

Investigating the Dynamics of Consumer Engagement in Apparel Purchases via Digital Channels: A Focus on Meerut City

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Abstract: *In the modern day, the way that customers view buying for apparel has quickly evolved. Customers are able to sort products available on different websites and apply enough filters to match their criteria in terms of style, material, money, etc. The goal of managing this task is to comprehend the behaviour of people who purchased apparel online. This study primarily looks at factors that influence consumers' choice of clothing websites, taking into account the most popular online interfaces, like shopping websites and fashion apps, and identifying the factors that influence consumers to make a purchase, such as online surveys and frequency, review discs, blogs written by celebrities, fashionists as, and promotion channels. Convenience sampling was used to collect the data through a structured questionnaire. SPSS version 27 was employed to assess the information. To evaluate the data, factor analysis and chi-square methods were applied. There were 500 residents of Meerut city in the sample. Examined is the shift in spontaneous purchasing behaviour brought about by online interfaces. Customers reportedly purchased online due to the vast variety of products available, pricing flexibility, and ease of use. Customers do choose different online platforms depending on factors including age, marital status, and level of education. Furthermore, a link has been identified between the ability of social network blogs, websites, and reviews to influence age, gender, and purchasing intentions.*

Keywords: *Digital Marketing, Apparel, Customer behaviour and Impulse buying*

Introduction

Online purchasing is a type of e-business which provides users to personally purchase items or products from a trader over the web. Digital purchasing is a variety of ecommerce where one buyer can sprightly purchase over the site. A digital platform brings the concrete comparison of purchasing items or purchasing outlets; the procedure is called B2B online purchasing. The wide ranging of these online firms are Libas, Indyya, e-bay. This is where traders, suppliers

have to act on converting themselves from their challenger in strategy that makes the buyer come back to them for subsequent purchasing. Many researchers highlighted one more prominent feature of online purchasing, that is uppermost in the mind of the buyer is belief that the payment has done into original hands, that belief that the product bought will same as the picture, details, given on the particular website with source to substance, measurement, standard and cost. This

research will focus on many of these features, involving how social platform, website, affect customer decisions.

People cooperate with people in rural district via online correspondence, social platform around the globe to purchasing articles or services via virtual media, and it is growingly being employed for enjoyment, entertainment etc. The apparel fashion trade, driven by E-Business, has grown its occupation and reach substantially in the past few years. This is an answer of the reinforcing of content marketing, promotion, and the inventive use of mechanism merged with the most favoured fashion style. In the meanwhile, one of the insufficient assets in the globe and human being increasingly supporting to satisfaction given by commercialism, virtual mechanism has enhanced quite close to persons, because they have trouble free access to nearly every single thing around the globe.(Rani & Sripathi, 2017).Research carried out in Indonesia (Suleman, Sabil 2013) two of the most prominent element that operate online shopping in the trend section are perceived usefulness and belief element. The reality that on account of the expansion of the online business version, a broad attire of preferences gives to the buyer has been specified in a work (Jayasubramanian et al., 2015). Online shopping has numerous benefits over purchasing an individual, some of the essential being purchasing from the enjoyment of your house, workplace, having a category to select from, being capable to access traders from all over in the globe and differentiate amount before purchasing. Nevertheless, as there is the important drawback of not being capable to check the articles actually, buyers increasingly require more, accurate and convenient information to support their shopping.

The purpose of this work is to evaluate buyer online purchasing place, to analyze frequency of shopping, to ascertain mode of payment selected by user and give valuable recommendations to resolve online purchasing services. The use of web enabled system is strengthening immensely in India and innovation has an important role in the forming of latest aeon. It has been spotted

that the number of web shoppers in India is continuously amplifying. Previous publications show that no research was conducted to recognize the viewpoint of shoppers towards online purchasing of apparel using digital media in Meerut City. Therefore, the conception of this research is to find out the conduct of vendees of Meerut towards apparel purchasing via digital media.

Literature Review

Adeline Chua Phalik Harn (2006) revealed that a huge number of buyers observed satisfy the online ways of buying motives over the regular ways of purchase. Frequency distribution analysis, Crosstab, coefficient matrix is used to interpret the data. The main objective was to focuses on the distinctive elements that are assisting the expansion of the online shopping. Rashed AI Karim (2013) revealed that 90% participants prefer to shop online more than half of the consumers said that they shop online only when they need. Likert scale questions have been used for the research purpose. The objective was to explore the success elements in online purchasing and discover the individual factors. Indrajit Ghosal, Pragma Singh (2013)revealed that how adequate vendors skills, propensities, and view point must be formed in regulating connections with buyers to the online platform. Researchers have been applied factor analysis, and ANOVA Technique in this paper. The objective was to outline the consumer choices regarding their socio-economic context.

S. Praveen Kumar (2015)disclosed that purchasing motives is strongly affected by reviews accessible online for the articles. Primary data was collected and analysed through descriptive, frequency and ranking method. The purpose is to ascertain the level of influence that coherence elucidated online threat, comfort of acquiring products. P. Jayasubramanian, D. Sivasakthi (2015) showed that the research is taking place to observe the elements that may affect buyers online purchasing satisfaction. Ranking analysis and simple percentage analysis were used by the researchers to analyse the data. The Objective was to determine that the growth

of digital marketing relies on the buyers’ decisions or not .Prof. Shanti Verma, Dr. Kalyani Patel (2017) revealed that a consumer is loyal to a particular website. Two-way ANOVA Method was applied to conduct this research. The objective was to recognize the connection between purchasing habit & socio-economic factors.

T. Suchitra Rani, Nishchala Sripathi (2017)The result showed that apparel, ornamentation are the favoured products online. Interview schedules, Percentage, Average, chi square test was used in this study. They studied on how enumeration elements affect the online purchasing motives along with the data sources that impact the selection of Fashion app. Joseline 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 show 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.

Objectives of this study

There are two objectives for carrying out this research:

- To determine the change in buying conduct due to digital marketing.
- To ascertain the factors influencing the customers when they choose apparel website/ Apps.

Hypotheses

- There is no impact of age on the selection of digital platform to purchase apparel.
- There is no impact of age on the source to notice recent fashion.

Research Method

This study has used descriptive research method and is exploratory in nature. The researchers used convenience sampling design for this study to collect necessary information via a structured questionnaire. The population is customers who shop Apparel via Digital medium. The questionnaire was distributed online through Google forms. The sample size for this study was 540, out of which only 500 people responded. Secondary data was also used for this research, which researchers received from websites, magazines, papers, journals etc. The methods adopted by the researcher to analyze are chi-square & Factor analysis.

Data Analysis and Interpretation

Chi-square Test-This test is an analytical hypothesis test practised in the study of Cross tabulation. It is a way of table in a pattern that exhibits the nonparametric numbers distribution of the variable when the researcher keeps the sample size very large in the study.

Table 1: Age online platform choice to purchase apparel

Count		Website	Fashion App	Social Platform	Retail Outlets	Total
Age	below 20	31	30	11	2	74
	21-30	16	77	61	11	165
	31-40	8	34	79	11	132
	41-50	8	34	50	11	103
	above 50	2	4	15	5	26
Total		65	179	216	40	500

Source: Authors ’ calculations based on primary data

Table 2: Results of Chi-Square Tests

Parameters	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	103.054 ^a	12	.000
Likelihood Ratio	91.287	12	.000
Linear-by-Linear Association	52.900	1	.000
N of Valid Cases	500		
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.08.			

Source: Authors' calculations based on primary data

Interpretation

HO: There is no significant impact of age on the selection of online platform to purchase apparel. The significance value is lower than .05. Hence, we reject the Null hypothesis.

We summarized that there is impact of age on the selection of online platform to shop apparel.

This test is fundamentally used to consider whether two unambiguous variables (two elements of cross tabulation) are autonomous in affecting the test data (Figures within the table).

The test is justifiable when the test data are chi-distributed under the Null Hypotheses.

Factor Analysis

Factor analysis is a variable reduction approach that measures numerous equations to EFA. The prime purpose is to reduce an extensive group of variables into a smaller group of factitious variables called PCA (Principal Component Analysis) that explain most of the difference in the initial variables. Even if PCA is theoretically distinct to Factor Analysis, it is frequently used conversely with factor analysis in exercise & is comprised within the factor mechanism in SPSS.

Exploratory Factor Analysis

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.789
Bartlett's Test of Sphericity	Approx. Chi-Square	5404.721
	df	253
	Sig.	.000

Source: Authors' calculations based on primary data

Table 4: Total Variance Explained

Components	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	4.729	20.563	20.563	4.729	20.563	20.563	4.629	20.126	20.126
2	3.506	15.245	35.808	3.506	15.245	35.808	2.726	11.853	31.978
3	2.718	11.818	47.627	2.718	11.818	47.627	2.597	11.290	43.268
4	1.954	8.497	56.124	1.954	8.497	56.124	2.315	10.064	53.332
5	1.561	6.786	62.910	1.561	6.786	62.910	2.029	8.821	62.153
6	1.149	4.995	67.905	1.149	4.995	67.905	1.323	5.752	67.905
7	.990	4.303	72.208						
8	.803	3.491	75.700						
9	.645	2.804	78.503						
10	.599	2.605	81.109						
11	.578	2.511	83.620						
12	.490	2.128	85.748						
13	.428	1.862	87.610						
14	.412	1.793	89.404						
15	.362	1.576	90.980						
16	.317	1.379	92.358						
17	.311	1.354	93.712						
18	.289	1.257	94.969						
19	.258	1.121	96.090						
20	.246	1.068	97.158						
21	.229	.995	98.153						
22	.215	.936	99.090						
23	.209	.910	100.000						
Extraction Method: Principal Component Analysis.									

Source: Authors' calculations based on primary data

Table 5: Rotated Component Matrix^a

Components	Component					
	1	2	3	4	5	6
Discounts & coupons	.793					
Customer reviews	.791					
Advertising	.775					
Special day offers	.772					
Diversity of Products	.768					
Product features	.732					
Product characteristics	.725					
Information about product updates	.666					
Comparative analysis of prices		.864				
Temporal dynamics of commodity price changes		.806				
24/7 customer service		.795				
Easy replacement		.661				
Easy return policy			.815			
Simplicity			.813			
Convenient			.783			
Reducing waiting time			.769			
Prompt delivery				.867		
Packaging				.848		
Information about the methods & shipping costs				.784		
Ratings of online stores					.881	
Logistics intermediaries					.825	
No cost EMI					.731	
Uniqueness						.701
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 5 iterations.						

Source: Authors' calculations based on primary data

Interpretation

The value of KMO is .789 & Bartlett's test is significant. This shows that Factor Analysis is acceptable with specified data 23 variables have been reduced to 6 factors which depicts for 67.905% of the variance in the data. Factor 1 consist of Discount and coupons, customer reviews, Advertising, special day offer, diversity, product feature, product characteristics, information about products factor 2 consist of comparative analysis, dynamics, 24*7 services, replacement factor 3 consist of return policy, simplicity, convenient, reducing waiting time factor 4 consist of delivery, packaging, shipping cost factor 5 consist of ratings, logistics, no cost

EMI factor 6 consist of Uniqueness. Factor 1 is titled as Variety Factor 2 is specified as standard, Factor 3 is termed as Simplicity, Factor 4 is specified as packaging, Factor 5 is termed as Logistics and Factor 6 is titled as Uniqueness.

Findings, Suggestions & Conclusion

This study presents the influence of certain socio-economic variables and the history of statistics on the motivation behind and choice of websites for online buying. While the majority of purchases made online are for clothing, accessories, and slippers, it was found that poor quality and counterfeit goods had a detrimental impact on online shopping. In conventional selling, the qualities or uniqueness of the product are readily apparent. Additionally, the study demonstrated that the gender had no bearing on the reasons

for digital purchases, but data sources like websites and applications have an impact on the choice of purchasers. Every time, a new trade medium will draw customers with a special and original approach. The article explained that the main reasons people shop online are the enormous savings as well as convenience, fun, and comfort.

Online shopping piqued the curiosity of women more. Individuals between the ages of 21 and 30 were more likely to make digital purchases. Because they could comprehend the latest trends in fashion, educated people favored doing more of their shopping online. Individuals with higher incomes make more purchases. The income bracket of 700000–1000000 showed greater interest in digital purchases. Customers found discount and offer schemes more enticing, and they favoured making more purchases during that period. A sizable fraction of individuals said using fashion apps for shopping was more appropriate.

Certain accessories, such matching jewellery, shoes, slippers, and bracelets, should be sold with apparel, according to researchers. This way, customers won't have to go looking for those things in other stores because certain customers may not be as up to date on the newest trends. To make it easier for clients to choose the goods, a feature where they may choose the product should be offered. For example, a well-represented photo of the product and a detailed description box with all the product's details should be included. Create a virtual platform that will give customers a 3D, 360-degree purchasing experience that feels genuine. Build a virtual platform to provide 3D 360 shopping experience that will make the experience feel real to the buyers. Develop 3d body scanning in a digital platform for apparel, which will be more real and useful for buyers, and with this procedure they will be capable to recognize which product is more fit for them, similar to going to a store. The fashion of following bloggers is high. It requires to be monitored to see whether it grows or not. If it does, there is a fine chance to give a customized facility like a blog committed to brand analysis

and guidance from fashion specialist and fashionistas.

The business's good impact has been found to extend significantly, as internet and global automation become more prevalent in every part of the world. The customer care that apparel distributors provide online needs to be better than what they do in-person at a store or outlet. These kinds of projects assist in identifying the aspects of the shopping experience that buyers find most interesting and what they are most looking forward to. In an increasingly commercialized environment where consumers have an abundance of options, sellers and vendors must be quick to respond in order to maximize customer satisfaction when they purchase fashionable apparel online.

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