Factors Influencing Online Shopping Decisions in the Fashion Industry

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Abstract

The purpose of this study is to pinpoint the variables that affect consumers' decisions to purchase online for fashion. This study is crucial because it can assist e-commerce businesses better understand consumer behavior and enhance their marketing tactics, which will have a substantial positive impact on the fields of management and information technology. This research employs a mixed-method methodology that combines qualitative interviews with quantitative survey data. Using an online questionnaire, 500 active Indonesian e-commerce users provided quantitative data, and 20 respondents participated in in-depth interviews that yielded qualitative data. While qualitative data were examined thematically, quantitative data were evaluated using Structural Equation Modeling (SEM) with Smart-PLS software. The key conclusions show that customer service responsiveness, product clarity, user reviews, flexible return policies, and platform trust are significant determinants of online purchasing behavior. Competitive pricing and promotional tactics also have a big impact. These results have consequences for e-commerce organizations, who should concentrate on enhancing aspects of trust, the quality of product information, and efficient promotional techniques to draw in and keep customers. The present study suggests that additional investigation is warranted to examine other variables, including the impact of social media and fashion trends on the behavior of online shoppers.

Keywords:
Consumer behavior; E-commerce; Fashion sector; Online shopping; Marketing strategy.

1. INTRODUCTION

With the introduction of e-commerce, which has completely changed the way people shop, the fashion sector has experienced a tremendous transformation. Nowadays, customers don't even need to leave the comforts of their homes to buy apparel and accessories; they can do it all online. However, there are a number of intricate aspects that influence the decision to shop online, making it more complicated than it first appears. The reasons why customers choose to shop online in the fashion business will be thoroughly examined in this essay. First and foremost, confidence in the e-commerce platform is essential. Websites with a solid reputation for product quality and transaction security are typically preferred by customers. Second, user evaluations and suggestions have a big impact on what people buy. Good reviews can boost a brand's credibility and draw in customers interested in a specific product. The availability of thorough and understandable product information is another important consideration. Buyers may make better judgments with the aid of thorough product descriptions, excellent images, and user reviews. When it comes to online shopping, consumers also take into account responsive customer service and liberal return policies. Promotions and price are further crucial elements. To find the greatest bargain, consumers frequently compare pricing across sites. Discounts, package discounts, and loyalty programs are examples of promotions that have a big impact on buying decisions. Online shopping's inherent convenience is equally significant. Easy navigation of the website, a quick checkout procedure, and a range of payment choices all impact how easy it is for customers to shop online. Through a comprehensive grasp of these elements, firms in the fashion sector can improve their marketing strategies to increase customer attraction and sales through e-commerce platforms.

The fashion sector is subject to a wide range of factors that impact customer behavior, including diversity in the factors driving online buying decisions. According to a study by Kempa et al. (2020), the hedonic value of shopping plays a mediating role in the impact of sales promotions on impulsive buying among online fashion buyers. This shows that in the online fashion industry, promotional methods can have a big impact on consumers' decisions to buy. Discounts, exclusive deals, and loyalty programs are examples of promotions that frequently draw customers in and motivate them to make impulsive purchases. Furthermore, Suleman et al.'s (2019) study examined the influence of pricing, promotion, attitude, perceived utility, price, and trust on buying decisions, highlighting the significance of these elements in determining consumer behavior. Given that buyers are constantly searching for the greatest deal, price is an important consideration. Shopping decisions are frequently primarily influenced by discounts and special offers. Consumer decisions are also influenced by how simple and helpful they believe the e-commerce platform to be. Customers will find a website that is simple to use, intuitive, has clear product descriptions, and has high-quality photographs more enticing. Another important component of internet shopping is trust. Platforms with a solid reputation and transaction security guarantees are typically preferred by customers. Building trust can be achieved in a number of methods, including security certification, favorable user evaluations, and equitable and transparent return policies. According to research, customer trust can boost loyalty and the willingness to make future purchases. Social factors also have an impact on consumer behavior when it comes to online fashion shopping, in addition to functional factors. Social connections and individual style preferences can influence online buying decisions, as demonstrated by Kang et al.'s (2014) discussion of the significance of consumer style inventory and social shopping intentions through social networking sites. Social media recommendations and ratings from friends or influencers frequently have an impact on consumers. This demonstrates how crucial social media platforms are in influencing the tastes and decisions of consumers. Customers can view the newest fashion trends on social media and get inspiration from the accounts they follow. Additionally, a study by Nor (2023) examined the variables that affect people' online fashion shopping decisions, emphasizing the role that advertising and consumer behavior play in the choice-making process. Good advertising has the power to grab customers' interest and change how they feel about particular items and companies. Additionally, past shopping experiences have an impact on a person's purchase behavior. Positive platform experiences increase the likelihood that customers will return to shop there. According to a study conducted on Indonesian consumers during National Online Shopping Day ("Faktor-Faktor Mempengaruhi Sikap Belanja Online Konsumen Selama Hari Belanja Online Nasional: Perspektif Generasi Z Indonesia", n.d.), trust has become a significant factor influencing online shopping decisions, particularly among Generation Z consumers. Social media-savvy and very engaged, Generation Z is well-known. When selecting an online purchasing platform, they are typically more picky and very worried about privacy and security issues. Thus, it's critical to establish reputation and trust on internet fashion platforms in order to draw in customers from this demographic. Singh (2024) conducted a study that highlighted the impact of social media on online shopping trends for fashion products. The study demonstrated how visual and interactive platforms may draw in customers and shape their purchasing behavior. Social media is a place where customers may share their experiences and receive feedback from their community, in addition to being a marketing tool. Recommendations from one person may have a snowball effect, influencing many others.

Online shoppers are influenced by a number of factors, many of which are vital in determining how customers behave in the virtual marketplace. Numerous investigations have identified a number of contributing variables to this phenomenon. For instance, Wongsunopparat & Zhang (2022) examined the variables influencing consumers' decisions when they came to online shopping, highlighting the significance of fit index models like the Tucker-Lewis Index (TLI), Goodness of Fit Index (GFI), and Comparative Fit Index (CFI) in doing so. To make sure that the model employed in the study has a good fit and is trustworthy in evaluating consumer behavior, these fit indices models are crucial. Furthermore, Nabot et al. (2014) emphasized how crucial convenience is while purchasing online. Among the primary factors influencing customer sentiments are the website's usability and the entire transaction procedure. Platforms with simple, quick checkout procedures and intuitive navigation are typically preferred by users. This convenience also includes simple-to-understand and straightforward return procedures and flexible payment options. These features not only improve the e-commerce platform's customer loyalty but also the purchasing experience. Additionally, Sudirjo & Tjahyadi (2023) looked into the variables affecting Indonesian customers' adoption of online purchasing. As crucial variables, they highlighted perceived utility, usability, trust, online buying experience, and website security. The primary drivers behind the adoption of new technologies, such as e-commerce platforms, are frequently perceived usefulness and ease of use. Platforms that users find convenient and easy to use are typically adopted by them. An essential factor in drawing visitors' interest and persuading them to continue exploring a website is its design. User satisfaction will rise when a design is visually appealing, intuitive to use, and adaptable to many screen sizes.

Customer reviews also play a big part in influencing decisions made when shopping online. According to Mican & Sitar-Tăut (2020), customer reviews are a major source of information that affects what consumers decide to buy. When making a purchase, customers frequently look for user evaluations and suggestions. While bad reviews might act as a warning not to buy, positive evaluations can boost consumer

trust in a product and platform. Thus, managing reviews and attending to client comments are crucial tactics for enhancing the reputation and legitimacy of e-commerce platforms. It is impossible to overlook how social media and live streaming affect consumers' decisions to shop online. Studies conducted by Iisnawati et al. (2022) and Baubonienė & Gulevičiūtė (2015) demonstrated how social media and live streaming may boost customer confidence and affect their purchasing decisions. Social media is a place where customers may share their experiences and receive feedback from their community, in addition to being a marketing tool. Live streaming enables instantaneous communication between buyers and sellers, enabling customers to view products in person and receive prompt answers to their inquiries. This boosts trust and purchase intention by generating a more personalized and interactive buying experience. Fashion sector consumers' decisions to shop online are influenced by a variety of factors, including social media impact, pricing, social interactions, pricing methods, and trust. Businesses must comprehend these elements in order to customize their marketing plans and enhance customers' online buying experiences. Businesses can create more efficient strategies for luring and keeping consumers by studying consumer behavior and preferences. Success in the fiercely competitive online retail sector may depend on maximizing the quality of website design, enhancing security, and utilizing social media and consumer evaluations.

The fashion industry is a dynamic sector that is shaped by a number of elements that are important in directing the industry's development. Numerous investigations have yielded comprehensive understandings of the elements influencing the fashion sector. For instance, the use of recycled protein fibers to ease the burden on mass manufacturing in the fashion sector is covered in a study conducted by Stenton et al. (2021). When creating sustainable fashion products, performance elements like stain resistance, washing easiness, and durability are crucial to take into account. Furthermore, Alam (2023) draws attention to the effects of micro-seasonal fashion on Bangladesh's garment sector, where producers need to be able to meet strict deadlines for apparel delivery while also upholding high standards of sustainability and quality. Manufacturers are forced by this micro-seasonal fashion to adjust to quickly shifting trends and create goods that satisfy customers' fluctuating needs. In a subsequent study, Zhang et al. (2021) address UK consumers' perceptions of the sustainability of fast fashion items. Fashion ideas can be quickly translated into goods by successful firms like Zara and H&M, which produce up to 24 seasons annually. Although their rapid manufacturing pace enables them to consistently provide customers with the newest products, it also presents issues with sustainability and ethical production practices. According to Kwon and Lee (2021), sustainability trends are also a big focus in the fashion sector when it comes to corporate social responsibility (CSR) advertising on social media. Fashion firms are now emphasizing their environmental sustainability initiatives and showing their CSR activities to customers through visuals. As customers' concerns about social and environmental issues grow, good corporate social responsibility (CSR) strategies can improve a company's reputation and foster consumer trust. Furthermore, it is crucial for governments and regulatory agencies to support ethical and sustainable fashion sector practices. Andrés (2024) underlined that appropriate legislation can direct the fashion sector toward more ethical and environmentally friendly methods. By establishing rules and regulations that support ethical production and green innovation, the government may play a significant role. As a result, the fashion business is a complicated sector that is impacted by a number of variables, including consumer attitudes, government laws, production speed, and sustainability. In order to steer the fashion industry's development in the direction of sustainability and innovation, it is imperative to comprehend and include these variables. To develop solutions that strike a compromise between satisfying consumer demand and protecting the environment, research and innovation are always needed. The fashion industry's capacity to adjust to these developments and seize the opportunities presented by the trends toward sustainability and social responsibility will be a major factor in determining its future success. Furthermore, the fashion industry's many stakeholders—manufacturers, buyers, and legislators—must work together to establish an ecosystem that promotes sustainable practices. The fashion industry can sustain its success and make a positive impact on the global economy while upholding social and environmental responsibility by consistently modifying strategies and techniques that adapt to evolving trends and customer expectations.

2.   RESEARCH METHOD

This study used a mixed-method approach, combining qualitative and quantitative techniques, to determine the variables influencing fashion industry online purchase decisions. The goal of this strategy is to give a more complete picture of how customers behave when they shop online at e-commerce sites. By using a combination of methods, researchers can gather comprehensive and detailed information from multiple angles, enhancing the accuracy and relevance of their findings while analyzing the dynamics of online consumer purchasing decisions.
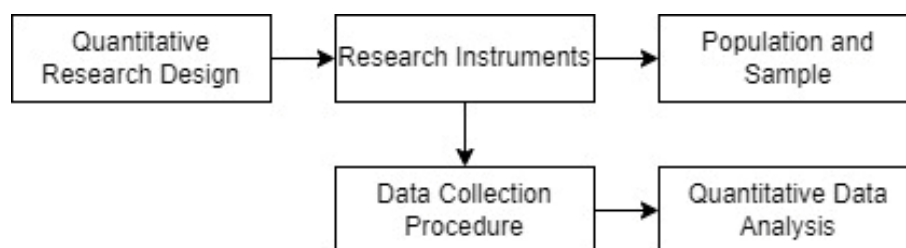
Figure 1. Quantitative Approach

An online survey that was given to regular online shoppers of fashion products who are active users of e-commerce platforms was used to perform the quantitative research for this study. The purpose of the poll was to gauge a few factors that influence consumer choices, including product quality, pricing, website usability, payment security, product reviews, and promotions. The stimulus-organism-response (S-O-R) framework is the foundation for theoretical models and hypotheses that the quantitative research approach seeks to examine. Quantitative data was gathered using a study instrument that took the form of a closed questionnaire with a six-point Likert scale (1 being "strongly disagree" and 6 being "strongly agree"). This survey consists of a few items that have been shown valid in earlier research and tailored to the online fashion goods shopping environment. The purpose of this instrument is to assess respondents' opinions about a range of characteristics that impact their decisions to buy, including pricing, product utility, ease of buying, broadcaster appeal, trust, and expertise. The study population consists of Indonesian users of e-commerce platforms who have made online purchases of fashion items within the last six months. Purposive sampling, which adheres to strict criteria to guarantee that the sample is relevant to the study's goals, is the sampling strategy employed. There are 500 respondents in the sample. To guarantee that the samples acquired were genuinely pertinent and representative of the population under study, purposeful sampling was used. This allowed for more precise and broadly applicable research findings. Through the use of the Google Forms platform, an online survey was used to collect quantitative data. Through social media and the researcher's network of contacts, respondents were gathered. To guarantee sufficient participation from respondents, the poll was carried out across a month. Before completing the questionnaire, the researcher made sure that participants were aware of the study's goal and granted their agreement. It is anticipated that this methodical approach to data collecting would yield accurate and trustworthy data for additional study. Statistical techniques for inferential and descriptive analysis were applied to the acquired data. The sample characteristics and response distribution, including age, gender, frequency of purchases, and preferred e-commerce platforms, were described using descriptive analysis. Structural Equation Modeling (SEM) was used in inferential analysis with the assistance of Smart-PLS software to evaluate the study hypotheses and ascertain the correlations between the variables in the S-O-R model. The selection of SEM was based on its capacity to examine intricate connections between latent variables and observable indicators, so offering a more profound comprehension of the elements influencing buying choices.
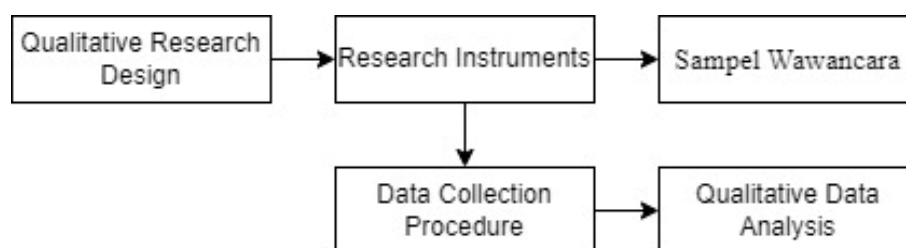

Figure 2. Qualitative Approach

In-depth interviews with customers were used in this study's qualitative research to learn more about their preferences and experiences when they buy online for fashion items. The objective of this qualitative technique is to investigate consumer motives, perceptions, and experiences in greater detail—aspects that may not be discerned from quantitative surveys. Qualitative data can therefore enhance and supplement the results of quantitative analysis. The instrument utilized to gather qualitative data was a semi-structured interview guide. The goal of the guide was to examine important topics pertaining to the attitudes, experiences, and motives of consumers when they shop online. With the help of this tool, the researcher can pose open-ended, flexible questions that encourage respondents to give more detailed, comprehensive answers regarding their experiences. Purposively choosing the sample for the in-depth interviews allowed for a diversity of customer viewpoints and experiences. Based on factors including the frequency of online buying, demographic diversity, and degree of e-commerce platform experience, a total of twenty respondents were chosen. The purpose of this sample selection is to provide a complete and representative image of different customer categories so that the interview findings can offer deeper and more varied insights. For a month, in-depth interviews were done over the phone or in person using internet communication tools. Prior

to the start of the interviews, respondents were informed of the study's objectives and their agreement was sought. For additional analysis, the recorded and transcribed interviews were used. The investigator made certain that participants were at ease and free to freely discuss their experiences. Thematic analysis methods were applied to the examination of qualitative data. Data coding, topic identification, and connecting findings to pre-existing theoretical frameworks are all steps in this process. Through this analysis, the researcher can thoroughly investigate and comprehend the reasons behind, attitudes toward, and experiences customers have when they purchase online for fashion items.

3. RESULTS AND DISCUSSION

3.1. Quantitative Results

In this study, data from 500 active Indonesian e-commerce consumers who regularly buy fashion products online were used for the quantitative analysis. Purposive sampling was used to choose respondents in order to guarantee that they had relevant online shopping experience and could offer in-depth insights into the variables influencing their decisions to buy fashion items. An online poll created especially to investigate different facets of online shopping behavior was used to gather data. The study asked respondents about their opinions of the many factors under investigation, including user reviews, platform trust, product information clarity, adaptable return policies, prompt customer service, marketing tactics, and affordable prices. Using Smart-PLS software, structural equation modeling (SEM) was used to analyze the gathered data. Because SEM can evaluate intricate correlations between latent variables and measurable indicators, it was selected as the analysis approach. In the online fashion business, SEM analysis enables researchers to pinpoint and comprehend the elements that strongly affect consumers' decisions to buy. To make sure that the data gathered is correct and consistent, the analysis process starts with evaluating the validity and reliability of the research instrument. This study looks at a number of factors, one of which is faith in the e-commerce platform. In order for customers to make decisions about what to buy online, they must have faith that the platform is trustworthy and safe. The SEM analysis's findings demonstrated a substantial positive correlation between purchase intention and trust ($\beta = 0.68$, $p < 0.01$). This suggests that customers are more likely to make a purchase on the platform if they have a higher degree of trust in it. This trust is bolstered by elements such as transaction security, the accuracy of product descriptions, and the platform's general reputation. Customers frequently select websites with a solid reputation and a solid track record of safe transactions. Purchase selections were found to be significantly influenced by user evaluations as well. User testimonials and reviews can offer insightful information and increase confidence in the platform and product. The SEM's findings demonstrated that user reviews significantly influence consumers' decisions to buy ($\beta = 0.54$, $p < 0.01$). Good and thorough reviews boost customer confidence and encourage them to buy. Reviews that are enhanced with images of the goods and firsthand accounts from other customers can paint a more accurate picture of the item. Another factor looked at in this study is the clarity of the product information. To make educated decisions, consumers require accurate and comprehensive information. According to SEM analysis, purchasing decisions are significantly positively correlated with the clarity of product information ($\beta = 0.49$, $p < 0.01$). Thorough product descriptions, excellent photos, and pertinent data provide customers a better understanding of the product and increase their confidence when making purchases. Customers also take into account flexible return policies while making online purchases. Online shoppers' comfort and confidence can be boosted by return policies that make it simple for them to return goods that do not live up to their expectations. Flexible return policies are positively correlated with purchase decisions, according to SEM data ($\beta = 0.44$, $p < 0.01$). If buyers feel certain they can readily return a goods if necessary, they are more likely to purchase it. In addition, responsive customer service is assessed in this research. Good customer service can assist in resolving issues and giving customers the assistance they require. According to the results of the SEM analysis, purchasing decisions are significantly influenced by prompt customer service ($\beta = 0.42$, $p < 0.01$). Quick and efficient customer service is highly valued by customers since it can solve their issues and enhance their overall buying experience. Promotional tactics and competitive pricing are significant factors in consumer choice. Discounts, exclusive deals, and loyalty plans are examples of promotions that can draw customers and motivate them to buy. Competitive pricing and promotional techniques exhibit a substantial link ($\beta = 0.60$, $p < 0.01$) with purchasing decisions, according to SEM data. To find the greatest offers, consumers frequently check prices across sites. Purchase decisions made by customers may be influenced by variables such as appealing promotions and competitive price. All things considered; the quantitative analysis's findings offer insightful information about the variables influencing fashion sector online buyers' decisions. Consumer purchasing decisions are influenced by a number of factors, including competitive pricing, responsive customer service, liberal return policies, user reviews, platform trust, and clear product information. In order to enhance the purchasing experience for customers and foster customer loyalty, e-commerce platforms should prioritize these elements. E-commerce businesses can create more successful customer acquisition and retention strategies by being aware of these variables.

Table 1. E-Commerce Purchasing Decision Factors

Factor	Description	Beta Coefficient (β)	Significance (p)
Trust in Platform	Security of transactions, reliability of product descriptions, reputation of the platform.	0.68	< 0.01
User Reviews	Positive and detailed reviews, reviews with product photos.	0.54	< 0.01
Clarity of Product Information	High quality images, comprehensive descriptions, product reviews and videos.	0.49	< 0.01
Flexible Return Policy	Long return period, simple return process, fast refund.	0.44	< 0.01
Responsive Customer Service	Response speed, problem solving efficiency, multiple communication channels, staff training.	0.42	< 0.01
Promotion Strategy	Discounts, special offers, loyalty programs, competitive prices.	0.6	< 0.01

The elements that affect consumers' e-commerce purchase decisions are compiled in the following table using quantitative analysis utilizing Smart-PLS software and Structural Equation Modeling (SEM). This information was gathered from 500 Indonesian active internet shoppers, particularly those who frequently purchase clothing items. A significant component that stood out was trust in the platform, as evidenced by its beta value of 0.68 and significance of $p < 0.01$. Consumer trust is largely influenced by transaction security, the accuracy of product descriptions, and the reputation of the platform. Moreover, user reviews are important ($\beta = 0.54$, $p < 0.01$), and detailed and positive reviews—especially those that include product photos—increase trust and influence decisions to buy. Product information clarity ($\beta = 0.49$, $p < 0.01$) suggests that detailed product descriptions and excellent photos aid in the decision-making process for customers. Customers are reassured by flexible return policies ($\beta = 0.44$, $p < 0.01$) that they can readily return items if they are not suitable. Customer satisfaction and purchase decisions are significantly influenced by the timeliness and efficiency of customer service, as demonstrated by responsive customer service ($\beta = 0.42$, $p < 0.01$). Finally, it has been demonstrated that promotional tactics ($\beta = 0.60$, $p < 0.01$) including discounts and loyalty programs draw in customers and promote purchases. Important information is provided in this table to help e-commerce platforms enhance their service and marketing plans.

3.1.1. Trust in Platform

Trust emerges as a causal factor influencing the online fashion industry's shopping impulse. In this research, Structural Equation Modeling (SEM) analysis was carried out. indicates a strong positive correlation between trust and purchase intent, with a coefficient of determination of $\beta = 0.68$ and a significance level of $p < 0.01$. This means that consumers' level of trust in e-commerce platforms is increasing along with their ability to make purchases on those platforms. One essential component in creating a strong relationship between consumers and e-commerce platforms is trust. The factors that contribute to this trust are quite numerous and include several important aspects. First and foremost, the most important factor that contributes to consumer trust is transaction security. In the context of internet banking, consumers are very conscious about the security of their personal and financial information. For this reason, e-commerce platforms with strong security features, such as data encryption and security certification, tend to be more trusted by customers. Security measures like SSL (Secure Sockets Layer) and the use of the HTTPS protocol on e-commerce websites can reassure customers that their information is safe from unauthorised access and potential theft. In addition to maintaining transaction security, product description quality plays a crucial role in fostering trust. Customers frequently lack the ability to examine or thoroughly understand products before making a purchase, which makes them particularly sensitive to product descriptions provided by e-commerce platforms. Clear, accurate, and concise product descriptions, including specifications, dimensions, materials, and high-quality photos, can help customers create more informed decisions and increase their trust in the mentioned platform. For example, if a platform sells clothing and includes detailed product specifications, detailed product images that highlight products from various suppliers, and comprehensive product descriptions, it will likely greatly benefit customers. Another very important factor is the platform's overall reputation. A variety of factors, such as prior consumer experience, user ulasan, and platform-awarded rewards or certifications, might affect its reputation. A reliable platform should, in general, have built a devoted customer base through consistent service and high-quality products that can be recommended. Positive endorsements and testimonies from other users also help to build a positive reputation. Consumers are consistently evaluating the experiences of other people who have used the aforementioned platform. For this reason, e-commerce platforms that actively handle customer inquiries and feedback with speed and professionalism consistently earn higher levels of trust from customers. In addition to above factors, there are other aspects as well that may affect consumers' trust in e-commerce platforms. For example, transparent privacy policies and commitments on consumer data security can increase trust. Customers want to know that their personal information won't be exploited or sold to unaffiliated parties without authorization. Platforms

that give users choices to manage their data and a clear explanation of how it is used and safeguarded are more likely to earn users' trust. Consumer trust may also be impacted by user-friendly navigation and intuitive interface design. Platforms that are easy to use and have a user-friendly interface can improve the consumer shopping experience, which in turn can increase trust. Customers are more likely to feel at ease and trust platforms with easy-to-use search functions, straightforward checkout procedures, and simple navigation. Another factor that builds consumer trust is prompt and helpful customer service. E-commerce sites that offer rapid, efficient customer service can assist in resolving customer complaints and build consumer trust. Examples of how excellent customer service can foster trust include having a live chat feature that is accessible around-the-clock, promptly answering emails or concerns from customers on social media, and having a return policy that is simple to understand and adhere to. In the current digital era, social media presence and online marketing initiatives have an impact on customer trust. Trust can rise for platforms that are active on social media and engage positively with users across a range of social media platforms. Being well-represented on social media can demonstrate that the site is open to user feedback and transparent. Working with respectable celebrities or influencers can also help to boost user confidence in the platform.

3.1.2. User Reviews and Recommendations

The significance of user evaluations and suggestions in shaping consumer buying decisions is demonstrated by the beta coefficient ($\beta = 0.54$, $p < 0.01$). This beta coefficient suggests that user evaluations and purchase decisions have a substantial and positive link. In this situation, customers' trust in goods and e-commerce platforms can be significantly boosted by favorable evaluations and testimonials. Customers are more likely to feel confident when making judgments about what to buy when they read thorough and encouraging evaluations. The reviews' specifics paint a clearer picture of other users' experiences, which helps potential customers feel less hesitant and risky. It was also discovered that reviews with high ratings are quite effective at swaying consumers' decisions to buy. This implies that thorough evaluations and reviews have the ability to increase customer trust. Customers should be encouraged by e-commerce platforms to offer thorough feedback following a purchase. This action could enhance the platform's credibility and reputation in addition to assisting other prospective customers in making better judgments. Increasing the quantity of thorough evaluations can be accomplished by offering incentives or rewards to consumers who submit them.

3.1.3. Clarity of Product Information

When it comes to e-commerce platforms, consumers' decisions to buy are heavily influenced by the fullness and clarity of product information. The clarity of product information has a beta coefficient (β) of 0.49 and a significance value (p) of less than 0.01, according to the results of the regression analysis that was done. This suggests that consumer purchase decisions and the clarity of product information have a substantial and positive link. High-quality photos and thorough descriptions are just two of the crucial components of clear and comprehensive product information. Good product photos give customers a realistic visual representation of the product, making it easier for them to picture how it will seem and work in their own homes. Excellent pictures should show the product from several perspectives, highlight key details, and sometimes even place it in its intended environment. A thorough product description is just as important as the photographs. Comprehensive details regarding the features, advantages, and usage of the product should be included in this description. Extra details like the materials used, weight, and dimensions may also be included. A thorough description should also cover the product's functionality, robustness, and interoperability with other items. Customers typically like e-commerce sites that offer comprehensive and precise product information. Uncertainty and doubt can be generated by incomplete or unclear information, which can ultimately impede the purchasing process. Customers may be reluctant to go on to the buying stage if they do not feel that the product they receive will live up to their expectations. On the other hand, thorough and understandable information boosts customers' confidence in the platform and the goods it offers while lowering their perception of risk. Furthermore, thorough information can be useful when comparing goods. Before making a purchase, consumers frequently compare a number of products; therefore, having access to clear, comprehensive information helps them to compare products in a more intelligent and useful way. Customers are therefore more likely to select the product that best meets their needs as a result, which reinforces their decision to buy from the platform that offers this information. E-commerce platforms should make sure that each product they display has a thorough description and excellent photographs to help with product information clarity. Product photographs, product descriptions, customer reviews and testimonials, and product videos are some of the important areas where investment is needed for this. Platforms ought to spend money on expert product photography. Product photos ought to be crisp, well-lit, and feature the item from several perspectives. Customers will be better able to see the product as intended thanks to this. Thorough and comprehensive product descriptions are essential. This could entail going over the main characteristics, advantages, usage instructions, and other technical information of the product. Professional language that is easy to grasp should be used while writing descriptions. Including user reviews and testimonials can give prospective customers important further information. Customers can better grasp a

product's advantages and disadvantages by reading thorough and frank evaluations written by actual users. Product videos can also be a highly useful tool for giving extensive information, in addition to photographs. Videos can emphasize key features, show the product in action, and give functional demos. Increased client satisfaction and loyalty are two further advantages of offering clear and comprehensive product information, in addition to higher sales conversion rates. Customers are more likely to be happy with their purchase and are less likely to return the item when they believe they have all the information necessary to make an informed choice. Customers who are happy with their buying experience also frequently stick around and even recommend the platform to others. They might tell their friends and relatives about the platform, or they might write uplifting evaluations that draw in more users. In e-commerce, product information clarity is a crucial component that greatly influences customer decisions to buy. E-commerce sites should prioritize offering detailed product descriptions and excellent photos to assist customers in making judgments. Platforms can boost sales conversions, customer satisfaction, and loyalty by doing this, as well as lowering consumer doubt and increasing consumer trust. Providing excellent product information is an excellent way to establish a solid reputation and enduring relationships with customers in addition to boosting sales.

3.1.4. Flexible Return Policy

One of the key elements influencing consumer purchase decisions in e-commerce is a flexible return policy. The results of the regression analysis demonstrate that there is a significant and positive correlation between the flexibility of the return policy and customer purchasing decisions. The policy's beta coefficient (β) is 0.44, and its significance value (p) is less than 0.01. Customers are reassured by a flexible return policy that they may quickly return the product if it does not live up to their expectations. Because they cannot physically see or handle the thing before making a purchase online, this lowers the perceived risk for customers. Customers feel safer and more assured when making purchases when there is a lenient return policy in place because they know they may return the item if necessary. Customers typically favor e-commerce sites with return policies that are simple to understand and adhere to. This policy can address a number of issues, including a lengthy return window, an easy return procedure, and prompt refunds without extra costs. Each of these components helps to increase the possibility that a customer will make a purchase by fostering consumer trust in the e-commerce platform. E-commerce platforms must take into account a number of important tactics in order to develop a flexible return policy. Firstly, it should be easy for customers to locate and comprehend the return policy on the website by making it clearly stated. All relevant terms and conditions, such as the circumstances in which the product may be returned, the time frame for returns, and the procedure for processing returns, should be included in this material. Second, the platform needs to make sure that returning a product is easy and doesn't involve a lot of processes. It should be simple for customers to request returns via the website, app, or customer support. To give customers flexibility, the platform should also offer a variety of return options, such as courier service or drop-off at a specified place. Third, reimbursements ought to be processed promptly and at no extra expense. If customers are aware that returning an unwanted item won't result in more costs, they are more likely to make a buy. Prompt reimbursements also boost customer satisfaction and motivate them to come back for more. Adopting a liberal return policy has advantages that go beyond boosting sales conversions, such as enhancing customer loyalty and satisfaction. Customers are more likely to be happy with their shopping experience when they believe it is easy to return items. Additionally, this lessens the uncertainty and worry that frequently act as roadblocks to internet buying. A return policy that is amicable to customers can also be a powerful marketing tool. Positive experiences are more likely to be shared with others by happy customers, whether through word-of-mouth recommendations or online reviews. This could draw in more customers and enhance the e-commerce platform's reputation. Return data can also be used by e-commerce platforms to comprehend the demands and preferences of their customers. This data can be utilized to pinpoint places in need of improvement as well as to raise the caliber of goods and services. Platforms can make the required changes to lower the rate of returns in the future by comprehending the causes of product returns. An efficient e-commerce strategy must include a flexible return policy. E-commerce platforms may decrease perceived risk, foster consumer trust, and promote sales by offering policies that are simple and easy to follow. Return policies with more flexibility boost customer happiness and loyalty in addition to sales conversions. Long-term profitability can be achieved by investing in a solid return policy because it fosters enduring customer connections.

3.1.5. Responsive Customer Service

In e-commerce, consumers' purchasing decisions are greatly influenced by prompt and helpful customer service. Regression research reveals that there is a substantial and significant correlation between customer service responsiveness and consumer purchase decisions, with a beta coefficient (β) of 0.42 and a significance value (p) of less than 0.01. A few key components of responsive customer service are promptness in answering queries or grievances, problem-solving effectiveness, and the provision of acceptable solutions. Customers value prompt and helpful assistance, particularly when they run into issues or have inquiries about the supplied goods or services. Customers are more likely to feel secure and confident while making purchases when they believe they can count on prompt customer service. This is due to their

knowledge that they can obtain prompt and efficient assistance in the event of an issue. Good customer service increases the likelihood that e-commerce platforms will keep customers and foster loyalty. Clients who are happy with the service they get are more inclined to use the platform again and to refer others to it when they make future purchases. Good customer service can also be used as a technique to address issues before they escalate and become complaints that could harm the platform's reputation. E-commerce platforms must take into account a number of crucial tactics in order to increase responsive customer care. Platforms should first make sure that their customer support representatives are adequately knowledgeable about the goods and services they provide and have received proper training. The team will be able to respond quickly with precise responses and workable solutions if they have received good training. Second, platforms ought to offer a variety of contact options, including social media, live chat, email, and phone, for users to get in touch with customer support. Offering a variety of choices enables customers to select the channel that best suits their needs, hence raising their level of satisfaction with the offered service. Thirdly, platforms ought to incorporate technologies that enhance the effectiveness of customer service. Customer support requests, for instance, can be tracked and managed via ticket management systems, guaranteeing that any problems are resolved quickly. Furthermore, ordinary questions can be automatically answered by AI-based chatbots, freeing up customer support staff to concentrate on more difficult problems. Increased client satisfaction is just one of the advantages of offering prompt, friendly customer service; other advantages include higher customer retention and loyalty. Customers are more likely to come back and make purchases in the future if they believe they can get prompt and efficient assistance. They are also more inclined to tell their friends and family about the site, which may help draw in additional new users. Low rates of product returns can also be achieved with good customer service. Prompt customer care can assist customers in resolving problems with products so they don't have to return them. These lowers return costs while also raising consumer satisfaction. E-commerce platforms can also learn about the requirements and preferences of their customers by analyzing data from customer care interactions. This data can be utilized to pinpoint regions in need of improvement as well as to enhance goods and services. Platforms can enhance their overall service quality by implementing the appropriate modifications after comprehending the underlying causes of customer grievances or questions. An efficient e-commerce strategy must include responsive customer care. E-commerce platforms may decrease perceived risk, promote transactions, and foster consumer trust and loyalty by offering prompt and efficient service. In addition to raising customer pleasure, responsive customer service also boosts client loyalty and retention. Long-term profitability can be achieved by investing in quality customer service since it fosters enduring relationships with customers. Moreover, prompt customer service can be a powerful marketing strategy. Positive experiences are more likely to be shared with others by happy customers, whether through word-of-mouth referrals or online reviews. This could draw in more customers and enhance the e-commerce platform's reputation. E-commerce platforms should therefore concentrate on enhancing the effectiveness and responsiveness of customer care as part of a larger plan to raise client happiness and loyalty.

3.2. Qualitative Results

The goal of qualitative analysis as a research method is to fully comprehend the experiences and preferences of each individual. Twenty respondents who were purposefully chosen for the study participated in in-depth interviews that were used for qualitative analysis. The purpose of these interviews was to get detailed information about their preferences and experiences with internet buying. Every interview was conducted either in-person or online, with a duration ranging from thirty to sixty minutes. To make sure that all pertinent subjects were covered while yet allowing respondents to freely voice their opinions, a semi-structured interview guide was employed. With the respondents' permission, all interviews were taped and transcribed for additional study. Themes that emerged from the data were identified through the application of thematic analysis once the interview transcripts were finished. The whole transcripts were examined in order to provide a general overview of the process. The data was coded in order to find recurrent patterns and themes, and these topics were then categorized into more expansive groups. Several important topics emerged from the interview transcripts' thematic analysis. These themes supplement the results from the quantitative analysis by offering more in-depth insights into the respondents' online purchasing preferences and experiences. When asked what influences their decision to shop online, many respondents cited transaction security and platform trust as key considerations. To safeguard their money and personal information, they typically select platforms with robust security features and a solid reputation. Respondents also stressed the significance of convenience and ease of use when shopping online. Features like easy-to-use navigation, quick checkout, and several payment choices are thought to be very beneficial in improving their purchasing experience. Attractive promotions and reasonable prices are two more important variables that affect consumer choices. Prior to making a purchase, respondents frequently check prices on several platforms and are strongly swayed by sales and promotions. Consumer reviews and the quality of the product are other significant factors when making a purchase. In order to make sure that the things they purchase fulfill their needs and are of the appropriate caliber, respondents rely on user reviews and ratings. Additionally, it is thought that a key factor influencing how satisfied customers are with their purchases is prompt and friendly customer service. Customers appreciate having customer service representatives

available to assist with problems or provide information about goods or transactions. The results of this qualitative study offer a more comprehensive understanding of the consumer's online buying experience. The primary elements that have a major impact on the online buying experience are trust and security, simplicity and convenience, price and promotions, product quality and user reviews, and customer service. These themes demonstrate that although functional and technical aspects are crucial, emotional and psychological variables also have a significant impact on how customers shop. For instance, trust and security are influenced by the platform's reputation and image in addition to technical features like data encryption. Ease and convenience could refer to how the platform can incorporate several extra services that streamline the buying experience, rather than just the design of the user interface. On the other hand, discounts and promotions demonstrate how successful marketing techniques may draw attention and affect consumer behavior. Customer feedback and product quality emphasize how crucial honesty and openness are to the e-commerce industry. User evaluations are becoming an increasingly important tool since consumers are become more critical and discriminating in their decision-making. Excellent customer service is a reflection of the platform's dedication to provide its users a satisfying and long-lasting shopping experience. This qualitative study, which involved conducting in-depth interviews, offers crucial insights into the different factors influencing customers' choices and experiences with online purchasing. These results can serve as a foundation for creating more potent tactics to boost client happiness and loyalty and fortify e-commerce platforms' competitive edge in a market that is becoming more and more crowded. Combining qualitative and quantitative data will give researchers a more complete and detailed understanding of the dynamics of customer behavior when it comes to online buying.

3.2.1. Motivation and Perception

The ease of use and wide range of options available to consumers encourage them to shop online. One of the main reasons why so many customers prefer online buying to going to a physical store is convenience. It's more efficient and fun to shop from home because you don't have to deal with crowds or stand in line at the register. Furthermore, temporal flexibility is crucial since it allows customers to shop whenever it fits their schedule and not be constrained by store hours. Another draw is the vast array of things that are offered on the internet. Customers can find things that might not be available in their local stores by using e-commerce platforms, which have a far larger product catalog than physical retailers. Another advantage of online shopping is the simplicity with which brands and product models can be contrasted. Before deciding what to, consumers can quickly look up product specs, read customer reviews, and look up ratings. Another important driver is the belief that you can obtain a better deal online than in-store. Because e-commerce platforms frequently offer exclusive discounts, promotions, and special deals for online transactions, many consumers view the product prices as more competitive. For customers who shop online frequently, several platforms also provide reward points, cashback, and loyalty programs. Customers are encouraged to favor online purchasing in an effort to save more money as a result. Customer motivation also heavily depends on trust in e-commerce platforms. Platforms with a solid security system in place to safeguard users' financial and personal data will be in more demand. Customers are more likely to believe platforms that have a solid user base and a track record of delivering quality service. Customers' decisions to shop safely and conduct transactions online are influenced by this trust. Furthermore, advancements in e-commerce and technology have an impact on customer motivation. Online shopping becomes more alluring with the addition of sophisticated features like tailored offers, augmented reality (AR) and virtual reality (VR) shopping experiences, and product recommendations based on past purchases. Using this technology not only makes shopping more convenient and easier, but it also makes the experience for customers more pleasurable and fulfilling. The convenience of getting product ratings and reviews is another factor that customers frequently cite as motivation. Customers can make better judgments by having access to other users' experiences and opinions. Sincere evaluations and open ratings provide consumers a better idea of the product's performance and quality, which lowers the possibility of post-purchase discontent. Customers now feel more confident in their ability to select goods that meet their requirements and expectations. Furthermore, some customers who are inclined to shop online also take the environment into account. Online shopping has becoming more popular as people become more conscious of sustainability and how it might lower their carbon footprint. Purchasing online is more environmentally friendly than visiting physical stores, which necessitates travel and the use of personal automobiles. Some e-commerce platforms offer efficient shipping and usage of eco-friendly packaging materials. Online buying offers benefits in social media as well, such as ease and privacy. Customers who, for private or health-related reasons, may find it uncomfortable to purchase in physical stores may find it more pleasant to shop from home. Additionally, e-commerce sites frequently offer friendly and accommodating customer support that is reachable via phone, email, or chat. Customers will feel even more reassured knowing that they may access assistance or answers if they run across issues while purchasing.

3.2.2. The Importance of Social Proof

Online shoppers are heavily influenced by social proof, which includes testimonials and endorsements from friends and other influential people. Numerous participants expressed their strong dependence on user

reviews to identify and verify the products they wish to purchase. Customer reviews offer an impartial and objective assessment of the product's functionality and quality. Furthermore, these reviews frequently incorporate the user's personal experiences, which can aid prospective customers in better understanding the benefits and drawbacks of the product. As a result, many consumers trust customer reviews, which are a highly significant source of information. Purchase decisions are also significantly influenced by recommendations from friends and family. Because they are founded on personal trust and first-hand experience, recommendations from those who are close to the person are regarded as more reliable. Customers will feel more comfortable making a purchase if they have positive feedback from friends and family who have used the product in question. To further enhance the value of the recommendation, they can also offer helpful guidance and pointers on how to use the product. One cannot overlook the impact of social media influencers either. Influencers possess the power to shape the thoughts and choices of those who follow them on social media, be it celebrities or regular people with a sizable following. Numerous participants indicated that they frequently find out about new products through the posts or reviews of the influencers they follow. Influencers' recommendations are frequently seen as trustworthy and reputable since they are frequently regarded as authorities in their field or possess unique insights. Additionally, customers feel closer and more connected to influencers because of the more intimate and participatory ways in which they communicate information. Online forums also have a significant impact on how customers behave when they shop. Customers can exchange experiences and seek guidance from other users through forums, discussion groups, and review sites like Reddit, Quora, or niche product communities. Discussions in these forums frequently touch on a range of topics, from the product's quality to its after-sales support, giving prospective customers a complete picture. These online communities benefit its members by providing a forum for solving issues that other users may be having. This social proof's existence demonstrates how powerfully social media and online communities impact consumers' purchasing decisions. Customers look to other users and reliable public figures for confirmation in addition to information from manufacturers and vendors. As a result, consumers can make decisions that are better informed and more certain due to the creation of a richer and more varied information ecology. Their incentive to shop online is further increased by the sense of engagement and connection in a wider community that these social interactions offer. The impact of social media and virtual communities also mirrors a shift in how customers look for and assess information. Customers are choosing products more carefully and critically as a result of having quicker and easier access to a wider range of information sources. They now take into account the experiences and viewpoints of other users in addition to the advertising and promotions from sellers. This illustrates how customers are becoming more powerful than producers, with recommendations and ratings from other users having a big impact on what people decide to buy.

3.2.3. User Experience and Interface Design

User-friendly interface design and user experience are essential components of an e-commerce platform's success. One of the key elements influencing respondents' happiness with online purchasing, according to the report, is simple and straightforward navigation. Users can easily and quickly find the products they want with the help of a well-designed interface, which ultimately improves the efficiency and convenience of the shopping process. Another significant point brought up by respondents was the need for a quick and easy checkout procedure. From adding products to the shopping basket to finishing the payment, there are phases involved in this procedure. Customers are more likely to finish their transactions when there are fewer stages involved. Obstacles like the need to register for a new account or fill out extensive forms can cause annoyance and even cause a person to remove their item from their shopping cart before making the purchase. Customers therefore favor platforms that can reduce complexity and expedite the checkout process. Additionally, customers place a high importance on a range of payment alternatives. E-commerce platforms may accommodate the tastes and requirements of diverse consumer segments by offering a range of payment methods, including credit cards, bank transfers, e-wallets, and cash on delivery. According to the respondents, having a variety of payment alternatives boosts their sense of security and comfort when doing business online. A satisfying buying experience often revolves around the customer's ability to select the payment option that best fits their needs and preferences. Particular emphasis is also placed on interface design that is responsive and adaptable. In a time when mobile devices are becoming more and more common, e-commerce platforms need to make sure that their websites work and are available from a range of devices, such as tablets and smartphones. On mobile devices, a sluggish or challenging-to-use UI can lower user happiness and perhaps impede transactions. Thus, in order to guarantee a consistent and fulfilling user experience across all platforms, responsive design is essential. One of the most important measures of an e-commerce platform's success is a seamless and easy purchasing experience. This covers things like how quickly a page loads, how easily product information is understood, and how well customer service is provided. Every one of these components helps to make the buying experience enjoyable and fulfilling for customers. Users are more inclined to make repeat purchases on a platform when they find it straightforward and convenient to use, which eventually boosts customer loyalty and retention rates. Customers favor platforms that satisfy their expectations for efficiency and convenience, particularly those that provide a seamless and effortless purchasing experience. A smooth and easy-to-use shopping experience combined

with an intuitive UI can make a big difference in the highly competitive e-commerce market. Platforms that are successful in this area draw in more users and establish a solid reputation as superior service provider.

3.2.4. Concerns About Product Quality and Authenticity

Respondents' serious concerns regarding the legitimacy and quality of the products reflect the enormous obstacles e-commerce companies confront in gaining the trust of customers. A common concern among consumers is the potential for low-quality or counterfeit goods to arrive, which can be disheartening and lower their level of pleasure with online buying. This anxiety not only influences what customers opt to buy, but it also delays their quest for knowledge and its verification before they commit to a transaction. The experience of receiving a product that did not match the description or image on the online store caused respondents to express reservations about the platform's dependability. They typically choose reliable sellers or brands with greater caution and selection. Many of them utilize user evaluations and ratings as an extra source of information to make sure the goods they purchase are genuine and of high quality. This demonstrates how important it is for customer feedback to either enhance or detract from an e-commerce platform's reputation. Customers' interactions with the different features and services provided by e-commerce platforms are also impacted by their concern of obtaining counterfeit goods. For instance, money-back guarantees and product authenticity guarantee programs are crucial characteristics that frequently influence consumers' decisions to buy. Because they provide customers peace of mind and the assurance that they won't suffer consequences if their expectations aren't met, platforms offering this guarantee are typically regarded with greater trust. Furthermore, the participants noted that unambiguous and frank information regarding the product is crucial for allaying their worries. Consumers can be reassured about the authenticity and quality of a product by reading thorough product descriptions that include information on ingredients, product origin, and quality certificates. To further foster customer confidence, several platforms even offer third-party verification features for specific products. E-commerce platforms should continuously prioritize quality assurance and product authenticity in their communication tactics. This can be accomplished in a number of ways, such as by working with well-known companies to guarantee that only genuine products are sold, teaching customers how to spot counterfeit goods, and posting unique labels or signs for original products. Building consumer trust also involves offering a prompt and effective customer service channel for answering concerns about the quality of the products. In order to resolve customer concerns, product return and replacement policies must be transparent. Customers are more likely to favor platforms that provide simple and hassle-free return policies together with quick and effective replacement procedures. This gives customers comfort in knowing that they won't have to endure a difficult and drawn-out process to find a remedy if there is an issue with the goods they received. Long-term, emphasizing authenticity and product quality boosts the e-commerce platform's competitive edge while also assisting in the development of consumer trust. Customers who are pleased with the product's quality and genuineness are more likely to stick around and even refer new users to the site. The number of users and transaction volumes can rise dramatically as a result of the snowball effect this produces.

3.2.5. The Role of Promotions and Discounts

On e-commerce platforms, discounts and promotions are extremely effective instruments for influencing customer purchase decisions. In this survey, participants frequently reported that they usually wait for sales or check for coupons before making a purchase. This phenomena demonstrates the significance of promotional methods in drawing in customers and turning their interest into actual purchases. Discounts and special offers, according to respondents, offer substantial financial benefits that frequently serve as the deciding factor when making a purchase. Programs like flash sales, seasonal discounts, and bundle deals, for instance, frequently instill a sense of urgency and exclusivity that entices customers to complete purchases as soon as the promotion expires. This strategy capitalizes on the fear of missing out (FOMO) that permeates consumer psychology and eventually raises sales conversion rates. Furthermore, discount coupons that are made available through a variety of platforms, such social media, email marketing, and influencer partnerships, are crucial components of promotional tactics. In addition to offering immediate financial savings, these discount codes help raise customer interaction with the online store. Receiving exclusive deals makes customers feel appreciated and cared for, which boosts loyalty and frequency of purchases. Tailoring offers to the interests and past purchases of customers is another smart marketing tactic. E-commerce platforms are able to recognize consumer purchasing trends and provide promotions that are both pertinent and customized to each customer's demands by utilizing data analytics. This strategy improves the connection between users and the platform while also raising the possibility of a purchase. Customers have a more fulfilling shopping experience when they believe that the offers, they receive are actually customized to their requirements and interests. In order to launch new products or decrease the inventory of outdated ones, discounts and promotions are frequently employed as a tactic. Promotions work in this environment to lower the risk associated with testing new items for customers. Customers are more inclined to test new things and experiment when prices are lower than they were before. E-commerce platforms now have the chance to increase their market share and reach a larger audience of customers by introducing new products. Effective techniques of promotion include loyalty and rebate schemes in addition to direct price discounts. These

initiatives give customers continuous incentives to keep using a specific platform for their purchases. The ability to accrue points that may be redeemed for exclusive deals or presents, for instance, strengthens users' bonds with the platform. Contrarily, cashback offers instant financial advantages that can be applied to subsequent transactions, which promotes recurring business. Discounts and promotions can be used as marketing metrics to gauge the success of campaigns and customer behavior. Information gathered from promotional activities can offer insightful information on consumer preferences, how different forms of promotions are received, and how they affect sales. In the future, this data can be utilized to improve marketing tactics and make more data-driven choices.

3.3. Discussion

This study highlights a number of variables that affect consumers' decisions to purchase online for fashion. E-commerce enterprises can enhance their customer experience and foster loyalty by concentrating on a few critical elements that impact consumer purchase decisions, as indicated by the findings of both quantitative and qualitative studies. The most important consideration when making a purchase is trust in the online retailer. A number of crucial factors, including transaction security, the accuracy of product descriptions, and the reputation of the platform, contribute to the development of this trust. Concerns around the security of their financial and personal data are common among consumers. Strong security measures and precise, thorough product descriptions make a platform easier to trust. Establishing a positive reputation for the platform through positive evaluations and past customer experiences is crucial for fostering trust. Buying decisions are heavily influenced by user reviews and suggestions. Consumer confidence in the product and platform is bolstered by thorough and positive reviews. E-commerce platforms should thus encourage users to submit thorough feedback following a transaction. Product images and user experiences combined with reviews paint a clearer picture and can assist other buyers in decision-making. Completeness and clarity of the product's information are other essential components. Thorough product descriptions and superior visuals enhance buyers' comprehension of the goods and boost their confidence when making purchases. E-commerce platforms must thus make sure that every product they display is supported by a thorough description and excellent photographs. Customers can return a product if it does not live up to their expectations thanks to a liberal return policy. If customers can readily return a product, they are more inclined to buy it. E-commerce platforms must guarantee that the return policy is unambiguous and simple to adhere to, and that the procedure for returns and refunds is efficient and cost-free. Customer satisfaction and purchase decisions are significantly influenced by prompt and helpful customer service. Customers appreciate prompt and efficient assistance. E-commerce platforms must make sure that its customer support workers are properly trained and have access to a variety of contact channels, including social media, live chat, email, and phone, in order to enhance customer care. Strategies for competitive pricing and advertising are also crucial. Discounts, exclusive deals, and loyalty plans are examples of promotions that can draw customers and motivate them to buy. To find the greatest offers, consumers frequently check prices across sites. Customers' engagement with the platform can be strengthened and the possibility of a purchase can be increased by tailoring offers to their preferences and past purchases. The present study demonstrates that a number of significant aspects impact online buying decisions in the fashion business, including platform trust, user reviews, product information clarity, flexible return policies, prompt customer service, and competitive pricing and promotional methods. To enhance the buying experience for customers and increase customer loyalty, e-commerce must prioritize these factors. E-commerce businesses can create more successful customer acquisition and retention strategies by being aware of these variables. It is also advised that more research be done to examine other elements, such as how social media and fashion trends affect people's online purchasing habits. Through enhanced comprehension of customer behavior dynamics, e-commerce enterprises can persist in innovating and enhancing their offerings to cater to the changing demands of their clientele.

4.   CONCLUSION

With an emphasis on e-commerce platforms, the goal of this study is to determine the variables that affect fashion industry consumers' decisions to purchase online. By employing a mixed methodology that incorporates both qualitative interviews and quantitative surveys, this study effectively identifies a number of critical factors that affect consumers' purchasing decisions. The study's primary conclusions show that the most important aspect is trust in e-commerce platforms. Customers are more inclined to shop at websites that they can rely on and that are well-regarded for the security of their transactions and the caliber of their merchandise. Purchase selections are also greatly influenced by user reviews and recommendations; positive reviews pique customers' interest and build confidence. Online shoppers are also influenced by responsive customer service, liberal return policies, and clear and comprehensive product information. Furthermore, it has been demonstrated that promotions and pricing, including loyalty plans and discounts, have a big impact on what customers decide. These results suggest that e-commerce businesses should concentrate on boosting customer trust by implementing a number of tactics, such as giving accurate product information, enhancing

return policies, and enhancing customer support. In order to get consumers' attention, promotional methods must be innovative and competitive. This study emphasizes the value of combining technology and marketing tactics to produce the best possible online shopping experience from an information technology and management standpoint. Practitioners are advised to create websites that are easy to use and intuitive, make sure that transactions are secure, and use social media to interact with customers and advertise goods. Legislators may take into account rules that encourage honest and open e-commerce operations in addition to encouraging cybersecurity to safeguard customers. The study also recognizes a number of limitations, including the narrow focus on a single platform and the small sample size of Indonesian e-commerce customers. The study's findings' generalizability may be impacted by these constraints. To provide a more complete picture, future research may investigate other e-commerce platforms and broaden the geographical reach. Additional research may look into additional elements including the impact of social media and changing fashion trends that could affect people's online buying habits.

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