

## STUDY OF ONLINE WOMEN APPAREL MARKET AND IT'S EFFECT ON PURCHASE INTENTION AND SATISFACTION ON GEN Y AND GEN Z IN DELHI NCR

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### ABSTRACT

The online women's apparel market has undergone a remarkable transformation, driven by rapid advancements in technology, shifting consumer preferences, and evolving market dynamics. This sector, which encompasses a vast range of clothing categories, has seen substantial growth, propelled by the increasing penetration of e-commerce and the rising influence of social media. Overall, the online women's apparel market is poised for continued expansion, leveraging technological innovations and adapting to evolving consumer preferences to maintain its upward trajectory. Numerous studies have been conducted on online apparel purchase intentions and satisfaction in broader national contexts or different regions, rather than focusing specifically on the Delhi NCR area. The unique cultural, economic, and social dynamics of Delhi NCR might influence consumer behavior differently compared to other regions. And also there is limited comparative analysis between Gen Y (Millennials) and Gen Z in terms of their online shopping behaviors for women's apparel. Understanding these differences in a specific urban setting like Delhi NCR could provide insights into tailored marketing strategies.

**Keywords-** Women Apparel, Online Shopping, Delhi NCR Area, Generation Y, Generation Z etc.

### 1. INTRODUCTION

The focus of marketing activity is the consumer. In order to assist customers in the market and group consumers according to their retail preferences and shopping orientation, marketers must possess up-to-date knowledge of the numerous elements that impact consumer decisions. Customers often exhibit a variety of shopping inclinations depending on their unique personalities and traits. When they walk into a store, they have a certain focus. While some consumers are drawn to brands that offer superior quality, others are more interested in fashionable fashion and affordable rates. Customers modify their purchasing orientation based on their requirements and desires. A buyer's style known as "shopping orientation" focuses extra attention on particular activities. These various buyer types exhibit distinct market behaviors, such as varying store choices and the requirement for distinct information sources. It is acknowledged that the shopping tendency is a multifaceted social, cultural, and economic phenomenon.

The argument argued that internal factors, including but not limited to demographics (such as age and sex), psychographics (such as lifestyle), personality, motivation, knowledge, attitudes,

beliefs, and feelings, significantly impact customer behaviour. Additionally, it clarified how psychological elements influencing customer purchasing decisions include motivation, perception, attitudes, and personal beliefs. Individual buying orientation has also been found to be significantly influenced by personal factors, including lifestyle, age, occupation, personality, and income levels.

In reference to the impact of age on purchasing orientation, it was observed that individuals alter the products and services they acquire during the course of their lives. Teenagers, on the other hand, are more likely to purchase items in vivid, bold colours than middle-aged or older people, who value tasteful, sophisticated designs. Furthermore, one young person will not be inclined to purchase real estate, an insurance policy, a home, or gold investments. Given everything, age is a factor in determining what consumers buy. Generation refers to group of individuals born within the same range of birth years and share similar experiences, traits, behavior, and attitude. One generation differs from subsequent generations in certain ways.

### **Generation X**

Generation X includes those born between 1965 and 1981, during the reconstruction of Europe after the war. Their life has not been easy, since, after a period of upheaval, finding a job was a great challenge. To work and produce was their philosophy of life, leaving no room for idealism. Individualism, ambition and an addiction to work or being a workaholic are the values with which they grew up. Gen X has had a significant cultural impact, particularly in music, film, and television.

### **Generation Y**

Generation Y, also known as Millennials, typically refers to individuals born roughly between the early 1980s and mid-1990s. The revolution was shaped by the millennials or generation Y. Also known as digital natives, and technology is part of their everyday lives: all their activities are mediated by a screen. The concept of on and off is completely integrated into their lives. However, they were not born into it; they migrated to the digital world from the analogue one in which they were living.

Unlike previous generations, because of the economic crisis, the world requires them to be better trained to get a job, as competition is increasing. Unlike their parents, Generation X, digital natives are not satisfied with the world around them and are ambitious and want to achieve their goals.

### **Generation Z**

Generation Z or the post-millennial generation will take the lead in a few decades. Also labeled as centennials, for having been born into the world at the turn of the century the oldest were born in 1995 and the youngest in 2010 they arrived with a tablet and a smart phone under their arms. It is a group of people that is marked by the Internet. It is part of their DNA: it storms into their homes, their education and their way of socializing. And if Generation Y has difficulty finding a job, the situation for post-millennials is even worse.

Their mastery of technologies may make them neglect their interpersonal relationships to a greater extent, but they are the ones who give more of a voice to social causes on the Internet. They like to get everything they want immediately, a fact fostered by the digital world in which they are immersed, and their lifestyle is also influenced by you tubers.

## 2. ONLINE WOMEN'S APPAREL MARKET

The online women's apparel market has undergone a remarkable transformation, driven by rapid advancements in technology, shifting consumer preferences, and evolving market dynamics. This sector, which encompasses a vast range of clothing categories, has seen substantial growth, propelled by the increasing penetration of e-commerce and the rising influence of social media. Overall, the online women's apparel market is poised for continued expansion, leveraging technological innovations and adapting to evolving consumer preferences to maintain its upward trajectory.

### Brand Loyalty

Brand loyalty has been, for such a long time and still actually is the core theme when we talk about research for markets. The concept of brand-loyalty can be seen as the ultimate relationship and identification with a brand

One of the measurements and most known aspects of behavioral loyalty is repeat purchase behavior, where the consumer repurchases constantly/frequently the products or services of the same brand after having experienced either. This one is measured according to the frequency, number of times the consumer repurchases a give brand, in any given period of time. In other words, behavioral loyalty is based on purchases from a single brand compared to the offer from multiple other brands. However, when we talk about psychological loyalty and commitment from a customer, it happens when this one demonstrates and affirms a preference towards a brand and is able to cite the name of either whenever they are asked about their preferences. Still, in order to properly measure brand loyalty, it is essential to consider beyond these two measurement factors mentioned above as there are many other psychological variables that have been used as proper loyalty indicators, even more due to the changes in environment, behavior and technology nowadays. The factors related to brand equity is shown in fig 1. Total 07 factors are important for any brand.



Fig 1: Factors related with Brand Equity [1]

### **The History of the Apparel/Fashion Industry**

In order to allow you to have a smooth walk throughout this research paper, we must take a trip back in time to when it all started, up to the mid-century. As a whole, you may know the apparel industry as being the same as clothing, fashion and garment. It covers manufacturing, retailing, design and wholesaling of clothes, footwear and fashion accessories. Even though clothing was considered as both art and necessity either to prove its place/status in society or as a survival need to endure the cold on medieval periods, today it covers way beyond these primary needs and criteria. Indeed, we should not forget that this sector also includes a lot of sub-categories, all linked to the desired appearance projected to society. Those can be modeling, hair styling, makeup, etc.

However, even though this paper may mention and consider some of these factors, we will focus on the main item and product of it, being the garment, as it is the most known one, visible, noticeable and communicative compared to the others. Most of clothing are made from textiles, as the most used and known raw materials can be defined as following, according to Britannica.com: wool, cotton and other natural fibers being one of the first Industrial Revolution's accomplishments, going back to the 18th century. Even though the fashion industry is a product born during the modern age, we must know that all clothing was previously handmade for individuals, by tailors and dressmakers then later home production, and this went on for most of the human history.

By globalization, we mean that clothing, nowadays, is often designed in one specific country (let's take France as an example), then manufactured in another one (Bangladesh) and finally, shipped and sold in a third place (United States) to retail stores and outlets. As per today, even though the textile sector is fully automated in its production, garments are still sewed and grouped together, either on sewing machines or handcrafted. However, with the new business model of production in the sector, this use of materials since the 18th changed a bit. Nowadays, both natural fibers (such as silk and linen) and synthetic fibers (polyester, acyclic and nylon) are combined to constitute the clothes we wear.

### **3. CONSUMERS' ATTITUDES TOWARD APPARELS**

Customer demands for clothing can be categorized into two classifications: those related to the characteristics of the outfit and those related to the characteristics of the shop. Apparel possesses attributes such as diversity, durability, cost, and availability in various sizes. When evaluating a firm, it is important to take into account its geographical location, its scale, and the range of services it offers. Apparel is a routinely consumed commodity that enables buyers to develop consistent preferences. Enduring involvement refers to the persistent and unchanged attitudes towards a product category across time and across different circumstances. Customers who develop an emotional attachment to a product are more inclined to engage with product-related information. Due to meticulous administration, this data is stored for an extended duration. Consumers establish evaluative connections between a product and its attributes while developing an opinion about it. Certain attributes of these items can be utilitarian, such as their durability or comfort, while others may be purely aesthetic, such as their color, fashion, or style. External elements such as brand, labeling, and

cost influence the products available, just as internal characteristics like design, style, originality, appearance, appeal, craftsmanship, structure, durability, and use do. Customers also associate the enhanced quality of the product with less time/effort and increased satisfaction. Retailers offer producers and customers various forms of value, most of which are difficult for producers to replicate. Attempting to divide the majority into smaller retail quantities, offering a diverse range of products for clients to purchase in a single location, creating an inventory buffer between consumption and production to ensure product availability when needed, and providing various services and support such as returns and warranties, repairs, assembly, delivery, credit options, as well as demonstration and display services are just a few examples. Merchants offer far greater value when it comes to high-involvement commodities such as apparel. The majority of buyers are attracted to low prices, a wide and varied selection, fast delivery, and the option to swap products, regardless of the type of product.

### **Today's Consumer's Purchase Intentions**

The fashion clothing industry experiences a short lifespan for its products, which is greatly influenced by celebrity endorsements, visual merchandising, and the retail environment. Consumer purchase decisions are affected by many strategies of brand marketing and differentiation across several channels, as well as cultural platforms in local marketplaces. In addition to retail enterprises, design and fashion-related companies also play a role in shaping myths and images that impact customers' buying choices. The interplay between psychodynamics and social elements influences customers' intentions to acquire fashion products. The consumer purchase selections are influenced by various factors such as the perceived role and perceptual leadership model in society, the way individuals cope with dress status in their occupation and office ambiance, their socialization with friends and preferred folks, their self-esteem and enjoyment, and their adherence to fair conduct in society. Recently, there has been a growing amount of critical study conducted internationally that has stimulated a sense of novelty and contemporary feminism among both males and females. Fashion magazines are increasingly being associated with feminism, particularly with a form of feminism known as '3rd-wave', which seeks to reevaluate and give significance to traditionally feminine activities and interests such as knitting, fashion clothes, and make-up. Within the broader context of global-local dynamics, fashion magazines serve as the optimal medium for influencing fashion adaptation. Consumers are impacted by periodicals and television fashion shows during the fashion adaption process, which begins with the formation of business ideas and self-esteem within the community. Given the notable disparities between women's and men's purchasing behavior, it is imperative for companies who aim to attract female clients to adapt their marketing approach by incorporating additional factors beyond socio-cultural considerations. Female clothes customers are viewed as the agents and validators of the fashion approval process.



#### 4. REVIEW OF LITERATURE

Sharma et al. (2023) highlighted the continued curiosity among researchers, academics, and marketers regarding the behavior of different generations, especially in terms of brand preferences and consumption habits. This study specifically aims to comprehend the Purchase Preference for Branded Products across three generations: Gen Z, Gen Y, and Gen X. Additionally, it explores whether the type of product category influences the Purchase Preference of these generations. The findings suggest that Generation Z exhibits more brand-focused purchasing preferences compared to Gen Y and Gen X. Notably, the distinction is more pronounced between Generation Z and the elder Gen X generation, with a smaller variation observed between Gen Z and Gen Y. The study reveals a greater difference between Gen Z and Gen X, a lesser gap between Gen Z and Gen Y, and a slight difference between Gen Y and Gen X in terms of their Purchase Preference for Branded Products.

Naynani et al. (2023) investigated the influence of social media marketing on millennials' and Gen Z's purchase decisions by surveying 424 respondents born after 1994 through a self-administered questionnaire. The study utilized a multiple linear regression model and t-test for independent samples in its statistical analysis, comparing those favoring social media commercials with those preferring conventional marketing in terms of purchase intent. Emphasizing the importance of social media communication for SEO and customer retention, the research underscores how real-time interaction on social media enhances a brand's personality, contributing to increased revenue and customer loyalty. Brands are increasingly leveraging platforms like Facebook, Instagram, and Twitter to engage with their target audiences and foster brand loyalty through interactive updates, product recommendations, and comments.

Hassan et al. (2023) underscore that Generation Z, constituting the largest share of the global population, holds significant purchasing power shaped by their internet-era upbringing. Notably, their values and purchasing habits diverge from those of previous generations. Despite the increasing focus on Generation Z's purchasing habits, bibliometric studies in this realm remain notably limited. This study, relying on the Scopus database's citation data for 638 literature articles on Generation Z's purchasing habits, aims to categorize the research landscape, chart its development, identify key hotspots, and explore potential future directions. The findings, derived from keyword co-occurrence analysis, reveal four prevalent research themes: factors influencing consumption behavior, comparisons with other consumer generations, analysis from a human demography perspective, and the study of sustainable consumption behavior. The growth process of Generation Z's spending habits is delineated across three stages from 2001 to 2022. The study suggests that future research should prioritize exploring the impact of social media on Generation Z's purchasing behavior and examining the sustainability of their consumption patterns.

Gurunathan et al. (2023) defined a generation as a group born within a specific range of years, sharing similar experiences, characteristics, attitudes, and behaviors. The study emphasizes the importance for businesses and marketers to understand the unique perceptions of each

generational cohort in crafting effective digital marketing plans, considering variations in platform usage, online time investment, and decision-making processes. The research focuses on Generations X, Y, and Z, comprising over 90% of the customer segment, with Gen Z identified as mobile natives, Gen Y as digital natives, and Gen X as immigrants to the digital realm. Notably, Gen X exhibits a higher influence of traditional media over online media, while Gen Z sees no clear distinction between the two. Gen Y is aware of both traditional and online media. Social media preferences vary, with Gen Y favoring platforms like Facebook, Instagram, Twitter, and LinkedIn, Gen X showing a preference for Facebook and Twitter, and Gen Z shifting from Facebook toward Instagram and Snapchat. The study underscores the oversight of Gen X in many digital marketing strategies, emphasizing the need to account for diverse attitudes within and across generations. Acknowledging different platform preferences, the research suggests that relying on a single online platform for marketing may not be as effective as utilizing multiple platforms.

Weke et al. (2022) conducted an in-depth analysis of Generation Z digital marketing strategies, exploring their impact on older generations, consumer purchase intent, and implications for the UK economy. The study draws on a diverse range of literature to discuss the influence of various marketing strategies on consumer purchasing intentions across different generations. The paper encompasses both digital methods such as social media, affiliate marketing, and email, as well as traditional approaches like newspapers, billboards, and television. The research concludes by examining the varying effects of these strategies on consumer purchasing decisions and their broader implications for the UK economy. Notably, the study asserts that digital marketing stands out as the most effective tactic currently, exerting a significant economic influence. Despite being in their mid-20s, the oldest members of Generation Z are already shaping global economic and cultural landscapes. The increasing interconnectedness globally suggests that generational shifts, rather than socioeconomic differences, will play a more substantial role in influencing behavior. The study highlights that people of all ages and backgrounds are susceptible to the considerable impact of Generation Z, driven by their materialistic tendencies, impatience, and a preference for social media brand promotion, influenced by the perceived authenticity of influencers.

Kusaklar et al. (2022) highlighted the ongoing interaction between generations and the advertising sector, noting the historical evolution of advertisements. Traditional media advertising relied on one-way communication, while contemporary opportunities like social media foster more interactive and bidirectional communication. The integration of technology, coupled with shifts in individuals' self-perceptions, consumption patterns, and lifestyles, has given rise to a diverse audience, with Generation Z exemplifying this phenomenon. Growing up amid diverse technological advancements, Generation Z exhibits heightened technological aptitude compared to the preceding X and Y generations. However, both X and Y generations, having experienced both analogue and digital eras, grapple with adapting to the evolving technological landscape. Qualitative research methods were employed to explore intergenerational attitudes, examining the dynamics among these three generations in the context of advertising.

Borromeo et al. (2022) highlighted the substantial influence of culture on consumer purchasing decisions and marketing preferences. Diverse backgrounds can impact how individuals interpret commercials, especially within target segments where some viewers may struggle to grasp the intended message. This study focuses on assessing customer opinions regarding slang-word marketing, particularly among members of Metro Manila's working generations Y and Z, who regularly engage with Internet lingo. The research investigates whether a commercial containing slang terms meets the demands and interests of the intended audience. To evaluate purchase intentions, the study employs four metrics: Adaptation, Credibility, Entertainment, and Informativeness, comparing the responses of the two working generations. Due to pandemic constraints, the researchers opted for a qualitative approach as in-person data collection was challenging. The findings indicate differential effects on working generations Y and Z in response to the use of informal language in advertisements.

Chaudhary et al. (2021) made the case that luxury brands have expanded outside their historical purview of the wealthy and privileged due to a notable increase in spending. The way that millennials, Gen Z, and Gen X consumers interact with luxury businesses and the consequences of generational shifts have been extensively discussed in the media and online. When selecting luxury goods, quantity and quality are two of the most crucial considerations. Before making a purchase, millennials are seen to be picky about trends and brands.

Renjith et al. (2021) examined customer behavior following a brand violation, particularly in Generations Y and Z. Highlighting the tendency for customers to switch brands after encountering a brand breach, the study suggests segmenting the market into smaller, more homogeneous groups for effective recovery. Focusing on Gen Z and Y, the research aims to understand buying intentions before and after brand violation, considering elements influencing Gen Z's decision-making. Analyzing literature in areas like purchase intention, brand transgression, perceived quality, price, brand image, peer influence, and advertisement, the study involves 100 respondents from each generation. The results reveal that Gen Y's purchasing intentions are significantly influenced by quality, price, and advertisement, emphasizing the importance of tailoring marketing strategies to the distinct preferences and priorities of each generation.

Cohen et al. (2021) presented insights into intergenerational disparities in opinions on mobile advertising in Israel, focusing on Generations X, Y, and Z. Utilizing an online poll with 408 participants and drawing from Congruence Theory and Generation Cohort Theory, the study explores attitudes towards and reactions to mobile advertisements, emphasizing the adverse reactions observed across generations when ads are sent to smartphones. The findings suggest incongruence between each generation's schema and the five dimensions of advertising attitudes. The study provides guidelines for future research and implications for marketers engaging with mobile platforms, emphasizing the need for tailored approaches for different generational cohorts.



B. Dye et al. (2020) looked at how frequently Generation Y customers used online customer reviews and how much they valued them as well as their perceived information and entertainment value, credibility, and value. The findings demonstrate that Generation Y customers regularly examine online reviews because they believe them to be reputable, beneficial, interesting, and educational. More precisely, the empirical analysis demonstrates that Generation Y's perceived value of online consumer reviews was significantly influenced by their perceived information value, perceived entertainment value, and perceived credibility. This, in turn, was a significant predictor of how frequently they used these reviews. research advances marketers' understanding of how to use online customer reviews strategically when aiming their marketing efforts towards the Generation Y market.

Murlidhar et al. (2019) used the tag "modern demand prism" to study the market's contemporary demand features. Demand in the market is created by intention to acquire (need, want, and desire). The portrayal of macro demand across many platforms incites the intention to purchase. As a result, the parent variable is always demand, and the child variable is always purchase intention. Introspecting values for outer loadings numbers, reliability numbers, AVE numbers, latent variable correlations, and discriminant validity have all met the basic reliability criteria. In this study, demand and purchase intention models are established, and the relationship between the two is also tested. The path coefficients have been calculated using the bootstrap analysis and the T-Statistics of 1.96 threshold value. It was discovered that while Gen Y enjoys browsing through the range of things available online, they only examine the items and gather information before making a decision.

## 5. RESEARCH GAP

Numerous studies have been conducted on online apparel purchase intentions and satisfaction in broader national contexts or different regions, rather than focusing specifically on the Delhi NCR area. The unique cultural, economic, and social dynamics of Delhi NCR might influence consumer behavior differently compared to other regions. And also there is limited comparative analysis between Gen Y (Millennials) and Gen Z in terms of their online shopping behaviors for women's apparel. Understanding these differences in a specific urban setting like Delhi NCR could provide insights into tailored marketing strategies.

## 6. STATEMENT OF THE PROBLEM

Antecedents of online women apparel market and its effect on purchase intention and satisfaction: A study of Gen y and Gen Z in Delhi NCR.

## 7. OBJECTIVES OF WORK

**The main objectives of this work are:**

- To identify the pattern of products purchased and preferences of digital platforms for purchasing apparel by women through online mode in Delhi NCR.

- To explore factors affecting purchase intention of Generation Y and Generation Z women customer with regard to online apparel market in Delhi NCR.

## CONCLUSION

The present study significantly contributes to the existing literature available in this domain and provides useful insights to the academicians and practitioners. In spite of this known fact that the Indian luxury market is growing at an enormous rate, very few studies have been carried out in this area. Limited quantitative studies using various models along with an external variable have been undertaken to understand luxury consumer behavior in the Indian context.

Differences between generations in factors affecting response to ads are a key factor for approaching consumers while optimizing the apparel platform. Hence, this research will provide new theoretical insights regarding Indian consumers' behaviour towards luxury fashion brands.

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