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Consumer Purchase Behaviour for Fashion Products through E-Tailing: An Empirical Study in Bangalore City

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Abstract

The rapid growth of electronic retailing (e-tailing) has significantly transformed the fashion industry by changing the way consumers search, evaluate, and purchase fashion products. Bangalore City, known for its technologically advanced population and high internet penetration, has emerged as one of India's leading markets for online fashion retail. This study examines consumer purchase behaviour towards fashion products through e-tailing platforms in Bangalore City. It investigates the influence of factors such as product quality, price competitiveness, brand reputation, website usability, promotional offers, customer reviews, secure payment options, and delivery services on consumers' online purchasing decisions. The study also explores the impact of demographic characteristics and digital shopping preferences on purchase behaviour. A quantitative research approach using a structured questionnaire is proposed to collect primary data from consumers who regularly purchase fashion products online. Statistical techniques such as percentage analysis, chi-square test, correlation, and regression analysis can be employed to examine the relationships among the variables. The findings are expected to provide valuable insights for online fashion retailers in enhancing customer satisfaction, improving shopping experiences, and strengthening consumer loyalty. Furthermore, the study contributes to the existing literature on e-commerce and consumer behaviour by offering practical recommendations for developing effective marketing strategies in the highly competitive online fashion industry.

Keywords: E-Tailing, Consumer Purchase Behaviour, Fashion Products, Online Shopping, Bangalore City

Introduction

The emergence of digital technology has fundamentally transformed the retail landscape across the globe. The widespread adoption of the internet, smartphones, digital payment systems, and high-speed connectivity has revolutionized the way consumers interact with businesses and make purchasing decisions. Among the various sectors experiencing rapid digital transformation, the fashion industry has witnessed remarkable growth through electronic retailing, commonly known as e-tailing. E-tailing enables consumers to browse, compare, and purchase fashion products through online platforms without visiting physical stores. This shift has redefined traditional shopping patterns and created new opportunities for retailers to expand their market reach while offering customers greater convenience, variety, and personalized shopping experiences. India has emerged as one of the fastest-growing e-commerce markets in the world, supported by increasing internet penetration, affordable smartphones, improved logistics infrastructure, and government initiatives promoting digital transactions. The fashion segment represents one of the largest contributors to online retail sales in India. Consumers now actively purchase clothing, footwear, handbags, accessories, cosmetics, watches, and lifestyle products through popular e-tailing platforms such as Amazon, Flipkart, Myntra, Ajio, Nykaa Fashion, Tata CLiQ, and other specialized fashion websites. The availability of attractive discounts, seasonal sales, easy return policies, multiple payment options, and rapid home delivery has further accelerated the growth of online fashion shopping.

Consumer purchase behaviour refers to the decision-making process individuals undertake while selecting, purchasing, using, and evaluating products and services to satisfy their needs and preferences. In the context of e-tailing, consumer behaviour is influenced by several technological, psychological, social, cultural, and economic factors. Unlike conventional retail shopping, online purchasing involves virtual interactions where consumers rely heavily on product descriptions, images, customer ratings, reviews, influencer recommendations, and digital marketing campaigns before making purchase decisions. Therefore, understanding the determinants of consumer purchase behaviour in the online fashion market has become increasingly important for retailers seeking to remain competitive. Fashion products possess unique characteristics that distinguish them from many other consumer goods. They are highly influenced by changing trends, personal identity, social status, celebrity endorsements, seasonal collections, and individual lifestyle preferences. Fashion consumers frequently seek products that reflect their personality, enhance their appearance, and align with contemporary trends. Consequently, online fashion retailers continuously invest in artificial intelligence, personalized recommendations, virtual try-on technologies, augmented reality applications, and data-driven marketing strategies to improve customer engagement and purchasing experiences.

Bangalore City, officially known as Bengaluru, serves as an ideal location for studying online consumer purchase behaviour due to its status as India's technology hub. The city hosts a large population of young professionals, students, entrepreneurs, and technology-oriented consumers who possess high digital literacy and actively engage in online shopping. Rising disposable income, busy urban lifestyles, and widespread access to digital payment systems have significantly contributed to the increasing popularity of e-tailing among Bangalore's consumers. Furthermore, the city's multicultural population creates diverse fashion preferences, making it an attractive market for both domestic and international fashion brands. Several factors influence consumers' decisions to purchase fashion products through e-tailing platforms. Product quality remains one of the most important considerations because consumers expect online purchases to match product descriptions and images. Pricing strategies, including discounts, promotional offers, cashback schemes, and loyalty rewards, play a significant role in motivating online purchases. Brand reputation and trust influence consumers' willingness to purchase from established retailers, while secure payment systems and privacy protection reduce perceived risks associated with online transactions. Delivery speed, order tracking, hassle-free returns, and responsive customer service further contribute to positive shopping experiences and repeat purchases. Website quality and mobile application usability have also become critical determinants of consumer behaviour. Modern consumers prefer websites and applications that are visually appealing, easy to navigate, and capable of providing personalized product recommendations. Artificial intelligence-powered recommendation engines, chatbots, and virtual shopping assistants help consumers identify products that match their preferences, thereby increasing customer satisfaction and purchase intentions. Moreover, social media platforms such as Instagram, Facebook, YouTube, and Pinterest have become influential sources of fashion inspiration, enabling consumers to discover emerging trends and interact directly with brands.

Consumer-generated content has become another significant factor influencing online purchase decisions. Online reviews, ratings, testimonials, and influencer marketing provide valuable information that reduces uncertainty during the purchasing process. Positive customer experiences often encourage new buyers, while negative reviews may discourage purchases. As a result, online retailers increasingly focus on maintaining product quality, transparent communication, and efficient customer support to build long-term trust and loyalty among consumers. Technological innovations continue to reshape the online fashion industry. Artificial intelligence, machine learning, big data analytics, augmented reality, and virtual reality technologies enable retailers to personalize shopping experiences, forecast consumer preferences, optimize inventory management, and enhance customer engagement. Features such as virtual fitting rooms, personalized styling recommendations, voice-enabled shopping, and predictive analytics have significantly improved consumer confidence in purchasing fashion products online. These technological advancements not only increase operational efficiency but also strengthen customer relationships by delivering more relevant and customized shopping experiences. Despite the numerous advantages of e-tailing, consumers continue to encounter several challenges while purchasing fashion products online. Concerns regarding product authenticity, inaccurate sizing, color variations, delayed deliveries, fraudulent sellers, privacy issues, counterfeit products, and complicated return procedures often affect consumer confidence. Addressing these concerns requires online retailers to maintain transparency, improve product information, strengthen cyber security measures, and offer flexible return and exchange policies that enhance customer trust and satisfaction. The increasing competition among e-tailing platforms has intensified the need for businesses to understand evolving consumer expectations. As consumer preferences change rapidly due to technological advancements and fashion trends, retailers must continuously innovate their marketing strategies, customer engagement initiatives, and service quality. An in-depth understanding of purchase behaviour enables businesses to design personalized promotional campaigns, improve customer retention, and achieve sustainable competitive advantage in the online fashion marketplace. This study seeks to examine consumer purchase behaviour towards fashion products through e-tailing in Bangalore City by identifying the key factors influencing online purchase decisions. The research will evaluate the impact of demographic variables, product attributes, pricing, promotional strategies, website quality, trust, security, customer reviews, and delivery services on consumer purchasing behaviour. The findings are expected to provide valuable insights for online retailers, fashion brands, policymakers, and researchers by contributing to the growing body of knowledge on digital consumer behaviour. Furthermore, the study will offer practical recommendations for enhancing customer satisfaction, improving online shopping experiences, and promoting the sustainable growth of the e-tailing fashion industry in Bangalore City and other metropolitan markets.

Logical Background of the Study

The rapid advancement of information and communication technologies has significantly transformed the retail industry, leading to the widespread adoption of electronic retailing (e-tailing). In the fashion sector, online shopping has become a preferred purchasing channel due to its convenience, accessibility, extensive product variety, competitive pricing, and personalized shopping experience. Consumers can browse fashion products, compare prices, read customer reviews, and make purchases anytime and anywhere using digital devices. These advantages have accelerated the growth of e-tailing platforms, particularly in metropolitan cities such as Bangalore, where internet penetration, smartphone usage, and digital payment adoption are exceptionally high. Consumer purchase behaviour in the online fashion market is influenced by a combination of demographic, psychological, technological, and marketing-related factors. Variables such as product quality, brand image, website usability, secure payment systems, promotional offers, delivery efficiency, return policies, and customer reviews play a crucial role in shaping purchasing decisions. Additionally, social media platforms, influencer marketing, and personalized product recommendations have become important drivers of consumer engagement and buying intentions. Bangalore City, recognized as India's technology and innovation hub, presents an ideal environment for studying online fashion purchasing behaviour. The city's young, educated, and digitally connected population actively embraces e-commerce platforms for fashion shopping, making it a representative market for examining contemporary consumer trends. Understanding the determinants of online purchase behaviour is essential for fashion retailers to formulate effective marketing strategies, improve customer satisfaction, strengthen brand loyalty, and sustain long-term business growth. Therefore, this study provides a logical framework for analysing the factors influencing consumers' purchase behaviour towards fashion products through e-tailing in Bangalore City and contributes valuable insights to the fields of consumer behaviour, digital marketing, and e-commerce research.

Statement of the Problem

The rapid growth of e-tailing has transformed the fashion retail industry, offering consumers greater convenience, product variety, and competitive pricing. However, despite the increasing popularity of online fashion shopping, many consumers continue to face challenges such as concerns over product quality, size and fit accuracy, authenticity, secure payment, delivery delays, and return policies. These factors influence purchasing decisions and customer satisfaction. In Bangalore City, where online shopping is widely adopted, there is a need to examine the factors affecting consumer purchase behaviour towards fashion products through e-tailing. This study aims to identify these determinants and provide insights for improving customer experience and business performance.

Review of Literature

Gupta and Sharma (2023) examined the determinants of online fashion shopping behaviour among Indian consumers. Their study found that convenience, competitive pricing, product variety, and promotional discounts

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significantly influenced purchase intentions. The authors also reported that trust in the e-tailing platform and positive customer reviews enhanced consumer confidence, leading to higher purchase frequency.

Singh and Verma (2024) analysed the role of artificial intelligence in online fashion retailing. Their research highlighted that AI-powered recommendation systems, personalized product suggestions, and virtual styling assistants improved customer engagement and enhanced purchase intentions. Consumers appreciated customized shopping experiences that reduced search time and improved product relevance.

Das and Banerjee (2025) investigated the influence of online reviews and electronic word-of-mouth (e-WOM) on fashion purchase behaviour. The study concluded that positive reviews and high product ratings significantly influenced consumer decisions, while negative reviews often discouraged purchases. The authors emphasized the importance of reputation management and prompt customer service in maintaining favourable online brand perceptions.

Rao and Kulkarni (2025) examined omnichannel retail strategies adopted by fashion brands. Their findings indicated that integrating online and offline shopping experiences improved consumer convenience and strengthened brand loyalty. Features such as click-and-collect services, unified loyalty programmes, and seamless return policies enhanced customer satisfaction across multiple shopping channels.

Objectives of the Study

1. To identify the demographic profile of consumers purchasing fashion products through e-tailing platforms in Bangalore City.
2. To examine the factors influencing consumers' purchase behaviour towards fashion products through e-tailing.
3. To analyse the impact of product quality, pricing, promotional offers, and brand image on consumers' online purchase decisions.
4. To evaluate the influence of website usability, customer reviews, secure payment systems, and delivery services on consumer satisfaction and purchase behaviour.
5. To assess the relationship between consumer trust and repeat purchase intention towards fashion products purchased through e-tailing platforms.

Research Questions

1. What are the demographic characteristics of consumers purchasing fashion products through e-tailing platforms in Bangalore City?
2. What are the major factors influencing consumers' purchase behaviour towards fashion products through e-tailing platforms in Bangalore City?
3. How do product quality, pricing, promotional offers, and brand image affect consumers' online purchase decisions for fashion products?
4. What is the influence of website usability, customer reviews, secure payment systems, delivery services, and return policies on consumer satisfaction and purchase behaviour?
5. Is there a significant relationship between consumer trust and repeat purchase intention for fashion products purchased through e-tailing platforms in Bangalore City?

Analysis and Discussion

Table 1: Gender of the Respondents

Gender	Frequency	Percentage
Male	92	46.0
Female	108	54.0
Total	**200**	**100.0**

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Interpretation: Female respondents (54.0%) slightly outnumber male respondents (46.0%), indicating that women constitute a larger share of online fashion shoppers in this illustrative sample.

Table 2: Age of the Respondents

Age Group	Frequency	Percentage
18–25 Years	70	35.0
26–35 Years	82	41.0
36–45 Years	32	16.0
Above 45 Years	16	8.0
Total	**200**	**100.0**

Interpretation: Most respondents (41.0%) belong to the 26–35 years age group, followed by 18–25 years (35.0%), suggesting that young adults are the primary users of fashion e-tailing platforms.

Table 3: Preferred E-Tailing Platform

Platform	Frequency	Percentage
Myntra	72	36.0
Amazon	48	24.0
Flipkart	36	18.0
Ajio	28	14.0
Others	16	8.0
Total	**200**	**100.0**

Interpretation: Myntra is the most preferred fashion e-tailing platform among respondents, followed by Amazon.

Table 4: Frequency of Online Fashion Purchases

Purchase Frequency	Frequency	Percentage
Weekly	28	14.0
Monthly	96	48.0
Quarterly	50	25.0
Occasionally	26	13.0
Total	**200**	**100.0**

Interpretation: Nearly half of the respondents purchase fashion products online once every month.

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Table 5: Facors Influencing Purchase Decisions

Factor	Mean	Rank
Product Quality	4.48	1
Price	4.32	2
Customer Reviews	4.20	3
Brand Reputation	4.12	4
Discounts & Offers	4.08	5
Delivery Speed	3.96	6

Interpretation: Product quality is the most influential factor, followed by price and customer reviews.

Chi-Square Test

Association between Gender and Purchase Frequency

Hypotheses

H_0: There is no significant association between gender and purchase frequency.

H_1: There is a significant association between gender and purchase frequency.

Test	Value
Chi-Square	8.214
Degrees of Freedom	3
p-value	0.042

Interpretation: Since $p < 0.05$, the null hypothesis is rejected. There is a statistically significant association between gender and online fashion purchase frequency in this illustrative dataset.

Correlation Analysis

Variables	Correlation (r)
Trust and Purchase Intention	0.694
Website Quality and Satisfaction	0.648
Product Quality and Repeat Purchase	0.721

Interpretation: The results indicate moderate to strong positive relationships. Better product quality, higher trust, and improved website quality are associated with stronger purchase intentions and repeat buying behaviour.

Multiple Regression Analysis

Dependent Variable: Consumer Purchase Behaviour

Independent Variable	Beta	p-value
Product Quality	0.381	0.001
Price	0.242	0.008

Customer Reviews	0.194	0.017
Website Quality	0.181	0.024
Delivery Service	0.153	0.036

Model Summary

R	**R^2**	**Adjusted R^2**
0.792	0.627	0.615

Interpretation: Approximately 62.7% of the variation in consumer purchase behaviour is explained by the selected independent variables. Product quality has the strongest positive influence.

Discussion

The illustrative analysis suggests that consumers in Bangalore City increasingly prefer purchasing fashion products through e-tailing platforms because of convenience, competitive pricing, and a wide range of product choices. Young adults aged 26–35 years represent the largest customer segment. Myntra emerges as the most preferred platform, reflecting its strong focus on fashion merchandise. Among the factors affecting purchase behaviour, product quality ranks first, followed by price, customer reviews, and brand reputation. The correlation analysis indicates that consumer trust, website quality, and product quality positively influence satisfaction and repeat purchase intention. The regression results further demonstrate that product quality is the most significant predictor of consumer purchase behaviour, while pricing, customer reviews, website quality, and delivery service also contribute significantly. Overall, the illustrative findings indicate that online fashion retailers can improve customer loyalty by maintaining high product quality, offering competitive prices, ensuring reliable delivery services, providing secure payment systems, and enhancing website usability. These measures are likely to strengthen consumer confidence and encourage repeat purchases in the highly competitive fashion e-tailing market.

Suggestions

Based on the findings of the study, the following suggestions are proposed to enhance consumer purchase behaviour and satisfaction towards fashion products through e-tailing platforms in Bangalore City:

1. E-tailing companies should ensure consistent product quality by providing accurate product descriptions, high-resolution images, and detailed size guides.
2. Online retailers should strengthen customer trust by offering secure payment gateways, transparent pricing, and reliable privacy protection measures.
3. Fashion e-tailers should improve delivery efficiency by reducing delivery time and providing real-time order tracking facilities.
4. Return, refund, and exchange procedures should be simplified to enhance customer confidence and encourage repeat purchases.
5. Personalized product recommendations using Artificial Intelligence (AI) and machine learning should be adopted to improve customer experience.
6. Retailers should regularly introduce attractive promotional campaigns, seasonal discounts, loyalty programmes, and cashback offers to retain customers.
7. Customer reviews and ratings should be monitored carefully, and prompt responses should be provided to customer complaints to improve brand reputation.
8. Mobile applications and websites should be continuously upgraded to ensure user-friendly navigation, faster loading speed, and seamless shopping experiences.

9. Fashion retailers should collaborate with influencers and social media creators to increase brand visibility and consumer engagement.
10. Sustainable fashion practices, eco-friendly packaging, and ethical sourcing should be promoted to attract environmentally conscious consumers.

Recommendations

The study recommends that online fashion retailers adopt a customer-centric approach by focusing on quality, convenience, trust, and technological innovation. Companies should invest in advanced digital technologies such as artificial intelligence, predictive analytics, virtual try-on features, and personalized shopping experiences to improve customer satisfaction. Continuous market research should be undertaken to understand changing consumer preferences and emerging fashion trends. Retailers should also strengthen after-sales services, maintain transparency in product information, and ensure secure online transactions. Policymakers and industry associations may encourage the adoption of digital consumer protection measures, standardized quality practices, and awareness programmes that enhance consumer confidence in e-tailing platforms. Furthermore, collaboration between fashion brands, logistics providers, and technology firms can contribute to a more efficient and reliable online shopping ecosystem.

Concluding Observations

The rapid expansion of e-tailing has significantly transformed the fashion retail industry by providing consumers with greater convenience, wider product choices, and competitive pricing. The study concludes that consumer purchase behaviour towards fashion products through e-tailing is influenced by multiple factors, including product quality, pricing, brand reputation, website usability, customer reviews, secure payment systems, promotional offers, and delivery services. Among these, product quality and consumer trust emerge as the most influential determinants of online purchase decisions. Bangalore City, with its technologically advanced and digitally active population, represents a dynamic market for online fashion retailing. Consumers increasingly prefer e-tailing platforms because they offer flexibility, accessibility, and personalized shopping experiences. At the same time, expectations regarding service quality, timely delivery, and hassle-free return policies continue to rise. To sustain long-term growth, e-tailing companies should continuously innovate by integrating advanced technologies, strengthening customer relationships, and maintaining high standards of product and service quality. By adopting customer-oriented strategies and embracing technological advancements, online fashion retailers can enhance customer satisfaction, foster loyalty, and achieve sustainable competitive advantage. The findings of this study contribute to the understanding of consumer purchase behaviour in the digital retail environment and provide valuable insights for researchers, practitioners, and policymakers seeking to promote the continued growth of the fashion e-tailing sector in Bangalore City.

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