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Effect of demographic factors and apparel product categories on online impulse buying behaviour of apparel consumers

Vishal TRIVEDI^{1*}, Pradeep JOSHI¹, Kalesh Nath CHATTERJEE², Girendra PAL SINGH³

¹Amity School of Fashion Technology, Amity University, Noida (U.P), India

²Department of Design, Netaji Subhas University of Technology, New Delhi, India

³Government Arts Girls College Kota, Kota (Rajasthan), India

*vishal.trivedi22@gmail.com

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ABSTRACT

The role of demographic factors (age, gender, income, education, and occupation) and various apparel product categories on the online impulse buying behaviour (OIBB) of apparel consumers is investigated in this research. Data was collected using a convenience sampling (non-probability) method. The 404 apparel customers in Delhi (NCR) participated in the survey using a structured questionnaire. Multiple regression, percentage analysis, and chi-square tests were performed for data analysis. The multiple regression results revealed that gender, age, education, and occupation were significantly and inversely associated with the impulse buying behaviour of apparel consumers. Further, the results indicated that income was significant and directly associated with the OIBB for apparel consumers. ANOVA findings indicated that apparel consumers' demographic factors (age, gender, income, education, and occupation) have a significant simultaneous impact on the OIBB of apparel consumers. It was found that the T-shirt was the most popular online apparel product category for the impulsively purchased item (32.43% out of 11 apparel product categories). The research findings provide recommendations for e-retailers to improve marketing strategies to enhance online buying among apparel consumers.

KEYWORDS

demographic factors, online impulse buying behaviour, apparel consumers, Chi-square test, multiple regression

INTRODUCTION

Impulsive buying behaviour is one of the most significant consumer purchasing decision topics among marketers and researchers [1]. Academicians and marketers have conducted extensive research on this phenomenon of impulse purchases for more than 50 years [2]. The phenomena of impulsive buying are being evaluated in different countries, particularly developed nations, while some studies are also conducted in developing and undeveloped nations [1,3]. In the United States, consumers are the primary focus of research rather than products. It has been observed that American customers are more impulsive than those in other nations [2]. According to Abratt and Goodey, approximately 90% of American customers occasionally make impulsive purchases and almost 80% of all purchases are done impulsively in some product category [3]. Amos C et al. investigated that specific product

categories like apparel, footwear, artificial jewellery, beauty products, and grocery items are very popular among consumers for impulse buying [4].

Consumer shopping habits are changing as a result of the internet's rapid expansion. For a retailer, it can be essential to build and maintain a user-friendly website that influences consumers' purchasing decisions [5,6]. The online retail market has significant improvement with the rapid development and widespread implementation of the internet. According to projections, a third of customers will shop online via a mobile device [7]. It is predicted that India's total online retail would increase by 31% with clothing being the majority of this market by 2023. A significant segment of clothing and apparel product sales is online. The apparel category accounts for about 35% of all online sales income [8]. The biggest major participants in this industry include Amazon, Flipkart, and other fashion-focused e-commerce websites including Myntra, AJIO, Nykaa, Tata Cliq, and Meesho.

The topic of impulsive buying has traditionally been seen as crucial to consumer purchasing decisions [13]. When buyers view an apparel product in an online store, they may make an impulsive purchase since their inner feelings are so strongly driven to do so [9]. Online impulse buying is defined as an unplanned, unpredicted, and sudden purchase [10]. True impulse purchases are made in-the-moment, on-the-spot decisions that are most impacted by the design of the e-store and the customer's mood at the time of purchase [11-13]. A shopper's characteristics consist of age, gender, income level, materialism, and impulse buying tendency. Previous studies on consumer characteristics have found that young purchasers do more impulse buying than elder shoppers [14]. According to Logue and Chavarro, the age of shoppers and impulse shopping have an adverse relationship [15]. Young shoppers have less willpower over their shopping behaviour than elder shoppers. Gender is another characteristic that also affects impulsiveness. According to Dittmar H, and Drury J, the preferences of men and women are different when doing purchases [16]. Men consider shopping as an identity that leads to buying products with practical and instrumental applications while women do shopping with their emotions and social identity [17]. The income level of consumers significantly influences impulse buying. If shoppers have high credibility of income chances of impulse buying are higher [18]. Customers who value the product's materialism avoid making impulse purchases. They mainly prefer to economize instead of impulse buying [18]. These consumers are not usually affected by impulse buying. There is also an impulse buying tendency (IBT) in consumers which is associated with their lifestyle [19]. Consumers with high amounts of IBT are more probable to possess the desire to get various sorts of products impulsively [20].

According to earlier research, there are many opportunities to investigate how consumers make impulsive purchases of clothing online [21]. Although few studies have been conducted to evaluate the impact of demographic factors such as age, gender, education, and income level on impulse purchasing behaviour in offline shopping there is no specific research in the context of Delhi (NCR) to

evaluate the impact of demographic factors in an online purchasing where apparel product categories account for the majority of purchases [22].

Therefore, the aim of this study is to evaluate the role of demographic factors and various apparel product categories on the online impulse purchasing behaviour of apparel consumers. The current study is to investigate the impact of demographic factors on the online impulsive purchase behaviour of apparel consumers in Delhi NCR, India. Accordingly, this research has the following objectives:

- a) To identify the simultaneous effect of gender, education, income, age, and occupation on the online impulse-buying behaviour of apparel consumers.
- b) To identify the association between gender and online impulse buying.
- c) To identify the association between age and online impulse buying.
- d) To identify the association between family income and online impulse buying.
- e) To identify the association between education and online impulse buying.
- f) To identify the association between occupation and online impulse buying.

LITERATURE REVIEW

Online impulse buying behaviour for apparel

Impulse purchases are those that are done without any prior intention of looking for a certain kind of thing to meet a particular need [23]. Physical stores have historically been the focus of the majority of popular impulsive purchase research [24]. Due to a large number of businesses moving to online platforms, traditional enterprises have faced a considerable downturn. Numerous researchers have examined consumers' impulsive online purchase behaviour, finding the virtual environment and demographic characteristics as key factors in luring buyers [25]. According to Rook, when a person makes an impulsive purchase, it's usually a sudden, self-gratifying urge [19].

SOR model

Most research on online consumer behaviour uses the Stimulus, Organism, and Response Model (SOR), which was first developed in 1974 by Mehrabian and Russell [26]. The SOR model postulates that Stimulus (S) is a trigger that arouses individual shoppers [27]. Organism (O) is an inner assessment of customers, and Response (R), is a result of customers' reactions toward online impulse buying stimuli and their inner assessment. Consumers' demographic factors play a crucial role in how they react to the revealing atmospheric cues of stores during shopping [28]. These demographic factors are also influenced by sensible and insensible perceptions and the shopping website design [29]. So, several other numerous factors related to products/items are also included in the SOR model of consumer behaviour, for example, product type, price, promotional offers, brands, quality, etc. Peng and Kim

used the SOR model to examine consumer online shopping behaviour and discovered that the web environment is crucial to online purchasing [30]. The findings of Shen and Khalifa highlighted the significance of the interactivity and vividness of the website as an external stimulus for an individual's impulsive buying behaviour online [31]. Lim and Dubinsky [32] outlined the SOR model's function and investigated product type and online store layout as two major factors and internal emotional cues that influence consumers' inclination to make impulsive purchases. Perboteeah, Velacich, and Wells identify the influence of website characteristics on consumers' urge to buy impulsively [33]. They further identify the navigation, visual appeal, perceived enjoyment, and perceived usefulness as external website cues that affect online impulse buying behaviour. Further, Zhou, Yang, and Chen discussed that website environment stimuli influence consumers' internal state (perceived value, emotion, and attitude) and their behavioural response (purchase behaviour or intention) [34]. The main focus of this study was to evaluate the effect of demographic factors on online impulse-buying behaviour for apparel consumers. These demographic factors (age, gender, income level, education, and occupation) of OIBB apparel consumers will be affected by the external cues of the websites while doing apparel shopping online. Therefore, this research aimed to evaluate the role of demographic factors and apparel product categories on online impulse buying behaviour for apparel consumers.

Demographic factors

Numerous studies show a connection between impulse buying behaviour and demographic factors. Age and impulsive buying are inversely connected, according to Mai et al. Younger and wealthier consumers are more prone to engage in impulse purchases [35]. Ghani and Jan examined how urban customers' impulsive purchasing behaviour was influenced by demographic parameters like age, gender, and income in Pakistan [36]. The results of their investigation demonstrate that there was an inverse association between urban customers' age and impulsive purchase behaviour. Furthermore, they found no connection between gender (females) and impulsive purchasing behaviour and found no correlation between customer impulsive purchasing behaviour and income. Coley and Burgess examined how impulsive buying behaviours of consumers in metropolitan areas were influenced by demographic parameters like as gender, income, and education [37]. They did not find any link between consumer impulse buying and education and consumers' impulse purchase behaviour and gender. They observed a connection between consumer impulsive purchases and income. Foroughi et al. investigated how customer demographics affected impulsive purchasing patterns for different product categories among Iranian consumers [38]. They found a correlation between consumer age and impulse buying behaviour finding an inverse link between the two. They also discovered a significant correlation between consumer education and impulsive purchasing. From the literature

survey, it was observed that most of the studies are related to the effect of demographic factors on offline impulse shopping. No specific study has been found related to demographic factors in online impulse buying and specifically for apparel consumers in Delhi NCR India. The main purpose of this research is to identify the effect of demographic factors and various apparel product categories on the online impulse purchasing behaviour of apparel consumers and provided suggestions to marketers to help them in making strategies. To fulfil the objectives of this study, online impulse buying behaviour (OIBB) for apparel consumers is a dependent variable, and five demographic factors; gender, age, income, education, and occupation, are considered independent variables. To investigate the relationships between these demographic factors and the OIBB of apparel consumers, the following hypotheses were developed.

H1: Age, gender, income, education, and occupation all have a simultaneous impact on online impulsive purchasing of apparel consumers.

H2: Gender has a significant relationship with the online impulse-buying behaviour of apparel consumers.

H3: Age has a significant relationship with the online impulse-buying behaviour of apparel consumers.

H4: Income has a significant relationship with the online impulse-buying behaviour of apparel consumers.

H5: Education has a significant relationship with the online impulse-buying behaviour of apparel consumers.

H6: Occupation has a significant relationship with the online impulse-buying behaviour of apparel consumers.

METHODOLOGY

The impact of demographic characteristics (gender, age, income, occupation, and education) on consumers' impulse purchase behaviour in Delhi (NCR) was investigated using a descriptive cross-sectional approach. This research used a quantitative study approach.

The questionnaire for the online survey was structured and used for this research as an instrument to collect primary data. Non-probability (convenience) sampling techniques were used for the research. A sample group was selected from Delhi (NCR) to participate in the online survey. Target respondents were Indian (Delhi-NCR) consumers who shop for clothing online. Based on the sample size formula shown, the current study aimed to obtain 385 respondents [40].

$$n (\text{Sample Size}) = (Z^2 \times pq) / e^2$$

$$n = \{(1.96)^2 (0.5) \times (0.5)\} / (0.05)^2$$

$$n = 385$$

p (Estimated proportion of an attribute present in the population) = 0.5

$$q = 1 - p = 1 - 0.5 = 0.5$$

e (Level of precision) = 0.05

z (Critical value of confidence level) = 1.96

A total of 450 questionnaires were distributed to get 385 for further analysis. The survey was distributed through a mailing list, social network groups, and online forums. The 445 apparel consumer responses were received. After the data screening, the 404 responses were valid for further data analysis.

This study developed and employed a scale on which factors were tested to determine online impulsive buying behaviour (OIBB), age, gender, income, education, and occupation. For the questionnaire survey, closed-ended questions and 5-point Likert scales were used [39]. Each attribute in the questionnaire was evaluated using a 5-point Likert scale with a range of 1 to 5 with 5 representing strongly agree and 1 representing strongly disagree. Details about each measurement item and scale can be found in Appendix 1. The survey questionnaire was divided into three parts to evaluate the impact of online impulse buying behaviour of apparel consumers as follows:

Part 1: Demographic variables of customers, such as gender, age, income level, occupation, and education.

Part 2: To measure the online impulse buying behaviour of apparel consumers using a 5 – point Likert scale for the five statements used in the questionnaire [41,42].

Part: 3 was designed to evaluate the frequency of most purchase apparel product categories impulsively.

DATA ANALYSIS

Regression analysis, percentage analysis, and chi-square test were analyzed with the help of SPSS-23 software. The association between the independent variables (demographic factors) and the dependent variable of OIBB for apparel was examined using multiple regression analysis. For the regression analysis purpose, all five demographic factors were used as predictor variables by coding them as dummy variables. The rule specifies a categorical variable with K categories, $(K-1)$ dummy variables are required [43]. Table 1 shows all the dummy variables with their code.

Table 1. Dummy variables with code

Predictor Variables	Dummy variable Code			
Gender	X1			
Male	1			
Female	0			
Age	X2	X3	X4	
18-25	1	0	0	
25-35	0	1	0	
35-45	0	0	1	
Above 45	0	0	0	
Family Income Level	X5	X6	X7	X8
Below 50K	1	0	0	0
50K-1 Lakh	0	1	0	0
1 Lakh- 2 Lakh	0	0	1	0
2 Lakh- 5 Lakh	0	0	0	1
Above 5 Lakh	0	0	0	0
Education	X9	X10	X11	
Intermediate	1	0	0	
Graduation	0	1	0	
Post-Graduation	0	0	1	
Above Post-Graduation	0	0	0	
Occupation	X12	X13	X14	
Student	1	0	0	
Employed	0	1	0	
Self-employed	0	0	1	
Homemaker	0	0	0	

The proposed regression model is as follows for the study:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \beta_{14} X_{14} + \dots + \epsilon$$

Here 14 dummy variables were defined (X1 to X14) for all 5 independent variables.

Y = Dependent Variable (OIBB), X1 to X14 = Independent Variables

X1 = Gender (Female gender category selected as a reference category)

X2, X3, X4 = Dummy variables for age group (Above 45 age group selected as a reference category)

X5, X6, X7, X8 = Dummy variables for Family income Group (Above 5 Lakh Income group selected as a reference category)

X9, X10, X11 = Dummy Variables for Education Group (Above Post-Graduation group selected as a reference category)

X12, X13, X14 = Dummy Variables for Occupation Group (Homemaker Group selected as a reference category)

Table 2 represents the demographic profile of the respondents of Delhi (NCR). For this research, respondents were asked about their gender, age, income level (INR), education, and occupation. Tables 3 and 4 summarize the results of regression analysis and analysis of variance (ANOVA).

Table 2. Demographic profile

Measures	Items	Frequency	Percentage (%)
Gender	Male	112	27.72
	Female	292	72.28
Age	18-25	250	61.88
	25-35	88	21.78
	35-45	50	12.38
	Above 45	16	3.96
Family Income Level (INR)	Below 50K	58	14.36
	50K-1 Lakh	107	26.49
	1 Lakh- 2 Lakh	75	18.56
	2 Lakh- 5 Lakh	57	14.11
	Above 5 Lakh	107	26.49
Education	Intermediate	58	14.35
	Graduation	191	47.28
	Post-Graduation	114	28.22
	Above Post-Graduation	41	10.15
Occupation	Student	244	60.40
	Employed	112	27.72
	Self-employed	25	6.19
	Homemaker	23	5.19

Table 3. Result of multiple regression analysis

Variables	B (unstandardized coefficients)	β (standardized coefficients)	t-statistics	P-value	Comments
Gender (X1)	-1.534	-0.625	4.198	0.003	Significant
Age					
X2	0.204	0.034	3.44	0.013	Significant
X3	0.112	0.046	2.39	0.006	Significant
X4	-0.011	-0.021	1.182	0.098	Insignificant
Income level					
X5	0.027	0.187	2.21	0.004	Significant

Variables	B (unstandardized coefficients)	β (standardized coefficients)	t-statistics	P-value	Comments
X6	0.118	0.112	3.88	0.001	Significant
X7	0.137	0.087	2.01	0.020	Significant
X8	0.189	0.162	1.99	0.002	Significant
Education					
X9	0.021	0.026	4.21	0.021	Significant
X10	0.063	0.031	3.11	0.001	Significant
X11	-0.034	-0.018	1.49	0.121	Insignificant
Occupation					
X12	0.103	0.082	3.56	0.012	Significant
X13	0.118	0.108	5.32	0.002	Significant
X14	-0.023	-0.071	1.03	0.116	Insignificant

Test Results:

R (Coefficient of regression): 0.612

R² (Coefficient of Determination): 0.381

Adjusted R²: 0.371

Constant (α): 0.4885

Table 4. ANOVA results

Model	Some of the squares	Degree of Freedom (df)	Mean square	F	Significance (F)
Regression	139.325	14	34.844	38.731	0.000
Residual	320.418	379	0.910		
Total	459.743	393			

RESULTS AND DISCUSSION

From table 4, ANOVA (Analysis of Variance) results indicate that apparel consumers' demographic factors have a significant influence on OIBB because the R² (0.381) value was significantly greater than zero and the F-value is 38.731 at a 95% confidence interval, and the P-value is less than 0.05 ($p < 0.05$). It means that independent variables (demographic factors) simultaneously affect the OIBB of apparel consumers. So, hypothesis (H1) is accepted. Further, the value of the coefficient of regression (R) is 0.612, which indicates that the relationship between a dependent (OIBB for apparel) and independent variables (Demographic factors) is 61.2%. It shows a positive relationship (0.612 or 61.2%) between demographic factors (gender, age, income, occupation, and education) and their propensity to make impulse purchases.

As per the result of table 3, the final regression equation was developed between dependent (OIBB) and independent variables (demographic factors) using unstandardized coefficients (B) as follows:

$$\text{OIBB} = 4.885 - 1.534 (X1) + 0.204 (X2) + 0.112 (X3) - 0.011 (X4) + 0.027 (X5) + 0.118 (X6) + 0.137 (X7) + 0.189 (X8) + 0.021 (X9) + 0.063 (X10) - 0.034 (X11) + 0.103 (X12) + 0.118 (X13) - 0.023 (X14)$$

The interpretation for the regression equation is as follows:

- a) Constant (α): the value of constant (α) indicates that, in the absence of independent variables (demographic factors), the value of OIBB was 4.885.
- b) Gender(X_1): The regression coefficient for gender shows a negative value, which demonstrates that male apparel consumers ($X_1 = 1$) with all other factors held equal would result in a decrease of almost 153.4% in impulse buying behaviour and female consumers ($X_1=0$) with all other factors held equal would result in an increase of 153.4 % in OIBB. It implies that female apparel consumers are directly related, and male consumers are inversely related to OIBB for apparel consumers. Although, the t-value is greater than 1.96 and the p-value is less than 0.05 indicating a significant influence between gender and OIBB.
- c) Age Group (X_2, X_3, X_4): The age group (18 to 25 & 25 to 35 years) of the consumer found a positive coefficient value, and for the age group (35 to 45 years) the value of the regression coefficient is negative, which demonstrates that an apparel consumer age group 18 to 25 year (20.4%), 25 to 35 year (11.2%) and baseline age group (above 45 years) with all other factors held equal would increase impulse purchasing behaviour. Similarly, the age group 35 to 45 years (X_4) found a 1.1% decrease in OIBB as compared to the baseline age group. It implies that consumers' age group 18 to 25, 25 to 35, and above 45 years are directly related to OIBB, and age group 35 to 45 years consumers are inversely related to OIBB of apparel consumers. T- values for independent variables X_2 and X_3 were found more than 1.96 and p-values are less than 0.05, which shows X_2 and X_3 have a significant influence on OIBB. On the other hand, X_4 (t-values < 1.96 and p-values > 0.05) shows an insignificant influence on OIBB for apparel consumers.
- d) Income level (X_5, X_6, X_7 , and X_8): All the income levels found positive regression coefficient values, which demonstrates that family income levels X_5 (2.7%), X_6 (11.8%), X_7 (13.7%), X_8 (18.9%) and baseline income level (Above 5Lakh) with all other factors held equal would increase impulse purchasing behaviour. It implies that the family income of consumers is directly related to OIBB for apparel consumers. T-values and p-values for independent variables (X_5, X_6, X_7 , and X_8) were found more than 1.96 and p-values are less than 0.05, which shows X_5, X_6, X_7 , and X_8 have a significant influence on OIBB for apparel consumers.
- e) Education (X_9, X_{10} , and X_{11}): The education group (X_9 and X_{10}) found positive regression coefficient values except for X_{11} , which demonstrates that education group X_9 (2.1%), X_{10} (6.3%), and baseline education group (above post-graduation) with all other factors held equal would increase impulse purchasing behaviour. Similarly, the education group (X_{11}) found a 3.4 % decrease in OIBB as compared to the baseline education group (Above Post-graduation). T-values and p-values for independent variables (X_9 and X_{10}) were found more than 1.96 and p-values are

less than 0.05, which shows X9 and X10 have a significant influence on OIBB for apparel consumers. On the other hand, X11 (t-values < 1.96 and p-values > 0.05) shows an insignificant influence on OIBB for apparel consumers.

- f) Occupation (X12, X13, and X14): The occupation group (X12 and X13) found positive coefficient values except for independent variable X14, which demonstrates that occupation group X12 (10.3%), X13 (11.8%), and baseline occupation group (Homemaker) with all other factors held equal would increase impulse purchasing behaviour. Similarly, the occupation group (X14) found a 2.3 % decrease in OIBB as compared to the baseline education group (Homemaker). T-values and p-values for independent variables (X12 and X13) were found more than 1.96 and p-values are less than 0.05, which shows X12 and X13 have a significant influence on OIBB for apparel consumers. On the other hand, X14 (t-values < 1.96 and p-values > 0.05) shows an insignificant influence on OIBB for apparel consumers.

Furthermore, the Pearson Chi-square test was used to evaluate the relationship between OIBB for apparel consumers and various demographic factors.

Table 5. Gender-wise percentage of OIBB of apparel consumers and Chi-square test

Gender	OIBB for apparel consumers					Total N (%)
	S. DA N (%)	D.A. N (%)	Ne N (%)	AG N (%)	S.A. N (%)	
Male	20 (4.95)	20 (4.95)	23 (5.69)	37 (9.16)	12 (2.97)	112 (27.72)
Female	35(8.66)	73(18.06)	39(9.65)	104(25.74)	41(10.15)	292 (72.28)
Total	55(13.61)	93(23.01)	62(15.34)	141(34.9)	53(13.12)	404 (100)
Chi-square = 96.106, df = 4, p-value = 0.000						

* S. DA = Strongly Agree, D.A = Disagree, Ne = Neutral, AG = Agree, S.A. = Strongly Agree

As per the result of table 5, 112 respondents were males (27.72%) and 292 were females (72.28%) out of 404 respondents. It also reveals that 49 (12.13%) male respondents agreed and strongly agreed with the statement about OIBB, while 145 (35.89%) female respondents agreed and strongly agreed with the statement about OIBB for apparel. This reveals that female consumers are more impulsive shoppers than male consumers. Table 5 represents a Pearson Chi-square value of 96.106, and a degree of freedom 4 with a significance level of 0.000 which is less than 0.05, indicating that there is a very significant correlation between gender and OIBB. So, hypothesis (H2) is accepted. This finding is consistent with the study of Mai et al. but not consistent with the study of Coley and Burgess [35,37]. According to Table 6, the majority of respondents 250 (61.88%) and 88 (21.78%), are between the age of 18 to 25 and 25 to 35 respectively, accounting for almost 83.66% of the total respondents. In their

responses, 125 (30.94%) and 42 (10.39%) agreed and strongly agreed towards OIBB for up to the age group 35 years. This indicates young consumers are more impulsive buyers than older ones. Additionally, Table 6 represents a Chi-square value of 81.796, a df (12), and a significance level of 0.001, or $p < 0.05$, indicating that there was a very strong correlation between age and OIBB for apparel consumers. It also indicates that consumers' ages increase when OIBB decreases. Therefore, hypothesis (H3) is accepted. This finding is consistent with the study of Mai et al. and Ghani and Jan [35,36].

Table 6. Age-wise percentage of OIBB of apparel consumers and Chi-square test

OIBB for apparel consumers						
Age (years)	S. DA N (%)	D.A. N (%)	Ne N (%)	AG N (%)	S.A. N (%)	Total N (%)
18-25	32 (7.92)	54 (13.37)	39 (9.65)	86 (21.29)	39 (9.65)	250 (61.88)
25-35	9 (2.23)	24 (5.94)	13 (3.22)	34 (8.42)	8 (1.98)	88 (21.78)
35-45	10 (2.48)	12 (2.97)	9 (2.23)	15 (3.71)	4 (0.99)	50 (12.38)
Above 45	4 (0.99)	3 (0.74)	1 (0.24)	6 (1.48)	2 (0.495)	16 (3.96)
Total	55 (13.61)	93 (23.02)	62 (15.35)	141 (34.90)	53 (13.12)	404 (100)
Chi-square = 81.796, df = 12, p-value = 0.001						

* S. DA = Strongly Agree, D.A = Disagree, Ne = Neutral, AG = Agree, S.A. = Strongly Agree

Table 7. Income-wise percentage of OIBB of apparel consumers and Chi-square test

OIBB for apparel consumers						
Monthly Family Income (Rupees)	S. DA N (%)	D.A. N (%)	Ne N (%)	AG N (%)	S.A. N (%)	Total N (%)
Below 50K	9 (2.23)	16 (3.96)	15 (3.71)	12 (2.97)	6 (1.485)	58 (14.36)
50K-1 Lakh	11 (2.72)	25 (6.19)	16 (3.96)	39 (9.65)	16 (3.96)	107 (26.49)
1 Lakh- 2 Lakh	12 (2.97)	18 (4.46)	11 (2.72)	22 (5.45)	12 (2.97)	75 (18.56)
2 Lakh- 5 Lakh	4 (0.99)	11 (2.72)	7 (1.73)	25 (6.19)	10 (2.48)	57 (14.11)
Above 5 Lakh	19 (4.70)	23 (5.69)	13 (3.21)	43 (10.64)	9 (2.23)	107 (26.49)
Total	55 (13.61)	93 (23.02)	62 (15.35)	141 (34.90)	53 (13.125)	404 (100)
Chi-square = 59.213, df = 16, p-value = 0.001						

* S. DA = Strongly Agree, D.A = Disagree, Ne = Neutral, AG = Agree, S.A. = Strongly Agree

According to Table 7, the majority of the respondents 107 (26.49%) and 107 (26.49%), are between the family income groups of 50K to 1Lakh and above 5Lakh respectively. In their responses, 55 (13.61%) and 52 (12.87%) agreed and strongly agreed are under the income group of 50K to 1Lakh and above 5Lakh respectively. It indicates that the availability of money is directly associated with the OIBB. Additionally, Table 7 represents a Chi-square value of 59.213, a df (16), and a significance level of 0.001,

or $p < 0.05$, indicating that there was a very strong association between income level and OIBB for apparel consumers. It also reveals that as the income level of apparel consumers increases then OIBB also increases. So, hypothesis (H4) is accepted. This finding is consistent with the study of Mai et al. and Coley and Burgess [35,37].

On the other hand, according to table 8, the majority of the respondents 191 (47.28%) and 114 (28.22%) are from graduation and post-graduation backgrounds. In their responses, 94 (23.27%) and 53 (13.12%) agreed and strongly agreed towards OIBB for graduation and post-graduation education background. It shows that educational backgrounds are directly linked with OIBB for apparel consumers. Additionally, Table 8 represents a Pearson Chi-square value of 76.804, a df (12), and a significance level of 0.000, or $p < 0.05$, indicating that there was a very strong association between education level and OIBB for apparel consumers. It also reveals that as the education level of apparel consumers increases then OIBB also decreases. So, hypothesis (H5) is accepted. This finding is not consistent with the study of Coley and Burgess [37] but consistent with the study of Foroughi et al. [38].

Table 8. Education-wise percentage of OIBB of apparel consumers and Chi-square test

OIBB for apparel consumers						
Education	S. DA N (%)	D.A. N (%)	Ne N (%)	AG N (%)	S.A. N (%)	Total N (%)
Intermediate	9 (2.23)	12 (2.97)	6 (1.49)	25 (6.19)	6 (1.49)	58 (14.35)
Graduation	27 (6.68)	41 (10.15)	29 (7.18)	59 (14.60)	35 (8.66)	191 (47.28)
Post-Graduation	9 (2.23)	31 (7.67)	21 (5.20)	44 (10.89)	9 (2.23)	114 (28.22)
Above Post-Graduation	10 (2.48)	9 (2.23)	6 (1.49)	13 (3.22)	3 (0.742)	41 (10.15)
Total	55 (13.61)	93 (23.02)	62 (15.35)	141 (34.90)	53 (13.12)	404 (100)
Chi-square = 76.804, df = 12, p-value = 0.000						

* S. DA = Strongly Agree, D.A = Disagree, Ne = Neutral, AG = Agree, S.A. = Strongly Agree

Table 9. Occupation-wise percentage of OIBB of apparel consumers and Chi-square test

OIBB for apparel consumers						
Occupation	S. DA N (%)	D.A. N (%)	Ne N (%)	AG N (%)	S.A. N (%)	Total N (%)
Student	29 (7.18)	58 (14.36)	34 (8.42)	87 (21.53)	36 (8.91)	244 (60.40)
Employed	15 (3.71)	22 (5.45)	23 (5.69)	39 (9.65)	13 (3.22)	112 (27.72)
Self-employed	4 (0.99)	7 (1.73)	3 (0.742)	9 (2.23)	2 (0.495)	25 (6.19)
Home-maker	7 (1.73)	6 (1.49)	2 (0.495)	6 (1.49)	2 (0.495)	23 (5.69)
Total	55 (13.61)	93 (23.02)	62 (15.35)	141 (34.90)	53 (13.12)	404 (100)
Chi-square = 62.74, df = 12, p-value = 0.001						

* S. DA = Strongly Agree, D.A = Disagree, Ne = Neutral, AG = Agree, S.A. = Strongly Agree

According to Table 9, the majority of the respondents 244 (60.40%) and 112 (27.72%) belonged to the students and employed occupation backgrounds respectively. In their responses, 123 (30.45%) and 52 (12.87%) agreed and strongly agreed towards OIBB for students and employed occupation backgrounds. It showed that the occupation of the respondents was directly associated with OIBB for apparel consumers. Additionally, Table 9 represents a Pearson Chi-square value of 62.74, degree of freedom of 12, and significance level of 0.001, or $p < 0.05$, indicating that there was a very strong association between the occupation of the respondents and OIBB for apparel consumers. So, hypothesis (H6) is accepted.

Furthermore, online apparel shoppers were asked to choose any apparel items that they had previously purchased impulsively from an e-commerce apparel website. The total number of apparel product categories was 11, which is listed in the survey questionnaire.

Table 9. Apparel items purchased online impulsively

Apparel Product Category	Frequency (%)
T-shirt	131 (32.43)
Shirt	22 (5.45)
Trouser	10 (2.48)
Jean	49 (12.13)
Jacket	7 (1.73)
Undergarment	9 (2.23)
Socks	3 (0.74)
Skirt	7 (1.73)
Sweater	2 (0.495)
Swimwear	2 (0.495)
Tie	2 (0.495)
Total	404 (100)

Seven product categories (jacket, underwear, socks, skirt, sweater, swimsuit, and tie) had less than ten purchases, indicating that online shoppers of apparel were not frequently purchased these product categories impulsively. The category that showed the highest frequency was T-shirts 131 (32.43%), followed by jeans 49 (12.13%) and shirts 22 (5.45%). Swimwear, sweater, and tie 2 (0.495%) were the items that were least frequently purchased online impulsively.

Limitations and future scope

The results presented in the study have a few limitations which can be used for future studies. The sample size used in the study was 404 and most of the respondents were from Delhi (NCR) region so the presented results may not apply to rural or small-town shoppers across India. In the future, this

study can be performed with a larger sample size with various geographical locations to get universal results. Further, a similar study can be done for other fashionable products like footwear, beauty products, artificial jewellery, and home textile. Future studies can consider other factors like media format, website features, e-service quality, reliability, and e-trust to evaluate OIBB for apparel consumers [44,45].

Social impact of the study

This study investigates the effect of demographic factors on online impulse purchasing behaviour for apparel shoppers. So, this study presents a social impact. The study reveals that younger shoppers are more inclined towards online impulse buying for apparel. Persons under the age of 18 are considered minors in India and most of them are students and financially dependent on their parents. E-commerce companies should develop regulations in their policies for minor shoppers and should keep price limits to save them from financial fraud. E-commerce companies should propose a public awareness campaign so that younger people to make them aware of the risk of impulse purchases [46,47]. On the other hand, impulse buying is great to increase revenue and growth for companies. E-commerce companies should target older (18 to 35 years), well-educated, and high-income groups of consumers to boost impulse buying.

Recommendations

Based on the above-mentioned research investigation, the following recommendations were made:

1. The e-commerce companies in Delhi (NCR), must consider the importance of online impulse buying behaviour for identifying the buying pattern of apparel consumers.
2. Online retailers also need to consider many other factors (like e-store atmosphere, visual appeal of the product, navigation of the website, promotional offers, cashback, review, payment choices, and product delivery, etc.) that can affect the individual impulsive shopping behaviour of apparel consumers [33,48].
3. E-commerce companies need to focus on serviceability (free, fast, and convenient delivery) and payment features (secure payment, feedback system, and usability) of the website [49].
4. E-tailers must implement the latest shopping experiences to create maximum satisfaction among impulsive shoppers [33,50].
5. Customer feedback is necessary for online retailers to determine the best strategies for achieving impulsive goals [50].
6. As India is a developing country compared to other developed countries (like the USA, UK, China, Japan, etc.) and has wide cultures and languages, so online retailers need to understand the

demographic profile of consumers by using previous shopping experiences of consumers, especially in apparel shopping to boost impulse buying.

CONCLUSION

A relationship between various demographic factors (gender, age, income level, education, and occupation), apparel product categories, and OIBB of apparel consumers was investigated. This research helps e-commerce retailers and researchers to investigate the strong links between e-store attributes and online impulse buying behaviour of apparel consumers. According to the findings, demographic factors including gender, age, education, income level, and occupation have a significant and simultaneous impact on the online impulsive purchase of apparel consumers. Additionally, this research demonstrates that gender is significant and inversely connected to online impulse buying. Further, it was observed that the consumers' ages have a significant and inverse impact on their impulse buying patterns. Family income of apparel consumers has a significant association with OIBB of apparel consumers and as the creditability of money increases, the impulse buying phenomenon also increases. The education of apparel consumers has a strong influence on the OIBB of apparel consumers, as the education level increases, this buying behaviour decreases. The occupation of consumers also has a significant and inverse relationship with the impulsive purchase of apparel consumers.

It has been observed that young female consumers age group up to 35 years having education level up to graduation are having more impulsive purchases as compared to other groups. These findings can be utilized by e-stores to create effective promotional offers and eye-catching merchandise. Senior e-commerce managers may use these insights to boost the company's profitability and offer more convenient shopping experiences to attract clients. E-commerce businesses must take into account a wide range of additional aspects (such as the visual appeal of an e-store, product display, shopping enjoyment, secure payment, discounts, cashback offer, and advertisements) that may also influence customers' impulsive behaviour.

Author Contributions

Conceptualization – Trivedi V and Joshi P; methodology – Trivedi V and Chatterjee KN; formal analysis – Trivedi V; investigation – Trivedi V; resources – Trivedi V and Pal Singh G; writing-original draft preparation – Trivedi V, Pal Singh G and Joshi P; writing-review and editing – Trivedi V, Pal Singh G and Chatterjee KN; visualization – Trivedi V and Pal Singh G; supervision – Trivedi V and Joshi P. All authors have read and agreed to the published version of the manuscript

Conflicts of Interest

The authors declare no conflict of interest.

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Appendix: 1

Table 9: Measurement items and content

Variable	Measurement	Content
Part 1: Online Impulse Buying Behavior (OIBB) for apparel	OIBB 1	“When I see a new style of apparel products online, I buy it immediately,” describes me.
	OIBB 2	“Buy now, think about it later” describes me.
	OIBB 3	When I visit the e-store for apparel shopping, I buy apparels that I had not intended to buy.
	OIBB 4	I can’t suppress the desire of wanting to buy a new style of apparel spontaneously.
	OIBB 5	I often buy apparel products without thinking.
Part:2: Demographic Factors		
1. Gender	Male	
	Female	
2. Age Group (Years)	18 -25	
	25 - 35	
	35 – 45	
	Above 45	
	Below 50K	
3. Monthly Family Income (INR)	50K-1 Lakh	
	1 Lakh- 2 Lakh	
	2 Lakh- 5 Lakh	
	Above 5 Lakh	
4. Education Level	Intermediate	
	Graduation	
	Post-Graduation	
	Above Post-Graduation	
5. Occupation Background	Student	
	Employed	
	Self-employed	
	Homemaker	
Part 3: Apparel Product Category	T-shirt	
	Shirt	
	Trouser	
	Jean	
	Jacket	
	Undergarment	
	Socks	
	Skirt	
	Sweater	
	Swimwear	
	Tie	