

“One Tap Shopping”: Impulsive Fashion and Apparel Buying Behaviour

Roopa KV, Sanjeev Kumar K.M

Abstract: Digitalization has transformed brick and mortar fashion-oriented business to one tap convenient business through smart phones via mobile applications. The digital age is more inclined towards fashion and apparel due to ample exposure of current trends in fashion industry through internet, social media, travelling, cultural exchange and others. The study emphasized on discovering the online fashion and apparel buying behavior, satisfaction level, and exploring the most influential factors towards the digital consumers for online fashion and apparel shopping by analyzing 256 respondents through convenient and judgmental sampling. Data is analyzed through Factor analysis and multiple regression. The study reveals that Price sensitivity factors has significant weightage towards online fashion and apparel shopping like flash sales, loyalty programs and points, spike sales- exciting offers on all categories for limited period, cashback offers, Discounts and offers.

Keywords: Spike sales, “YAMI”- young – aspirational- mobile native - impulsive action, social engagement, website artistry.

I. INTRODUCTION

With the growing tech savvy population and economic expansion among the middle-class income India has become focal point for the digital generation in Fashion industry as their spending power is increasing rapidly because of their employability. The penetration of internet usage in India accounts to 560 million and ranks second after china^[1]. There is a shift of 17.9% increase in the global E-commerce sales from \$2.93 trillion to \$ 3.46 trillion during 2018 to 2019^[2]. China is the world’s largest E-commerce market with \$1,934.78 trillion and represents 54.7% of the global Ecommerce sales. India stands out at 9th position with \$46.05 billion in the global E- commerce sales^[3]. Digital shopping in India is majorly constituted by Male population. Mobile wallets and digital payments is mostly preferred by the Indian consumers while shopping online^[4] McKinsey’s scope stated that Indian apparel market is expected to reach \$59.3 billion by 2022.

Most of the online apparel shopping done by consumers is unplanned and impulsive without any preferences towards their need. It can be summarized through the “YAMI”- Concept i.e. Young, Aspirational, mobile native and impulsive action. The generation Z and millennials spending magnitude has predominantly increased towards impulsive buying for apparel, beauty, gadgets, fashion and accessories without any actual need which satisfies their problem. India has paved its way to be the dominant data consumer in the world with 9.8 GB per user for a month on an average^[5]. The online fashion market in India has mushroomed at higher scale with CAGR of 32 %.

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Apparel is the most preferred products with 56% of sales followed by footwear at 25% and accessories at 19% as of 2019. Consumers are most driven by the big luring factors like pricing strategies, promotional initiatives, festive offers by major players like Myntra, Jabong, Ajio and lime road. Among apparel segment, western wear is the most preferred category of purchase triggered by the exposure through social media and surge in global trends^[6]

Fashion is the top selling category in E-tailing and grew by 44% year on year during the first half of the financial year 2019. flip kart and amazon are the big Giants of e-commerce fashion sales in India. Flipkart has the highest share in online fashion sales with 65-70% of contribution through the group verticals of Myntra and Jabong. Amazon stated that around 65% of its sales from fashion category is contribute by Tier II and III towns in India. E commerce players strategize their fashion sales through videos, bigger product images, return policy in 30 days, Two-day delivery guarantee, Flash sales, Limited period offers and others^[7]

II. REVIEW OF LITERATURE

The online customer experience, Visual engagement, website interactivity has an impact on the loyalty and satisfaction during online clothing shopping in India according to **Pani A and sharma (2012)**^[8]

Brand consideration, Family and friends’ opinions, Advertisements, Internet plays a significant role while shopping apparel online. **Namita Rajput, Subodh Kesharwani & Akanksha Khanna (2012)**. While celebrity endorsements, status, durability were not preferred highly by consumers. The style, prices, fitting and income levels are considered significantly by the female consumers^[9]

Return policy component to be considered by the E-retailers as it boosts the sales and has a positive impact on the purchase behavior during online apparel shopping. **Sarika Punekar & R Gopal. (2016)**. Customers prefer to shop through e-retailers who provide clear instructions with feasible return policy which is easy, safe ad secured^[10]

Fashion innovators give more emphasis on style, color, brand name, celebrity endorsement, information from fashion blogs, magazines, window display, reviews and shop new cloths frequently by sending more money. **Osmud Rahman & Devender Kharb (2018)** Fit and comfort is highly considered product cue for evaluating clothing followed by style, fabric and color^[11].

Atmospheric variables like content, accurate information, description of product, variety, interactive media tools, images of products, design, navigation, promotion efforts, discounts, price has significant impact on browsing activity and online fashion impulsive buying. **Wadera & Sharma V. (2018)**^[12]



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Social connectedness has given a lucrative opportunity for E-retailers to expand their business. Eunjoo Cho & Jihyeong Son (2019) Social media users have a positive attitude towards adopting social commerce with ease because of the information updates on their pages followed by likes, shares and comments^[13]

III. RESEARCH OBJECTIVES:

1. To study the behavior displayed while shopping fashion and apparel online.
2. To analyze the satisfaction level of consumers towards online shopping of fashion and apparel.
3. To explore the factors influencing impulsive online apparel and fashion buying.

IV. RESEARCH METHODOLOGY:

Quantitative survey was carried out by collecting data from 256 respondents through convenient and judgmental sampling by using google form. Prior to the survey a preliminary course of action was taken through pilot study with 40 respondents for investigating the components and to check the feasibility. 67 variables were included for the study using 5-point Likert scale. Descriptive statistical tools like percentage, ranking method, exploratory factor analysis with rotated component matrix and multiple regression is executed for the survey.

V. DATA ANALYSIS AND RESULTS:

5.1 Reliability Analysis:

The cronbach's value is above 0.9 and depicts excellent internal consistency for 67 variables

Cronbach's Alpha	N of Items
0.94	67

5.2. Descriptive Analysis:

Among 256 respondents in the study, 66 % (169) of the consumers who shop fashion and apparel online are male and 34% (87) are female. Majority of respondents 77% (199) belong to the age group of 21-40 years. 82% (210) of respondents are the tech savvy Students who incorporate the digital technology and shop apparel online. 71% (184) purchase online through parent contributions or through other dependent income category. 41% (105) on an average spend Rs 1,000/- per month on online fashion and apparel buying. Majority of the respondents 43% (110) spend more time online and prefer to shop fashion and apparel at least once in a month through digital mediums.

Variable Name	Categories	Frequency	Percent (%)
Gender	Male	169	66
	Female	87	34
Age	Less than 20 years	56	21.9
	21 to 40 years	199	77.7
	41 to 50 years	1	0.4
Occupation	Student	210	82
	Salaried	40	15.6
	Businessman	6	2.3
Income	Dependent income from family	184	71.9
	less than Rs 20,000/-	17	6.6
	Rs 20,000 To Rs Rs 40,000/-	36	14.1
	Rs 40,000 To Rs 60,000/-	6	2.3
	Rs 60,000/- and above	13	5.1
Amount Spend Online	Less than Rs 1000/-	105	41
	Rs 1000 To Rs 2000/-	68	26.6
	Rs 2000- To Rs 3000/-	50	19.5
	Rs 3000 To Rs 4000/-	9	3.5
	Rs 4000 to Rs 5000/-	13	5.1
	Rs 5000/- and above	11	4.3
Frequency of Shopping Apparel Online	Multiple times in a week	4	1.6
	Once in a Week	8	3.1
	Once in Two weeks	34	13.3
	Once in a month	110	43
	less than once in a month	100	39.1

5.3 Online apparel shopping behavior of consumers, Table- 3:

Majority of the customers begin their online buying process through search engine. The inbound marketing strategy of the marketers attracts target audience on the search engine. Pop up advertisements on social engine and Facebook page has a positive response towards online purchase intension and consumer attitude.

Consumers add their preferred products and collections of fashion and apparel to their Wishlist on their account as a reference for a quick and easy buy in future. E-retailers employ the Wishlist as a strategic value to remind their customers for purchasing the products saved in their Wishlist and extract consumers data to analyze their buying behavior. consumers are carried away with the official Facebook page updates and posts of e-retailers. Occasionally consumers add the products to their wish list followed by a visit the physical store to check with the product quality and measurements for placing order online due to price and discounts on online shopping. Consumers share their online shopping experiences of the products by giving reviews and ratings on the products purchased and used. The online consumer reviews, star rating, the experiences of the products by giving reviews and ratings on the products purchased and used. The online consumer reviews, star rating, number of positive and negative reviews, content of reviews has powerful impact on online buying behavior of consumers. Credibility of brand ambassadors and follower engagement



Table -3: Online fashion and apparel Buying behaviour of respondents

SLNo	Particulars	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
1	I browse the product on Search engine Directly	23	51.6	24.6	0	0
2	I am carried away with the Pop up adds on search engine and Facebook pages	9	61.7	9	0	0
3	I add the product on my wish list and buy during offers	7.8	61.3	30.9	0	0
4	I visit the product link through Facebook updates	25.4	64.5	10.2	0	0
5	I will visit the physical store to try the product and then order online.	19.1	50.8	30.1	0	0
6	I will consider opinion of my friends and family before buying	25.8	53.5	20.7	0	0
7	I share the pics on wats app group and decide to buy	16.4	59.8	23.8	0	0
8	I prefer only the branded products	22.7	57	20.3	0	0
9	I am influenced by the brand endorsers	16.8	63.3	19.9	0	0
10	I provide feedback and share reviews after buying	12.9	62.5	24.6	0	0
11	I use voice search for searching the product	17.6	71.9	10.5	0	0
12	I follow the social media pages of E-retailer	24.2	60.2	15.6	0	0
13	I track the Delivery status for update	8.2	65.2	26.6	0	0
14	I compare the prices from one E-retailer with Other	10.9	55.5	33.6	0	0

5.4 Satisfaction level of consumers while shopping fashion and apparel online, Table- 4:

More than 50% of Consumers receive the products as per the description of the photos on websites, advertisements and are satisfied with the packing, packaging of products being delivered. Consumers are satisfied for meeting up the delivery time promised and status updation of the product shipment. As fashion has the highest return rate compared to

Table-4: Satisfaction level of consumers while shopping fashion and apparel online

SLNo	Particular	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
1	I receive the product as per the description on advertisement shown on Website	17.6	64.1	9.8	8.6	0
2	I am satisfied with the packaging style of the products	32.4	50.4	8.6	7.4	1.2
3	On time delivery of products as stated	19.9	63.7	9	6.3	1.2
4	Easy Return and refund	21.1	53	13.7	11.7	0
5	User friendly application and website navigation	23	59	8.2	8.2	1.2
6	Complete product description	22.7	53.5	13.3	10.2	0.4
7	Easy procedure for placing the order	32	53.1	2.7	10.2	0
8	Proper response for customer queries after sales	17.6	56.3	15.2	9.4	1.6
9	I am satisfied with the product quality	21.1	48.4	20.3	9.8	0.4
10	Secured online payments	30.1	47.3	14.1	8.6	0

on Facebook, Instagram is creating more buzz by driving consumers towards shopping their favorite brands online. Online comparison shopping has become habitual for consumers before implementing any decisions to purchase online. Order tracking has made consumer online shopping experience easy and updated with the status of their product shipment. any other product category, majority of the consumers are satisfied with the Return policy, procedure, timeline, and payments. The e- retailers website, response for customer queries, secured online payments, visual design, mobile compatibility, calls to action- (CTA), product information, website convenience and use has positively influenced online purchase intention and consumer satisfaction.

5.5 Factor Analysis:

Factor analysis was carried out to for 23 variables to group them into related variables for simplifying the online apparel buying motives through multiple regression. The sampling adequacy of the data was analyzed through Kaiser-Meyer-Olkin (KMO) test as shown in the table-5. The KMO value is more than 0.70 and indicates that the sample is adequate for running factor analysis.

Table-6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.393	40.838	40.838	9.393	40.838	40.838	4.133	17.971	17.971
2	2.894	12.58	53.419	2.894	12.58	53.419	3.998	17.383	35.354
3	1.508	6.555	59.973	1.508	6.555	59.973	3.586	15.591	50.945
4	1.189	5.172	65.145	1.189	5.172	65.145	2.428	10.555	61.5
5	1.08	4.695	69.84	1.08	4.695	69.84	1.918	8.34	69.84
6	0.962	4.185	74.024						
7	0.748	3.252	77.276						
8	0.728	3.164	80.44						
9	0.665	2.891	83.331						
10	0.612	2.661	85.991						
11	0.526	2.287	88.278						
12	0.434	1.886	90.164						
13	0.399	1.735	91.898						
14	0.361	1.569	93.468						
15	0.289	1.257	94.725						
16	0.277	1.206	95.931						
17	0.25	1.087	97.018						
18	0.203	0.883	97.901						
19	0.144	0.627	98.528						
20	0.129	0.56	99.089						
21	0.089	0.388	99.477						
22	0.071	0.308	99.785						
23	0.05	0.215	100						

Extraction Method: Principal Component Analysis.

The rotated component matrix is depicted in Table-7 for the online fashion and apparel resulted into extraction of five factors with 69.8% of total variance. Variables with more than 0.05 are considered for the study. The extracted five factors are named as price sensitivity factors, website artistry factors, social media adoption factors, Strategic factors, and divulgence factors.

Factor-1: Price sensitivity factors: The first factor explains 40.83% variance and has six variables, Festival offers (loading = 0.782), Cash back on particular debit/credit card (loading = 0.708), Loyalty programs and points (loading = 0.690), Discounts/ offer (loading = 0.663), Flash sales (loading = 0.652), Spike Sales- (exciting offers on almost all the categories) (loading = 0.651).

Factor-2: Website Artistry factors: The second factor explains 12.58 % variance and has six variables, follow up adds and reminders on websites account (loading = 0.842), Customer interaction and quires (loading = 0.771), Product description (loading = 0.702), Info graphics (loading = 0.684), Website features and navigation (loading = 0.671),

The principal component analysis for analyzing the online apparel and fashion shopping behavior is depicted in the table-6.

Product listing Ads on website (loading = 0.628).

Factor-3: Social media adoption factors: The third factor explains 6.55 % of variance and has six variables, likes/ shares/ followers on social media (loading = 0.735), Campaigns on social media (loading = 0.680), Opinion from peers and friends (loading = 0.667), Photos of the product on social media (loading = 0.663) Website Catalogue (loading = 0.656), Social media posts by E-retailer (loading = 0.538).

Factor-4: Strategic factors: The fourth factor explains 5.172 % of variance and has two variables, Deals for the day – Products (loading = 0.799) and Reviews and ratings by customers (loading = 0.747). **Factor-5: Divulgence factors:** The fifth factor explains 4.695 % variance and has three variables, Videos of the product (loading = 0.683), Notifications on mobile application (loading= 0.624) and Inbox Mails - Gmail Ads (loading = 0.509).

Table-5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.771
Bartlett's Test of Sphericity	Approx. Chi-Square	4555.476
	df	253
	Sig.	0



Variable	Component				
	1	2	3	4	5
Festival offers	0.782				
Cash back on particular debit/credit cards	0.708				
Loyalty programs and points	0.69				
Discounts/ offer	0.663				
Flash sales	0.652				
Spike Sales- (exciting offers on almost all the categories)	0.651				
Follow up adds and reminders on websites account		0.842			
Customer interaction and quires		0.771			
Product description		0.702			
Info graphics		0.684			
Website features and navigation		0.671			
Product listing Ads on website		0.628			
likes/ shares/ followers on social media			0.735		
Campaigns on social media			0.68		
Opinion from peers and friends			0.667		
Photos of the product on social media			0.663		
Website Catalogue			0.656		
Social media posts by E-retailer			0.538		
Deals for the day - Products				0.799	
Reviews and ratings by customers				0.747	
Videos of the product					0.683
Notifications on mobile application					0.624
Inbox Mails - Gmail Ads					0.509

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.^a

^a Rotation converged in 10 iterations.

5.6 Multiple Regressions: Table 8 shows the R value which is 1.00 and illustrates better linear relationship between the extracted response variable and predictor. There is no variance in the outcome as the difference between R square and adjusted R square is nil.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 ^a	1	1	0.28623

^a Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

Table- 9 depicts that, the independent variables predict the dependent variables (178508) = 73122 P < 0.05.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73122.832	5	14624.566	178508.93	.000 ^b
	Residual	20.4	249	0.082		
	Total	73143.231	254			

a. Dependent Variable: STR

b. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

Table-9: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73122.832	5	14624.566	178508.93	.000 ^b
	Residual	20.4	249	0.082		
	Total	73143.231	254			

a. Dependent Variable: STR

b. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

The regression equation of the study can be shown as,
 $Y = \text{Constant} + (V1) + (V2) + (V3) + (V4) + (V5)$
 Factors influencing online fashion and apparel = 85.50 + 16.910 (V1) + 1.378 (V2) + 0.162 (V3) + 0.73(V4) – 0.010 (V5). The first variable i.e. Price sensitivity factors has significant weightage towards online fashion and apparel shopping like flash sales, loyalty programs and points, spike sales- exciting offers on all categories for limited period, cash

back offers, Discounts and offers. Second category of factors include reminder adds on websites, info graphics, website creativity, products listing, navigation and secured payments. Third impulsive factors include social media campaigns, customer engagement through queries, contests, social media posts and updates. The other driving factors for making impulsive online fashion and apparel purchases includes reviews, ratings and deals of the day listing on websites.

Table-10: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	85.055	0.018	4745.237	0	
	Price sensitivity factors	16.91	0.018	0.997	941.573	0
	Website Artistry factors	1.378	0.018	0.081	76.721	0
	Social media adoption factors	0.162	0.018	0.01	9.019	0
	Strategic factors	0.073	0.018	0.004	4.06	0
	Divulgence factors	-0.01	0.018	-0.001	-0.548	0.584

a. Dependent Variable: STR

VI. CONCLUSION

Dominance of digital usage by millennials has transformed their shopping behaviors from brick to one tap easy shopping at their convenient place. The Big-4, Artificial intelligence, Machine learning, Augmented reality and virtual reality is adopted by E-retailers to improve customer online shopping experience, post sales services, personalized product recommendations, to make the consumers perceive products and experience services in normal life before purchasing the products online. Significant portion of digital age segment purchase fashion and apparel online due to increased exposure in social media and digital marketing strategies by E-retailers. Price sensitivity factors has significant weightage towards online fashion and apparel shopping like flash sales, loyalty programs and points, spike sales- exciting offers on all categories for limited period, cash back offers, Discounts and offers.

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