



## IMPACT OF E-COMMERCE SITES ON THE CONSUMERS DECISION TO PURCHASE BRANDED CLOTHING WITH REFERENCE TO WESTERN MUMBAI SUBURBAN REGION

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### Abstract

*This study investigates the influence of e-commerce platforms on customer choices while buying branded apparel in the western Mumbai suburban area, with a specific emphasis on Myntra, Meesho, Amazon, and Flipkart. The research seeks to determine the main elements that affect customer decisions and evaluate levels of trust and satisfaction. Although these platforms are becoming more popular, there is a lack of study in knowing detailed customer preferences in this region. The goals include identifying main elements that influence, evaluating trust and satisfaction, and examining hypotheses about customer choices. The research uses a combination of original and existing data, using questionnaires, and examining feedback from 114 people. Results show a strong dependence on product reviews, brand reputation, price, and promotions. There is a connection between customer trust, authenticity, and overall satisfaction. The report ends with suggestions for E-commerce platforms to improve user experience, highlighting the significance of a favourable brand image, competitive pricing, and efficient promotional techniques in the western Mumbai suburban area.*

**Key words:** E-Commerce Platforms, Customer Choices, Internet

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### Introduction:

E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network (Thomas L. Massenburg). E-commerce is one of the enormous sectors of today era. The adoption of e-commerce growing every day. In today almost 90% of companies have a website or even companies that do not offer e-commerce services, (Chadwick, 2011).

The increase in internet shopping has altered the way individuals purchase clothing, particularly branded

garments. This alteration is significant and comprises several components that together reshape individuals' perceptions, evaluations, and selections of their attire. As websites alter the typical in-store experience, it significantly impacts people's behaviour while selecting branded clothing. The efficiency of consumers in online shopping increases due to the accessibility of exhaustive product information, intelligent comparisons, and reduction in customer search costs (Bakos, 1997; Johnson, Moe, Fader, Bellman & Lohse, 2004)

This research aims to understand the key factors influencing consumer decisions to purchase branded

cloths on platforms like Myntra, Meesho, Amazon, and Flipkart is crucial for these e-commerce giants to tailor their strategies. This objective will help uncover the most influential elements affecting purchasing choices on these specific platforms in the western Mumbai suburban region.

#### **Review of Literature:**

##### **Shubham Goswami and Shagufta Khan (2015):**

This research aims to examine the influence of consumer decision-making styles on the possibility to engage in online shopping of apparels. The findings of this study show among the diversified respondents, shoppers who are highly brand and fashion conscious are more inclined to buy clothes online than shoppers with other consumer styles. Value-conscious shoppers tend to visit online sites for best offers and price benefits. Further, this study does not support the assumption that impulsive shoppers spent significantly in apparel shopping. These findings conclude that a good number of online apparel purchases are planned, and buyers are more value conscious than impulsive.

##### **Sabyasachi Dasgupta and Priya Grover (2019):**

The researcher aims to analyse how the consumer decision journey has evolved with the digital media strategies especially in apparel sector for online shopping. It can be concluded that the social media marketing is a very important tool for the marketers of apparel brands online for trending new fashion, announce sales and most importantly generate positive reviews and word of mouth as these reviews are the most looked for.

##### **Roland Getaruelas and Mamatha Gnanakumar (2023):**

The main purpose of this study is to determine the impact of digital marketing on decisions to purchase of brand clothing in Oman with 120 respondents using the four variables namely, mobile marketing, social media, email marketing and online advertising. The respondents of this study were those customers who

had purchased online in the past two months. It evaluates how digital marketing influences those participants to buy the products. Descriptive analysis was adopted. The results demonstrated that the four variables of digital marketing contributed a significant impact to the purchasing decisions of every customer.

##### **Ashika Anil, Dr. Binod Sinha and Dr. Vimal Bhatt (2020):**

This research aims to study the impact of consumer purchase experiences through social media platforms on recommendation of their purchases from social media platforms to others. The results showed a positive relation between the two which was done with the help of a survey conducted among 210 respondents of different age groups. Apart from the buying behavior, the study also revealed that the respondents 'preferred Social Media platforms the most to receive updates about the latest offers and discounts on products.

##### **Annisa Purwaningtyas and Rahadi Aswin Raden (2021):**

The aim of this study is to discuss the factors affecting people's clothing purchases through online channels. For this research, a synthesise of 36 papers was made from past literature reviews. The analysis and discussion result shows the factors affecting people's online clothing purchase decision are price, promotion, product design/style, product quality, brand image, information availability, seller trustworthiness, product variety, ease of use, and service quality.

##### **Ciprian Devderea and Toader Florența (2018):**

The aim of this paper is to study consumer behavior towards apparel ecommerce in the context of the Romanian market. The results of this study showed that the perception of the young Romanian consumers regarding the online shopping for apparel, in general, is a positive one. Also, it was revealed that those who shop online have as their main motivation for the fact that they save a lot of time, without being disrupted

from their daily activities. In terms of customer support, the study also revealed that people tend to continue buying apparel online, even if they have previously faced different issues in the process.

#### Research Gap:

However, there has not been much research conducted to gauge the impact of E-commerce sites/platforms, particularly in the western Mumbai suburban region. Thus, the objective of the current study is to collect real data on the GAP that has previously been described.

#### Objectives of the Study:

- To determine the primary factors influencing consumers decisions to purchase branded clothing through Myntra, Meesho, Amazon, and Flipkart in western Mumbai suburbs.
- To assess the level of trust and satisfaction that consumers have in Myntra, Meesho, Amazon, and Flipkart for purchasing branded clothing in western Mumbai suburbs.

#### Hypothesis:

H01: The purchasing decisions of consumers in the western Mumbai suburban region are significantly influenced / not significantly influenced by factors such as pricing, brand reputation, and convenience when buying branded clothing through Myntra, Meesho, Amazon, and Flipkart.

H02: There is a positive correlation / negative correlation between consumers trust in Myntra, Meesho, Amazon, and Flipkart, the authenticity of branded clothing, and overall satisfaction with the online shopping experience in the western Mumbai suburban region.

#### Limitations of the Research:

- ✓ The findings of the research may be specific to the western Mumbai suburban region and may not be

easily generalized to other geographical locations or cultural contexts.

- ✓ This study is completely emphasized on Myntra, Meesho, Amazon and Flipkart e-commerce sites only.
- ✓ This study emphasizes only on those consumers who are using Myntra, Meesho, Amazon and Flipkart E-commerce platforms to purchase their cloths.
- ✓ The research focuses primarily on online factors affecting consumer decisions. It may not adequately capture the impact of offline marketing, word-of-mouth, or in-store experiences, which can also significantly influence consumers' choices in the purchase of branded clothing.

#### Research Methodology:

For this research, we have used both primary and secondary data. The research heavily relies on firsthand information. The main data for this research was gathered using a survey approach. Responses to the organised survey are being collected. A total of 114 responses from different age groups and occupations have been collected from the western suburbs of Mumbai. In addition, secondary data is used and gathered from a range of papers, journals, and publications.

#### Data Analysis:

A structured questionnaire has been developed and utilized to collect responses, obtaining a total of 114 participant inputs across various age groups and occupations. The demographic and basic information about respondents is gathered in the table below.

Table 01

Gender	Number of Responses	Percentage (%)
Female	61	53.51
Male	52	45.61
Other	01	0.88
<b>Grand Total</b>	<b>114</b>	<b>100</b>
Age Group	Number of Responses	Percentage
18-28	94	82.45
29-39	17	14.91
40-50	02	1.76
50 and above	01	0.88
<b>Grand Total</b>	<b>114</b>	<b>100</b>
Occupation	Number of responses	Percentage
Student	49	42.98
Employed (Full Time)	53	46.50
Employed (Part Time)	06	5.26
Self-employed	06	5.26
Unemployed	Zero	Zero
Retired	Zero	Zero
<b>Grand Total</b>	<b>114</b>	<b>100</b>
Income per month	Number of respondents	Percentage
Less than Rs.20,000/-	47	41.23
Between Rs.21,000/- to Rs.40,000/-	43	37.73
Between Rs.41,000/- to Rs.60,000/-	12	10.52
Above Rs. 60,000/-	12	10.52
<b>Grand Total</b>	<b>114</b>	<b>100</b>

### Results:

The goal of the research is to assess the influence of E-commerce websites on customers' choices to buy branded apparel, specifically in the Mumbai suburban area. Therefore, it can be shown that 38.6% of the participants use Amazon, 28.9% use Myntra, 14.9% use Meesho, 6.2% use Flipkart, and 11.4% use other e-commerce websites to buy their branded clothes. The same can be seen in chart 1.

Which online platforms do you use most frequently for purchasing clothing?  
114 responses

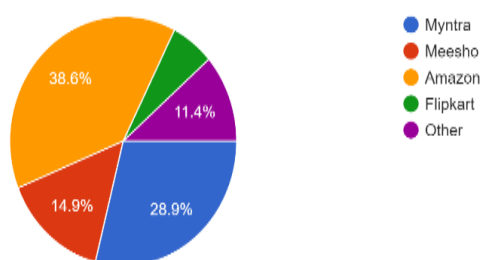


Chart 1

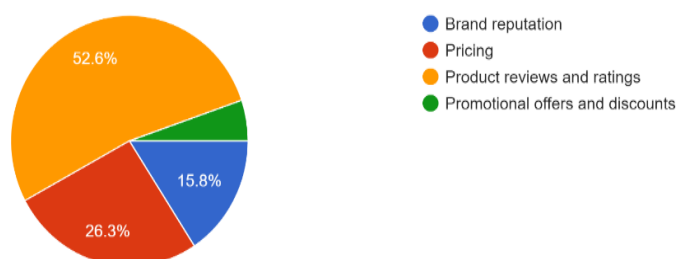
### Hypothesis 01

The purchasing decisions of consumers in the western Mumbai suburban region are significantly influenced / not significantly influenced by factors such as pricing, brand reputation, and convenience when buying branded clothing through Myntra, Meesho, Amazon, and Flipkart.

(A) What factors are most important to you when deciding to purchase branded clothing?

What factors are most important to you when deciding to purchase branded clothing?

114 responses



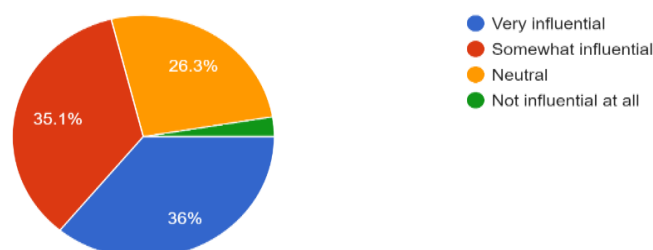
**Chart 2**

The second chart shows that 52.6% of the people surveyed see "Product Reviews and Ratings" as their top priority when buying branded clothes. This aspect is frequently brought up by 60 participants out of 114, demonstrating a substantial dependence on the viewpoints and experiences of others as a significant effect on their purchasing choices.

(B) How influential are brand reputation and recognition when choosing clothing on Myntra, Meesho, Amazon, and Flipkart?

How influential are brand reputation and recognition when choosing clothing on Myntra, Meesho, Amazon, and Flipkart?

114 responses



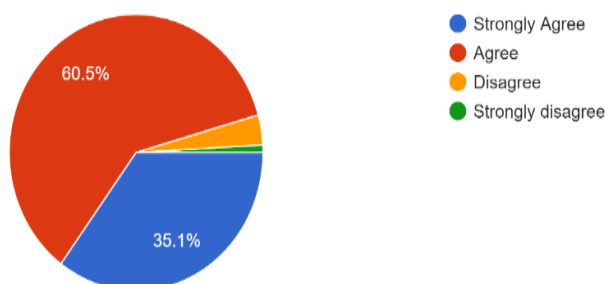
**Chart 2.1**

The key finding from chart 2.1 is that brand reputation and recognition greatly impact the apparel choices of 41 out of 114 respondents on Myntra, Meesho, Amazon, and Flipkart. This emphasises the significance of developing and sustaining a favourable brand reputation for e-commerce businesses in the fashion industry. Approaches including successful branding, feedback from customers, and marketing campaigns to improve brand awareness are expected to significantly influence the buying choices of a significant portion of the examined group.

(C) Do you consider the pricing strategy as a significant factor in your decision to buy branded clothing on these platforms?

Do you consider the pricing strategy as a significant factor in your decision to buy branded clothing on these platforms?

114 responses



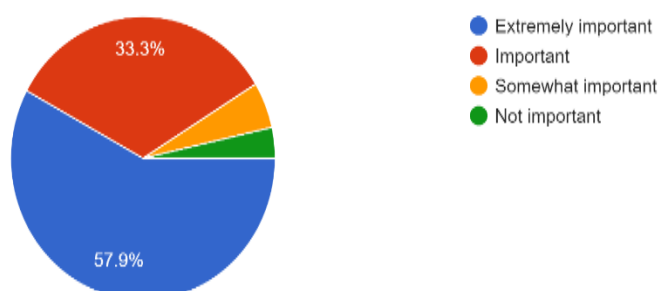
**Chart 2.3**

According to Chart 2.3, it can be shown that 60.5% of the participants see the pricing strategy as an important aspect when purchasing branded apparel on the stated platforms. This highlights the significance of competitive pricing and efficient pricing methods for online platforms that provide branded apparel. The variation in agreement levels indicates that while pricing is typically significant, some consumers may be more sensitive to price than others, while others may consider other aspects in addition to prices when making decisions.

(D) How important are product reviews and ratings in influencing your decision to purchase branded clothing from these platforms?

How important are product reviews and ratings in influencing your decision to purchase branded clothing from these platforms?

114 responses



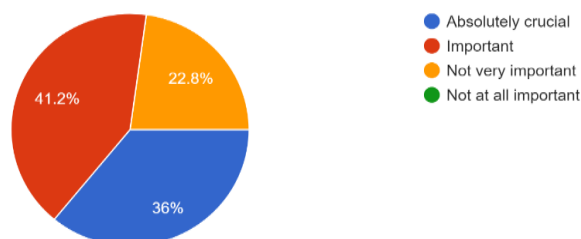
**Chart 2.4**

According to Chart 2.4, 57.9% of the people surveyed believe that product reviews and ratings are very important when it comes to influencing their choice to buy branded apparel. Although most people emphasise the significant value of product evaluations and ratings, a small number of respondents indicate less relevance. Some participants use phrases such as "Moderately important," and there is also a tiny subset that claims product evaluations and ratings are "Not important" whatsoever. This indicates that, while uncommon, there are people who may not give much thought to other people's thoughts when they choose to purchase branded apparel.

(E) Are promotional offers and discounts crucial in your decision-making process for buying branded clothing?

Are promotional offers and discounts crucial in your decision-making process for buying branded clothing?

114 responses



**Chart 2.5**

According to Chart 2.5, it can be seen that the majority of respondents, accounting for 41.2% of the total, see promotional offers and discounts as crucial. This indicates that a considerable number of the participants place great importance on these rewards when deciding to purchase branded apparel.

Thus, it can be inferred that cost, brand reputation, and convenience have a considerable impact on the purchase choices of customers in this area.

### Hypothesis 02

There is a positive correlation / negative correlation between consumers trust in Myntra, Meesho, Amazon, and Flipkart, the authenticity of branded clothing, and overall satisfaction with the online shopping experience in the western Mumbai suburban region.

(A) Assessment of the level of trust amongst consumers.

**Table 02**

Sr No.	Questions	Completely Trust	Trust	Neutral	Slightly Trust	Do Not Trust	Total
a	How much do you trust the accuracy of the product information provided on these Ecommerce platforms for branded clothing?	06	35	39	28	06	114
b	How much do you trust the authenticity of the branded clothing products sold on Ecommerce platforms?	09	27	44	30	04	114
c	How much do you trust the customer reviews and ratings of branded clothing products on Ecommerce platforms?	11	35	31	29	08	114
d	How much do you trust the customer service of Ecommerce platform when resolving issues related to branded clothing purchases?	12	27	33	32	10	114
e	Considering your overall experience, how much trust do you have in Ecommerce platforms for purchasing branded clothing?	11	32	39	25	07	114

**Conclusion:**

The study highlights the significant influence of E-commerce platforms on consumers' decisions to purchase branded clothing in the western Mumbai suburban region. The findings reveal that consumers prioritize factors such as product reviews and ratings, brand reputation, pricing strategy, and promotional incentives when making purchasing decisions on platforms like Amazon, Myntra, Meesho, and Flipkart. The positive correlation between trust in these platforms, the authenticity of branded clothing, and overall satisfaction suggests a moderate success in meeting consumer expectations. Retailers in the region should recognize the importance of maintaining positive brand images, competitive pricing, and effective promotional strategies to appeal to a diverse consumer base. Additionally, continued emphasis on accurate product information, authentic customer reviews, and efficient issue resolution can further enhance trust and satisfaction levels. As consumer preferences vary, a tailored approach considering different levels of price sensitivity is recommended. Overall, the study provides valuable insights for E-commerce platforms seeking to optimize their strategies and enhance the overall consumer experience in the competitive market of branded clothing in the western Mumbai suburban region.

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