

## **A Study on Consumer Behavior towards Online Shopping For Apparel (With Special Reference to Delhi-Ncr)**

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### **ABSTRACT**

Retailers of clothing outlets realize the specific Apparel needs that common-size consumers could have. The information from the retail industry demonstrates that the Apparel market continues to grow. Previous research indicates that ethnic communities might have a more favorable view about being defined by size issues than others. This study intends to acquire a broad understanding of the consumer behavior phenomenon and study the various ways in which it affects consumers' actions, buying causes, and clothing expectations. A convenience study was conducted to obtain the data. For this, a convenience sampling method was applied. The sample size was 520 respondents who were living in Delhi-NCR. SPSS Software version 27 was applied to evaluate the data. Percentage, Frequency, and Exploratory Factor analyses were conducted to explain the data. Findings revealed that the KMO & Bartlett Test is significant with a value of .625. Findings indicated that the cumulative value of exploratory factor analysis is 74.534 %.

**KEYWORDS:** Consumer Attitude, Purchase Intention, Apparel products, Market Dynamics, Consumer Engagement.

### **1. Introduction**

Apparel promotion in the current era receives criticism for creating artificial expectations of beauty by portraying individuals with incredibly slim figures (Jai et al., 2014). Consumers are influenced by this depiction. They often feel dissatisfied with their average-size figures because they relate them to the figure sizes of models in fashion (Malmarugan, 2008). Buyers who cannot achieve the ideal of a slim figure can be excluded as a consequence of the widespread conformity to this standard, which might lead them to feel detached from the style discourse or even consider a part of a disregarded society group (Noorshella et al., 2015; Lee & Moon, 2015). What is more disturbing is the chance that uncontrolled access to these standards of attractiveness could lead to serious health issues, including disordered eating and a higher likelihood of plastic surgery (Lee et al., 2010). Several companies are beginning to use plus-size models as an answer to these sociopsychological problems (Ocran et al., 2019).

The clothing business has encountered challenges and concerns for its broad adoption of Unusually thin models (Selvakumar et al., 2017; Alwani et al., 2021). This has ended up in an initiative for diversity in bodies and tolerance. Thin models in campaigns have become controversial, and it has been argued that showing models of various sizes is essential (Beevi & Khan, 2023; Animesh et al., 2011). Diversity and difference greatly help companies. Attractive diversity can be created by presenting an extensive variety of facial forms (H. Kim & Damhorst, 2013; Rhee et al., 2006; Saaludin & Harun, 2018). Considering that body

acceptance is an emerging concept, its effect on advertising for fashion has still to be investigated and comprehended (Cho & Son, 2019).

The views of consumers regarding spots are influenced by their effect and acceptance. Multiple elements of the business impact their mentality notably the avatar represented in it (Kumar et al., 2013; M. Kim & Lennon, 2008). Companies can influence customer habits on social networks through their web pages and application interface choices regarding design (Goldsmith & Flynn, 2004; Baker et al., 2019; Park & Lennon, 2009). Favorable thoughts toward commercials have an important effect on purchasing intent. It is currently uncertain how employing oversized actors for campaigns affects shoppers' viewpoints. Previous investigation has shown inequalities in consumer reactions to oversized models; Lin & Chen, 2022). With people indicating greater adverse thoughts regarding oversized female models. My study centers exclusively on shoppers' attitudes. Prior studies have highlighted the connection between a shopper's body size and how they respond to oversized models (Kim et al., 2018). Bigger-sized buyers have been proven to react more favourably to marketing demonstrating bigger models. Nevertheless, the research has not encompassed the technological age of the internet or the online native of generations X, Y, and Z (Crouch & McKenzie, 2006).

The present research is carried out with having focus on observing and recognizing how relationships with customers motivate the expansion of the Indian Apparel marketplace. As it uncovers significant consumer traits and opportunities for organizations to effectively respond to this evolving category. The knowledge will assist the clothing business to make a better strategy. There has been observed growth in the Apparel products in India, but still, there is not enough awareness of how interaction with consumers influences the industry's structure and development. The study seeks to identify loopholes in market tactics and customer relationships that affect the business expansion of the Apparel market.

## 2. Literature Review

(Tawira & Ivanov, 2023) aimed the study to examine a significant knowledge of the plus-size experience and discover how these experiences affect shoppers' conduct, purchasing intention, Garment demand, and viewpoints. The sample size was obtained from 31 plus-size women who bought bigger-size garments, thematic analysis was executed to analyze the data. (Haghzare et al., 2023) examined that businesses must maintain an effective connection with people. Plus-size users are highly conscious of their restricted outfit selections and depend on verbal signals for clothing purchases.

(Dahana et al., 2019) researched to find out how and why these thorough shifts in apparel are. The group and categories of a few brands that align with trends were analyzed. Findings showed that the phenomenon that apparel is favourite in different styles with the changing measurements understanding comes with the new fashion knowledge has been discovered and details about the apparel styles acceptable for the body have been apt for the body.

(Putri & Yeshika, 2024) conducted a study on whether or not an apparel strategy dimension impacted the connections between her recognized real and desired consistency, her assessed comfort and visual appeal, and her desire to be bought. By analyzing 623 responses from consumers, the Authors used ANCOVA, confirmatory Factor Analysis to verify the correlations. Findings revealed that larger size figures evaluated attractiveness beauty was enhanced by idealized self-accord more than thin size.

(H. Park et al., 2023) assessed the elements that impacted apparel satisfaction of plus-size and bigger-size females in Generation Y and Z. Findings showed that the shopping system and ordering system have a significant correlation impacts on overweight buyers' conduct and ordering habits. Still, the buying system has not had any impact on bigger-size female garment satisfaction.

(Karpova et al., 2023) conducted a study that recognized the effects of Reels and videos on Instagram on consumers, assessing its impact on apparel selection, shopping conduct, and self-appearance viewpoint. Using video analysis, focus groups, and surveys, the research shows the shifting role of Instagram attributes and their effect on brand methodologies.

(Rahman et al., 2018) revealed the importance of Instagram reel feature on women consumer and their apparel shopping intentions.

(Jose & Antony, 2021) examined the shifting role of female fashion advertisements in reaction to the size positivity movement. Interviews were the method to collect the data and analyze it through content analysis. The findings revealed that apparel brands are raising the significance of size positivity and accepting their advertisements approach in response.

### 3. Research Method

In the present research, experts have an interest in comprehending how consumers act when shopping for Apparel digitally using different brands and websites in Delhi-NCR City. Shoppers' attitudes toward particular categories of products, their satisfaction with the merchandise and products offered by the different websites after buying, and how demographics impact the purchasing conduct of Apparel shoppers. This study involves the discovery of information and facts. It is a conceptual act of empirical and methodical review of pertinent information on a particular problem. The objective of the research is to analyze and assess the impact of shoppers' engagement and market dynamics on Apparel fashion.

The sample size was determined 600 but only 520 responses were obtained. For this study, the Convenience sampling Method was applied to obtain the data speedily. Delhi-NCR was the research area of this study. Frequency, percentage, and Exploratory Factor analysis were used to analyze the data using SPSS Software version 27.

### Objective of the Study

1. To assess the Demographic Attributes of online shoppers of Apparel.
2. To examine the impact of consumer engagement and market dynamics on the growth of Indian Apparel.

### Data Analysis

Table 1: Gender wise Profile of the Shoppers

Gender	Frequency	Percentage
Male	253	48.7
Female	267	51.3

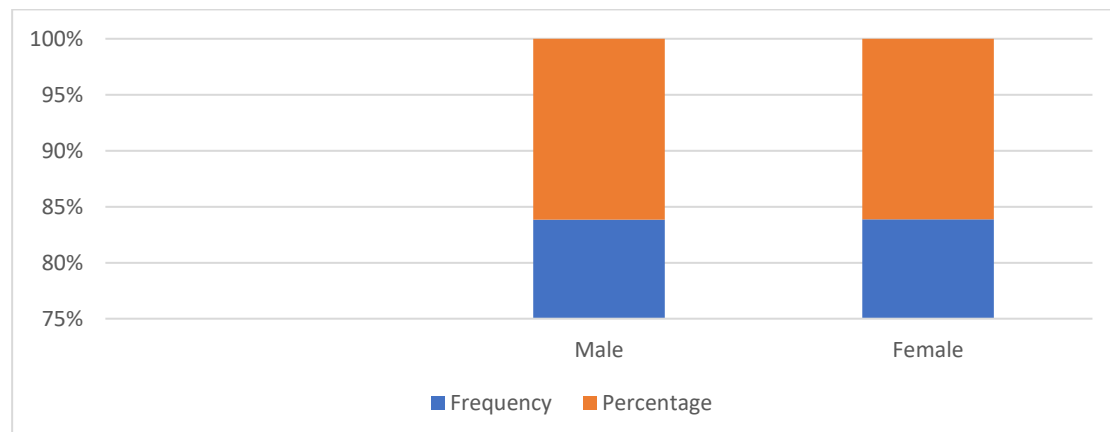


Figure 1: Gender profile

Table 1 specifies that male shoppers of apparel were only 253 (48.7% participators only). While the female consumers were 267 (51.3%).

Table 2: Age of the Shoppers.

Age	Frequency	Percentage
25-30	28	5.4
31-35	75	14.4
36-40	139	26.7
41-45	105	20.2
45 above	173	33.3

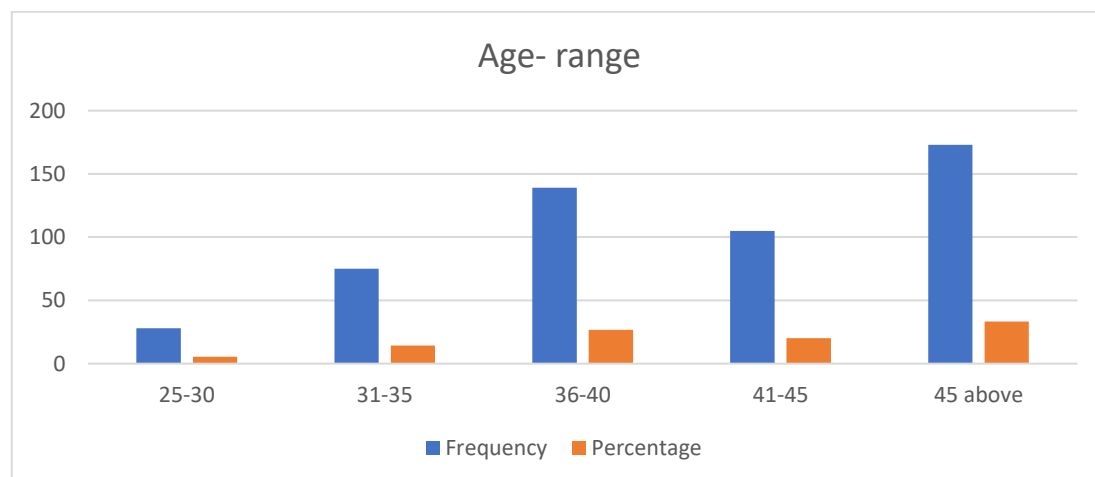


Figure 2: Age-range

Table 2 reveals that Age factor is more curious to purchase. 45 above age range was appeared (33.3% shoppers). While 25-30 were 5.4%, followed by 31-35 were 14.4%, 36-40 were 26.7%, and 41-45 were 20.2%.

Table 3: Occupation Profile of the Shoppers.

occupation	Frequency	Percentage
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Student	5	1
Business class	186	35.8
Homemaker	212	40.8
Salaried	70	13.5
Others	47	9

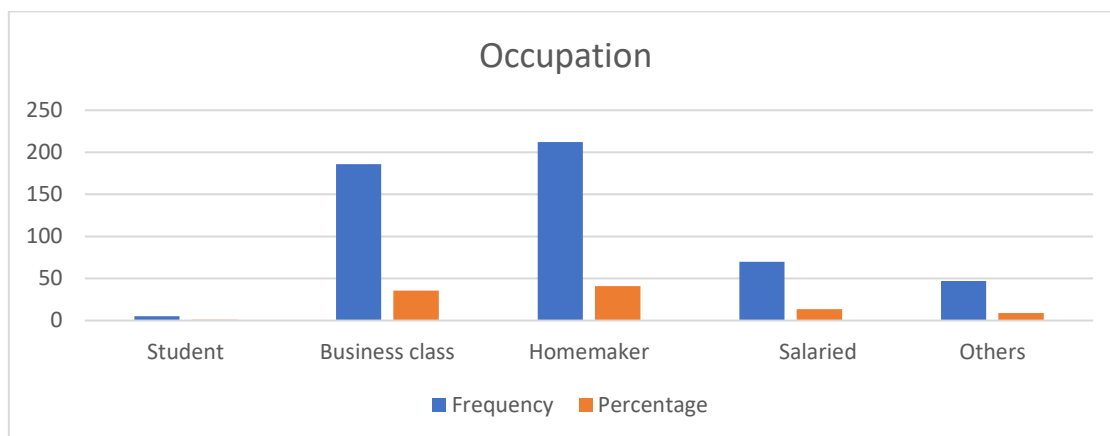


Figure 3: Occupation status

Table 3 shows that The number of homemakers was high in shopping Apparel (40.8%), followed by business class at 35.8%, salaried were 13.5% remaining at 9%.

Table 4: Apparel Brand

Apparel Brand	Frequency	Percentage
Nike	85	16.3
Adidas	225	43.3
Zara	162	31.2
H&M	48	9.2

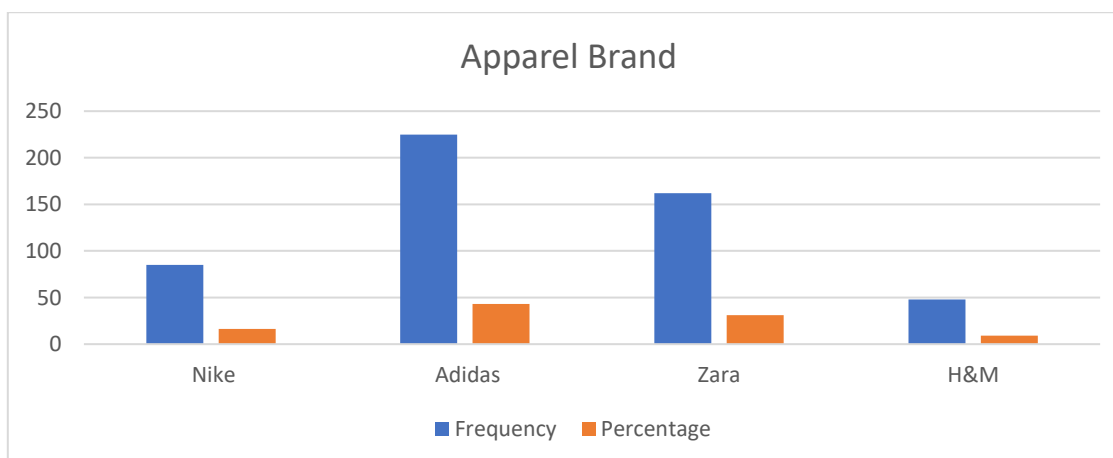


Figure 4: Apparel Brand

Table 4 reveals that The Favourite Apparel brand was Adidas (43.3%).

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.625
Bartlett's Test of Sphericity	Approx. Chi-Square	2786.221
	df	105
	Sig.	.000

Source: Authors' calculations based on primary data

Table 6: 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	2.566	17.108	17.108	2.566	17.108	17.108	2.452	16.347	16.347
2	2.373	15.820	32.928	2.373	15.820	32.928	2.314	15.423	31.771
3	2.243	14.953	47.881	2.243	14.953	47.881	2.207	14.710	46.481
4	2.087	13.916	61.796	2.087	13.916	61.796	2.162	14.411	60.892
5	1.911	12.737	74.534	1.911	12.737	74.534	2.046	13.642	74.534
6	.666	4.437	78.970						
7	.643	4.288	83.259						
8	.507	3.378	86.637						
9	.479	3.193	89.830						
10	.450	2.999	92.829						
11	.373	2.487	95.316						
12	.225	1.499	96.814						
13	.189	1.259	98.074						
14	.156	1.041	99.115						
15	.133	.885	100.000						
Extraction Method: Principal Component Analysis.									

Source: Authors' calculations based on primary data

Table 7: Rotated Component Matrix

	Component				
	1	2	3	4	5
<b>Consumer Attitude</b>					
I feel that Apparel product options are stylish.	.739				
This Fashion is as diverse as other size ranges.	.935				
I am satisfied with the current quality of Apparel product.	.875				
<b>Product Availability</b>					

My Favourite stores provide an extensive range of Apparel.		.818			
This is challenging to locate Apparel in local stores.		.827			
Online shopping brings more offers for apparel.		.818			
<b>Brand Loyalty</b>					
I purchase clothes from the same brands.			.884		
I am loyal to brands that offer universal sizes.			.916		
I am ready to pay higher charges to my favourite brand.			.825		
<b>Marketing Effectiveness</b>					
Advertisements influence my shopping intention.				.818	
Brands that feature diverse models, I prefer that brand.				.937	
Social media promotions have increased my knowledge about these products.				.773	
<b>Price Sensitivity</b>					
I feel the price is an important factor.					.849
I compare costs when ordering apparel.					.948
If the quality is good, I am ready to pay more.					.909

Source: Authors' calculations based on primary data

## Findings

- This method is employed to reduce a majority of a large number of variables into a small number of variables. As an indicator of all variables, scholars can use this score for further examination. The value of KMO is .625 & Bartlett's test is acceptable. This shows that Factor analysis is acceptable with specified data 15 variables have been reduced to 5 factors which depicts 74.534% of the difference in the figure. Factor 1 is termed as Consumer Attitude, Factor 2 is specified as product availability, Factor 3 is titled as Brand loyalty, Factor 4 is defined as Marketing effectiveness, and Factor 5 is termed as price sensitivity.
- The research findings revealed a lot uncovered things, in the era of the digital realm when this is seen that everyone is conscious about health, and keeps their figure maintained still many consumers are facing the plus-size problem, they don't get their size on the digital stores easily.
- They try to find out their sizes, so they don't have many choices regarding color and shades. They compromise on the quality and brand also.
- Females are keener to buy apparel rather than males and the number of females is 256 (64%). This is obvious from the data analysis that 31-40 and 40-50 age group people require online shopping of Apparel. Findings reveal that Homemakers and Employees require those types of clothes. It also shows that age and occupation impact the fashion. KMO & Bartlett's test is acceptable, and 5 Factors are extracted from the data set.
- Research findings indicate that online vendors of apparel products must consider how they approach their consumers. At present, users order clothes on the internet because it reduces the time and enables them to select a greater variety of the items they like in one place.

- Online merchants of garments need to continually rank strongly among customers and display their products in such a manner that both buyers and sellers perceive it is inexpensive.

### **Suggestions**

- Employ various models and spokespeople in marketing campaigns to encourage body acceptance and fight incorrect assumptions.
- Give an increased size variety (up to 6xl to 7xl) to cater to more clients.
- Establish specific obese products or divisions that meet specific needs and desires.
- Choose excellent, relaxed, and environmentally friendly materials to satisfy the increasing need for ethical clothing.
- Design simple-to-use shopping carts and marketing strategies to attract shoppers and improve sales.
- Engage with plus-size influential people, writers, and multimedia to boost visibility and confidence.
- Establish traditional premises in advantageous locations to provide the same shopping experience for Apparel shoppers.

### **3. CONCLUSION**

The explosive rise of computerized technique intelligence and data extraction has led to an evolution from conventional supermarkets towards online Apparel retailers. Shopping via the Internet has come to be one of the most effective methods for getting proffered items and goods. The demand for retail outlets to continue functioning is to be responsive to shifting buyer needs, views, inclinations, and conduct. The societal beliefs around retailing have changed, and merchants are not anymore allowed to evaluate effectively if they fail to confirm their business using a website channel. However, online purchases for Apparel clothing are unable to substitute classic companies; but it provides an attractive purchasing experience that is always insignificant. The study intended to investigate the demographic mix of Delhi-NCR City's online Apparel shoppers & the factors that influence shoppers' views regarding online Apparel sales. It is evident that increasing understanding of the importance of wearing comfortable size and the advantages of online purchasing for such products will help traders accomplish a greater level of recent execution when it pertains to digital sales of apparel.

### **Limitation and Future Scope**

The present research addressed the shopper's conduct of getting Apparel items using online channels. The study's main limitations were a small sample size, a short duration, and an ethnic origin. This study was carried out solely in Delhi-NCR, additional research could be performed in different regions. This research merely examines the Apparel market. Further studies might center on more fields such as makeup, accessories, electronics, home appliances, Trendy Apparel, after-purchase habits, and so on. Further studies may focus on the effect of online purchasing on conventional buying and the viability of digital outlets.



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