

# A Study on Antecedents that Affect the Online Impulse Buying Behavior of Female Apparel Buyers in Patna

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## Abstract

This work intends to apply the Theory of Planned Behavior framework to study the impact of customized apparel ads on buyers' intention to purchase and their inclination to impulsively buy from the two most prominent online apparel retailers in India. The framework also attempts to ascertain whether or not privacy concerns influence the buying intent. It tests the theoretical framework by looking at how customized apparel ads affect impulsive buying made by females online.

The antecedents of purchase intent have been empirically proven using a sample of 250 tech-savvy female buyers from the Patna area. The findings demonstrate that the importance of attitude towards apparel website brands, subjective norms, and PCB is decisive in framing the intent to buy while consumers shop online. This study affirms the significance of consumer attitudes toward apparel website companies in bolstering the plan to buy online. This research contributes to growing evidence concerning consumers' perceptions of well-known clothing brands sold on e-commerce sites in India.

## Introduction

Based on the previous findings from research on impulse buying and business research [18], it is clear that spontaneous buying results in sixty percent of all products acquired, demonstrating the significance of impulse purchasing [3]. It has been estimated that 40% of all Internet transactions are made on the spur of the moment. Without question, online retailers know that catering to customers' spontaneous purchases is a sure way to boost sales. Product availability, attitude toward shopping websites, privacy, and online signals may play a role in why impulsive online shopping is so successful [7]. Online shopping encourages impulsive buying because of advantages like more comprehensive selection, immediate payment, and customized products. With the advent of e-commerce, consumers now have a convenient new way to shop [30].

E-commerce allows consumers to spend minimal time and effort on online shopping habits, facilitating impulsive buying [27]. Usually, commercial websites want their customers' offline purchasing habits to

be converted or replaced by online orders. So, marketers rely significantly on Internet impulsive buying [26].

The e-commerce industry in India has developed significantly. Internet users now have access to a global marketplace due to globalization. The influence of global fashion trends on individuals increases the number of elements that influence their shopping decisions. Owing to the increasing number of internet users, the most significant domain in the fashion business is digital. As a result, fashion brands are compelled to switch from conventional marketing techniques to popular digital channels such as blogs and social networking sites [19]. Although several online fashion retailers and online shopping have penetrated the market significantly, this development has not been as prominent in the apparel business. According to previous studies on this issue, typical modalities sites linked with online transactions present customers with a substantial risk.

This study incorporates the Theory of Planned Behavior (TPB) to recognize the characteristics that stimulate customers' adoption of online shopping. The behavior of individuals is consistent with TPB forecasts [1]. The TPB reveals that intention is the most influential element in determining one's actions and behavior. TPB also adds "perceived control" over behavioral performance as an additional predictor of intent and behavior to forecast non-willful behavior [14].

According to prior research, marketers must increase customers' eagerness to use interactive technology and encourage them to use it frequently. Customer knowledge and familiarity with technology are critical to the success of any e-commerce operation [6]. Examining the literature reveals a scarcity of studies on customized ads impacting online customers' sentiments about specific Indian fashion website firms. The simulated research question here:

### **Can customized ads for apparel web brands increase customer intent for impulsive buying?**

This study aims to combine customized social media advertising with TPB, focusing on fashion e-commerce companies. This initiative explores the stimulus of personalized ads on buyer impulsive buying behavior,

emphasizing the antecedents of buyer intent as measured by TPB. The effectiveness of customized adverts in boosting purchase intent and impulse buying is explored.

This article has the following structure: The study begins by investigating the evolution of the proposed model in light of a thorough literature review. The impact of customized advertising, attitude toward shopping website brands, subjective norms, perceived behavioral control, and purchase intention on consumer buying habits is investigated. Furthermore, the data-gathering method used is discussed. The conclusion includes the study findings, research limitations, decisions, and future research directions.

### **Research framework and proposed hypotheses**

Since electronic shopping is a technological breakthrough, psychological theories such as the TPB may be utilized to explore consumer intentions for buying things online. The "attitude toward behavior" denotes a person's preference for or opposition to developing a specific pattern of behavior [14]. TPB proposes perceived behavioral control and subjective norms as potential factors of technology adoption behavior. The phrase "perceived behavioral control" discusses an individual's valuation of their ability to acquire the means and motives required to nurture a desired pattern of behavior [10]. References, such as friends and coworkers, may significantly affect a person's behavior, reflected in subjective norms [24]. When the behavior is deliberate, and the person has all the data needed to make an educated decision, the individual's behavioral intention is the best predictor of the individual's future action [1]. While these psychological theories have increased our understanding of adoption, they have done so primarily by shedding light on the adoptee's inner workings [11,29].

### **Hypotheses**

#### **Impulse buying behavior and customized social media ads**

According to [26], impulse purchasing refers to instances in which an individual has an unexpected urge to acquire something. [30]. Several traits have been identified that can assist in explaining the concept of an impulsive purchase.

The majority of impulsive buying is unintentional. Then, impulsive purchasing is a behavior that is triggered by external stimuli. Moreover, impulsive purchases are performed with little effort to gather information or assess alternatives [22].

The current study indicates that self and impulsive purchasing are closely intertwined; thus, customized ads affect buyers' online impulse purchasing. [9,21]. "Self-concept," "self-identity," and "cultural values" as dimensions of the self have all had an impact on impulsive buying. According to [18,] a lack of intention for online shopping was identified as an early barrier to the expansion of e-commerce, and scholars such as [16,22] have highlighted the relevance of delving deeper into the association between consumers' propensity to shop online and their actual behavior when doing so.

Individual information capital enables the creation of social media advertising that benefits from improved targeting choices. As a result, it provides a viable roadmap for online retailers to benefit from online purchasing [13]. These vendors may profit from these directing options by confirming that social media advertisements provided to people are pertinent in a manner that other forms of advertising cannot compete with [31]. It is expected that in this study, targeted social media marketing would affect customers' tendency to make impulsive purchases online since social media allows people to express themselves more freely. This study explores the impact of customization on females' impulsive online purchases in the Patna region.

H1: A positive relationship exists between purchase intent and online impulse buying behavior.

H2: Buyers' attitudes towards apparel websites are positively impacted by customized ads.

H3: Buyer's purchase intent is significantly influenced by customized ads.

#### **Attitude toward Website Brands**

Our study defines "attitude" as customers' judgments of their experiences purchasing from online retailers based on [4] critical work. According to the TPB, individuals are

more likely to follow through on their objectives with a positive attitude toward any brand's online or offline functioning [2].

After being exposed to advertising, having a favorable or unfavorable attitude toward a brand (apparel shopping website) is to have an attitude toward the brand ATB [17, 28]. Research implies that country and ad type changes would majorly impact ATB. Since customers first encounter the ad, they have an emotional reaction to the brand, which can be positive or negative and ultimately affects their purchase decisions. Customers are likelier to click advertisements containing moving visuals, text, and noises [12].

H4: Attitude toward apparel website brands influences customer purchase intent favorably.

#### **Subjective norms**

Individuals' subjective norms are grounded on their awareness of what is and is not appropriate behavior, considering the potential advantages and downsides of engaging in a particular style [23]. Subjective norms are defined as "the reinforcement a customer receives from near and dear people, friends, family, and colleagues, to purchase online" in this study.

H5: Subjective norms favorably influence purchase intent

#### **Perceived behavioral control (PBC)**

TPB relies on perceived behavioral control to explain the link between plans and actions [1]. In this view, a person who feels powerless (as if one has no control over a situation) may be less likely to participate. Here, PBC refers to how much a buyer believes they may affect circumstances outside their control while making an impulsive online purchase [2,20].

H6: Purchase intent is positively influenced by PBC

#### **Information privacy concern**

According to research [15], customers' willingness to divulge private information and partialities are conditional on the advantages of such revelation, and customer concerns prioritize privacy. [8]. The fears about information secrecy are not consistent. It will occur if an individual is convinced of losing control of their personal

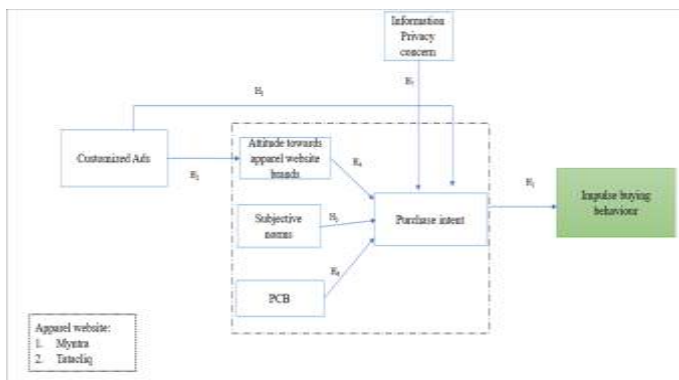
information. A customized social media ad may give the impression that personal data is in danger, primarily if no explanation is provided regarding how customization is accomplished. Hence, research studies [9, 21] have concluded that customized social media marketing significantly impacts security concerns

H7: Information privacy concerns significantly affect the purchase intent.

## Methodology

After an extensive literature review, a theoretical research model is proposed.

**Fig1: Theoretical Model. (Source: Self-developed)**



## Procedure

It is an empirical study using a quantitative survey to collect data. An adequately structured- electronic survey was applied with all variables rated on a “5 Point Likert Scale,” evaluating degrees of agreement from 1 to 5, with 5 = “Strongly Agree.” and 1 = “Strongly Disagree.” The poll was done using Google Forms and targeted technology-savvy females who frequently engage in online apparel shopping. The research employed a convenience sample method, and a questionnaire was distributed via various social media sites and email. Two hundred fifty replies were ultimately gathered following sixty days of surveying.

## Participants

The study intended to explore and understand the impulse buying behavior of females in Patna (Bihta, Danapur, Fatuah, Khagaul, and Patna), Bihar, India. Female shoppers have enthusiastically accepted online shopping owing to its

multiple advantages, such as approachability 24 X7, cost-feasibility, product availability, easy delivery, etc. The ages of all respondents (N=250) varied from 20 to 50, with 37% of answers coming from between the ages of 30 and 40 and a mean age of 35.6. In terms of educational attainment, 8% were PhDs (N Ph.D. = 20), 63% were Postgraduates (N PG = 157), and 29% were Graduates (N Grad = 73). In the occupational bifurcation, 11% were government employees (N Govt=27), 10% were from the private sector (N Pvt=25), 25% had a business (N Prof=62), 20% were students (Nstu=50), and 34% were homemakers (N Hmak=35).

## Data test, analysis, and results

SPSS 22.0 was used to check the data's reliability, adequacy, and validity and for further research. The values for the constructs ranged from 0.820 to 0.90, with an overall scale reliability of 0.790. Hence, it can be inferred that all of the paradigms used in this study surpassed the ideal score of 0.70, representing that the measuring scales of the constructs were trustworthy and accurate[25].

EFA was executed to confirm the rationality of the tested constructs of the study model [25]. The statistical test for “Bartlett test” of sphericity was prominent ( $p=0.000$ ;  $d.f.=15$ , Approx Chi square= 1071.512), and “Kaiser-Meyer-Olkin” (KMO) was 0.801 (between 0.5 and 1.0) for all correlations inside a correlation matrix, the outcome shows that the component analysis was appropriate. The findings of the main components analysis and the “VARIMAX” method also revealed that the Eigenvalues for all of the constructs were more than 1.0. All 17 item loadings within a construct were more than 0.50, indicating convergent validity. As a consequence, the items were distinguishable and supported their respective structures.

A two-step procedure is employed for descriptive data and data analysis. First, descriptive and statistical data were assessed and analyzed using graphs and tables; secondly, reliability and validity were determined. The relationship between variables is then investigated to evaluate the hypotheses offered.

Figure 2 and the descriptive findings of the study reveal that 87% of women consumers were active viewers of

advertisements from various apparel website companies on social media and that 52% of them agreed that advertisements affected their propensity to visit a particular shopping portal. Fig:3 demonstrates that Myntra.com has the highest likelihood of being the chosen shopping brand, with an 82% customer base, followed by Tatacliq, with an 18% share. The analysis revealed that Myntra.com was the top internet brand in all segments of the selected apparel category for females in Patna.

**Fig:2 Customers viewing apparel website ads on their social media accounts. (Source:self-developed using M.S. Excel 2016)**



**Fig:3 Customers' Most Preferred Online Apparel Shopping Website Brand. (Source:self-developed using M.S. Excel 2016)**



The relation between variables is depicted in Table 3.1 of the correlation matrix. When the correlation value is significant (2-tailed) and noteworthy ( $P < 0.01$ ) value, the relationship is denoted by (\*\*). When the value is substantial and remarkable ( $P < 0.05$ ), the connection is indicated by (\*). IBB and PI exhibit a significant positive link ( $P = 0.01$ ,  $B = 0.718^{**}$ ) with PI-supports H1 (IBB and PI are positively correlated). CA shows a statistically significant positive relationship (H2) with ATAWB ( $P = 0.01$ ,  $B = 0.820^{**}$ ). CA exhibits a strong positive correlation ( $P = 0.01$ ,  $B = 0.714^{**}$ ) with PI, which supports H3. The ATAWB shows a significant ( $P = 0.01$ ,  $B = 0.786^{**}$ ) positive relationship with the PI; hence the H4 is recognized. H5 is also supported ( $P = 0.04$ ,  $B = 0.512$ ); SN and PI have a positive but moderate correlation. PCB and PI have a positive but moderate correlation ( $P = 0.01$ ,  $B = 0.538^{*}$ ); hence H6 is acceptable. The IPC exhibits a confident relation ( $P = 0.02$ ,  $B = 0.652$ ) with PI, supporting H7.

**TABLE 3.1: Correlation Matrix**

		Correlations						
		Cads	IBB	ATAWB	PI	SN	PCB	IPC
Cads	Pearson Correlation	1						
IBB		.698 <sup>**</sup>	1					
ATAWB		.820 <sup>**</sup>	.730 <sup>**</sup>	1				
PI		.714 <sup>**</sup>	.718 <sup>**</sup>	.786 <sup>**</sup>	1			
SN		.030	.060	.095	.512 <sup>**</sup>	1		
PCB		.020	.137 <sup>*</sup>	.103	.538 <sup>*</sup>	.038	1	
IPC		.301	.513	.109	.625 <sup>*</sup>	.312	.210	1

\*\* Significance level 0.01 level (2-tailed) Correlation  
 \*Significance level 0.05 level (2-tailed) Correlation.  
 (Source: Self-compiled using IBM SPSS-22.0)

## Regression Analysis

Table 3.2 presents the outcomes for all hypotheses. In hypothesis (H1), the 'PI' p-value ( $p=0.000$ ) is a significant p-value of 0.05. The value of the ( $\beta$ ) is 0.709. Thus indicating a confident relationship between 'PI' and the 'IBB' and leading to H1's acceptance. The (H2), the 'CA' p-value ( $p=0.001$ ) a significant p-value of 0.05, and the value of the ( $\beta$ ) is 0.721. Thus showing a constructive relationship between 'CA' and the 'ATAWB' accepting the H2. The results of the (H3), 'CA' the p-value ( $p=0.000$ ) is a significant p-value of 0.05. The value of the ( $\beta$ ) is 0.717. They reflect a positive association between 'CA' and the 'PI'. Thus, H3 is accepted. The result of the (H4), the

'ATAWB' p-value ( $p=0.000$ ) is a significant p-value of 0.05. The value of the ( $\beta$ ) is 0.916, reflecting a strong and positive effect between 'ATAWB' and the 'PI.' Thus, H4 is accepted. The (H5) results show the 'SN' p-value ( $p=0.038$ ) is significant p-value of 0.05. The value of the ( $\beta$ ) is 0.581, indicating a moderate correlation between 'SN' and 'PI' and accepting the H5. The outcome of (H6), the p-value of 'PCB' ( $p=0.008$ ) a significant value of 0.05. The value of the ( $\beta$ ) is 0.591, indicating an optimistic but moderate relation between 'PCB' and 'PI.' Thus accepting the H6. The (H7) results show the p-value of the 'IPC' ( $p=0.018$ ) is significant p-value of 0.05. The value of the ( $\beta$ ) coefficient is 0.511, indicating a moderate correlation between 'IPC' and 'PI' and accepting the H7.

**TABLE 3.2 Results of the Hypotheses**

<b>Results of PI→IBB (H<sub>1</sub>)</b>			
<b>Variables</b>	<b>(<math>\beta</math>)</b>	<b>T</b>	<b>Sig. P-value</b>
PI	0.709	24.149	0.000
<b>Results of CA→ATAWB(H<sub>2</sub>)</b>			
<b>Variables</b>	<b>(<math>\beta</math>)</b>	<b>T</b>	<b>Sig. P-value</b>
CA	0.721	20.106	0.001
<b>Results of CA→PI(H<sub>3</sub>)</b>			
<b>Variables</b>	<b>(<math>\beta</math>)</b>	<b>T</b>	<b>Sig. P-value</b>
CA	0.717.	20.132	0.000
<b>Results of ATAWS, SN, PCB &amp; IPC →CPI (H<sub>4</sub>, H<sub>5</sub>,H<sub>6</sub>, H<sub>7</sub>)</b>			
<b>Variables</b>	<b>(<math>\beta</math>)</b>	<b>T</b>	<b>Sig. P-value</b>
ATAWB	0.916	24.019	0.000
SN	0.581	15.141	0.038
PCB	0.591	12.133	0.008
IPC	0.511	13.212	0.018

(Source: Self-compiled using IBM SPSS version 22.0)

## Conclusion

This study adds to our understanding of the impact of personalized social media advertisements on customer purchase intention. It explores the customer preference for Indian apparel shopping website brands and their online buying behavior. This empirical research supports the significance of personalized ads and attitudes towards shopping website brands as a robust predictor of intention to purchase online. It also helps personalized ads influence paving the purchase intent, contribute to the literature on

Indian apparel website brands, and provide insight into the customers' perception of prominent Indian apparel websites. The proposed research is based on the TPB. It assesses the predictors of customer purchase intention and actual impulse buying behavior in the domain of two popular Indian apparel website brands, which was a vacuum in previous studies. There was a significant effect of information sharing in building purchase intention. This finding contradicts previous research where privacy

concerns have been a non-significant predictor of online impulse buying behavior (Aslam et al., 2021).

The results demonstrate that prominent drivers of dependent variable online impulse buying behavior (IBB) are purchase intention (PI), Personalized ads (CA) and Attitudes towards shopping website brands (ATAWB), subjective norms (SN), and perceived control behavior (PCB) and these relations are supported by prior studies [9,20,28]. The results reveal that customers strongly associate with an apparel website if their attitude towards these websites is positive [28]. Personalized ads over social media platforms significantly influence customers' attitudes toward shopping website brands, which was especially revealed during the study. It also shows that personalized ads independently affect customer intention to purchase. Results also show that perceived control behavior positively influences purchase intention [20]. The researchers wanted to find out that personalized ads help build the attitude toward shopping website brands within the framework of TPB and affect the overall online buying behavior. Results proved that in the context of the Patna region, these constructs significantly influence impulse buying behavior in the online apparel environment.

### **Implications and Future Research**

A comprehensive approach that considers the Theory of Planned Behaviour and impulsive buying behavior might help us better understand how this targeted social media marketing influences the purchase intent of online customers.

Customers expect uniqueness and value in content more than ever, and marketers can leverage this insight to build customized social media marketing. Especially in the current digital media landscape, this may avert the advertised message from slipping into the promotion void. Second, advertising's primary objective is attracting attention, raising sales, developing a product or online web shop's brand image, increasing clickthrough rate, and enhancing capacity [12]. Marketers should know how consumers' impressions of shopping website brands influence their purchase intent and impulse buying behavior. The findings indicate that perceived control

behavior substantially impacts purchasing intent and, eventually, impulse buying behavior.

The emergence of social commerce is a significant factor propelling the growth of the online apparel industry. Social media giants like Facebook, Instagram, YouTube, and Pinterest, among others, provide social commerce opportunities via these platforms. As social commerce has risen, e-commerce orders have increased. Marketers employ highly targeted advertising methods to move client traffic from online platforms to their websites and applications. India's online clothing fashion industry is fragmented, with suppliers utilizing research and development and mergers and acquisitions strategies to compete. To exploit the opportunity and recover from the effects of COVID-19, online merchants must emphasize the development potential of fast-growing regions while maintaining their positions in the stagnant areas.

Contrary to predictions, respondents did express worry about customized social media ads. It is probably because consumers freely provide their personal information on social media sites, even if they know that marketers and advertising would likely utilize it. Especially in India's eastern region, it is concerning that social platform users accept customized offerings favorably but are hesitant to sacrifice some of their privacy in exchange.

The study's convenience sample comprises solely female respondents from Patna. Thus, the study's findings could not be exhaustive. In addition, individuals with Internet familiarity and prior exposure to online advertising and purchasing were emphasized. So, the scope does not include potential respondents who lack Internet proficiency but have positive feelings about online advertising and are impulse buyers.

The study examined how customers purchase impulsively online using customized advertisements and the TPB approach. Future research must read that fashion clothing offers the most significant obstacle for online returns in the e-commerce industry [19]. The return rates for online fashion apparel are almost twice as high, increasing the carrying costs of e-tailers. All e-retailers must integrate Virtual try-on technology to close this gap, as it is

impossible for consumers to avoid trying on garments before making a purchase. Further study should investigate different product categories and evaluate the brand's influence on consumer behavior, including post-purchase return delivery operations, consumer query handling strategies, and return policies. Qualitative research might give important fresh information on the investigated antecedents of the study.

Owing to the study's limits, several suggestions for further research on customers' purchase intent and online purchasing behavior are presented. Consider employing probability sampling and adopting a more significant representation of target groups based on gender, socioeconomic factors, cross-cultural factors, multi-locational, and technological expertise in future research.

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