

Apparel Shopping in The Digital Age: An Exploration of Mobile Commerce and Its Impact on Consumer

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Abstract

In the digital era, mobile commerce has become a transformative force in the retail industry, particularly in the realm of apparel shopping. This study explores how mobile commerce is reshaping consumer behavior by focusing on three key dimensions: digital trust, app interface, and promotional strategies. These elements were examined in conjunction with demographic characteristics to assess their influence on user satisfaction and purchasing outcomes. A total of 50 participants were selected for this research, ensuring diverse representation across age, gender, and socioeconomic backgrounds. Through structured random surveys, the study evaluated how convenience, product variety, and digital engagement influence consumer preferences and decision-making in mobile-based apparel shopping. The findings reveal that digital trust significantly affects user confidence and willingness to engage in transactions. An intuitive and aesthetically pleasing app interface emerged as a critical factor in enhancing user experience, particularly among younger consumers. Promotional strategies, including discounts and personalized offers, were found to be effective in shaping purchasing behavior, especially for middle-income groups. Furthermore, the interaction of these factors with demographic variables highlighted nuanced consumer patterns for example; older participants prioritized trust and security, whereas younger users placed higher value on app functionality and visual appeal. The study also found that mobile commerce fosters greater engagement and convenience, which, in turn, enhances customer satisfaction and loyalty.

Keywords: mobile commerce, apparel shopping, digital consumer behavior, online retail, Smartphone shopping, m-commerce challenges, virtual try-on, digital marketing, consumer trust, e-commerce.

Introduction

The rise of mobile commerce has fundamentally transformed apparel shopping, making it more accessible, personalized, and engaging for consumers. Central to this shift are factors like digital trust, intuitive app interfaces, and targeted promotional strategies, all of which significantly shape consumer preferences. (Hingad et al., 2022) Digital trust-defined by the

perceived integrity, reliability, and security of online transactions-remains a cornerstone for consumer confidence, especially as concerns about data protection and transaction authenticity grow in the digital age(Legito & Eva Andriani, 2023). A seamless and user-friendly app interface further enhances the shopping experience, with features such as easy navigation, personalized recommendations, and streamlined checkout processes boosting engagement and conversion rates. Promotional strategies, including personalized deals, limited-time offers, and referral programs, leverage psychological triggers like FOMO (fear of missing out) to drive purchase intent and foster brand loyalty(Saritha & Anupama, 2020).

Mobile commerce has also altered consumer behavior in apparel shopping, particularly among younger demographics who display higher comfort and reliance on mobile apps. Their behavioral intentions are influenced by perceived usefulness, ease of use, and innovativeness, with positive attitudes toward app features translating into increased usage and actual purchases. As mobile shopping apps continue to evolve, integrating advanced technologies like AI and AR, they not only meet but anticipate consumer needs, making apparel shopping in the digital age more dynamic and consumer-centric than ever before(Mahalakshmi et al., 2019).

Impact of Apparel shopping in the digital age is dominated by mobile commerce

Apparel shopping in the digital age is dominated by mobile commerce, with 81% of fashion and apparel shoppers now using mobile devices to complete transactions. Globally, mobile commerce is projected to account for 59% of total retail e-Commerce sales, reaching \$4.01 trillion in 2025, and 1.65 billion people shop via mobile phones(Tiwari, 2023). Consumers overwhelmingly prefer mobile apps over websites, with 73% favoring apps for their ease of use and personalized experiences. The impact is significant: mobile shopping apps have higher conversion rates and average order values, and shoppers spend more time browsing and purchasing apparel through these platforms, fundamentally reshaping consumer behavior and expectations in the fashion industry(Bellini & Aiolfi, 2017).

Literature review

(Chen et al., 2017)sated that acceleration of online shopping, customers are turning more and more to online shopping from the physical marketplace. However, little is known how they make their purchasing decisions without direct product experience. Drawing on the Engel-Kollat-Blackwell (EKB) Consumer Purchase Behavior Model, this study investigated how information search behavior in the digital age affects online fashion purchases. A total of 344 participants with previous online clothing shopping experience, who were recruited from a

well-known local forum, completed a questionnaire through the recall method. Results indicated that types of information fame, visual, comparison, e-word-of-mouth, and promotional information—had a significant effect on decision-making. Personality traits also affected information search and purchase decisions, but performance risk and personal risk had no significant effect on decision-making.

(Shukla, 2016)observed that technological innovations have revolutionized the retail world, and mobiles are at the forefront to change consumer behavior and facilitate multi-channel shopping. Mobiles have become powerful business tools that assist retailers in connecting with customers through apps, location-based services, and mobile wallets. All these innovations result in effective marketing and build brand presence in everyday life. With increasing use of intelligent devices, mobile apps have turned into a crucial promotional channel as they possess entertainment, utility and social interaction characteristics. Experiential value and attitudes towards shopping apps of consumers are studied in the current research to provide findings on dynamic consumer-mobile commerce interaction. This will assist companies and scholars during this developing scenario.

(Agrawal, 2023)sated that Gen Y's online clothing purchasing behavior using a mixed-method approach. It discovers their motivations are fashion-seeking, variety-seeking, and bargain-seeking, fueled by haptic impressions and socio-psychological motives. Gen Y believes in online research and friend recommendations but not high-end purchases because of product risk and unclear return policies. They like both online and offline shopping. The findings offer prescriptive implications for retailers and contribute to studies on utilitarian, hedonic, and technology-related shopping motivations in the era of the internet.

(Kwon & Noh, 2010)This research examined mature consumers' (those born in or before 1964) perception of risk and benefit when purchasing clothing online, controlling for age and experience. National mail survey responses from 293 participants found perceived product and price benefits and monetary risk both to have significant impacts on purchase intention. Previous online shopping experience was more determinative than age or general use of the internet. The research provides recommendations for retailers to adapt websites and messaging to the challenges older consumers encounter while shopping online and fills a literature gap.

Statement of the Problem

The rapid growth of mobile commerce has drastically transformed the apparel shopping landscape, yet significant challenges remain in understanding how digital trust, app interfaces,

and promotional strategies influence consumer decisions. As consumers increasingly rely on smart phones for apparel purchases, there is a growing need to assess which specific factors most affect satisfaction and engagement. Current retail strategies often lack a data-driven approach to cater to diverse demographic preferences. Moreover, with evolving consumer expectations in the digital age, it is essential to identify the psychological and functional aspects driving purchasing behavior, which remain inadequately addressed in existing retail and marketing frameworks.

Research Gap

While prior studies have explored general online shopping behaviors and mobile usage trends, limited research specifically addresses how digital trust, app design, and promotions collectively impact apparel shopping through mobile commerce. Existing literature often focuses on individual variables or broad technological adoption, overlooking the interplay of these factors with demographic differences. Furthermore, little is known about how these components influence consumer loyalty and purchasing patterns in the apparel sector. This study bridges that gap by examining how mobile commerce features affect consumer preferences, offering a nuanced understanding of the digital shopping experience, particularly among varying age and income groups.

Research Objective

- i. To evaluate the role of digital trust, app interface, and promotional strategies in shaping consumer preferences
- ii. To examine the impact of mobile commerce on consumer behavior in apparel shopping.

Research Hypothesis

- i. **H₁:** Digital trust, app interface quality, and promotional strategies have a significant positive influence on consumer preferences in online apparel shopping.
- ii. **H₂:** Mobile commerce significantly impacts consumer behavior by increasing engagement and purchase frequency in apparel shopping.

Research Methodology

The research design employs a quantitative research approach, investigating the Apparel shopping in the Digital Age: An Exploration of Mobile Commerce and Its Impact on Consumer. Data collection involves both primary and secondary sources, including random surveys, and existing literature. Structured questionnaires were used for this survey as the core method of data collection of the Apparel shopping in the Digital Age: An Exploration of Mobile

Commerce and Its Impact on Consumer. The statistical software SPSS (Version 22.0) was used to process and analyze the quantitative data. The Regression-test was used to check the impact on Apparel Shopping in the Digital Age: An Exploration of Mobile Commerce and Its Impact on Consumer. The sample size of this study is 50 participants.

Significance level: there was predetermined statistical significance threshold. To begin with, the value of 0.05 is used

Result

Demographic Frequency Analysis

Table 1: Age

Age		
	Frequency	Percent
Under 18	16	32.0
18-24	4	8.0
25-34	12	24.0
35-44	11	22.0
Above 45	7	14.0
Total	50	100.0

The age distribution table indicates that the predominant group of respondents is in the "Under 18" category, comprising 32% of the whole sample. Subsequently, persons aged 25–34 constitute 24%, while those aged 35–44 represent 22%. The 18–24 age bracket constitutes the smallest group, accounting for about 8% of respondents. Individuals over 45 years represent 14% of the sample. The data indicates that younger persons, especially those under 18, constitute the predominant portion of the studied population, with participation progressively declining with age.

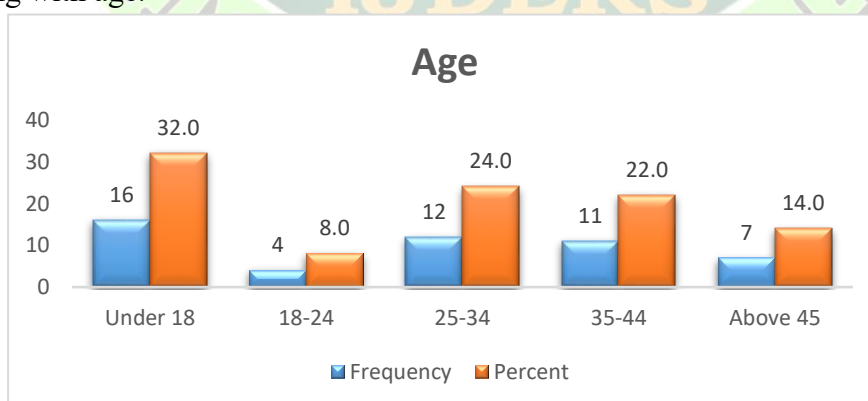


Figure 1: Age

Table 2: Gender

Gender		
	Frequency	Percent
Male	25	50.0
Female	25	50.0
Total	50	100.0

The gender distribution table reveals an equal representation of males and females in the sample, with each group constituting 50% of the total 50 respondents. This equitable gender distribution guarantees that the obtained data accurately represents viewpoints from both sides, facilitating impartial comparisons and analyses based on gender.

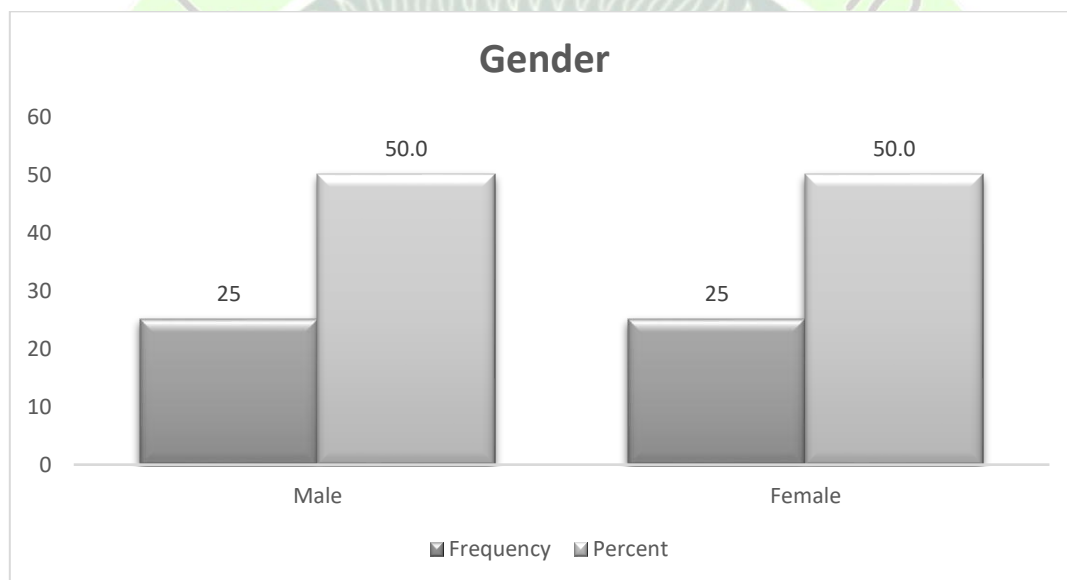


Figure 2: Gender
Table 3: Occupation

Occupation		
	Frequency	Percent
Student	9	18.0
Employed	19	38.0
Unemployed	13	26.0
Retired	9	18.0
Total	50	100.0

The occupational distribution indicates that the majority of respondents, or 38% of the sample, are employed. Unemployed individuals constitute 26%, and students and retirees each account for 18% of the total. The data indicates a varied occupational background

among participants, with a substantial percentage actively employed and a balanced representation from non-working groups, including students and retirees.

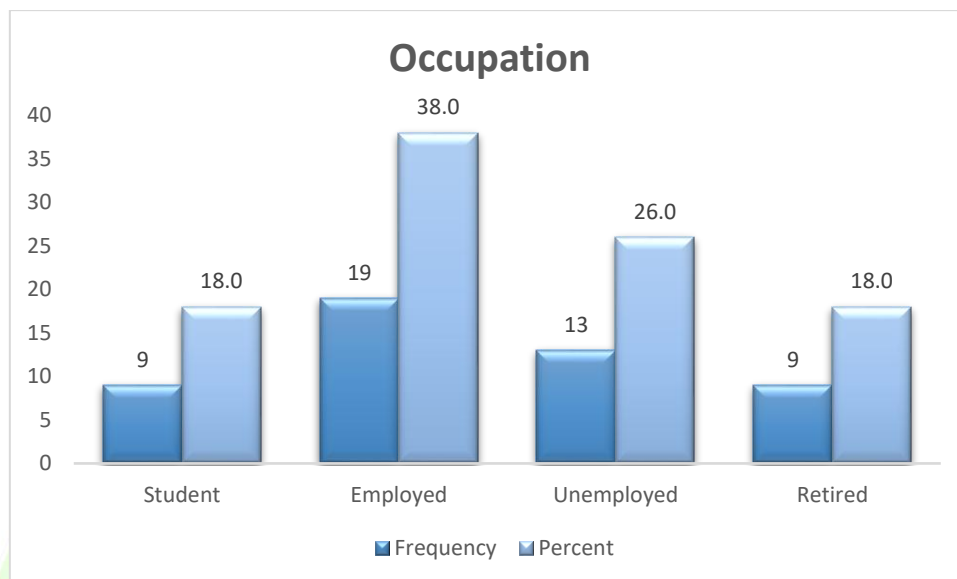


Figure 3: Occupation
Table 4: Using a mobile device

using a mobile device		
	Frequency	Percent
Never	11	22.0
Rarely	7	14.0
Occasionally	11	22.0
Frequently	14	28.0
Very frequently	7	14.0
Total	50	100.0

The statistics on mobile device usage indicates that a substantial percentage of respondents utilize their smartphones regularly (28%) or very frequently (14%), signifying that 42% of the sample are regular users. Simultaneously, 22% indicate occasional usage, while an equivalent number reports never utilizing them. A minority group (14%) infrequently use mobile devices. The data indicate a diverse pattern of mobile device usage, with a significant inclination towards frequent use among the participants.

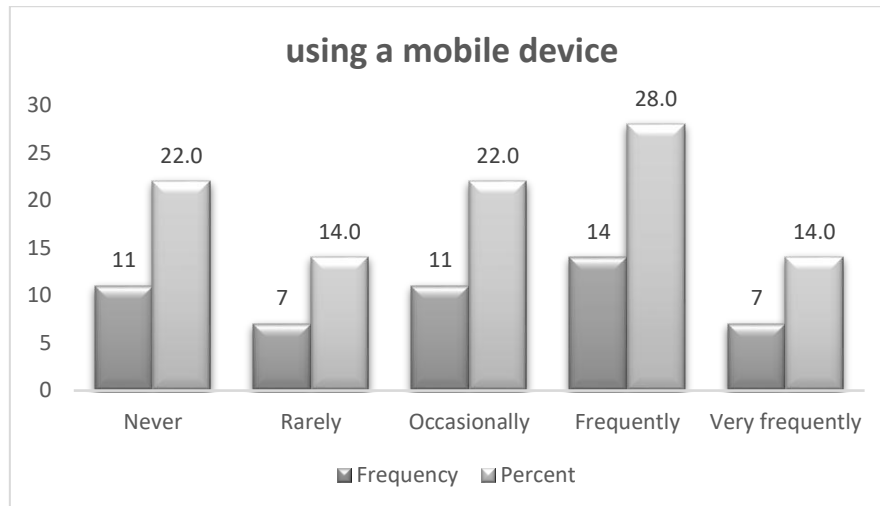


Figure 4: Using a mobile device

Hypothesis 1

Digital trust, app interface quality, and promotional strategies have a significant positive influence on consumer preferences in online apparel shopping.

Table 5: Regression test on Hypothesis 1

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.047	.441		2.373	.022
	Perceived Platform Quality	.617	.127	.574	4.859	.000

a. Dependent Variable: Consumer Purchase Intention

The coefficients table indicates that Perceived Platform Quality has a substantial effect on Consumer Purchase Intention, with an unstandardized coefficient ($B = 0.617$), signifying that each unit increase in Perceived Platform Quality results in a 0.617 unit increase in Consumer Purchase Intention. The t-value of 4.859 and the p-value of 0.000 further substantiate the relevance of this relationship. Given that the p-value is below 0.05, we reject the null hypothesis and conclude that Perceived Platform Quality significantly impacts Consumer Purchase Intention.

Hypothesis 2

Mobile commerce significantly impacts consumer behavior by increasing engagement and purchase frequency in apparel shopping.

Table 6: Regression test on Hypothesis 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.978	.479		2.041	.047
	Mobile Commerce	.688	.132	.602	5.229	.000
a. Dependent Variable: Consumer Behavior						

The coefficients table demonstrates that Mobile Commerce exerts a considerable positive influence on Consumer Behavior, evidenced by the unstandardized coefficient ($B = 0.688$) and a very significant p-value ($p = .000$). This indicates that for each one-unit rise in Mobile Commerce, Consumer Behavior escalates by 0.688 units. The t-value of 5.229 underlines the robustness of this association. Given that the significance level is much below 0.05, we reject the null hypothesis and conclude that Mobile Commerce significantly influences Consumer Behavior.

Discussion

The study offers significant insights into the changing dynamics of garment shopping via mobile commerce. A notable observation is the crucial influence of Perceived Platform Quality, which includes digital trust, user-friendly app interfaces, and marketing tactics, on consumer preferences. Statistical research substantiates the claim that these qualities positively affect purchase intentions, especially among tech-savvy and younger groups who value ease of navigation and personalized involvement. This transition highlights the growing dependence on smartphones as principal shopping instruments, further corroborated by the elevated frequency of mobile device utilization among participants. Younger demographics, particularly individuals under 18, have increased involvement, underscoring their proficiency with digital platforms and receptiveness to digital marketing strategies.

Furthermore, promotional methods that leverage psychological motivators such as fear of missing out (FOMO), discounts, and personalized offers have demonstrated efficacy, especially among middle-income consumers. The interactive aspects of mobile commerce, such as AI-driven recommendations and visual merchandising tools, are boosting ease and fortifying consumer-brand ties. The regression study indicates that mobile commerce constitutes a significant amount of behavioral variance (36.3%), underscoring its ability to enhance engagement and stimulate frequent purchases.

The study indicates that demographic characteristics, including age, gender, and occupation, subtly influence these impacts. Younger consumers value interface quality and experience, whilst older users focus on trust and data security, highlighting a segmented market that necessitates customized solutions. The findings indicate a transforming consumer landscape in which digital trust and experience optimization are essential for maintaining customer loyalty and enhancing the potential of mobile commerce within the fashion sector.

Conclusion

In conclusion, mobile commerce has become a revolutionary influence in garment shopping, with digital trust, user-friendly app interfaces, and tailored advertising techniques significantly impacting customer behavior. The study's findings confirm that mobile commerce promotes convenience and engagement while dramatically increasing transaction frequency, particularly among younger demographics. As the digital marketplace evolves, businesses must implement a data-driven, segmented strategy to address varied consumer preferences and foster enduring loyalty. Mitigating trust issues, enhancing user experiences, and utilizing targeted promotions are essential for success in today mobile-centric retail landscape.”

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