Factors Affecting the Clothing Purchase Intention of Young Consumers through Online

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Abstract

This research paper was conducted for the purpose of identifying the factors that influence the clothing purchase intention of young consumers who are used to shopping through online market. To serve the purpose of the study is to identify the factors that affect the clothing purchase intention of young consumers through online, a total of 100 (one hundred) respondents were selected through convenience sampling. The collected data were analyzed using Pearson correlation and multiple regression analysis. The authors found that all factors namely time & convenient, perceived past experience, perceived security; product variety, Website design and Service quality have significant impact on online clothing purchase intention of young generation. Through this study the authors suggest that social media has a beneficial effect on how customers behave while buying clothing companies. Social media experiences online are influencing study participants' decisions to purchase intention of clothing from a certain brand. The authors expect that this study will help the clothing brands to understand the purchase intention of their young consumers through online and it will help them to take necessary step to increase their online sales based on the significance level of each factor and contribute to the clothing industry.

Introduction

Since clothing is regarded as the second skin of the body, it is a need in everyone's life. Clothing satisfies everyone's basic need for protection, which is categorized under physiological needs in Maslow's hierarchy of needs (Janet A. Simons, 1987). Depending on the needs and preferences, people dress differently for various occasions, ranging from casual, every-day attire to formal attire. With the use of a web browser or a mobile app, consumers can directly purchase goods or services from vendors via the Internet through online shopping. Among all the shopping goods clothing purchase through online is more popular than before. Online purchasing enables significant time and energy savings. Since we have access to countless brands and online shops from our computer or smartphone, it makes it simpler to find the things we desire. Today consumers are more fashion conscious

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then before and purchasing cloths through online is another trends for the young generation. Youth are highly concern about their fashion wear and they seeks to purchase products with the easiest and fastest way. Youths are connecting with various social sites and gets update of the trendy fashion wares throughout the world. One of the first independent purchases that generation Z engage into are related to clothing items. Young people use clothing purchases to express themselves with the new trend (TamarBowes, March 2021).

Today's modern society has made it possible for high luxury fashion wear and low street wear to find common ground. Various luxury fashion wear brands use different pop culture and subcultural references in their clothing lines (Cope, 2020). Additionally a common element of luxury clothes firms are collaborations. They work with influencers and celebrities like Rihanna, Justin Bieber, and Travis Scott to develop exclusive apparel lines and serve as brand ambassadors. Customers' growing interest in fashion forced businesses to expand their selection of fashionable clothing by introducing new seasons. Spring/Summer and Fall/Winter were the only two fashion seasons available at first. There are currently about 52 different seasons in a year (Půstová, 2021). According to (Fairhurst, February 2010), the need for basic clothing decreased as consumers developed a greater awareness of and interest in other styles of clothing rather than those essential items.

In Bangladesh the popularity of clothing purchase via online has become more popular and there is a vital influence of various social media using different kinds of attractive strategies.

According to (Ahmed, December 2013), Some recognized boutiques and fashion houses of Bangladesh are Aarong, Anjans, Kaykraft, Rang, Shada Kalo, Deshal, Jatra, Banglar Mela etc. Exclusive designer items can be revealed in these boutiques and fashion houses both offline and online. Moreover, online clothing purchase of young consumers are influenced by different factors, therefore, this research aims to investigate the impact of these factors on consumer purchase via online.

Research Question

    (i) What are the factors that affect the clothing purchase intention of young consumers through online ?

Objectives of the Study

    (i) To identify the factors that affect the clothing purchase intention of young consumers through online.

    (ii) To examine the significant levels of each factor that impact on the young consumer's purchase intention through online.

Literature review and hypothesis

According to (Joshi, 2-july-dec (2020) generation Y has shifted its attention from conventional methods to social media and with the help of social networking it has armed the fashion clothing industry with the ability to hold and enormous amount of consumers with just a single post on social media. Almost all the clothing brands and consumers are now fully interacting and active on social media platforms. (Ajinkya Govind Deshpande,

2022) Said that branded clothing plays an important role towards the purchase decisions of youth and with the emergence of social media the consumers are in a position to influence the buying behavior of other consumers too with the help of reviews and other informational way of communication.

(Stachowiak-Krzyżan, 2021) Stated that women add more clothing brand profiles to their lists of friends than men do and they are more active on the profiles of clothing brands in social media, are likely to make use of discount coupons, more often like and comment on published content and share it, take part in contests, add posts with inquiries and send private messages.

Numerous studies on different aspects of online clothing shopping, such as brand choice, customer preference, and the determining characteristics of fashion items, have been published both domestically and internationally. However, this project paper has reviews of several related with the topic.

Product Variety

The term product variety is being used here to refer to the number of variants within a specific product group. (T.Hise, 2000) Said that product variety is a vital factor when it comes to intention in internet shop. Whenever it comes to consumers' opinions of online shopping, the most important and dominant factors are product variety, price, and product quality. (Robert A. Peterson, 1997) Stated that there is a constant increase in internet purchasing in the US, and this has an increasing impact on overall retail sales, according to, necessitating a more thorough investigation of spending habits per person. In order to purchase more items online. When products are sold online, there are several product categories and a wide variety. Consequently, it is anticipated that:

H1: Product diversity has positive and significant impact on online clothing purchase of young consumers.

Perceived security

(Zulkiffli, September 2020) Demonstrated the reputation, website quality, service quality, risk, reference group, and firm size as factors that can foster consumer trust in online shopping. Along with having a better understanding of consumer psychology, merchants should also learn how to win over their clients' trust. (Amit Bhatnagar, 2000) Stated that fear of disclosing personal credit card information to merchants or online was cited as the main reason why the majority of consumers didn't shop online. Consequently, it is anticipated that:

H2: Perceived security has positive and significant impact on online clothing purchase of young consumers.

Perceived past experience

(Zeng, 2009) Demonstrated that previous interactions with designers are an important indicator of purchase intention by examining the role of attitude as a mediating variable, it

was also demonstrate that prior experiences with designers indirectly influence purchase intentions for mass-designer lines through attitudes. (Ling, July 2010) said that the antecedents of the customer's intention to make an online purchase may be utilized in both low and high

uncertainty avoidance countries (particularly Malaysia), especially among Generation Y. E-retailers can offer free samples or a free membership for prospective web shoppers to test the products or services in order to establish the requirement for prior online shopping experience. E-retailers might send email updates on product development or give exclusive discounts to prospective online customers for a short period of time to improve the customer impulsive purchase. Consequently, it is anticipated that:

H3: Perceived past experience has positive and significant impact on online clothing purchase of young consumers.

Website design

It's the process of setting up an online store for your company to offer products to specific customers digitally. (Uddin, 2022) Said that the present understanding of the importance of web design elements and the delivery of manageable online atmospheric signals on clothing websites in promoting web satisfaction and buy intention also revealed that customers' satisfaction relates to the beautiful clothing websites. Innovating in the design, management, and configuration of web qualities including functionality, representativeness, informatively, and distinctiveness can increase overall satisfaction for online buyers beyond garments. (Jin, 1 March 2003) Demonstrated that Customer connection, customization, and amusement are made easier through website interactivity. Many customers have been influenced and encouraged to browse and make online purchases due to the interactive nature of websites. Consequently, it is anticipated that:

H4: Website design has positive and significant impact on online clothing purchase of young consumers.

Service quality

Customer e-satisfaction was most influenced by reliability. (Amrul Asraf Mohd-Any, May 2016) Instructed that higher service quality was more likely to please customers, encourage them to make additional purchases, and promote positive word of mouth among other customers. Service e-companies should continue to enhance their service quality if they are to satisfy customers and, of course, to gain devoted customers in order to retain a positive long-term connection. (Hansopaheluwakan, 2021) It has been shown that Tokopedia can improve service quality, particularly in the factor of responsiveness in meeting customer needs. This can be done by being prompt in handling guarantees, returning goods, and refunds. Tokopedia also works to improve the quality of existing websites, particularly in terms of website appearance or design and to make it simpler for users to operate and find goods that consumers want to find. Tokopedia may think about offering free shipping to clients in an effort to boost client satisfaction and foster brand loyalty.

H5: Service quality has positive and significant impact on online clothing purchase of young consumers.

Time & Convenient

According to (Rashaduzzaman, 12-2-2020), customers believe that convenience ranks as the most significant factor in their decision to purchase for clothing online. Customers are more likely to intend to buy clothing online if they view convenience as being higher. On the other side, by having items delivered to customers' homes, internet shopping saves them important time. If customers shop online, they can avoid the difficulty of finding parking and the rush-hour crowd (Eyyup Yaraş, January 2017).

H6: Time & Convenient have positive and direct impact on online clothing purchase of young consumers.

Conceptual Framework

Based on the previous literature the conceptual model of the study was prepared by the authors as follows:
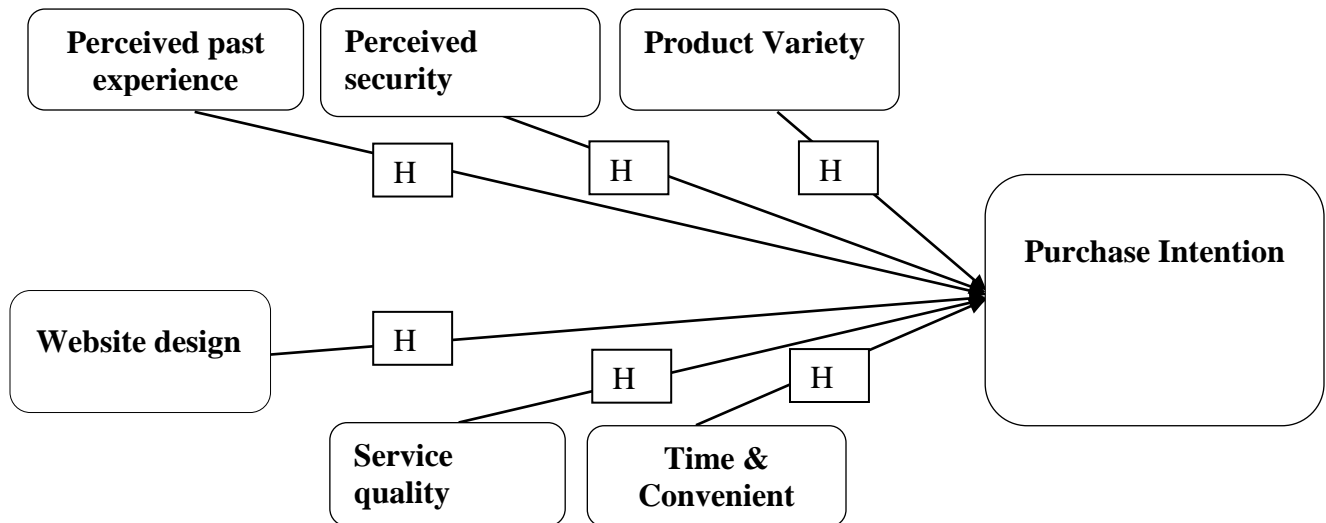

Fig: Conceptual Model

Research Methodology

This study's research methodology technique also takes into account the activity. To accomplish the goal of the paper, both primary and secondary research were conducted for this study.

Nature of the study

The study's methodology is empirical in nature. Research that is based on empirical observation and measurement of phenomena is research that the researcher has personally

experienced. The information obtained in this way may be compared to a theory or hypothesis, but the conclusions are still grounded in actual experience. As our subject regarding respondent's nature, we have discovered that an empirical study approach is more suitable. The authors employed an organized, carefully thought-out survey approach for this study. This privacy was ensured to the respondent. The instruments were some set of questions knowing about customer purchasing intention and knowledge and what they really think about in the time of clothing shopping through online.

Data collection methods

Primary data, which formed the basis of our research topic, were gathered through a planned and organized survey of clients who had previously used the internet to buy clothing. Through a questionnaire, information was gathered from respondents at various ages. Data were collected, then systematically analyzed, interpreted, and presented. The primary data for this study was gathered from 100 participants using a structured questionnaire. Through the survey, respondents provide their answers, which are based on their preferences and experiences. The secondary sources of data were collected through books, post, related research and in respective topic related report, websites, online journals and articles, and newspaper content.

In this survey there were 16 number of questions based on six independent variables which have impact on the dependent variable. The questionnaire was prepared based on the factors that specifically impact the online purchase intention of young consumers. Every question is related to the topic so that consumers can connect themselves with their past experience. Respondents gave their opinion based on the measurement scale and provided data to conduct this research.

Sampling Design

Target population

The target audience for this study is everyone who buys apparel online from anywhere in Bangladesh.

Sample Size and technique

The sample size is taken as 100. In terms of sample strategy, the study employed basic random sampling.

Time frame of data collection

15 September 2023 to 20 October 2023.

Measurement & scaling

An itemized rating system will be utilized to evaluate Factors Affecting Clothing Purchase of Young Consumers through online will be evaluated using a Likert scale because it is simple for respondents to grasp and reply. The authors used a Likert scale from 1 to 5 (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = strongly agree).

Mathematical Model

We can use the multiple regression mathematical model to analyze the data. The example might be

$$PI = D + TC, PPE, PS, PV, WD, SQ$$

In this model, PI means purchase intention that is the dependent variable. D means the intercept point of independent variables. TC means time & convenient, PPE means perceived past experience, PS means perceived security; PV means product variety, WD means Website design and SQ means Service quality. The mathematical model represents that the independent variables can impact the dependent variable. This will be proved by our multiple regression analysis.

Analysis and Results

In this study, the authors focused on six independent and one dependent variable, using them to gather data and information. The authors have performed multiple regression analysis using the aforementioned data and information. However, the authors have separately performed the regression model that is separated into variables. Two hypotheses will be used in this investigation. We will first go over my demographic data using pie charts to show the percentage of responses from respondents. We can comprehend the demographics of my responders by examining these charts. Using the statistical analysis software SPSS, the acquired data were examined using factor analysis, for assessing the association between variables Pearson correlation, and multiple regression analysis were used. More specifically, these analyses are utilized to comprehend the relationship between the dependent and independent variables, as well as which independent variable(s) is/are more related to the dependent variable.
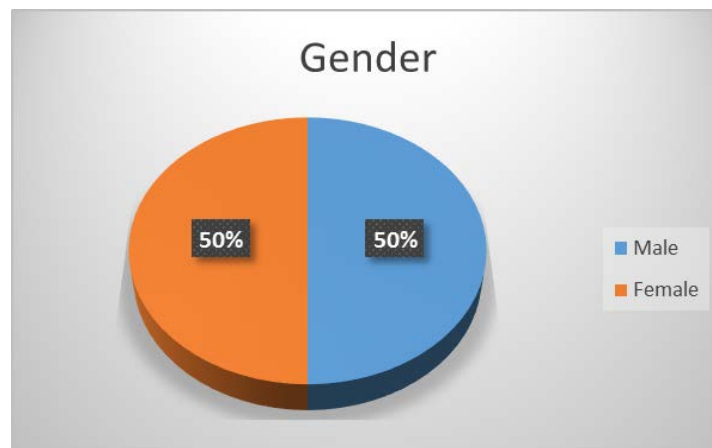
Demographic Information 1: Gender

Figure 1: Gender of Respondents

In my sample size there were 100 respondents. 50 of them were men, and 50 were women. Male and female respondents to this study contributed equally.
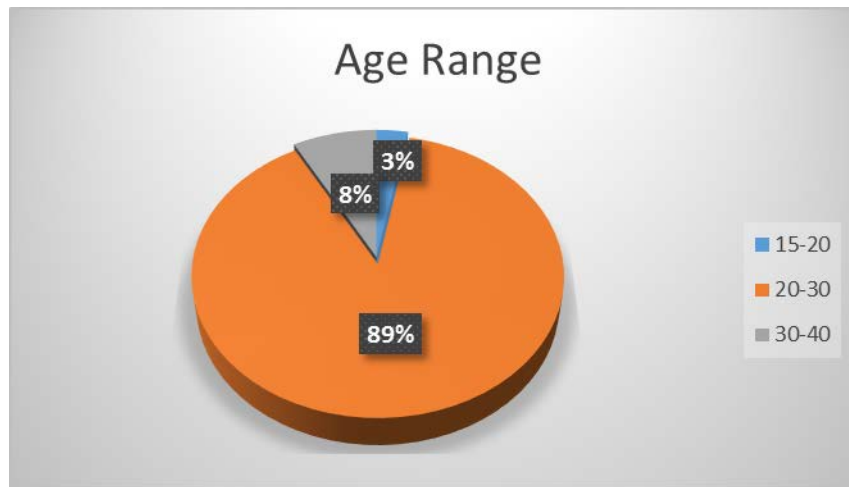
Demographic Information 2: Age

Figure 2: Age of respondents

This graph helps us to see that the majority of the respondents were between the ages of 20 and 30. 30 to 40 people make up the second sizable group. This indicates that this survey was primarily filled out by youth. We urgently needed young people like this for this study who could provide precise information regarding the factors influencing young consumers' clothing purchases through social media.

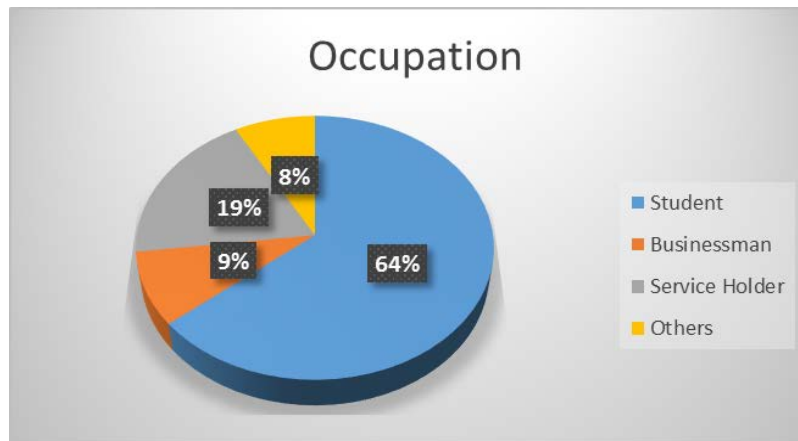**Demographic Information 3: Occupation**

Figure 3: Occupation of respondents

According to this graph, the majority of survey respondents (64% of all respondents) are students. 8% of respondents fall outside the student population. 19% of people are employed, and 9% are businesspeople.

Results of multiple regression analysis

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700[a]	.490	.457	.551	2.127

a. Predictors: (Constant), TC (time & convenient), PPE perceived past experience, PS perceived security; PV product variety, WD Website design and SQ Service quality

b. Dependent Variable: PI

Results

Here, the value of correlation coefficient, R = .700. So, the study found a high degree of positive correlation among the independent & dependent variables. The value of coefficient of multiple determination, R square = .490 or 49%. 49% variation in the dependent variable can be explained by the regression model. The value of adjusted R Square = 0.457 or 45%. Adjusted R Square suggested that addition of the other independent variables don't make a contribution in explaining the variation in the independent variable. The Durbin Watson statistics is always between 0 and 4. A value of 2 means there is no auto correlation in the sample. Here the value is 2.127 which is more than 2. Hence auto correlation doesn't exist among independent variables or multi-collinearity is unlikely a problem.

Testing the Overall Significance

Table 2: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.137	6	4.523	14.874	.000[b]
	Residual	28.280	93	.304		
	Total	55.417	99			

a. Predictors: (Constant), TC (time & convenient), PPE perceived past experience, PS perceived security; PV product variety, WD Website design and SQ Service quality

b. Dependent Variable: PI

The statistical significance of the R2 value is calculated through the value of F statistics, the value of F statistics, in this study, is calculated at 0.05 significance level and the F value has been found to be 14.874 which is highly significant at 0.000 level.

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.057	.427		-.133	.000		
	PV	.343	.079	.368	4.360	.000	.769	1.300
	PS	.017	.072	.020	.241	.001	.836	1.196
	PPE	.124	.104	.120	1.197	.081	.543	1.840
	WD	.210	.106	.192	1.974	0.004	.579	1.728
	SQ	.148	.100	.147	1.477	.003	.553	1.808
	TC	.148	.069	.167	2.136	.035	.900	1.111

a. Dependent Variable: PI

Regression Equation: Customer performance behavior = .057+ .148 TC (time & convenient), .124 PPE (perceived past experience), .017 PS (perceived security); .343 PV (product variety), .210 WD (Website design) and .148 SQ (Service quality)

Result of Hypothesis:

The probability value of Customer performance behavior & product variety is (0.000), perceived security is (0.001), Service quality is (0.003), time & convenient (0.035), perceived past experience (0.081) & Website design (0.004) < 0.05, which indicates the support of the hypothesis (H1) (there is a positive and significant impact on online clothing purchase intention of young consumers).

Discussion
The analysis confirmed that there have positive and direct impact on online clothing purchase intention of young consumers. The findings suggests that TC (time & convenient), PPE perceived past experience, PS (perceived security); PV (product variety), WD (Website design) and SQ (Service quality) are important factors that there have positive and direct impact on online clothing purchase intention of young generation. These variables are significance at 5% level. On the basis of the analysis of primary data and the survey mentioned above, key conclusions are presented in this section of the study.

> ➢ In the demographic portion of the survey the contribution of the both male and female respondents are same.

➢ As this survey was primarily filled out by youth, majority of the respondents are 20 to 30 age youth contribute more in this survey.

➢ According to the outcome majority of survey respondents are students who used to purchase clothing via online platform.

➢ The study's findings show that consumers actively use social media sites to buy clothing.

➢ The feedback of the respondents indicated that they believed past experiences had minimal bearing on customer behavior when buying clothing through online.

➢ Product variety have a direct and significant impact on the customer performance behavior.

➢ Majority of the respondents believe that online clothing shopping is more secure.

➢ A large number of respondent agree with that innovative design of the website attracts more visitors.

➢ Customers who are interested in clothing brands can learn more about them by following them on social media. They continue to associate with that brand as a result. Additionally, this is acting as a factor in their decision to buy clothing-related goods.

Managerial Implication

➢ To raise awareness of their service offerings, the clothing company should engage in aggressive marketing.

➢ The clothing sector needs to develop creative strategies for retaining clients on social media.

➢ The online clothing companies ought to advertise more frequently on platforms like Instagram, Facebook, and Pinterest, which have more niche audiences, and ought to develop original hashtags usable in every post relating to clothing.

➢ To increase the sales of clothing, the target audience's suggestions should be taken into consideration.

➢ By influencing customers' buy intentions, social media should be a crucial tool for increasing an organization's sales.

➢ To draw in a growing number of customers, the social media platforms' advertising for customer involvement should be inventive.

➢ To draw in more clients, e-marketers should price their offerings competitively.

➢ Customers should be offered consumer promotions, primarily cash back, discounts, or even replacement of defective goods, in order to boost sales.

➢ In order to enhance sales of clothing products, it is suggested that clothing manufacturers incorporate the use of various social media platforms.

➢ Clothing brands should pick the recent trends, related fashion related trends of the popular celebrity to attract more customers.

➢ Popular clothing brands should introduce easy ordering system in front of customers.

➢ Finally, social networking platforms are prompting customers to make impulsive purchases, which is influencing their decision to buy clothes products online.

Contributions to Theory

➢ The present study represented that the contribution of theory about the purchase intention will enhance the knowledge of conducting further research on this background.

➢ This study also represented that product variety, perceived security, Perceived past experience, Website design, Service quality, time and convenient have a positive and significant impact of the purchase intention of young consumer through online.

➢ Today young consumers are highly concern about fashion and trends so they are highly dependent on the online purchase. Young consumers are rely on the convenient and attractive design of the websites, they are also trusted on the dealing procedure of the online clothing shop.

➢ Previous study shows that there are very little contribution in the research sector based on this background and I think this study will contribute more based on increasing demand of the online clothing purchase.

➢ Bangladeshis preferred to buy clothing and have it customized for them. Customers gradually shifted to ready-made clothing starting in the 2000s due to shifting social and economic conditions as well as lifestyles.

➢ The process of globalization has recently significantly impacted our clothing sector and the western aesthetic is attracting more people.

➢ The results of this study show that consumers actively use social media platforms to buy clothing.

➢ This study requires that the number of young consumers who are used to purchase clothing through online is increasing almost double than before and the popularity of purchase intention through online also increasing day by day. Through this study various popular clothing brand is represented in a well manner which are maintain their popularity among the young consumer years after years.

Limitations and Future research directions

Due to the time and budget limitation, the authors' collected primary data from 100 respondents and the respondents are from Barisal region. Another point is that, convenience sampling technique was used to collect the data. So the findings of the study may suffer from the problem of generalizability. To remove this problem, the future researchers may take steps to collect more data to make it more generalizable. Despite their eagerness, several customers chose not to participate in the survey because they did not have enough time.

Conclusion

Bangladesh's clothing sector has grown recently, despite the country's lack of industrial development. The apparel industry is a potential stage in the industrialization process. It has

provided millions of unemployed people, particularly the country's numerous uneducated women, and the chance to find jobs. It is significantly increasing the amount of money we make from exports. The export of garments, which represents around 80% of all export revenue for Bangladesh, is crucial to the country's economic development. Additionally, it accounts for about 12% of the nation's GDP. It is the sole industry that employs about 4 million people, with about 85% of those workers being women. This industry has had remarkable growth over the previous three decades as a result of government policy backing, the availability of cheap labor, quota facilities, cash incentives against export, and entrepreneurial abilities like the dynamism of private sector entrepreneurs, among other factors. Consumers today are more fashion-conscious than ever, and buying clothing online is a growing trend among the younger set. Youth are very concerned about their appearance, and they look for the simplest and quickest ways to buy things. One of the most important factors for any consumer to think about and analyze the goods is their intent to purchase. Essentially, it refers to the affection of individuals that prompts them to purchase the particular good or service in the future. Youths are interacting on numerous social media platforms and receiving updates on the newest global fashion trends. Social media has made it easier for consumers to adopt and reject fashion trends, therefore businesses must keep up with the latest trends if they want to maintain their customers' loyalty. The social media and blogging platforms like Facebook, Twitter, Instagram, and Tumblr have caused a huge shift in the fashion industry's sources of ideas and trends. In many aspects, social media has assimilated into our globally interconnected society. Social media platforms can be used in the fashion industry to connect with clients, network with colleagues, and build a presence online. Social media, on the other hand, can also have a notable impact on fashion designers, changing the way many of them create their creations.

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