

Exploring the Factors Influencing Consumer Buying Decisions for Apparel in E-Commerce

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Abstract

Online purchases of Apparel have rapidly increased due to digitalization and growth of the apparel industry, most of the Indian e-commerce industries are selling apparel. In the contemporary era the social media has a lot of influence on buying behaviour of the consumer. The study focuses on understating the factors which have greater influence on online purchase. The data is collected through survey method where 170 respondents opinion were analysed using statistical tools such as ANOVA and Factor Analysis in which it is determined that convenience, Safety & Security and Personal Influence are the major influencers on consumer behaviour towards online purchase of apparel.

Keywords: Apparel, Consumer Buying Decisions, E-commerce, Online Purchase

1. Introduction

In the post-COVID era, there has been a substantial growth in consumer inclination towards online buying of various products and services. Every business sector in the world has been completely reshaped by the digital revolution, especially online commerce and consumer deeds. When it comes to purchasing apparel online, customers fulfil their requirements by choosing, procuring, consuming and disposing of the apparel. Online shopping is considered as the calmest solution for shopping in today's busy life scenario across the globe. There has been a significant change in consumer shopping scenarios in the past decade. Nowadays, consumers prefer online platforms like Amazon, Flipkart, Myntra, Ajio, etc., compared to retail stores because customers find it very convenient to shop online. This move has driven the retail industry to progressively adopt online channels to expand their customer reach. Online retailing, a branch of e-commerce, allows both small and large businesses to offer their apparel through digital platforms like websites and mobile apps. Shoppers now enjoy a vast selection of Apparels available on the internet.

2. Review of Literature

Pallavi Chugu, Sachin Borgave (2021), in their study on analysis of factors influencing online buying intentions towards apparels, they found that quality of clothing is the main factor that influences online buying intentions towards apparel. The results showed that high-fashion clothing is avoided since it may go out of style quickly.

Vishal Trivedi, Pradeep Joshis' (2023), the study primarily examines how demographic factors and types of apparel products impact consumers' impulsive buying behavior in online settings. Findings indicate that female shoppers are more prone to making impulsive apparel purchases online compared to

their male counterparts. Additionally, individuals aged between 18–25 and 25–35 show a higher tendency toward impulsive buying when shopping for clothing online

According to Bratin Maiti (2021), the buying behavior related to both traditional and online shopping of readymade garments is shaped by several key factors. The findings revealed that preferences in clothing style and garment selection are influenced by an individual's motivation, perception, lifestyle, and personality traits. Additionally, social circles and peer groups play a significant role in shaping consumer choices when it comes to readymade apparel.

Sunaina Thapa (2021) in his study he focus, mainly on identifying the factors effecting customer purchase behaviour for apparels on E-Commerce platforms in India. As per the research online customers are highly influenced by three main factors determined using the exploratory factor analysis which includes the perceived value of customers for the Apparel's aesthetics with an extensive range of selection existing in the e-commerce sites including quality and attributes.

Sanjay Akaram Jadhav (2020), in his study he has suggested the factors which increase the consumer buying behaviour such as Payment System's safety and security while transacting on e-retailers websites, and it also considers the quality of the product, delivery refund & return policies influencing female respondents to buy more and more through online.

Mohanraj P, Gopalakrishnan S (2017), in their study, consumer behaviour towards apparel brands in Chennai, and the study reveals that the highly preferred brand by the consumers were "Only" and "Zara" & Men's wear was most preferred.

According to S.Poongodi, P.Jayanthi (2024), Salwar is highly preferred apparel in online shopping followed by saris, kurtis, Leggings, Jeans & Tops and Designer wear. The study also depicts that the opinion on online apparel shopping significantly associated with the area and marital status of the respondents.

Wong Chee Hoo, Aw Yoke Cheng (2024), in their study mainly focused on the intention of the consumer on virtual buying platforms. The results shows that there is a vast expansions and connection in e commerce due to its e-fulfilment and e-Trust.

3. Statement of the Problem.

In the contemporary era, all the products and services can be purchased through online by using various E-commerce application and websites. Apparel is basic necessity for everyone in the day to day life. Bengaluru being IT Hub and because of busy schedule all the consumers try to buy products and services through online and many factors influence in buying apparel through online. It is imperative know the attributes and the variables that influence the online apparel buying behaviour of consumers within Bengaluru North.

4. Objectives

1. To identify the factors driving consumers' buying decision on online purchases of apparel in Bengaluru North.
2. To analyse the opinion of the consumers about the online purchase of apparel.
3. To find the ways and means to suggest the retention of the consumers.

5. Hypothesis of the Study

H_0 : There is no significance difference of opinion on the online purchase of apparel with age, gender,

monthly income, education & occupation.

H_a : There is a significance difference of opinion on the online purchase of apparel with age, gender, monthly income, education & occupation.

6. Research Methodology

The study is a blend of analytical and descriptive research design using first-hand data by framing into two parts, one is the personal data of the respondents and the other part is the statement to find factors influencing consumer behaviour towards online purchase of apparel in Bengaluru North through Google forms. This study has collected data from 170 respondents through convenience sampling methods. This study analyses the Data using CFA & one-way ANOVA.

7. Data Analysis & Results

7.1 Demographic Details

The details such as Age, Gender, Income, Education qualification & Occupation are the demographic details towards online purchase of apparel. The following Table depict the details of the Demographic.

Table 1: Particulars about the demographic details

Particulars	Variables	Frequency	Percentage
Age Group	18 – 25	112	65.9
	26 – 35	42	24.7
	36 – 45	10	5.9
	Above 45	6	3.5
Gender	Male	100	58.8
	Female	70	41.2
Monthly Income	Below 25,000	89	52.4
	25001-50000	55	32.4
	50001-100000	15	8.8
	Above 100000	11	6.5
Education	PU	8	4.7
	Graduation	85	50
	Post-Graduation	61	35.9
	Professional	10	5.9
	Others	6	3.5
Occupation	Student	66	38.8
	Employed	65	38.2
	Professional	24	14.1
	Others	15	8.8

How often you will purchase the apparel through online	Monthly	35	20.6
	Occasionally	75	44.1
	During Festival	14	8.2
	Rarely	46	27.1
Would you like to buy branded through online	Yes	104	61.2
	No	23	13.5
	Not Sure	43	25.3

From the above table, the age group of 18 to 35 are doing more online buying compared to other age groups. The table shows that nearly 58.8 per cent of are male. Almost 84.85 of the respondents are earning less than 50,000 & 85.9% are Graduate and Post Graduate holders.

The table 1 shows that 44.1% will make online purchases occasionally, 27.1%, 20.6%, 8.2% will make online purchases rarely, monthly & during festivals respectively. 61.2% of the respondents would like branded apparel online.

4.2 factors influencing consumer buying decision towards online purchase of apparel.

Further, this study has analysed the different statement of factors that affect the online purchase of apparel using factor analysis technique of 170 consumers. The study shows that results of Bartlett's test of sphericity and KMO test.

The null hypothesis is "The factor analysis is not valid"

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.889
Bartlett's Test of Sphericity	Approx. Chi-Square		1715.930
	Df		190
	Sig.		.000

Table 2: KMO and Bartlett's Test

From the above table Bartlett's test of sphericity significant at 1% degree of freedom which leads to the factor analysis.

This study formed 20 statements based on the factors affecting online purchase. Each statement has to be rated on the five-point likert scale. These statements are considered as the dependent variables, analysed with the help of factor analysis and named as different factors.

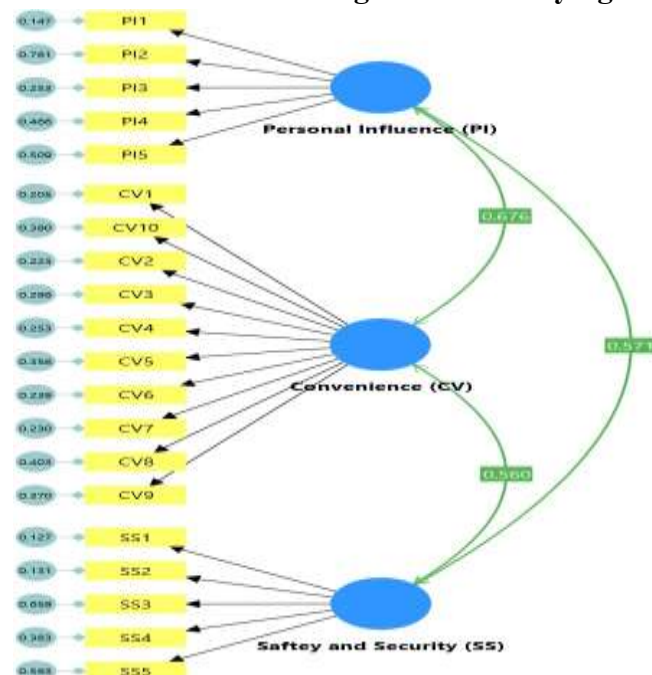
Table 3: Factors driving consumer buying decision towards online purchase of apparel.

Factors influencing online purchase	OV	Factors (LV)	Component		
			1	2	3
1.Purchase can be done at any time	CV1		0.797	0.009	0.079
2. Availability of latest fashions	CV2		0.742	0.230	0.061

3. More options	CV3	39.151 Convenience	0.733	0.082	0.132
4. Availability of branded items	CV4		0.716	0.198	0.042
5. Attractive we designing	CV5		0.598	0.200	0.072
6. Easy access	CV6		0.587	0.175	0.315
7. Availability of more offers	CV7		0.560	0.166	0.490
8. Low cost and more economical	CV8		0.515	0.185	0.179
9. Attractive discounts	CV9		0.510	0.234	0.363
10. It is one store for all family members	CV10		0.502	0.392	0.117
1. Exclusive purchase	PI1	9.811 Personal Influence	0.272	0.793	0.315
2. For status	PI2		-0.023	0.790	0.020
3. More satisfaction	PI3		0.294	0.723	0.261
4. Influence of Family and Friends	PI4		0.288	0.630	0.028
5. Time constraint	PI5		0.366	0.515	0.298
1. Good return Policies	SS1	2.445 Safety & Security	0.165	0.141	0.882
2. Good refund policies	SS2		0.163	0.157	0.870
3. Online purchase is less risk	SS3		0.107	0.073	0.755
4. Trustworthiness	SS4		0.143	0.350	0.562
5. Good quality	SS5		0.165	0.249	0.508

Table 3, shows that the statement of the factors driving consumer buying decision towards online purchase of apparel such as availability of offers, options, brands, discounts, easy access, and economical comes under one factor called as convenience with the total components 39.151, exclusive purchase, status, time constraint comes under one factor as Social Status with the total components value of 9.811 and return, refund, trustworthiness, quality comes under one factor as Safety and security with the total components value of 2.445.

Figure 1: CFA Factors' driving consumer buying decision



The data were utilized to test the assumptions of CFA for the scale measuring factors influencing consumer buying decision. The CFA results supported a three-factor model. In the model, single-headed arrows indicate linear dependencies, while double-headed arrows suggest significant relationships between consumer buying decisions and the factors of Personal Influence, Convenience, and Safety & Security. All estimated loadings like model fit index like CMIN, P-Value, CFI, AGFI, PGFI, SRMR, NFI, TLI, IFI, RMA and RMSEA values are significant.

Table 4: Factors – Estimated parameters

	Parameter estimates	T values	P values
Convenience (CV)	0.143	4.457	0.000
Personal Influence (PI)	0.615	7.183	0.000
Safety and Security (SS)	0.515	7.255	0.000
Personal Influence (PI) <-> Convenience (CV)	0.201	5.680	0.000
Safety and Security (SS) <-> Convenience (CV)	0.152	5.094	0.000
Safety and Security (SS) <-> Personal Influence (PI)	0.321	5.755	0.000

All the P Values are significant.

7.2 Impact of online purchase on demographic factors

This study analyses the impact of online purchase on demographic factors using the opinion of customer through questionnaires. It tests the impact of online purchase on age, gender, income, education and occupation using the hypothesis

The null hypothesis is **“There is no significance difference of opinion on the online purchase of apparel with age, gender, monthly income, education & occupation”**.

The hypothesis is tested using the ‘ANOVA’ test and the results are shown in the Table 5.

Table 5: Effect of demographic factors on online purchase

Particular	Types	N	Mean	S. D	Source of Variance	Mean Square	‘F’	Sig.
Age Group	18 – 25	112	3.989	.5082	Between Groups	.129	0.519	0.670
	26 – 35	42	3.911	.4897				
	36 – 45	10	3.870	.3638	Within Groups	.248		
	Above 45	6	4.100	.5550				
Gender	Male	100	3.928	0.5312	Between Groups	.359	1.464	0.228
	Female	70	4.021	0.4395	Within Groups	.246		
Monthly Income	Below 25,000	89	3.964	.5016	Between Groups	.199	.807	0.492
	25001-50000	55	4.005	.5002				
	50001-100000	15	3.790	.5086		.247		

	Above 100000	11	4.032	.4179	Within Groups			
Education	PU	8	4.106	.3448	Between Groups	.079	.317	0.866
	Graduation	85	3.955	.5152				
	Post-Graduation	61	3.981	.4994				
	Professional	10	3.950	.4684	Within Groups	.250		
	Others	6	3.817	.4956				
Occupation	Student	66	4.011	.4688	Between Groups	.181	.733	.534
	Employed	65	3.982	.5486				
	Professional	24	3.863	.4595	Within Groups	.247		
	Others	15	3.870	.4370				

From the above Table 5, it is found that the ‘p’ value (level of significance) is more than 0.05 at 5 degrees of freedom for Age, Gender, Income, Education and Occupation. Therefore, the given Hypothesis “**There is no significant difference of opinion on the online purchase of apparel with age, gender, monthly income, education & occupation**” is accepted.

8. Findings & Suggestions

8.1 Findings

The study has the following findings:

- The age group of 18-25 prefers to make online purchases due to their desire to buy more apparel, and male respondents are particularly interested in online shopping because of its convenience.
- 44% of the respondents occasionally purchase apparel online, and 61% of the respondents would like to buy branded apparel online due to price differences.
- The study was conducted using factor analysis, which identified three factors: Convenience, social status, and Safety & Security.
- The convenience factor had the highest loading score (39.151) among the three factors.
- The study results that opinion regarding online apparel purchases concerning age, gender, monthly income, education, and occupation is not significant.

8.2 Suggestions:

The following suggestions are given to consumers of online purchases.

- While making online purchases consumer reviews need to be checked.
- Need to prioritize with secure payment methods.
- Need to stay updated on current trends.
- Need to compare the prices across different platforms.

9. Conclusion:

The ease and time-saving nature of online apparel purchases are highly appreciated by most customers, who also consider it to be secure. However, despite the availability of numerous online platforms and

websites for making purchases, the satisfaction derived from in-store shopping experiences is often unmatched by online shopping. Customers may also receive the wrong product or colour at times. This study emphasizes that customer convenience is a key differentiator and an increasingly important aspect of business strategy.

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