis, reveal four prevalent research themes: factors influencing consumption behavior, comparisons with other consumer generations, analysis from a human demography perspective, and the study of sustainable consumption behavior. The growth process of Generation Z's spending habits is delineated across three stages from 2001 to 2022. The study suggests that future research should prioritize exploring the impact of social media on Generation Z's purchasing behavior and examining the sustainability of their consumption patterns.

Gurunathan et al. (2023) defined a generation as a group born within a specific range of years, sharing similar experiences, characteristics, attitudes, and behaviors. The study emphasizes the importance for businesses and marketers to understand the unique perceptions of each

generational cohort in crafting effective digital marketing plans, considering variations in platform usage, online time investment, and decision-making processes. The research focuses on Generations X, Y, and Z, comprising over 90% of the customer segment, with Gen Z identified as mobile natives, Gen Y as digital natives, and Gen X as immigrants to the digital realm. Notably, Gen X exhibits a higher influence of traditional media over online media, while Gen Z sees no clear distinction between the two. Gen Y is aware of both traditional and online media. Social media preferences vary, with Gen Y favoring platforms like Facebook, Instagram, Twitter, and LinkedIn, Gen X showing a preference for Facebook and Twitter, and Gen Z shifting from Facebook toward Instagram and Snapchat. The study underscores the oversight of Gen X in many digital marketing strategies, emphasizing the need to account for diverse attitudes within and across generations. Acknowledging different platform preferences, the research suggests that relying on a single online platform for marketing may not be as effective as utilizing multiple platforms.

Weke et al. (2022) conducted an in-depth analysis of Generation Z digital marketing strategies, exploring their impact on older generations, consumer purchase intent, and implications for the UK economy. The study draws on a diverse range of literature to discuss the influence of various marketing strategies on consumer purchasing intentions across different generations. The paper encompasses both digital methods such as social media, affiliate marketing, and email, as well as traditional approaches like newspapers, billboards, and television. The research concludes by examining the varying effects of these strategies on consumer purchasing decisions and their broader implications for the UK economy. Notably, the study asserts that digital marketing stands out as the most effective tactic currently, exerting a significant economic influence. Despite being in their mid-20s, the oldest members of Generation Z are already shaping global economic and cultural landscapes. The increasing interconnectedness globally suggests that generational shifts, rather than socioeconomic differences, will play a more substantial role in influencing behavior. The study highlights that people of all ages and backgrounds are susceptible to the considerable impact of Generation Z, driven by their materialistic tendencies, impatience, and a preference for social media brand promotion, influenced by the perceived authenticity of influencers.

Kusaklar et al. (2022) highlighted the ongoing interaction between generations and the advertising sector, noting the historical evolution of advertisements. Traditional media advertising relied on one-way communication, while contemporary opportunities like social media foster more interactive and bidirectional communication. The integration of technology, coupled with shifts in individuals' self-perceptions, consumption patterns, and lifestyles, has given rise to a diverse audience, with Generation Z exemplifying this phenomenon. Growing up amid diverse technological advancements, Generation Z exhibits heightened technological aptitude compared to the preceding X and Y generations. However, both X and Y generations, having experienced both analogue and digital eras, grapple with adapting to the evolving technological landscape. Qualitative research methods were employed to explore intergenerational attitudes, examining the dynamics among these three generations in the context of advertising.

Borromeo et al. (2022) highlighted the substantial influence of culture on consumer purchasing decisions and marketing preferences. Diverse backgrounds can impact how individuals interpret commercials, especially within target segments where some viewers may struggle to grasp the intended message. This study focuses on assessing customer opinions regarding slang-word marketing, particularly among members of Metro Manila's working generations Y and Z, who regularly engage with Internet lingo. The research investigates whether a commercial containing slang terms meets the demands and interests of the intended audience. To evaluate purchase intentions, the study employs four metrics: Adaptation, Credibility, Entertainment, and Informativeness, comparing the responses of the two working generations. Due to pandemic constraints, the researchers opted for a qualitative approach as in-person data collection was challenging. The findings indicate differential effects on working generations Y and Z in response to the use of informal language in advertisements.

Chaudhary et al. (2021) made the case that luxury brands have expanded outside their historical purview of the wealthy and privileged due to a notable increase in spending. The way that millennials, Gen Z, and Gen X consumers interact with luxury businesses and the consequences of generational shifts have been extensively discussed in the media and online. When selecting luxury goods, quantity and quality are two of the most crucial considerations. Before making a purchase, millennials are seen to be picky about trends and brands.

Renjith et al. (2021) examined customer behavior following a brand violation, particularly in Generations Y and Z. Highlighting the tendency for customers to switch brands after encountering a brand breach, the study suggests segmenting the market into smaller, more homogeneous groups for effective recovery. Focusing on Gen Z and Y, the research aims to understand buying intentions before and after brand violation, considering elements influencing Gen Z's decision-making. Analyzing literature in areas like purchase intention, brand transgression, perceived quality, price, brand image, peer influence, and advertisement, the study involves 100 respondents from each generation. The results reveal that Gen Y's purchasing intentions are significantly influenced by quality, price, and advertisement, emphasizing the importance of tailoring marketing strategies to the distinct preferences and priorities of each generation.

Cohen et al. (2021) presented insights into intergenerational disparities in opinions on mobile advertising in Israel, focusing on Generations X, Y, and Z. Utilizing an online poll with 408 participants and drawing from Congruence Theory and Generation Cohort Theory, the study explores attitudes towards and reactions to mobile advertisements, emphasizing the adverse reactions observed across generations when ads are sent to smartphones. The findings suggest incongruence between each generation's schema and the five dimensions of advertising attitudes. The study provides guidelines for future research and implications for marketers engaging with mobile platforms, emphasizing the need for tailored approaches for different generational cohorts.

B. Dye et al. (2020) looked at how frequently Generation Y customers used online customer reviews and how much they valued them as well as their perceived information and entertainment value, credibility, and value. The findings demonstrate that Generation Y customers regularly examine online reviews because they believe them to be reputable, beneficial, interesting, and educational. More precisely, the empirical analysis demonstrates that Generation Y's perceived value of online consumer reviews was significantly influenced by their perceived information value, perceived entertainment value, and perceived credibility. This, in turn, was a significant predictor of how frequently they used these reviews. research advances marketers' understanding of how to use online customer reviews strategically when aiming their marketing efforts towards the Generation Y market.

Murlidhar et al. (2019) used the tag "modern demand prism" to study the market's contemporary demand features. Demand in the market is created by intention to acquire (need, want, and desire). The portrayal of macro demand across many platforms incites the intention to purchase. As a result, the parent variable is always demand, and the child variable is always purchase intention. Introspecting values for outer loadings numbers, reliability numbers, AVE numbers, latent variable correlations, and discriminant validity have all met the basic reliability criteria. In this study, demand and purchase intention models are established, and the relationship between the two is also tested. The path coefficients have been calculated using the bootstrap analysis and the T-Statistics of 1.96 threshold value. It was discovered that while Gen Y enjoys browsing through the range of things available online, they only examine the items and gather information before making a decision.

5. RESEARCH GAP

Numerous studies have been conducted on online apparel purchase intentions and satisfaction in broader national contexts or different regions, rather than focusing specifically on the Delhi NCR area. The unique cultural, economic, and social dynamics of Delhi NCR might influence consumer behavior differently compared to other regions. And also there is limited comparative analysis between Gen Y (Millennials) and Gen Z in terms of their online shopping behaviors for women's apparel. Understanding these differences in a specific urban setting like Delhi NCR could provide insights into tailored marketing strategies.

6. STATEMENT OF THE PROBLEM

Antecedents of online women apparel market and its effect on purchase intention and satisfaction: A study of Gen y and Gen Z in Delhi NCR.

7. OBJECTIVES OF WORK

The main objectives of this work are:

- To identify the pattern of products purchased and preferences of digital platforms for purchasing apparel by women through online mode in Delhi NCR.

- To explore factors affecting purchase intention of Generation Y and Generation Z women customer with regard to online apparel market in Delhi NCR.

CONCLUSION

The present study significantly contributes to the existing literature available in this domain and provides useful insights to the academicians and practitioners. In spite of this known fact that the Indian luxury market is growing at an enormous rate, very few studies have been carried out in this area. Limited quantitative studies using various models along with an external variable have been undertaken to understand luxury consumer behavior in the Indian context.

Differences between generations in factors affecting response to ads are a key factor for approaching consumers while optimizing the apparel platform. Hence, this research will provide new theoretical insights regarding Indian consumers' behaviour towards luxury fashion brands.

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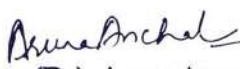
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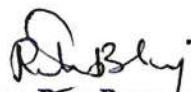
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