

## ANALYSIS OF FACTORS INFLUENCING ONLINE BUYING INTENTIONS TOWARDS APPARELS

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### **Abstract**

*The Indian e-commerce industry is growing substantially and is projected to reach ninety nine billion USD in 2024 which was only 30 billion in 2019. The apparel industry is gaining more importance in E-commerce, Payoneer report indicates the growth of e-commerce is projected to be doubled from 2020 to 2025 that is 4.0 percent to 8.0 percent for food & grocery, Apparel and consumer electronics. Fashion and apparel is a key driver of incremental growth in ecommerce. The study enunciates important factors influencing buying intentions while online shopping of apparels. The study includes mixed demography to study the behavioral attributes, functional attributes and aesthetical attributes influencing buying intentions towards apparel. The vital factors are extracted applying factorial analysis, further filtered and confirmed through confirmatory factorial analysis in Amos.*

**Keywords:** Buying Intentions, Purchasing Intentions, Fashion and Apparels, Online Shopping, Behavioral attributes, Functional attributes, Aesthetical attributes

### **Introduction**

The fashion and lifestyle industry is witnessing a huge rush globally, with the ample opportunities for growth and a host of other factors resulting in the progress of this industry. Despite of the slowdown in the economy and uncertainty worldwide due to the pandemic, e-Commerce is expecting a huge growth in coming years. Consumers buy apparel the most from online channels in respect to fashion categories, followed by footwear and accessories. The online retail pioneers Amazon, eBay and Wal-Mart have set a benchmark in e-commerce business. E-commerce has shown tremendous growth during the pandemic, and retailers like lifestyle, shoppers stop, myntra, flipkart have put much effort in improving their online stores. The brands or the retailers which were not active online, due to pandemic they have also improved online presence a lot. The present study focuses on the analysis of purchasing intentions of apparels in online segment. The research was carried out using apparel shopping lifestyle survey template by Question Pro to understand the factors that affect fashion behavior amongst buyers. This survey includes questions to understand behavior of consumers and their perception while purchasing apparels. questionnaire consists of how much preference customers give to fashion related clothes and what are the core buying intentions while buying apparels online. A set of behavioral attributes, functional and aesthetics attributes were clustered and studied with rigor analysis.

## **Literature Review**

Madalena Periera, Rui Miguel (2009) in their research paper analyzed relationship between apparels attributes and advertising on consumer buying behavior. They analyzed whether advertising had an influence on people buying decision, they also tried to find out what are the attributes you look while going for shopping apparels.

(Syed Irfan Shafi, 2014) (Placeholder1) Deepali Saluja (2016) the study was conducted to analyze consumer buying behavior regarding fashion apparels in Delhi. The results showed that people prefer to shop with friends and family. Comfort, quality and brand are the attributes which has an impact on their buying decision. The results showed that age, occupation, education, gender had no influence on impact on their behavior decisions. It also showed that people of Delhi have positive attitude towards brands of apparels.

Y. Ramakrishna Prasad (2012) posit the drivers which influences the purchasing decision for buying apparels from the organized consumer market. The results showed that the attributes like referral groups, demand, diversity, value are the drivers which influences the buying decision of apparels from organized retail market.

Md. Mazedul Islam et al (2014) tries to find out what are the factors that influences consumer behavior towards buying local branded products, the attributes that the customer prefers are quality, value, aesthetics, price and functional look. The results also showed few local brands which the consumers preferred.

(Vinith Kumar Nair) Dr. Pawan Kumar, Kanchan (2017) aims to study the consumer behavior while purchasing apparels in Ludhiana City. It also instructs to find out the psychological, demographic and socio economic factors influence on buying apparels. The results show that people of Ludhiana are interested in buying branded products.

(Bello S. C., 2016) Namita Rajput et al (2012) aims to understand the consumer behavior in organized retail market. This paper also showcases the various attributes which act as the driving force of the dynamic organized market. The study also aims to understand the factors influencing consumer behavior and the importance of each in respect to their buying decision.

Padmakshi Sharma (2012) the study interprets the factors affecting the behavior of consumers in relation to branded apparels in Ahmedabad city. The various attributes related to consumers were explored in relation to their purchase behavior with reference to youth.

Raja Gopal (2011) the study examines the determinants and its impact on buying decision with reference to brand image, promotions and external market knowledge. The results revealed that personality and socio cultural attributes induces purchase intention among the consumers of Mexico. The results showed a positive impact of store and brand preferences on the purchase intention of the consumers.

## **Objectives of the Study**

1. To classify the Factors Influencing Online Buying Intentions towards apparels
2. To refine the factors influencing online buying intentions towards apparels.
- 3.

### Methodology

The descriptive research design, a cross sectional study is carried out. The Sample of 78 respondents was collected using random sampling method. A survey consists a set of 22 questions were used to study the functional attributes, behavioral attributes and aesthetics to analyze the purchase intentions of online shoppers of apparels. Data analysis was done through SPSS and AMOS. A KMO and Bartlett's Test is used to measure the adequacy of sampling and factor analysis and confirmatory factor analysis was carried out.

### Data Analysis & Interpretations

<b>KMO and Bartlett's Test</b>			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.666
Bartlett's Test of Sphericity	Approx. Chi-Square		661.185
	df		231
	Sig.		.000

The KMO measure of sampling adequacy is 66.6 percent while Bartlett's test shows significant value to obtain factorial analysis and reduce the insignificant dimensions of buying intentions towards apparels.

<b>Rotated Component Matrix<sup>a</sup></b>							
	Component						
	1	2	3	4	5	6	7
"Clothes are one of the most important ways I have of expressing my individuality"	<b>0.804</b>	0.076	0.102	0.120	-0.160	0.075	-0.110
"I prefer the tailored look in my clothing"	<b>0.796</b>	0.145	-0.303	0.056	0.305	-0.025	-0.042
"My clothing selections are made with an eye toward the future"	<b>0.792</b>	0.044	0.014	0.101	0.104	-0.157	0.248
"I spend a lot of time on fashion-related activities"	<b>0.671</b>	0.043	0.346	-0.124	-0.004	0.180	0.105
"I try to buy "basics" in clothing"	<b>0.595</b>	-0.007	-0.091	0.413	0.124	0.012	-0.126
"I find that my size dictates what style of clothing I can buy"	0.461	0.142	0.185	-0.090	0.210	0.180	-0.353
"I never read fashion magazines or pay attention to fashion trends"	-0.048	<b>0.757</b>	-0.021	0.295	-0.108	0.025	-0.081
"I always buy at least one outfit of the latest fashion"	0.436	<b>0.691</b>	-0.158	0.212	-0.117	-0.067	0.180

“The quality of the merchandise I buy is more important than its fashion appeal”	0.268	<b>0.655</b>	0.368	-0.198	0.067	-0.170	-0.101
“If you have a few good clothes you can get by in most situations”	-0.198	0.577	0.229	0.064	0.033	0.137	-0.417
“I spend a lot of money on clothes and accessories”	0.421	0.452	0.145	-0.080	-0.381	0.284	-0.159
“I prefer to buy designer labels rather than store-branded merchandise”	-0.041	0.082	<b>0.854</b>	0.062	0.029	0.032	0.052
“I usually get bored with clothes if I keep them too long”	0.005	0.051	<b>0.599</b>	0.552	0.039	-0.006	-0.267
“It’s just not worth the money to be well dressed all the time”	0.480	0.105	0.544	0.157	-0.119	-0.017	-0.159
“My apparel selections are strongly influenced by clothing worn by people I admire”	0.077	0.192	0.146	<b>0.841</b>	0.109	-0.008	0.041
“I avoid high fashion clothing because it goes out of style too quickly”	0.535	0.035	0.029	<b>0.621</b>	-0.113	0.111	-0.094
“It is important for me to be a fashion leader”	0.088	-0.010	0.149	0.034	<b>0.863</b>	0.166	-0.002
“I’d spend my money on clothes before I’d spend it on most other things”	-0.038	0.120	0.182	-0.059	-0.618	0.238	0.262
“I am confident in my ability to recognize fashion trends”	-0.172	-0.058	-0.181	0.096	-0.073	<b>0.786</b>	0.159
“I like my clothes to be practical”	0.313	0.033	0.249	-0.006	0.036	<b>0.677</b>	-0.215
“It’s important to be well-dressed”	0.195	0.404	0.087	-0.150	0.275	0.415	0.298
“I am aware of fashion trends and want to be one of the first to try them”	-0.036	-0.083	-0.023	-0.074	-0.104	0.073	<b>0.794</b>
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 10 iterations							

A factorial analysis- principal component matrix with Varimax rotation method and Kaiser Normalization was used to reduce the insignificant dimensions on purchasing intentions. The rotations converged in ten iterations and extracted seven components with several important factors with higher loadings of Eigen values. The Eigen values are organized in Descending values on seven components.

The statements used are not purposely to exaggerate or understate the respondents, Further the important variables with higher Eigen values are grouped under the appropriate headings

**Behavioral Attributes**

“Clothes are one of the most important ways I have of expressing my individuality”
“I prefer the tailored look in my clothing”
“My clothing selections are made with an eye toward the future”
“My apparel selections are strongly influenced by clothing worn by people I admire”
“I usually get bored with clothes if I keep them too long”
“I never read fashion magazines or pay attention to fashion trends”

**Functional Attributes**

“I try to buy “basics” in clothing”
“The quality of the merchandise I buy is more important than its fashion appeal”
“I like my clothes to be practical”

**Aesthetic (Fashion) Attributes**

“I always buy at least one outfit of the latest fashion”
“I prefer to buy designer labels rather than store-branded merchandise”
“I spend a lot of time on fashion-related activities”
“I avoid high fashion clothing because it goes out of style too quickly”
“It is important for me to be a fashion leader”
“I am confident in my ability to recognize fashion trends”
“I am aware of fashion trends and want to be one of the first to try them”

The purchasing intentions were categorized in three groups such as, Behavioral attributes, Functional attributes and Aesthetic attributes. The behavioral aspect explains the perception and responding nature of the people towards apparel buying intentions. Since the sample consists of mixed population like Students, Housewives (dependents) and working class category in high to middle income groups, the results clarify general perception. It is very clear that people consider clothing as a priority to demonstrate their personality. To exhibit their uniqueness, it's obvious that the apparel selection is influenced with the people they admire. However comfort is a basic concern wherein people think of customized (tailored) fittings. For example, the brands like Raymond and Bombay shirts are exclusively working on customized fittings. A common man use the apparel purchased for six months to 12 months on an average, not specifically, however its unlike celebrity wear apparels once or twice and make them obsolete. It's also important to note that people are influenced strongly in selection of clothing worn by the person they admire. A functional attributes describes practicality, sensibleness in online buying intentions of apparel.

Most of the people try buying basics in clothing for day today use. It doesn't mean that occasional dressings are less preferred. The basics in apparel especially for women is a complex situation, however we can consider five basics in women clothing e.g., Sarees, Kurtis, Anarkalis, leggings/jeggins and tops while in men's clothing it can be casual shirts, T – shirts, Jeans and shorts. The frequent buying intentions are basic clothing this can be due to cyclic utilization and hence the quality is overtopped than a fashion appeal.

The Aesthetic attributes in clothing describes artistic, fashion, lucrative visuals. People are fond of looks and are basically attracted towards fashion. People are aware of fashion trends and want to one of the first to try them, they are confident in their abilities to recognizing fashion trends. Respondents explicate that they spend lot of time in fashion related activities while they buy at least one outfit of latest fashion, mostly prefer to buy designers' label rather than store- branded merchandise. The youngsters are quite inclined towards being a fashion leader.

On the backdrop of the factors extracted and categorized on Behavioral attributes, Functional attributes and Aesthetics, the complexities in the factors are leading to discriminations in their directions. For example

*Attrib-* “My clothing selections are made with an eye towards the future” is conflicting with

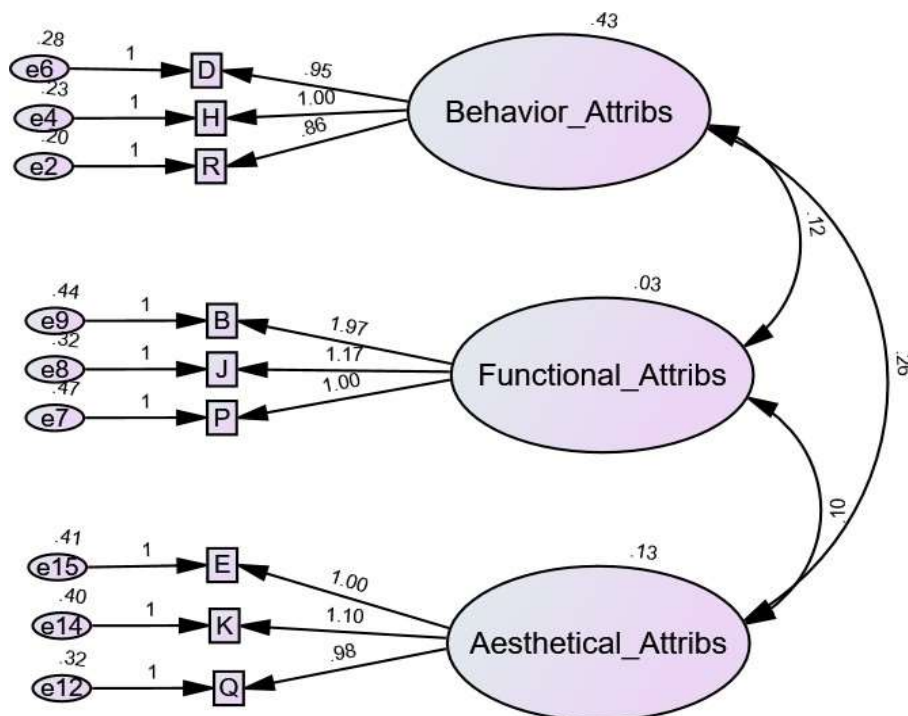
*Attrib-* “I usually get bored with clothes if I keep them too long”,

*Attrib-* “I never read fashion magazines or pay attention to fashion trends” is conflicting with almost all Aesthetical attributes and strongly to

*Attrib-* “I spend lot of time on fashion related activities”

*Attrib-* “I am aware of fashion trends and want to be one of the first to try them”

*Attrib-* “I avoid high fashion clothing because it goes out of style too quickly”



This may require validating and confirming the distinctive attribute variables, a confirmatory factorial analysis is carried out in AMOS and a model fit indices were verified.

**Result (Default model)**

Minimum was achieved

Chi-square = 35.905

Degrees of freedom = 24

Probability level = .056

**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	21	35.905	24	.056	1.496
Saturated model	45	.000	0		
Independence model	9	237.609	36	.000	6.600

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.035	.912	.836	.487
Saturated model	.000	1.000		
Independence model	.186	.476	.345	.381

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.849	.773	.944	.911	.941
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.667	.566	.627
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	11.905	.000	32.088
Saturated model	.000	.000	.000
Independence model	201.609	156.553	254.163

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	.466	.155	.000	.417
Saturated model	.000	.000	.000	.000
Independence model	3.086	2.618	2.033	3.301

**RMSEA**



Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.080	.000	.132	.179
Independence model	.270	.238	.303	.000

#### CFA Model Interpretations

The CMIN/DF value is 1.496 is in the range of 1.0 to 3.0 indicates a good model fit.

Comparative fit index (CFI) value is 0.941 which is greater than 0.90 and close to 1.0 is remarkable good fit.

GFI 0.912 is very close to 0.95 can be interpreted as a good indicator.

TLI 0.911 is less than one and very close to 1.0 specifies a very good fit

The Parsimony – adjusted Comparative Fit Index (PCFI) value 0.627 is moderately fit as it is in between 0 to 1.0.

The Root Mean Square Residual (RMSEA) Value is exactly 0.80 represents a good fit.

The Root Mean Square Residual (RMR) is 0.35 less than 0.05 indicates a strong fit.

It has been observed that the Confirmatory model is fit and the extracted variables are appropriate. Out of twenty-two factors sixteen factors extracted in exploratory factorial analysis while only nine factors were mined in confirmatory factorial analysis. The behavioral attributes, functional attributes and aesthetical attributes classified and extracted three factors in each group.

#### Behavioral Attributes

1. “I prefer the tailored look in my clothing”
2. “Clothes are one of the most important ways I have of expressing my individuality”
3. “My clothing selections are made with an eye towards the future”

In Indian context people still prioritize a tailor-made looks, the reputed companies consider these choices and provide more options in sizes like slim fit, comfort fit, contemporary fit in shirting and women tops while high waist, low waist, lycra in trousers. The clothing shopping in all the income groups are keen in preserving the clothes for future use of two to three years and hence it is important that “My clothing selections are made with an eye towards the future”. It is quite obvious and general in all the age groups, income groups and gender that “clothes are one of the most important ways I have of expressing my individuality”.

#### Functional Attributes

1. “I try to buy “basics” in clothing”
2. “The quality of the merchandise I buy is more important than its fashion appeal”
3. “I like my clothes to be practical”

There is no change in functional attributes extracted in exploratory factorial analysis and confirmatory analysis. The functional attributes are focused on quality of merchandise, clothes preferred are practical and not like in a fashion show while basic clothing is most preferred.

#### Aesthetical Attributes

1. “I always buy at least one outfit of the latest fashion”
2. “I spend a lot of time on fashion-related activities”
3. “I avoid high fashion clothing because it goes out of style too quickly”



Folks are quite inclined towards the aesthetical aspects. In all age groups and income groups at least one outfit of latest fashion trend is favored. People spend lot of time on fashion related activities, this can be mostly on screen like while watching TV, OTT platforms and digital boards/kiosks. However the fashion clothing is avoided because it goes out too quickly also the practical clothes are mostly preferred as a functional attribute, these two are strongly correlated

### **Conclusion:**

Apparels shopping online has been increased from the last decade, earlier the buying intentions were wedged on the periphery of the core purchasing like reliability in online shopping, website performance, returns and replacements, billing and discounts etc. today online shopping has become almost regular and most easier than shopping in malls. The core buying intentions are studied and categorized in behavioral attributes, functional attributes and aesthetical attributes. A dimension reduction tool, factorial analysis was carried out wherein sixteen factors were extracted. Further to confirm and filter conflicting factors a confirmatory factorial analysis was performed and only nine factors were extracted with a good model fit and categorized and elaborated.

The Indian folks in all demographics are keen in clothing, apparel fitting and use clothes for long time, minimum for one year. The basics and practical approach with quality in clothing is most preferred. There is inclination towards fashion, fashion related activities and so likely to use at least one from latest fashion. However high fashion clothing is avoided since it may go out of style quickly.

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