



IMPULSIVE, BUYING OF FASHION APPARELS – KEY DETERMINANTS OF ONLINE BUYERS

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Abstract

Online impulse buying is further elicited by easy access to goods, speedy purchase process, time saving, lack of community pressure, and absence of the need for physical effort on the part of the consumer. The purpose of this study is to find out the factors influencing the customer's impulse purchase of apparel products from e-commerce platforms with selected fashion apparel. In the study it is noted that fashion consciousness doesn't have a positive influence on e-commerce impulse buying whereas Adventure Shopping has a positive influence on e-commerce impulse buying. The study proves that emotional motivation leads to e-commerce impulse buying. The study provided an insight that adventure shopping leads to impulse buying. Even though there is more competition and price war between apparel brands in e-commerce platform, the selected apparel brand can stand out from the crowd by adopting suggestions given. Results of this study show that hedonic shopping motives such as Adventure shopping, Value shopping, Idea shopping play an important role in impulse buying of fashion apparel brand.

Key words: Online buyers, impulse buying, fashion apparel, brands, niche market

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1. INTRODUCTION

Online shopping has become inescapable in the day-to-day life. Online impulse buying is further elicited by easy access to goods, speedy purchase process, time saving, lack of community pressure, and absence of the need for physical effort on the part of the consumer. IBEF (May, 2021) highlighted that the market reaches online Gross Market Value (GMV) to US\$ 100-120 billion in 2025 with 300-350 online shoppers in India. The e-commerce retail value by product-wise analysis clearly indicates 40% each accounted by electronics and apparels segments compared to other product category (IBEF, May 2021). The dominance of apparel online shopping, growth will also be exponential with the prevalence of smartphones and high-quality apps, people are continuously in fashion browsing mode in their free time or during their travelling time, people are continuously searching for new trends, designs and better offers. Brands want to leverage this opportunity and grow their business on online. Fashion e-commerce business is facing massive trends across world, it is expected to grow further with ever-changing nature of consumer tastes, consumer preferences, consumption patterns and buying behaviors.

The purpose of this study is to find out the factors influencing the customer's impulse purchase of apparel products from e-commerce platforms with selected fashion apparel. With thorough literature review from consumer studies, 14 important factors were identified which influence online impulse purchase.

Competition for fashion apparel brands on e-commerce platform grows day after day, brands identified the importance of online presence and try to attract offline consumers by offering attractive offers to lure customers to online platform. Brands which focus on niche market cannot compete with big brands which tries to attract consumers in all segment, because they push large volumes through e-commerce by giving more offers, therefore understanding factors other than offers to attract e-commerce consumers is very important to create successful digital marketing strategies.

Earlier Studies

Rook (1987) identifies three important factors leading to impulse buying: (1) the subjective experiences that distinguish the onset of the buying impulse, (2) how consumers cope with their impulsive urges to buy and (3) the types of negative consequences they incur as a result of their impulsive buying. Tinne (2010) concludes that four important factors consumer characteristics, store characteristics, situational factors and product characteristics activates the impulse purchasing behaviour. Aragoncillo and Orus (2017) explains physical store is superior in terms of sensory

stimulation, which can trigger the emotional and unconscious response that leads to the buying impulse to a greater extent than the online channel but the study proves that the participants who perceived themselves as impulsive in the offline channel also perceived they were impulsive in the online channel, and vice versa. online buyers of clothing and accessories consider social networks as a source of inspiration that can trigger their buying behavior. Park, Sung and Kim (2015) examined the causal relationships among fashion involvement, positive emotion, hedonic consumption tendency, and fashion-oriented impulse buying in the context of shopping. Fashion involvement and positive emotion had positive effects on consumers' fashion-oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying. Binoy Mathew (2015) describes in the beginning stages of online shopping, Indian consumers were reluctant to buy apparels online as it has many limitations. But today the market is able to overcome many of the limitations and build confidence among the consumers to buy online. The last two years have seen considerable increase in online trade in the apparel segment.

Kang and Park-Poaps (2010) investigates the relationships between fashion innovativeness/opinion leadership and utilitarian/hedonic shopping motivations and the results indicated that fashion innovativeness was significantly related to various hedonic shopping motivations, fashion innovativeness was positively associated with adventure and idea shopping motivations, whereas it was negatively associated with value shopping motivation. Fashion opinion leadership was positively associated with utilitarian shopping motivation., Dey and Srivastava (2017) examines the predictors of impulsive buying intentions among youngsters from a hedonic shopping perspective. Theoretical work suggests that impulsive buying can function as a form of different hedonic shopping value dimensions such as fun, social interactions, novelty, escapism and outside appreciation. Results indicate that the impulsive buying intentions of youngsters are positively associated with all the five dimensions of hedonic shopping value. Situational characteristics of money and time availability positively moderate this relationship. Task definition negatively moderates the association between impulsive buying intention and hedonic shopping value dimensions.

The study conducted by Sundstrom et al (2017) brings new light on the bored-state-of-mind's importance in impulse shopping, results of this study reveal that young consumer's impulse purchases of

fashion items online are often motivated by boredom, and described in two dimensions: 1) Consumers are often responding to triggers that can break monotony and 2) Boredom occurs in a contextualized totality. When consumers are bored they are easily triggered by stimulus like price, easy access, and free delivery, and it is perceived as easy to click the boredom away. Turkyilmaz, Erdem and Uslu (2014) examines the effects of personality traits (internal factor) and web site quality (external factor) on online impulse buying. San Lim et al (2016) identifies four important factors affecting the consumer satisfaction on website: usability, credibility, service quality and transaction costs, it shows that there is a significant relationship between website usability and online website satisfaction. The study by Verhagen and Van Dolen (2011) provides insight into the relationships between online store beliefs and consumer online impulse buying behavior, results showed that the representational delight and merchandise attractiveness were important to impulsive buying settings. Luong and Slegh (2014) shows that price discounts have an effect on consumer intentions to shop with a competitor offering the discounts, especially when the products are higher priced. Vieira, Santini and Araujo (2014) shows that hedonic and utilitarian dimensions are positively associated with consumer response, such as satisfaction, buying intention and loyalty. Akram et al (2018) examines the impact of situational variables, scarcity and serendipity, on online impulse buying in Chinese social commerce environment. According to Ko (2017), the results revealed that social-oriented factors, including anticipated positive emotion for social activities and perceived behavioral control for social activities, drive individuals to have a desire to engage in social activities. In contrast, commercial-oriented factors, including perceived behavioral control for commercial activities, anticipated positive emotion for commercial activities, and commercial attitude, are important drivers of commercial desire. The results also showed that social identity cannot arouse users social and commercial desires. Zhang et al (2018) brings theoretical and empirical connections between them. The findings explain that browsing positively affects consumers urge to buy impulsively and finally affects their impulse buying behavior. According to Rana, Bhat and Rani (2018), the consumer choice heuristics are influenced by both dispositional (internal) and situational (external) factors. Consumers majorly have two set of rules; one for choosing the product brand and the other for the website brand, according to author there are various loops while making the choice. Xiang et al (2016) indicate that para social interactions exerts an impact on impulse buying tendency, the social-relevant features of the SCP determine Para Social Interactions, and perceived

usefulness and Para Social Interactions both significantly affect perceived enjoyment. In addition, consumers perceived enjoyment and impulse buying tendencies significantly affect their urge to buy impulsively.

Lo et al (2016) identifies the factors associated with online store design and sales promotion stimuli that most affect online impulse buying behavior throughout the consumer decision-making process. Chen et al., (2020) describe that pleasure directly and positively influences consumers 'impulse buying, whereas consumers 'emotional dissonance directly influenced by impulse buying through product dissonance, and finally consumers 'return directly influenced by product dissonance through emotional dissonance. With deep survey of literature study, Tripathi (2019) concluded that social media influences the consumer impulsive buying behaviour on apparel product, whereas, Kshatriya and Shah (2021) empirically found that the social commerce strongly influences impulsive buying of apparel products. Zhang et al., (2021) noted impulse buying tendency and perceived enjoyment both significantly affect consumers 'urge to buy impulsively.

Hypotheses

- H1: There is no difference between income with respect to e-commerce impulse buying and factors
- H2a: Fashion consciousness will have significant positive influence on online impulse buying
- H2b: Scarcity information will have significant positive influence on online impulse buying
- H2c: Serendipity information will have significant positive influence on online impulse buying
- H2d: Social shopping will have significant positive influence on online impulse buying
- H2e: Adventure shopping will have significant positive influence on online impulse buying
- H2h: Value shopping will have significant positive influence on online impulse buying
- H2i: Relaxation shopping will have significant positive influence on online impulse buying
- H2j: Idea shopping will have significant positive influence on online impulse buying
- H2k: E-store content will have significant positive influence on online impulse buying

- H2l: E-Store design will have significant positive influence on influences online impulse buying
- H2m: E-Store navigation will have significant positive influence on online impulse buying
- H2n: Social commerce browsing will have significant positive influence on online impulse buying
- H2o: Social commerce usage intensity will have significant positive influence on online impulse buying

2. METHODOLOGY

The structured questionnaire containing 44 questions covering 14 factors, fashion consciousness was measured using five questions, Impulsiveness was measured using seven questions, scarcity and serendipity information was measured using three questions each. Hedonic shopping motives are measured using three questions on adventure shopping, two questions on value shopping, four questions on idea shopping, two questions on social shopping, three questions on relaxation shopping. e-store content, design and navigation is measured using seven questions. Social commerce browsing, usage intensity and urge to purchase impulsively is measured using seven questions.

The sampling unit for this study is apparel consumers on e-commerce platform. The users are not restricted to any particular platform or brand. Area of the study is only limited to online impulse purchase, planned apparel purchase through e-commerce platform is not taken into consideration. Since the population related to online fashion apparel buyers is unknown, the sampling technique adopted in this study is Non probability Convenience sampling. A total of 213 sample sizes are collected from the respondents of various age

group, gender, occupation, level of education, monthly income, online apparel shopping frequency.

Sample Profile

It is noted that 76.9 per cent of the respondents are Male and 23.1 per cent are Female respondents. Most respondents are in the age range of 25-35 i.e. 59 per cent followed by 20.8 per cent of the respondents from 18-25 age range, 18.9 per cent respondents from 35-45 age range, 1.4 per cent respondents from 45-55 age range. On educational qualification maximum of the respondents are Post graduates i.e. 66 per cent followed by Under Graduates which is 32.5 per cent and 3 per cent are PhD. For Occupation, 59.4 per cent respondents are into employees below manager level, 25 per cent respondents are Managerial level employees, 9.4 per cent respondents are students and 6.1 per cent are into business. On monthly income basis 29.7 per cent respondents are from range between 60k-80k, 29.7 respondents are in the range above 60k, 18.4 per cent respondents from range between 40k-60k, 2.8 per cent respondents are from range below 20k. Results

An attempt is made to test the effect of identified 14 different factors on impulse purchase of fashion apparel customers with respect to e-commerce, structural equation modelling using Partial Least square analysis is done using SMART PLS 3.0.

3. RESULTS AND DISCUSSION

From the figure 1 it could be easily understood that all the factors like fashion consciousness, scarcity, serendipity, adventure shopping, value shopping, idea shopping, social shopping, relaxation shopping, e-store content, e-store design, e-store navigation, social commerce browsing, social commerce usage intensity and social commerce urge to purchase impulsively have association with e-commerce impulse buying.

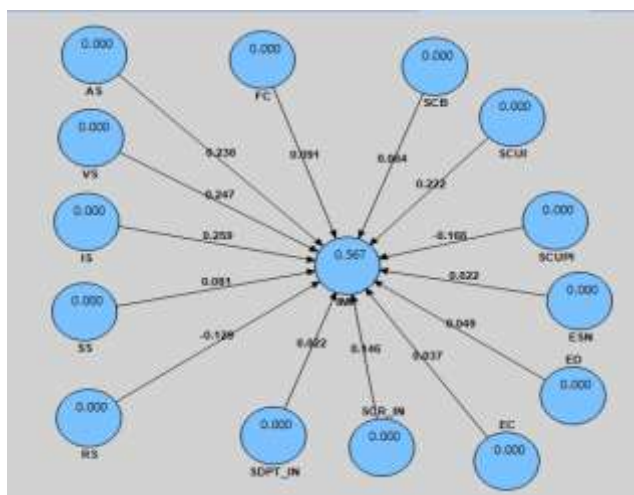


Figure 1 Path Coefficients using Partial Least Square (PLS) analysis

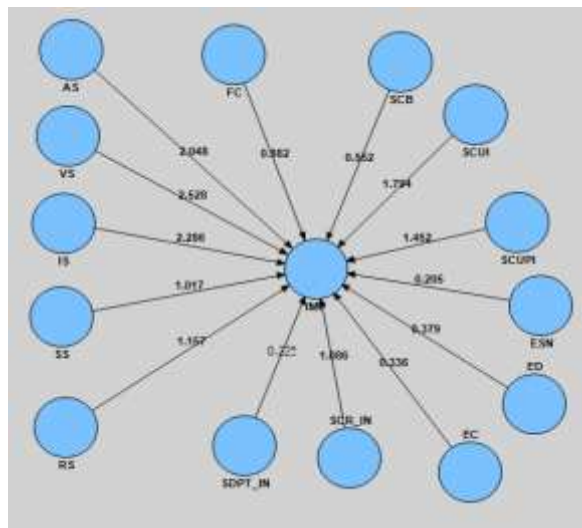


Figure 2 Statistical Significance using Partial Least Square (PLS)

Table 1 Path Coefficients and Hypothesis Results

Factors	Coefficients	T-Stat.	Hypothesis	R-Square
FC -> IMP	0.091	0.882	H0: Not Accepted	0.567
AS -> IMP	0.236	2.048	H1: Accepted	
VS -> IMP	0.247	2.528	H1: Accepted	
IS -> IMP	0.259	2.286	H1: Accepted	
SS -> IMP	0.081	1.016	H0: Not Accepted	
RS -> IMP	-0.129	1.156	H0: Not Accepted	
SDPT_IN -> IMP	0.022	0.225	H0: Not Accepted	
SCR_IN -> IMP	0.037	1.086	H0: Not Accepted	
EC -> IMP	0.049	0.335	H0: Not Accepted	
ED -> IMP	0.022	0.378	H0: Not Accepted	
ESN -> IMP	-0.166	0.205	H0: Not Accepted	
SCUPI -> IMP	0.222	1.452	H0: Not Accepted	
SCUI -> IMP	0.064	1.793	H0: Not Accepted	

Fashion consciousness (FC) refers degree up to which customers are particular about purchasing new fashion apparels through e-commerce platforms. It is observed that there is statistical insignificance and null hypothesis is accepted. Therefore, it is noted that fashion consciousness doesn't have a positive influence on e-commerce impulse buying. Adventure Shopping (AS) refers degree up to which customers want to have thrilling

experience when purchasing apparels through e-commerce platforms. There is statistical significance and alternative hypothesis is accepted and Adventure Shopping has a positive influence on e-commerce impulse buying. Value Shopping (VS) refers degree up to which customers are value conscious and expect more offers when purchasing apparels through e-commerce platforms. The path values signifies that Value Shopping has a positive

influence on e-commerce impulse buying. Idea Shopping (IS) refers degree up to which customers are conscious about keeping pace with trends and well informed when purchasing apparels through e-commerce platforms. The statistical significance of the path coefficients explains that that Idea Shopping has a positive influence on e-commerce impulse buying.

Social Shopping (SS) refers degree up to which customers are conscious about building a social relationship when purchasing apparels through e-commerce platforms. It is observed that there is statistical insignificance and null hypothesis is accepted and noted that Social Shopping doesn't have a positive influence on e-commerce impulse buying. A similar result is noted that Relaxation Shopping (RS) and it refers degree up to which customers want to relive stress when purchasing apparels through e-commerce platforms.

Serendipity Information (SDPT_IN) refers to unplanned fortunate discovery of something interesting when purchasing apparels through e-commerce platforms. It is observed that there is statistical insignificance and null hypothesis is accepted and it signifies that Serendipity Information doesn't have a positive influence on e-commerce impulse buying. A similar results is noted on scarcity information.

E-Store Content (EC) refers to detailed information, visual product information to which consumers give importance when purchasing apparels through e-commerce platforms. The path coefficient is statistically insignificant and it denotes that E-Store Content doesn't have a positive influence on e-commerce impulse buying. A similar results noted with (a) E-Store Design (ED) refers which to visually pleasing colorful web page, to which consumers give importance when purchasing apparels through e-commerce platforms and (b) E-Store Navigation (ESN) refers to ease of use and movement with in the e-commerce page to which consumers give importance when purchasing apparels through e-commerce platforms.

Social Commerce Browsing (SCB), consumer's brows lot of brand pages and social commerce sites, people spend lot of time online, brands started leveraging this opportunity to attract consumers through their social commerce pages, so browsing on social commerce is very important for consumers when purchasing apparels through e-commerce platforms. The insignificant path value indicates Social Commerce Browsing doesn't have a positive influence on e-commerce impulse buying. Insignificance path coefficients were noted with Social Commerce Usage Intensity (SCUI) and

Social Commerce Urge to purchase impulsively (SCUPI).

4. IMPLICATIONS AND CONCLUSION

It is noted that that male consumer's social commerce usage intensity is greater than female. Hence, Apparel brand is a men's apparel brand they can attract male consumers through social networking sites such as Instagram and Facebook. It is observed that managerial level employees are mostly idea shoppers, so the selected apparel brand can provide more fashion content related to work wears on its social commerce page. Students and managerial level employees spend more time on social commerce browsing, The selected apparel brand could use this opportunity by creating campaigns for students and managerial level employees. This study proves that emotional motivation leads to e-commerce impulse buying. Also, researchers believe that it's possible to rigorously measure and strategically target the feelings that drive customer's behavior, they call it as "emotional motives" and it is the best metric to measure customers long term value to a firm.

It is observed that the selected apparel brand have to find the most effective and strong emotional motivators in men's premium apparel segment. 96 percent of respondents are millennial; they are The selected apparel brands target customers and they get inspired by a desire to "Stand out from the crowd", "Enjoy a sense of well-being", "Feel a sense of freedom", "Feel a sense of belonging", "Be the person I want to be". The selected apparel brand can structure e-commerce digital marketing content strategies to leverage those motivators, and gain unique competitive advantage. The study provided an insight that adventure shopping lead to impulse buying, the selected apparel brand can leverage this opportunity by creating such experiences. Adventure seeking consumers often visit e-commerce platform to search what's new, if e-merchandise changes more frequently these shoppers are more likely to buy than wait and think about it, because they will understand that next time the same product won't be available

The idea shopping lead to impulse buying, the selected apparel brand can use this opportunity by teaching their customers about new fashion and trends. Majority of consumers have problem in choosing best fits and combinations for different occasions, The selected apparel brand e-commerce can showcase the best ensembles in e-commerce and social commerce pages, this will simplify the work of idea shoppers. To attract value customers the selected apparel brand should give offers like other brands in market, but if the do this, they have to enter into price war and their offline store sales get

affected. According to this study Value shopping leads to impulse buying, to avoid this problem and attract value shoppers The selected apparel brand can showcase some of its new fashion products exclusively only on e-commerce platforms and provide offers

The selected apparel brand focuses a niche market, therefore they need to incorporate grass root marketing strategies, here marketing efforts are targeted to small group that will spread our message to a much larger audience, loyal customers at indianterrain.com should be given more offers, brand should send them personalized messages during special occasions and encourage them to share their experience with the brand on social media.

Top fashion brands have wholly embraced Instagram as integral part of their Social strategy, The selected apparel brand marketing activity in its Instagram page is not given importance, but Instagram is going to be the future for fashion apparel businesses. It will allow consumers to tap product tagged in a post, select product details like size and color in prior to clicking a “Checkout on Instagram” button, and enter their payment and shipping information to complete the purchase, all without leaving the app. So Instagram marketing budget should be increased.

Fashion apparel consumers follow fashion influencers on social media and their blogs to keep pace with trends, if consumers read good feedback from these influencers in their blog or social media page they will surely buy the product, as millennial trust expert advice and views more than brand generated content. The selected apparel brand should focus on influencer marketing

This study identifies fourteen factors influencing e-commerce impulse buying, 14 factors are fashion consciousness, Adventure shopping, Value shopping, Idea shopping, social shopping, relaxation shopping, scarcity information, serendipity information, e-store content, e-store design, e-store navigation, social commerce browsing, social commerce usage intensity and social commerce urge to purchase are most important reason for e-commerce consumers impulse buying behavior. Demographic differences do not have high impact on e-commerce impulse buying. Even though there is more competition and price war between apparel brands in e-commerce platform, The selected apparel brand can stand out from the crowd by adopting suggestions given. Results of this study shows that hedonic shopping motives such as Adventure shopping, Value shopping, Idea shopping play important role in impulse buying of fashion apparel brand.

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