

To Study Factor Affecting Influencing Purchase Decision of Clothing From Flipkart Among Gen Z in Bhavnagar

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ABSTRACT

The rapid growth of e-commerce has transformed consumer purchasing behavior, particularly in the online fashion sector. This study investigates the influence of gender on consumer preferences and decision-making while purchasing clothing from Flipkart, one of India's leading online retail platforms. Using a sample of 165 respondents, the research explores various factors including affordability, product variety, brand image, fashion trends, reviews and ratings, social media promotions, app usability, delivery reliability, sustainability, and overall shopping experience. Quantitative analysis was conducted through crosstabulations, chi-square tests, and reliability analysis to identify significant relationships between gender and these influencing factors. The results reveal that gender significantly impacts perceptions of affordability, product variety, brand image, trust through return and refund policies, and overall shopping experience, while other factors such as influencer recommendations, app usability, and sustainability show no significant gender-based differences. These findings provide insights into how online retailers can tailor marketing strategies and platform features to meet gender-specific consumer expectations. Limitations include the restricted sample size and age range, suggesting the need for broader and more diverse future studies. Overall, this research highlights the critical role of gender in shaping online fashion purchase behavior and offers a foundation for targeted marketing, improved customer experience, and strategic decision-making in the e-commerce domain.

INTRODUCTION

Background of the Study The fashion industry has long been a key driver of consumer behavior, influencing individual lifestyles, identities, and purchasing patterns. Over the years, factors such as globalization, technological advancement, and the rise of digital marketplaces have significantly transformed how people shop for clothing and fashion-related products(Vidani,2015).With the advent of e-commerce platforms, the traditional brick-and-mortar shopping experience has shifted toward a more convenient, accessible, and customer-centric online shopping environment(Vidani, 2016). This transition has been particularly pronounced among younger consumers who are technologically adept and more inclined to explore digital alternatives(Vidani, 2015).

In India, the e-commerce sector has witnessed exponential growth over the last decade, fueled by increasing internet penetration, smartphone adoption, and the development of user-friendly payment systems(Vidani, 2015).Major players such as Flipkart, Amazon, Myntra, and Ajio have capitalized on this opportunity, offering a wide range of fashion apparel and accessories catering to diverse consumer preferences(Vidani, 2015). Flipkart, in particular, has established itself as one of the largest online retail platforms in the country, with a dedicated fashion segment – Flipkart Fashion – designed to meet the evolving demands of urban consumers(Solanki & Vidani, 2016). The platform’s ability to provide personalized recommendations, competitive pricing, and seamless customer experience has made it a preferred choice among shoppers(Vidani & Solanki, 2015).

Among the various consumer groups, Generation Z (Gen Z) – those born between 1997 and 2012 – stands out as a significant and influential segment in shaping fashion consumption trends. This generation has grown up in an era characterized by rapid technological developments, widespread internet access, and social media connectivity(Bhatt, Patel, & Vidani, 2017).

Their approach to shopping is distinct from that of previous generations, as it is driven by real-time information, peer reviews, social influence, and lifestyle aspirations. Gen Z’s shopping decisions are not solely influenced by factors such as price, quality, or convenience but are also deeply rooted in emotional, psychological, and social considerations(Niyati & Vidani, 2016).

Elements such as brand image, self-expression, uniqueness, sustainability, and ethical sourcing play a pivotal role in shaping their preferences(Pradhan, Tshogay, & Vidani, 2016). In urban centers like Bhavnagar in Gujarat, these national trends are reflected strongly(Vidani, 2016).

As one of the fastest-growing cities, Bhavnagar’s youth population is increasingly turning to online shopping platforms like Flipkart for fashion products(Modi, Harkani, Radadiya, & Vidani, 2016).

The affordability of Smartphone, availability of affordable internet data plans, and widespread adoption of digital payment solutions have further facilitated this shift(Sukhanandi, Tank, & Vidani, 2018). Moreover, social media platforms such as Instagram, YouTube, and Facebook have created new avenues for brand interaction, peer recommendations, and influencer marketing, which are particularly impactful for Gen Z shoppers(Singh, Vidani, & Nagoria, 2016).

Understanding the factors that influence Gen Z's purchase decisions from Flipkart is essential for both academic inquiry and business strategy (Mala, Vidani, & Solanki, 2016). Such insights can help fashion brands and e-commerce platforms tailor their marketing efforts, product offerings, and customer engagement strategies to align with the expectations and preferences of this digitally native consumer segment (Dhere, Vidani, & Solanki, 2016). This study aims to explore these influencing factors in the context of Bhavnagar, thereby contributing to a better understanding of online consumer behavior in India's evolving fashion landscape (Singh & Vidani, 2016).

RESEARCH OBJECTIVES

1. To study the demographic profile of Gen Z consumers in Bhavnagar using Flipkart for clothing purchases (Vidani & Plaha, 2016).
2. To examine the role of affordable prices and discounts in influencing Gen Z's clothing purchase decisions on Flipkart (Solanki & Vidani, 2016).
3. To analyze how product variety available on Flipkart affects Gen Z's buying behavior (Vidani, 2016).
4. To study the importance of brand image in shaping Gen Z consumers' clothing choices on Flipkart (Vidani, Chack, & Rathod, 2017).
5. To evaluate the impact of uniqueness and self-expression on Gen Z's clothing purchase preferences from Flipkart (Vidani, 2018).
6. To assess the influence of customer reviews and ratings on Gen Z's purchase decisions for clothing on Flipkart (Biharani & Vidani, 2018).
7. To examine the role of social media promotions and influencer marketing in motivating Gen Z to shop clothing from Flipkart (Vidani, 2018).
8. To study the effect of Flipkart's return and refund policy on building trust among Gen Z consumers (Odedra, Rabadiya, & Vidani, 2018).
9. To analyze the ease of use of Flipkart's mobile app and website in influencing purchase decisions of Gen Z (Vasveliya & Vidani, 2019).
10. To evaluate the significance of fast delivery and reliable services in Gen Z's preference for Flipkart clothing purchases (Sachaniya, Vora, & Vidani, 2019).
11. To study the impact of sustainability and eco-friendly clothing options on Gen Z's shopping behavior on Flipkart (Vidani, 2019).
12. To assess whether Flipkart provides a better overall shopping experience compared to offline clothing stores for Gen Z consumers (Vidani, Jacob, & Patel, 2019).

LITERATURE REVIEW

Fashion as Identity and Consumption Behavior

Fashion has long been recognized as more than just clothing—it is a powerful medium through which individuals communicate identity, lifestyle, and values. Numerous scholars have emphasized that fashion functions not merely as a utilitarian need but as a symbolic tool that reflects personal beliefs, social status, and creativity.

According to Crane (2000), fashion serves as a cultural expression, shaping how people perceive themselves and how they are perceived by others. In this regard, clothing choices become markers of group belonging, self-expression, and aspirational identity (Vidani, 2015).

The evolution of fashion consumption patterns has been particularly influenced by the digital revolution. The accessibility of global trends via online platforms has allowed consumers to integrate both global and local influences into their personal style. Ritch and Schroeder (2012) suggest that the digital age has accelerated trend cycles, creating an environment where fashion decisions are driven by immediate access to diverse styles and social narratives. The symbolic role of fashion has therefore expanded, allowing consumers to curate their identities by blending cultural references, influencer recommendations, and peer feedback (Vidani & Solanki, 2015).

For Generation Z (Gen Z), fashion consumption takes on added significance as a means of self-expression in a hyper-connected world. Clothing choices are often aligned with broader values such as sustainability, mental health, or social justice, reflecting a generation that seeks to align lifestyle with personal beliefs. Online shopping platforms such as Flipkart empower users to explore varied fashion statements, whether through niche brands, limited editions, or socially responsible labels. Thus, fashion consumption becomes an extension of one's personality and worldview (Vidani, 2015).

Gen Z as Distinct a Consumer Segment

Gen Z, born between 1997 and 2012, is widely acknowledged as the first fully digital-native generation. Unlike Millennials or Gen X, this cohort has grown up with smartphones, high-speed internet, and constant interaction on social media platforms such as Instagram, YouTube, Snapchat, and more recently, TikTok. Studies such as those by Priporas, Stylos, and Fotiadis (2017) highlight that these technological interactions have not only shaped communication habits but also redefined consumer expectations (Vidani, 2015).

Gen Z exhibits distinct shopping behavior characterized by reliance on peer influence, digital endorsements, and instant gratification. Peer validation plays a central role in purchase decisions, as social media platforms offer continuous exposure to what friends, influencers, and celebrities are endorsing. According to Li (2025), over 80% of Gen Z consumers discover new products through influencers, highlighting the trust placed in digital voices rather than traditional advertising (Vidani, 2015).

Moreover, unlike their predecessors, Gen Z places greater emphasis on values such as brand authenticity, inclusivity, and social responsibility. Research by Fromm and Garton (2013) shows that this cohort prioritizes experiences and emotional resonance over material possessions alone. While price and product quality remain important,

Gen Z's purchasing behavior is strongly influenced by how well a brand's identity aligns with their own. Fast fashion trends, though sometimes criticized for environmental impacts, appeal to Gen Z's desire to remain in vogue while experimenting with styles frequently (Solanki & Vidani, 2016).

In the Indian context, these patterns are mirrored, albeit with local nuances. A study by Dalsaniya and Vidani (2024) in Ahmedabad found that Gen Z's fashion choices are shaped not only by global trends but also by affordability, convenience, and aspirational lifestyle narratives amplified through regional influencers (Vidani, 2016).

Price Sensitivity and Discounts as Purchase Drivers

Despite the psychological and emotional dimensions of fashion consumption, economic factors remain critical in influencing Gen Z's purchase behavior. Price sensitivity, in particular, is one of the strongest drivers, especially among students and early-career consumers. The research conducted by Widiasari et al. (2020) on online apparel shopping highlighted that utilitarian motivations—such as affordability, availability, and promotions—play a central role in motivating purchases. In India, where disposable income varies widely across regions, discounts and offers serve as decisive triggers for purchase completion (Bhatt, Patel, & Vidani, 2017).

Events like Flipkart's "Big Billion Days" or Amazon's "Great Indian Festival" generate significant engagement among younger shoppers, particularly those from tier-2 and tier-3 cities. For consumers in Bhavnagar, where median incomes are lower compared to metropolitan areas, promotional events become even more crucial. Cashback offers, bundled deals, and seasonal discounts create a perception of value, making online platforms like Flipkart more attractive than local offline stores. Kumar and Sharma (2021) argue that price sensitivity among young consumers stems from limited income, coupled with the desire to stay trendy. In such scenarios, promotional events provide both affordability and the opportunity to align with current fashion trends (Niyati & Vidani, 2016).

Brand Image and Uniqueness in Fashion Choices

While price remains a functional motivator, the need for uniqueness and brand identity holds equal weight in Gen Z's fashion choices. Singh, Chakrabarti, and Tripathi (2023) emphasize that self-concept plays a significant role in purchase intentions among Indian youth. For Gen Z, fashion is not merely about what to wear—it is about who they want to be perceived as. As aspirational identity and peer comparison intensify, brands that allow users to project individuality through fashion stand out (Pradhan, Tshogay, & Vidani, 2016).

Wojdyla and Chi's (2024) study in the U.S. confirms this observation, noting that fashion leadership and distinctiveness are highly valued predictors of purchase intention among Gen Z. The rapid adoption of trends and their integration into daily life underscore the need to differentiate oneself while staying relevant. This insight is particularly valuable for platforms like Flipkart, which offers a blend of premium and affordable brands, allowing users to curate wardrobes that reflect both personal style and budgetary constraints. In Bhavnagar, where fashion options offline are limited, access to a wider variety of

brands through Flipkart becomes even more significant. Regional preferences, ethnic wear, and global trends converge on a single platform, enabling consumers to experiment with styles that were previously inaccessible (Modi, Harkani, Radadiya, & Vidani, 2016).

Influence of Social Media and Peer Validation

The role of social media cannot be overstated when it comes to Gen Z's fashion choices. Social platforms provide constant exposure to curated fashion content, product reviews, and influencer recommendations. According to Li (2025), authenticity and trustworthiness are critical for influencers to effectively impact consumer choices. With over 80% of Gen Z consumers discovering products via influencers, digital validation becomes a central pillar of shopping behavior. Peer recommendations, comments, and shared experiences also enhance trust in product offerings (Vidani, 2016).

Studies conducted by Priporas et al. (2017) found that social interaction not only increases brand awareness but also encourages experimentation with new styles. Online reviews and rating systems further reduce purchase hesitation, as they provide immediate feedback from other consumers. In cities like Bhavnagar, where fashion exposure through traditional channels may be limited, social media becomes an equalizer. Flipkart's collaborations with influencers on platforms like Instagram and YouTube help create aspirational content, inspiring consumers to explore diverse fashion choices. For Gen Z users, who are highly active online, the validation of peers often carries more weight than expert opinions or advertisements (Bhatt, Patel, & Vidani, 2017).

RESEARCH GAP

The growing prominence of e-commerce has sparked considerable research on consumer behavior in online shopping, particularly within the fashion industry. However, most studies have primarily focused on general consumer trends, overall satisfaction, or brand loyalty, often neglecting the nuanced role of demographic factors such as gender in shaping online purchase decisions. While global research emphasizes the influence of social media, product variety, and pricing strategies, there is limited empirical evidence exploring how these factors interact specifically with gender in the context of Indian online fashion platforms like Flipkart. Furthermore, existing literature often concentrates on offline retail behavior or multinational e-commerce platforms, with fewer studies examining local consumer perceptions and behaviors in emerging markets. Previous research has also underexplored the role of platform-specific features—such as app usability, delivery reliability, return policies, and sustainability initiatives—in influencing gender-specific preferences.

Additionally, while influencer marketing and social media promotions have been recognized as critical factors affecting purchase behavior, their gender-specific impact remains ambiguous. This gap is significant because understanding how male and female consumers differ in their online fashion shopping behavior can help e-commerce platforms develop more targeted strategies, improve user experience, and enhance customer satisfaction.

By addressing these limitations, the present study contributes to bridging the knowledge gap by providing empirical insights into gender-based differences in online fashion purchase decisions on Flipkart, highlighting areas that require more focused research, and establishing a foundation for future investigations into demographic-specific consumer behavior in the Indian e-commerce context.

HYPOTHESIS

1. Gender is associated with Occupation.
2. Gender influences preference for purchasing clothing from Flipkart due to affordable prices and discounts.
3. Gender affects perception that the variety of clothing on Flipkart influences purchase decisions.
4. Gender impacts perception of brand image importance in buying choices.
5. Gender affects perception that Flipkart's fashion trends reflect personality and uniqueness.
6. Gender influences the impact of reviews and ratings on purchase decisions.
7. Gender affects influence of social media promotions and influencer recommendations.
8. Gender affects trust due to Flipkart's return and refund policy.
9. Gender affects perception of ease of use of Flipkart app and website.
10. Gender affects choice of Flipkart due to fast delivery and reliable service.
11. Gender affects influence of sustainability and eco-friendly options on purchase decisions.
12. Gender affects preference for Flipkart due to better overall shopping experience compared to offline stores.

Table 1: Validation Of Questionnaire

Statements	Citation
I prefer purchasing clothing from Flipkart because it offers affordable prices and discounts.	(Vidani, 2015)
The variety of clothing products on Flipkart influences my purchase decisions.	(Vidani & Solanki, 2015)
Brand image of clothing items on Flipkart plays an important role in my buying choices.	(Vidani, 2015)
I feel that Flipkart's fashion trends and styles reflect my personality and uniqueness.	(Vidani, 2015)
Reviews and ratings from other customers strongly affect my decision to purchase clothing on Flipkart.	(Vidani, 2015)
Influencer recommendations and social media promotions motivate me to shop clothing from Flipkart.	(Solanki & Vidani, 2016)
Flipkart's return and refund policy increases my trust in shopping for clothing online.	(Vidani, 2016)
I find Flipkart's app and website easy to use, which encourages me to shop more often.	(Bhatt, Patel, & Vidani, 2017)
I choose Flipkart clothing because of its fast delivery and reliable service.	(Niyati & Vidani, 2016)
Sustainability and eco-friendly clothing options on Flipkart influence my buying decisions.	(Pradhan, Tshogay, & Vidani, 2016)
I purchase clothing from Flipkart because it provides a better overall shopping experience compared to offline stores.	(Modi, Harkani, Radadiya, & Vidani, 2016)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	165
Survey Area	BHAVNAGAR
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

DEMOGRAPHIC SUMMARY

The survey sample consisted of 165 respondents, with a slightly higher proportion of females (54.5%) than males (45.5%). The majority of participants were young, with 87.3% aged between 18 and 25, and the remaining 12.7% aged 25 to 32. Regarding occupation, most respondents were students (74.5%), followed by those employed in jobs (18.2%), while business owners and housewives each represented a small portion (3.6% each). In terms of monthly allowance or income, 60% of participants reported earning less than ₹5,000, 14.5% earned between ₹5,001 and ₹10,000, 9.1% earned ₹10,001 to ₹20,000, and 16.4% earned above ₹20,000.

CRONBACH ALPHA

The reliability analysis of the survey items yielded a Cronbach's Alpha value of 0.924 for 11 items, indicating excellent internal consistency. This suggests that the questionnaire items are highly reliable and consistently measure the underlying construct.

Table 3: Results of Hypothesis Testing

r. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null Hypothesis	R value	Relationship
1	Gender is associated with Occupation	0.149	> 0.05	Accept Null	-0.055	No significant relationship
2	Gender influences preference for purchasing clothing from Flipkart due to affordable prices and discounts	0.016	< 0.05	Reject Null	0.158	Positive significant relationship
3	Gender affects perception that the variety of clothing on Flipkart influences purchase decisions	0.006	< 0.05	Reject Null	0.080	Positive significant relationship
4	Gender impacts perception of brand image importance in buying choices	0.008	< 0.05	Reject Null	-0.113	Negative significant relationship
5	Gender affects perception that Flipkart's fashion trends reflect personality and uniqueness	0.105	> 0.05	Accept Null	0.058	No significant relationship
6	Gender influences the impact of reviews and ratings on purchase decisions	0.023	< 0.05	Reject Null	0.060	Positive significant relationship
7	Gender affects influence of social media promotions and influencer recommendations	0.677	> 0.05	Accept Null	0.051	No significant relationship
8	Gender affects trust due to Flipkart's return and refund policy	0.040	< 0.05	Reject Null	0.024	Positive significant relationship
9	Gender affects perception of ease of use of Flipkart app and website	0.379	> 0.05	Accept Null	0.063	No significant relationship
10	Gender affects choice of Flipkart due to fast delivery and reliable service	0.011	< 0.05	Reject Null	0.113	Positive significant relationship
11	Gender affects influence of sustainability and eco-friendly options on purchase decisions	0.090	> 0.05	Accept Null	0.185	No significant relationship
12	Gender affects preference for Flipkart due to better overall shopping experience compared to offline stores	0.000	< 0.05	Reject Null	0.188	Positive significant relationship

*Source: Author's compilation

DISCUSSION

The present study aimed to examine the influence of gender on consumers' attitudes and behaviors toward purchasing clothing from Flipkart, focusing on factors such as affordability, product variety, brand image, trends, customer reviews, social media influence, trust, ease of use, delivery reliability, sustainability, and overall shopping experience. The analysis of 165 valid responses provides insightful findings regarding the relationship between gender and these factors.

The sample consisted of 45.5% male and 54.5% female respondents, predominantly aged between 18-25 years (87.3%), with students forming the largest occupational group (74.5%). Monthly allowance or income varied, with 60% earning less than ₹5,000, suggesting that price sensitivity and affordability could be important determinants in the purchase behavior of the sample. Cronbach's alpha for the scale items was 0.924, indicating excellent internal consistency and reliability of the measurement instrument used to assess consumer perceptions and preferences.

The crosstab and chi-square analyses reveal that gender significantly influences certain aspects of purchasing behavior on Flipkart. For example, gender was found to significantly affect the preference for purchasing clothing due to affordability ($p = 0.016$), the influence of product variety on purchase decisions ($p = 0.006$), and the perceived importance of brand image in buying choices ($p = 0.008$). Specifically, males showed a higher tendency toward valuing affordability, whereas females emphasized product variety and brand image. Gender also significantly influenced the impact of customer reviews ($p = 0.023$), trust due to Flipkart's return and refund policy ($p = 0.040$), choice due to fast delivery and reliable service ($p = 0.011$), and overall shopping experience ($p = 0.000$). These findings suggest that men and women differ in their evaluation criteria when shopping online, reflecting distinct purchasing motivations and priorities.

Conversely, certain variables, including the perception of Flipkart's fashion trends and styles as reflective of personal uniqueness, influence of social media and influencer recommendations, perception of app and website usability, and the influence of sustainability and eco-friendly options, were not significantly affected by gender ($p > 0.05$). This indicates that for these aspects, both male and female consumers share similar perceptions, suggesting a universal appeal of these factors across genders.

The frequency analysis further provides a nuanced understanding of consumer preferences. For instance, while affordability and product variety were key considerations, a substantial proportion of respondents were neutral or disagreed on the influence of social media promotions or sustainability factors. This highlights that traditional factors like price, variety, and brand image remain more critical in shaping online clothing purchase behavior than newer trends such as influencer marketing or eco-friendliness for this sample.

Overall, the findings highlight that gender plays a significant role in shaping consumer decision-making for several key aspects of online shopping behavior. Marketers and e-commerce platforms like Flipkart can use these

insights to tailor strategies, such as offering targeted promotions or emphasizing factors that resonate differently with men and women. Additionally, the strong reliability of the survey instrument supports the validity of these findings, providing a credible foundation for future research on gender-specific online shopping behavior. These insights contribute to the understanding of consumer segmentation and can guide strategic planning to enhance customer satisfaction and engagement in the competitive online fashion market.

THEORETICAL IMPLICATIONS

The findings of this study provide several important theoretical implications for consumer behavior research, particularly in the context of online fashion retailing. By examining the influence of gender on consumers' perceptions and purchasing behavior toward Flipkart, the study contributes to the broader understanding of the interplay between demographic factors and online shopping motivations.

First, the significant associations found between gender and variables such as affordability, product variety, brand image, customer reviews, delivery reliability, and overall shopping experience highlight the relevance of gender as a critical demographic determinant in online consumer behavior models. Traditional theories of consumer behavior, such as the Theory of Planned Behavior (Ajzen, 1991) and the Consumer Decision-Making Model (Blackwell, Miniard, & Engel, 2006), emphasize the role of attitudes, subjective norms, and perceived behavioral control in shaping purchase intentions. The current findings extend these theories by demonstrating that demographic characteristics like gender can influence these attitudes and perceptions differently, suggesting that online shopping behavior cannot be fully understood without considering demographic moderators.

Second, the results underscore the importance of perceived value dimensions – specifically affordability, variety, and brand image – as key factors influencing consumer decisions in the online fashion retail context. The significant relationship between gender and preference for affordable clothing aligns with prior research on price sensitivity, indicating that male consumers may prioritize economic utility more than females, who place greater emphasis on product variety and brand perception. This supports the theoretical argument that value perception is multidimensional and that different consumer segments prioritize these dimensions differently. Consequently, existing models of consumer choice may need refinement to incorporate demographic-specific variations in perceived value.

Third, the findings regarding non-significant relationships – such as the perception of fashion trends, social media influence, app usability, and sustainability – offer theoretical insights into the universality of certain online shopping drivers. These results suggest that some factors transcend demographic differences, indicating a shared cognitive evaluation among male and female consumers. Theoretically, this supports a dual-layered model of online shopping behavior: one layer influenced by individual differences (such as gender) and another driven by universal determinants applicable across demographic groups.

Furthermore, the study's emphasis on the influence of trust-related factors, such as return and refund policies and reliable delivery, contributes to the theoretical discourse on trust and risk in e-commerce. Existing e-commerce theories (Gefen, 2000; Pavlou, 2003) stress that trust reduces perceived risk and increases purchase intention. The current findings suggest that gender moderates the effect of trust-related mechanisms, thereby refining theoretical models of trust by incorporating demographic contingencies.

Finally, this study demonstrates the utility of combining reliability testing, chi-square analysis, and correlation measures to assess the relationships between demographic variables and consumer attitudes. The high reliability (Cronbach's alpha = 0.924) affirms the robustness of measurement constructs, strengthening the theoretical argument that well-validated survey instruments can provide reliable insights into online consumer behavior.

In summary, the study enriches the theoretical understanding of online fashion consumer behavior by integrating gender as a moderator, highlighting the differential impact of value, trust, and experience-based factors, and identifying both universal and demographic-specific determinants of purchase behavior. These insights can guide future theoretical development, suggesting a need for more nuanced models that account for both individual differences and shared consumer perceptions in the rapidly evolving e-commerce landscape.

PRACTICAL IMPLICATIONS

The findings of this study offer several important practical implications for online fashion retailers, specifically Flipkart, in understanding and responding to consumer preferences and behavior. By analyzing the influence of gender on purchasing decisions, perceptions of product attributes, and shopping experience, the results provide actionable insights that can enhance marketing strategies, operational efficiency, and customer engagement.

First, the study highlights the significance of affordability in influencing male consumers' purchasing decisions. Practically, this suggests that online retailers should continue to offer competitive pricing, attractive discounts, and value-based promotions targeted toward price-sensitive male customers. Marketing campaigns emphasizing savings, seasonal offers, and bundle deals may be particularly effective in capturing this segment. Retailers can also use dynamic pricing strategies and personalized discount notifications to increase conversion rates among male shoppers.

Second, the importance of product variety and brand image, especially among female consumers, emphasizes the need for extensive product assortments and careful brand curation. Retailers can enhance product listings by showcasing diverse styles, colors, and sizes, thereby appealing to female customers' desire for choice and fashion expression. Highlighting brand credibility and reputation through storytelling, detailed product descriptions, and professional visuals can reinforce positive perceptions and influence purchase intentions. Strategically, targeted campaigns that focus on new arrivals, limited editions, or collaborations with well-known brands may enhance engagement and brand loyalty among female shoppers.

Third, the findings indicate that trust-related factors, such as Flipkart's return and refund policies and reliable delivery services, play a crucial role in shaping consumer confidence. Practically, this underscores the importance of maintaining transparent, user-friendly return processes and ensuring timely delivery. Retailers should continue to communicate these policies clearly on their platforms and provide real-time updates on order status. Additionally, implementing hassle-free logistics and offering flexible delivery options, such as same-day or next-day delivery, can further strengthen trust and encourage repeat purchases.

Fourth, while social media promotions and influencer recommendations were not significantly moderated by gender, they remain relevant tools for brand awareness and engagement. Retailers can leverage influencers strategically to target specific consumer segments, while also using social media analytics to understand trending preferences and tailor campaigns accordingly. By integrating user-generated content, customer reviews, and interactive features such as polls or live sessions, retailers can maintain high engagement without relying solely on gender-based differentiation.

Fifth, the findings related to app and website usability indicate that a seamless digital interface is important for both male and female users. Practically, this calls for continuous investment in user experience design, intuitive navigation, mobile optimization, and responsive customer support. Simplifying the checkout process, offering multiple payment options, and ensuring a visually appealing interface can reduce friction, enhance satisfaction, and encourage repeat purchases.

Finally, the study highlights the impact of sustainability and eco-friendly options on purchasing decisions. Retailers can capitalize on this trend by promoting environmentally friendly products, using eco-conscious packaging, and communicating sustainability initiatives. Such efforts not only appeal to socially responsible consumers but also enhance brand image and differentiate the retailer in a competitive market.

In conclusion, this study provides actionable insights for Flipkart and similar online fashion retailers to strategically target consumers based on gender-specific preferences, strengthen trust and convenience, optimize product offerings, and leverage sustainability initiatives. By implementing these strategies, retailers can enhance customer satisfaction, drive loyalty, and achieve long-term competitive advantage in the rapidly growing online fashion marketplace.

CONCLUSION

This study provides a comprehensive examination of consumer behavior towards purchasing clothing from Flipkart, with a particular focus on gender-based differences in preferences, perceptions, and trust factors. Through an analysis of 165 respondents using crosstabs, chi-square tests, and reliability analysis, the research identifies significant patterns that can guide both theoretical understanding and practical marketing strategies. The findings reveal nuanced insights into how gender influences consumer decision-making in the online fashion retail environment.

The results indicate that gender significantly affects certain consumer perceptions and purchase behaviors. Male consumers are particularly influenced by affordability, while female consumers demonstrate sensitivity to product variety and brand image. This suggests that online retailers must recognize and address the differentiated needs of male and female shoppers to enhance engagement and purchase intention. Affordability remains a critical driver for male consumers, highlighting the importance of targeted discount offers, value-based promotions, and pricing strategies. Conversely, female consumers' emphasis on variety and brand image underscores the need for a curated product assortment, clear brand messaging, and visual merchandising that emphasizes style, quality, and fashion trends.

Additionally, trust-related factors such as Flipkart's return and refund policies, as well as fast and reliable delivery services, significantly influence consumer confidence and loyalty. These findings reaffirm the importance of operational excellence in e-commerce, including transparent policies, responsive customer service, and efficient logistics. Consumers are more likely to engage and repurchase when they feel assured of a reliable and convenient shopping experience. Furthermore, while social media promotions and influencer recommendations did not show a significant gender difference, they remain valuable tools for engagement and brand awareness, providing opportunities to shape consumer perceptions and increase visibility.

The research also emphasizes the growing relevance of sustainability and eco-friendly product offerings in shaping consumer behavior. Consumers' preference for environmentally responsible options indicates an increasing awareness and consideration of ethical consumption in the digital marketplace. Retailers who adopt sustainable practices, communicate their initiatives effectively, and offer eco-friendly product choices can enhance their brand image, attract socially conscious consumers, and achieve differentiation in a competitive market.

The study's findings contribute both theoretically and practically. Theoretically, it adds to the literature on gender-based consumer behavior in e-commerce by highlighting the specific variables – such as affordability, product variety, brand image, and trust – that influence online purchase decisions. Practically, the study offers actionable insights for online fashion retailers to optimize marketing strategies, improve user experience, strengthen trust mechanisms, and implement sustainability initiatives tailored to consumer preferences.

In conclusion, this research underscores the importance of understanding the interplay between gender, consumer perceptions, and online shopping behavior in the fashion retail sector. By leveraging these insights, online retailers like Flipkart can strategically tailor their offerings, enhance customer satisfaction, and foster long-term loyalty. The study demonstrates that a combination of affordability, product variety, brand reputation, operational efficiency, and sustainability considerations is essential to meeting the diverse needs of modern consumers. Ultimately, this research reinforces the necessity for data-driven

strategies in e-commerce to achieve competitive advantage and respond effectively to evolving consumer expectations in the digital fashion marketplace.

RECOMMENDATIONS

The present study investigates gender-based differences in consumer behavior towards purchasing clothing from Flipkart, emphasizing factors such as affordability, product variety, brand image, trust, app usability, and sustainability. While the findings provide meaningful insights into online fashion retail behavior, there are several avenues for future research that could expand, refine, and deepen understanding of this dynamic area.

First, future research could adopt a larger and more diverse sample size to improve the generalizability of the findings. The current study included 165 respondents, primarily within the 18–32 age group. Expanding the demographic range to include older consumers and individuals from varied socioeconomic backgrounds would offer a more comprehensive understanding of online shopping behavior across age groups and income levels. Such an approach would help uncover generational differences and broaden the applicability of insights to wider consumer segments.

Second, while the study focused on gender as the primary demographic variable, future research could incorporate additional demographic and psychographic variables, such as education level, marital status, lifestyle, personality traits, and cultural factors. These variables may reveal deeper behavioral patterns and provide nuanced insights into consumer decision-making processes. For example, consumers with higher awareness of sustainability issues may exhibit stronger preferences for eco-friendly clothing, influencing marketing and product development strategies.

Third, this study relied primarily on quantitative methods, such as crosstabs and chi-square analysis, to evaluate relationships between gender and purchasing behavior. Future research could benefit from incorporating qualitative methodologies, such as in-depth interviews, focus groups, or open-ended surveys, to capture richer insights into consumer motivations, emotions, and perceptions. Qualitative data could provide context to the observed quantitative trends, explaining why consumers prefer certain brands, products, or features, and offering actionable insights for online retailers.

Fourth, future studies could explore additional variables that influence online purchase behavior in the fashion sector, such as social media engagement, mobile app usability, personalized recommendations, peer influence, and promotional strategies. By including these variables, researchers can develop a more holistic understanding of the factors driving purchase decisions, loyalty, and satisfaction in e-commerce platforms. Furthermore, examining the interplay between multiple variables, such as gender, income, and sustainability preferences, could reveal important interaction effects that affect online shopping behavior.

Fifth, future research could conduct longitudinal studies to examine changes in consumer behavior over time. E-commerce is a rapidly evolving sector influenced by technological innovation, changing consumer expectations, and

emerging trends. Tracking consumer behavior across multiple periods would provide insights into shifting preferences, evolving perceptions of trust and brand image, and the long-term impact of sustainability initiatives on purchase decisions.

Lastly, comparative studies across different online fashion retailers could provide insights into competitive positioning, brand differentiation, and consumer loyalty strategies. Analyzing differences between platforms such as Flipkart, Amazon, Myntra, and AJIO would help identify unique strategies that appeal to specific consumer segments and enhance the understanding of e-commerce dynamics in the Indian market.

In conclusion, future research should aim to expand demographic coverage, integrate qualitative insights, explore additional behavioral variables, and adopt longitudinal or comparative approaches. Such studies would enrich academic knowledge, inform strategic marketing decisions, and enhance the effectiveness of e-commerce platforms in meeting the evolving needs and expectations of modern consumers.

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