

Review of Consumers' Experiences, and Behavioural Intention towards Female and Male in Online Clothing Industry: Trends, Challenges and Future Directions in Technological Advancement

Ekta Jain¹, Dr. Preeti Chhabra²

¹Research Scholar, School of Commerce, MRIIRS,

Email ID: ekta.jain06@gmail.com

²Associate Professor, School of Commerce, MRIIRS,

Email ID: Preeti.soc@mriu.edu.in

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KEYWORDS

Consumer Behavior, Experiences, E-Commerce, Online Apparel Industry, Purchase Intention, Technology Advancement

ABSTRACT

The paper provides a comprehensive overview of the study focused on consumers' experiences, attitudes, and behavioral intentions towards online shopping in the clothing industry. It emphasizes the significant role of the Internet in transforming shopping habits, particularly highlighting the e-commerce rapidly growing, especially in India. In this study the main focus on that consumers are increasingly utilizing various online clothing platforms to fulfill their fashion needs reflecting a shift in preferences towards digital shopping and Technological advancement which enhances the online shopping experiences. Innovations like Augmented Reality (AR) and Artificial Intelligence (AI) are identified as crucial in providing personalized recommendations and immersive experiences that help to engage consumers more effectively. Furthermore, online shopping has evolved beyond convenience, it serves as a means for consumers to express their individuality and stay updated with changing fashion trends contributing to a deeper understanding of consumer behavior in a dynamic and rapidly evolving market.

1. INTRODUCTION

In Today's era, The Internet plays an important role in our lives. Today we buy everything online and the Internet has a huge impact on the clothing industry. The way people use online platforms to buy clothes has changed. Nowadays, consumers use many online clothing sites to fulfill their needs. E-commerce continues to evolve with advancements mobile shopping, social commerce, and omnichannel retails. Technologies such as augmented reality (AR) for virtual experiences and AI-based product recommendations and technologies are improving the online

shopping experience. More than just convenience in today's digital world, online shopping is a way for fashionistas to express themselves and stay ahead of the ever-changing world of style. As per the India Fashion Ecommerce Market Analysis report The India Fashion Ecommerce market size was valued at US\$ 14 billion in 2023 and is expected to reach US\$ 18.76 billion by 2030, growing at a compound annual growth rate (CAGR) of 34% from 2023 to 2030.

(Source by: Apparel - India | Statista Market Forecast report)

The best clothing app for the latest fashion trends and celebrity looks is Benny. The best dress-shopping app for ethnic and formal is Myntra. The best dress-shopping app for shopping casuals and indo-western dresses is AJIO. The best shopping app for designer dresses is Nykaa Fashion. The best shopping app for Gen Z clothes and Streetwear is Urbanic.

(Source by: Best App for Shopping Clothes in India [Top 5 Brands and Stores] [Updated September 2024] (appbenny.com))



The reviews highlight the convenience, variety, and accessibility of online apparel shopping for both genders, offering cost saving and personalized experiences. It underscores the need to understand return and exchange frequencies, utilizing retailer data and customer feedback to evaluate product quality against price. Assessing customer satisfaction is vital for identifying factors that lead to positive or negative experiences, helping retailers improve relationships with consumers, additionally, preferences for e-commerce platforms vary based on individual interests and demographics.

2. LITERATURE REVIEW METHODOLOGY

(Sarah S. Al Hamli, et.al.,2023) The studies examine the factors affecting the online shopping behavior of Saudi Arabian consumers during the COVID-19 pandemic, including factors such as variety, payment methods, trust, convenience, and psychological factors This assists e-employees in customer service, online purchasing decisions enables them to be effective Focus on the importance of product variety, payment options, and psychological aspects of attraction. (Selvi Kausiliha Vijayan, Yu Hock Oo.2022). This Study mainly focuses on online clothing shopping in Malaysia have revealed strong correlations among factors that affect consumer behavior. It highlighted the importance of perceived risk, web experience, price, motivation, product attributes, ease of use, intentions, and online apparel shopping intentions Academic research and validation models can help online marketers and traders better serve the needs and aspirations of Malaysian consumers. (Angelica D. Barasi, et.,2022) This Studies show that factors including price, convenience, shipping speed, shelf life, and variety which have a significant impact on online purchasing decisions. The factors that affect most in consumer behavior like Discounts, quality, and reliability play an important role in the decision-making process. The popularity of online shopping, especially among women, means that digital options are on the rise. (Mohamed Salman Fathima Sameeha, et.al.,2022) This study examined online clothing and accessories worn by consumers from 188 districts of Kalutara. Factors such as price, convenience, wide selection, trust, previous online experience, and financial risk were found to influence consumer behavior but no significant relationship was found between safety and online shopping behavior Using Cronbach alpha testing and assessed the reliability of variables. (Aakash Alwani, et.al,2021) This study examines consumer behavior Toward online shopping in Vadodara, India. It mainly focuses on e-commerce sites such as Amazon, and Flipkart, and also shows how digital technologies affect purchasing behavior as they change their consumer behavior impact. A survey of online shopping habits in Vadodara examines that the most popular sites like Amazon, Flipkart, and Myntra, which have No hidden costs, more choices, and time-saving benefits are the main reasons why you shop online (Ong, A.K.S.; Cleofas, et.al.,2021). The paper contributes to the literature by analyzing customer behavior in the apparel sector of Filipino customers during the COVID-19 pandemic. The Protection motivation theory with personified factors and structural equation modeling in predicting purchasing behaviors among Filipino consumers. The study suggests that consumer engagement strategies and customized marketing plans must be evolved to address the evolving challenges in the fashion landscape. (Nikhil Goyal, et.al.,2021) Research on apparel-related online shopping highlights the need for websites to influence consumer choice and improve the shopping experience by prioritizing product functionality, risk, safety, and reliability for consumers emphasizing increased loyalty and trust. (Dr Sandeep Sharma.2021) The study examines consumer behavior in the garment industry in Delhi, highlighting how socio-economic factors and consumer preferences affect the demand for branded clothing. It provides companies with insights to adapt their strategies to meet changing customer needs. Delhi consumers are in high demand for designer and branded clothing, driven by private label brands and fashion trends. Factors such as pricing, and promotions influence consumer behavior. Prospects are heavily influenced by socioeconomic factors, especially in demographics. (Joanna K. Santiago, et.,2020) The text emphasizes the significance of influencers in digital marketing, highlighting their ability to influence consumer behavior and purchase decisions. It also highlights the lack of literature on how influencer marketing content influences consumer behavior. It provides valuable insights for marketers, influencers, and as well as businessmen to show the positive impact on influencer marketing strategies and trends in the ongoing Market. (Dr. U Bhojanna, P. Archana.2020) This study identifies the attitudes of Bangalore consumers Towards online clothing purchases and also focuses on security concerns and ease of use, to understand their purchasing decisions. A study on the behavior of Bangalore consumers Towards buying clothes online highlights the importance of competitive pricing, ease of use, and technological advances in shaping consumer behavior Factors (Dr. Bayad Jamal Ali.2020) The COVID-19 pandemic has able to rise of online shopping and digital purchases, forcing companies to adapt to changing consumer behavior. These changes have necessitated the adoption of new digital communication strategies to meet the ever-changing market environment. The study examined how COVID-19 affected the perception and behaviors of Iraqi consumers regarding durable electrical goods. In 2020, sales of durable goods declined, led by food and other necessities. (Chandra Kumar Dwivedi, Dr. Garima Mathur.2019) The Indore-based study aims to understand consumer behavior in buying clothes online by examining the factors that affect decisions. A study of online apparel purchases in Indore showed that consumer sentiment and promotions significantly influence buying behavior. Security concerns are hampering e-commerce, underscoring the need for online apparel retailers to prioritize protecting consumer data. (Dr. R. Gopinath.2019) The study highlighted the importance of delivery terms, security and the perceived benefits of promoting online shopping. It shows the research gap that Highlights ICT in online shopping did not fully capture value and information-based interaction. Closing this gap can lead to a more comprehensive understanding of local consumers' online shopping behavior and improve their online shopping experience. (Anurag Pandey, Jitesh S. Parmar.2019) The study explores the factors that affect consumer behavior in online shopping in Kanpur, focusing on the importance of website design, social influence, online experience, and



demographics for online marketers to develop flying marketing strategies effectiveness. The study also examined variables that affect online shoppers' decisions, including social influence, web design, and demographic characteristics. This provided valuable information for online businesses to better strategize marketing and enhance customer experience, ultimately increasing online shopping behavior. (Mohammad Anisur Rahmanet.,2018) This study examines consumer buying behavior in Dhaka, Bangladesh, focusing on online purchase preferences and behavior and also provides valuable insights for companies adapting to changing consumer fashion and trends. A survey of online shopping behavior in Dhaka, Bangladesh, revealed that time constraints and a wide range of goods and services were the key drivers. Gender was evident, and sources of information such as websites and social media were important for online shoppers. (Wencke Gwozdz, et al.,2017) The paper examines the environmentally friendly impact of clothing, also focusing on consumer choices and fashion trends. It uses insights to discuss the impact of fast fashion, consumer influence, and the need to buy sustainable clothing. This study analyzed the consumer segments in the clothing industry, revealing different variety preferences, willingness to pay for sustainable products, and attitudes Toward sustainable business practices. They highlighted the challenges of promoting sustainable clothing, especially among low-income groups. (N. Jemila Dani.2017) Internet usage has revolutionized e-commerce websites increasing the variety of products purchased online. E-commerce improves customer experience, making online shopping more desirable and convenient for customers. This Research mainly focuses on the importance of factors such as price, security, ease of use, and product quality in influencing consumer decisions. Cost, convenience, reliability, security issues, product quality, and reliability, and validity of information are the main components. Also, Demographic variables such as age, income, and education play an important role in attitudes. (Shiveen Ansari, Dr. Rahela Farooqi.2017) This study focuses on the demographics influencing variables that change consumers' attitudes Towards online shopping in Delhi and NCR, which provides valuable insights for companies and consumers to refine their online strategies and behavior. This study shows that age, income, demographic nature, and gender play important roles in shaping perceptions and attitudes toward online shopping. People aged 25–50 are more likely to shop online, while those with higher incomes are more likely to shop online. (Cham T.H., Ng, et.al.,2017) This study highlights the factors that affect apparel preferences and purchase intentions among Malaysian generation-Y consumers, highlighting the importance of fashion marketers understanding all factors for successful communication. The study used structural equation modeling to investigate Malaysian Generation Y consumers' apparel purchasing preferences and intentions Factors such as originality, self-concept, brand image, word of mouth, and perceived quality influenced clothing taste and preferences. (S. Karthik, S. Muthupandi.2017) The study has examined the online fashion behavior of college girls mainly focusing on factors that affect their decisions. The growth of online shopping is driven by ease of use, choice of products, and trust in services. The study examines the importance of understanding consumer behavior in e-commerce platforms. College Girls students in Virudhunagar will likely to buy fashion products online due to convenience, perceived usefulness, pricing, and security concerns, providing valuable insights for companies and retailers. (Bibin Manuel, Shyam A. V.2017) The study explores the factors that affect online apparel purchases including consumer preferences, store images, shopping risks, financial constraints, SNS participation, and value, to provide information to online marketers. Understanding Factors that Affect Online Apparel Purchases The study shows that user-generated content (UGC) and online store image are important factors that affect consumer behavior and online shopping choices Perceived risk mediators for purchase intention and clothing prices, purchased by e-retailers (Sumit Chaturvedi, et al.,2016) The study mainly focuses on perceived risk, trust, and information seeking on online apparel purchase decisions of Indian consumers with a focus on Rajasthan. It emphasizes the importance of social media in building consumer choice and trust. It identified perceived risk, trust, and information-seeking as key consumer choice factors. Trust is essential for customer loyalty, and confidence in online purchases. The study provides useful insights for businesses to optimize social media strategy and increase customer engagement. (Angharad McLaren, et.al.,2016) The fashion industry case study examines consumer behavior and daily clothing consumption practices to understand the impact of design on product longevity. The study aims to identify the opportunities and challenges of expanded textile manufacturing processes. Value for money significantly affects consumers' willingness to buy durable clothing. Design strategies that prioritize functional aspects can increase the perceived value on the garment and encourage longevity. (Nausherwan Raunaque, et.al.,2016) The survey explores consumer attitudes and perceptions Towards online shopping in India, which examines the factors that affect online shopping behavior and customer satisfaction, and aims to provide insights to retailers to enhance buyer-retailer interaction and improve online marketing strategies improved. The study mainly focuses the importance of e-marketers in India to improve user experience, build trust, and meet consumer preferences. (Ida Ayu Debora Indriani.2016) This article examines the changing nature of clothing consumption, the impact of technology on purchasing, availability of products, refund systems, and ease of use for marketers and enterprises for valuable insight delivery. The study revealed three key factors: perceived ease of use, refund policy, and availability of features Key factors include features there, flexible refund policies and user-friendly procedures. The report highlights the importance of building trust and improving online shopping experiences for consumers. Companies can adapt their strategies to meet unique customer needs, increasing customer satisfaction and loyalty. (Yuling Bai, et al.,2016) The study highlights the impact of consumer perception on the competitiveness of online apparel brands in China, highlights the importance of customer satisfaction, and guides a successful marketing strategy for the business. This Paper examined consumers' perceptions of online apparel markets. It analysed usage, service, and lifecycle issues, highlighting the importance of gains in pricing, product quality, website design, privacy protection, customer service skills, delivery, and lifestyle internal characteristics. (Binoy Mathew.2015) The Author examines the evolving e-commerce landscape in India, with a focus on the textile industry, analyzing market expansion,



consumer behavior and implications for Indian consumers. The study shows that trust in retail brands, online helpful people, clothing matching, and website quality significantly benefit online shopping habits of young female shoppers in the US retailers to change their business models, embrace online shopping, reduce costs, form long-term partnerships and offer higher quality clothing. (Lim Yi Jin et al.,2015) The study examines students' perceptions of online shopping in a Malaysian public university. The survey of 662 students revealed a positive attitude Towards online shopping. The study mainly identifies the attitudes of the students Towards online shopping and, providing valuable insights into their online shopping habits, trends and preferences, which can inform strategic marketing strategies in online shopping and show the positive attitude. (Hani A. Jawa, Kamelia Chaichi.2015) A study conducted in Dammam examined the factors which affects consumer intentions Towards online shopping in Saudi Arabia, including perceived convenience, reliability, quality of website design, and advertising promotion Target companies is to understand and serve Saudi consumers' online shopping habits in the article, these findings provide valuable insights. A study in Saudi Arabia revealed that website quality significantly affects online shopping behavior and consumer perception. However, perceived Reliability, Convenience, and Sophistication showed no significant relationship with consumer behavior. Reliability statistics and regression analysis were used to examine these relationships. (Pushpak Singhal, Dr. Supriyo Patra) The study examines online shopping behavior in Kolkata, focusing on shopping patterns, knowledge, preferences and choice of payment gateways. It attempts to understand consumer motivations, concerns and buying patterns, to enable companies and E-commerce websites to improve online shopping experiences and drive expansion. The study shows that male and female shoppers in Kolkata have different online shopping preferences. Men gives first preference to price, convenience and availability of products, while women give first preference to convenience over savings and price. In addition, many people prefer to read product descriptions in physical stores before buying, preferring payment options upfront to cash upon delivery.

Research Objectives	Reviews mapped
To Determine The females and males prefer to shop for clothing online, they are primarily motivated by convenience, cost, variety, and other factors	10
To understand the frequency of return and exchange in the online clothing industry	4
To examine customer satisfaction levels with online clothing purchases and identify the factors that lead to positive or negative experiences	9
Determine which E-commerce website or platforms are most popular among female and male consumers	2
To determine the quality of the products in comparison with price.	4
To Determine the Factor Influencing Consumer Behavior While They Do Online Shopping	10
Total Literature Reviews Referred	39

Theoretical Framework

The Theoretical Framework provides the comprehensive review of consumer behavior which belongs to context of online shopping for apparel. Below is a broader and detailed review of these framework

Consumer Purchasing Behavior: This Framework examines how consumer make decisions regarding the selection, purchase, use and disposal of products. It emphasizes the psychological and social processes involved the decisions-making.



(Source by -Self-Created)

Social media as a Marketing Tool: Social media platforms have transformed marketing strategies, which allows brands to engage directly with the consumers. This interaction drives a sense of community and loyalty. Brands can create interactive content that encourages consumer participation and Collaborations with social media influencers can influence consumer opinions and drive purchases. Reviews and testimonials shared on social media can significantly impact potential buyer's perceptions.

Influence of Reviews and Opinions: The rise of online reviews and ratings has empowered consumers, making them more informed and critical of their purchasing decisions and Positive reviews can enhance a product's appeal, while negative reviews can reduce the potential buyers. This dynamic environment underscores the importance of managing online reputation.

Psychosocial Factors: Demographic Factors such as age, gender, education level and income can influence the consumer preferences and behaviors. Cultural background can shape consumer attitudes towards the brands and products, which affects their purchasing decisions. Consumer often make purchases which reflect their social identity, and seeking products that align with their self-image and social group.

Post-purchase Behavior: The experiences received after the purchase can significantly influence future buying behavior and satisfying the customers are more likely to purchase again and become repeat buyers and brand representatives. The Positive post-purchase experiences can lead to increased brand loyalty, where consumers consistently choose a particular brand over competitors.

Technology Acceptance Model (TAM): This Model shows that perceived ease of use and perceived usefulness are critical the factors which influencing user's decision to accept and use technology. If consumers find an online shopping platform easy to navigate and believe that this technology enhances their shopping experience, they are more likely to engage with it.

Websites Attributes: The design and the functionality of e-commerce websites, significantly affect consumer satisfaction and purchasing intentions. A user-friendly interface enhances the shopping experience. Easy navigation helps consumers find products quickly. Visible security measures can alleviate consumer concerns about online shopping.

Demand Theory: This theory examines how consumer demand for goods and services is influenced by price changes, income levels, and consumer preferences and understand the sensitive consumers for price changes which can help the business to set competitive pricing strategies.

Revealed Preference Theory: This theory suggest that consumer preferences can be inferred from their purchasing behavior under many circumstances, which particularly concerning their income and price. To Analysing purchasing patterns helps business to understand consumer preferences and adjust their offerings accordingly.

Conceptual Framework: The study identifies several variables that influence consumer behavior, including convenience, price, security, product variety, trust, past online shopping experience, financial risk. This framework provides a comprehensive view of the factors affects the consumer behavior in online shopping

Protection Motivation Theory (PMT): This theory focuses on how individuals are motivated to protect themselves from perceived threats, influencing their online shopping behavior.

Theory of Planned Behavior (TPB): This theory shows that behavioral intentions are influenced by subjective norms, and perceived behavioral intentions, which provide insights into how consumers plan their online shopping activities.

Factors Influencing online apparel consumer behavior

The factors influencing online apparel consumer behavior can be categorized into several key areas, each with its own specific influences.

Demographic Factors

Age: Younger consumers particularly are millennials and Gen Z which indulge to shop online more as compared to other generations due to their familiarity with technology and digital platforms. Older consumers may exhibit hesitance due to a lack of comfort with online shopping.

Gender: Shopping behaviors can differ between men and women, with women often showing a higher involvement in online apparel shopping due to fashion interests.



Income Level: Higher income level may correlate with increased online shopping due to greater disposable income, while lower income levels may lead to more price-sensitive shopping behavior.

Education Level: More educated consumers may be more comfortable navigating online shopping platforms and understanding product information, influencing their shopping habits.

Psychological Factors

Perception: Consumers' perceptions of online shopping, including the perceived ease of use and the perceived risk associated with online purchases, significantly influence their shopping behavior.

Motivation: The desire for convenience, variety, and the ability to compare prices can motivate consumers to shop online for apparel.

Attitudes: Positive attitudes towards online shopping, influenced by previous experiences and satisfaction, can lead to increased online purchase behavior.

Trust and Security: Concern about the security of online transactions and the reliability of online retailers can significantly impact consumer behavior.

Social Factors

Social influence: Recommendations received from friends, and social media can significantly impact consumers' decisions to shop online. Social proof, such as reviews and ratings play a crucial role in building trust.

Cultural trends: Cultural norms and trends can dictate what types of apparel are popular and acceptable, influencing consumer preferences.

Peer Pressure: The desire to conform to social norms or trends can drive consumers to purchase apparel online, especially among younger demographics.

Technological Factors

Ease of Use: The user-friendliness of online shopping platforms can greatly influence consumer behavior. A seamless shopping experience encourages more purchases.

Mobile Accessibility: The rise of mobile shopping apps has made it easier for consumers to shop-on-the-go, impacting their purchasing habits.

Online Reviews and Ratings: The availability of product reviews and ratings can enhance consumer confidence in their purchasing decisions.

Economics Factors

Economics Conditions: economic conditions, such as recession or growth, can influence consumer spending habits and their willingness to shop online.

Price Sensitivity: Consumers with lower income levels may be more price-sensitive, seeking discounts and deals when shopping online.

Disposable Income: Higher disposable income can lead to increased online shopping, as consumers are more willing to spend on apparel.

Trends in Online apparel consumer behavior

The trends in online apparel consumer behavior are multifaceted and reflect the dynamic nature of the e-commerce landscape. Here's are some detailed explorations of these trends:

Digital Transformation: The shift towards online shopping has been spread by the COVID-19 pandemic, with more consumers opting for e-commerce platforms for their apparel needs this trend is driven by the convenience of shopping from home and the ability to browse a wider selection of product and Innovations such as Artificial Intelligence (AI) machine learning and big data analytics are helping retailers to enhance their online platforms, providing better users experiences and more efficient operations.

Mobile-First Approach: A significant number of consumers are using smartphones and tablets to shop for apparels. This trend is particularly strong among younger demographics which prefer the convenience of mobile shopping. Retailers are investing in mobile -friendly websites and dedicated shopping apps to ensure a seamless experience. Features like one-click purchasing, mobile payment options, and easy navigation are becoming standard.

Sustainability and Ethical Consumption: Consumers are aware of the environmental impact of their purchases, this helps to increase the demand for sustainable fashion, with shoppers seeking brands that prioritize eco-friendly materials and practices. Shoppers are interested in the ethical practices of brands, including the conditions and sourcing of materials. Brands communicate their sustainability efforts and ethical commitments are more likely to attract conscious consumers.



Personalization and Ethical Consumption: Consumers expect personalized experiences that reflect their preferences and shopping history. Retailers are leveraging data analytics to provide customized product recommendations and targeted marketing message. Many brands are offering customizable products, which allows to customers to select size, colour and designs that suit their individual choice.

Influence of social media: Platforms like Instagram, Facebook are becoming significant channels for online clothing shopping. Which allows direct purchases through social media for gaining attraction and making it easier for consumers to shop while browsing their feeds. Collaborations with influencers and fashion bloggers are driving consumer interest and purchases. Followers often trust recommendations from influencers and making them powerful representatives for brands.

Omnichannel Retailing: Consumers are indulging shopping experience across online and offline channels and Retailers are adopting omnichannel strategies that allow customers to browse online, purchase-in-store or return items bought online at physical locations. Services like buy online, pick up in-store (BOPIS) and easy returns are becoming standard, providing consumers with flexibility and convenience.

Focus on Consumer Experience: Retailers are focusing a website usability and ensuring that their online platforms are easy to navigate, visually appealing and fast-loading. A positive consumer experience is crucial for retaining consumers. Providing excellent customer service, including responsive support and clear communication regarding shipping and returns is essential for building trust and loyalty among customers.

Importance of Reviews and Ratings: Online reviews and ratings significantly influence consumers purchase decisions. consumers often depend on feedback from other customers to check the product quality and brand reliability before making a purchase. Encouraging customers to share their experiences and photos can enhance brand credibility and attract new shoppers.

Technological Innovations: Technologies such as virtual fitting rooms and Augmented Reality (AR) are enhancing the online shopping experiences by allowing consumers to visualize the products which shows how it will look on them before making a purchase Many retailers are implementing AI-driven chatbots which assist customers in real-time, providing instant support and personalized recommendations.

Challenges in understanding consumer behavior

Sizing and fit issues: Inconsistent sizing across brands, inaccurate size charts, and a lack of fit information all contribute to negative experiences. Customers may feel frustrated when garments do not fit as expected, leading to returns and dissatisfaction.

Quality and durability issues: Poor quality materials, craftsmanship or construction can lead to dissatisfaction with online clothing purchases. Customers expect garments to meet their expectations of quality and durability based on product descriptions and images.

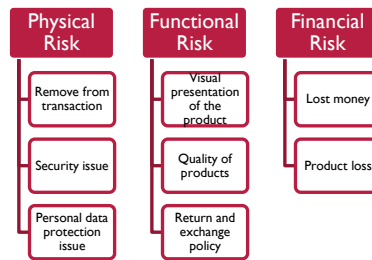
Shipping delays and issues: Late deliveries, shipping errors, and damaged packages can lead to negative experiences. Customers appreciate reliable shipping services with tracking information and timely updates or order status.

Hidden Fees and Charges: Unlimited charges such as duties, import taxes or restocking fees can surprise and frustrate customers. Transparent pricing and clear communication about additional fees help prevent dissatisfaction.

Difficulties with returns and exchanges: Complicated or restrictive return and exchange processes, including high shipping costs, restocking fees and limited return periods, can deter customers from future purchases. Hassle-free and hassle-free return policies are essential to customer satisfaction.

Lack of customer support: Inadequate or unresponsive customer support, which includes long wait times, unhelpful responses, and difficulty contacting representatives, can lead to negative experiences. Customers expect fast and efficient help with their questions and problems.

Perceived Risk: Perceived risk in the online apparel industry refers to the potential concerns and uncertainties that consumers may face when shopping online. this risk can influence their decision-making process and ultimately influence whether they decide to buy or abandon their idea.



(Source by -Self Created)

Research Gap

The reviews identify several gaps that warrant further investigation. Firstly, internet access limitations pose a significant barrier to online shopping participation in various geographical areas. Secondly, there is a necessity for comparative analyses based on demographic and cross-cultural variations to gain a deeper understanding of consumer perceptions, additionally in-depth study of key factors such as financial, safety, social, quality, convenience, technological risks, website usability, security and trust -is essential to comprehend their impact on consumer behavior. Furthermore, there is a notable gap in understanding the frequency of returns and exchanges in the online clothing industry, which is crucial for assessing consumer satisfaction levels. Lastly, limited research has been done on the popularity of specific e-commerce platforms which indicating a need for more comprehensive studies in this area.

3. CONCLUSION

This study examines consumer experiences, attitude and intentions towards the online apparel industry for women and men. These decisions shed light on the consumer's decision-making process. Brand loyalty, price sensitivity, product reviews, website choice and social influence are among the factors identified in this study which gives a comprehensive analysis of these factors. The study aims to provide valuable insights into consumer behaviour in the online apparel industry, inform strategic decision-making about online apparel, and contribute to the development of e-commerce knowledge.

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