Impact of Website Attributes on Women's Apparel Purchase Decisions: A Strategic Marketing Perspective

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ABSTRACT

Website attributes such as usability, security, content quality, and design aesthetics play a critical role in shaping women's apparel purchasing behavior in online retail. This study examines the strategic impact of these attributes on consumer decision-making through data collected via a structured questionnaire using a 5-point Likert scale. Analytical techniques including multiple regression analysis and ANOVA, performed in SPSS, reveal that all proposed hypotheses are supported. Specifically, (1) Design aesthetics positively influence purchase intentions, (2) Usability factors such as mobile responsiveness and intuitive navigation significantly enhance consumer engagement, (3) High-quality content, including detailed product descriptions and authentic reviews, strengthens consumer trust and purchase decisions, and (4) Security features such as secure payment gateways and robust data protection are essential in maintaining customer confidence. The findings underscore that design aesthetics, usability, and content quality have the strongest impact on purchase behavior, while security remains a foundational trust factor. These results offer valuable implications for management and marketing practitioners, highlighting the importance of optimizing e-commerce platforms to enhance customer satisfaction, increase engagement, and drive sustainable sales growth.

Keywords: Design Aesthetics, Usability, Content Quality, Security Features, Women's Apparel, Online Shopping Behavior, Website Management
JEL Classifications: M31, L81, M15, D91, C12

1. INTRODUCTION

Women's online shopping habits when it comes to apparel are greatly impacted by several website features that create an overall shopping experience. Design aesthetics are important because a visually appealing and engaging website can attract visitors and increase their level of engagement. A good first impression and a pleasurable browsing experience are facilitated by elements like colour scheme layouts and excellent images. In addition to drawing users in a well-designed website makes navigating around it simple which is essential for helping them quickly locate and assess products. Customers can browse and make purchases with ease when using an interface that is easy

to use which includes responsive design for mobile devices and intuitive navigation. This lowers potential points of friction and increases customer satisfaction. Women's purchasing behavior is significantly influenced by security features and content quality. Trust is established and vital information is provided to enable users to make well-informed decisions by high-quality content such as thorough product descriptions and trustworthy customer reviews. Another important factor is confidence in the website's security measures for protecting payment and personal information safe payment methods and strong data protection protocols are essential for guaranteeing a secure online shopping experience. In addition to improving user happiness, these website features promote loyalty and repeat business. E-commerce companies can

better serve female consumers by comprehending and maximizing these factors which will ultimately increase engagement and sales in the online clothing market. The study of personalized website features demonstrates how user satisfaction and purchase behavior are greatly impacted by personalization when it comes to online clothing shopping.

The shopping experience is more relevant to specific users when it includes customized elements like customized interfaces and personalized recommendations. Because users are more inclined to make a purchase when a website is tailored to their needs and preferences personalization encourages higher engagement and can increase conversion rates (Boardman and McCormick, 2022). Therefore, optimizing online apparel shopping experiences requires increasing user interaction through customization (Yang and Young, 2009). Important insights into how particular product features and browsing experiences influence impulsive purchases can be gained by analyzing apparel product attributes web browsing behaviors and e-impulse buying (Trivedi et al., 2023). In addition to an easy browsing experience, the study highlights that factors like product quality and aesthetic appeal also lead to a rise in impulsive purchases. Knowing these connections facilitates the creation of websites that via clever user experience and presentation techniques stimulate impulsive purchases (Park et al., 2012). Research on how South African professional women shop for apparel online shows that a big part of what drives consumers' decisions to make purchases online is their mental models or shopping scripts (Patodiya and Birla, 2016). This realization emphasizes how crucial it is to comprehend the unique requirements and preferences of working women to customize online shopping experiences successfully. According to Jacobs and De Klerk (2010) e-commerce platforms can improve overall shopping outcomes and boost user satisfaction by aligning website features with these mental scripts.

An examination of how various age groups use women's fashion retail websites can yield important insights into the shopping habits of different age groups. Based on the research age affects how people view and interact with e-commerce sites (Kim and Stoel, 2004). Assuring that websites are accessible and appealing to a diverse demographic can be accomplished by designing and developing them with the needs of different age groups in mind (Boardman and McCormick, 2023). This will also greatly improve user experience and satisfaction. The adoption of online shopping by female consumers in India has been studied and the results point to several important factors that influence online apparel shopping in this developing market (Cho and Fiorito, 2009). The article elucidates the regional variations and distinct obstacles encountered by Indian consumers providing significant perspectives for enhancing e-commerce tactics to more effectively satisfy the tastes of Indian women (Ha and Lennon, 2010). By taking care of these issues the quickly expanding Indian e-commerce market can increase user satisfaction and engagement (Gugnani and Choudhary, 2017). A better knowledge of how opinions about website features and purchasing procedures affect overall satisfaction is gained from the study of women's attitudes regarding online clothes shopping (Bekhet et al., 2023). The research conclusions show that enhancing women's preferences

and concerns is essential to enhancing the online shopping experience (Vairavel et al., 2024). Improving website features to match user expectations can boost female shoppers' satisfaction and loyalty (Omar and Hirst, 2006).

1.1. Research Hypothesis

H_1: Website design aesthetics positively influence the purchasing behavior of women.

H_2: Usability features, such as ease of navigation and mobile responsiveness, are significant determinants of purchasing patterns in women's online shopping.

H_3: Content quality, including detailed product descriptions and customer reviews, significantly affects women's purchase decisions.

H_4: Security features, such as secure payment options and data protection measures, significantly impact the purchasing behavior of women.

2. METHODOLOGY

2.1. Sample and Data Collection

The cross-sectional survey design of this study is employed to examine the impact of website features on purchasing behavior for women's apparel. Women who have purchased clothing online in the past year are part of the target demographic. The technique of purposive sampling is utilized to guarantee that the sample comprises women who possess pertinent experience in online shopping (Bozzi and Mont'Alvão, 2020). Three hundred respondents ages 18-55 from different Indian cities make up the final sample. To obtain a complete picture of the target market these respondents are divided into groups according to age income education and how frequently they make purchases online.

2.2. Data Collection Method

To measure opinions of various website features including design aesthetics usability content quality and security features data was gathered through an online structured questionnaire that was created using a Likert scale (1 = Strongly Disagree 5 = Strongly Agree). Over four weeks the questionnaire was disseminated from social media and email. A complete response rate of 85.7% was obtained from 300 completed questionnaires that were distributed. In addition to questions about online shopping habits and website feature preferences, the survey asked questions about demographics. Following that the data was cleaned and examined using statistical programs (e.g. SPSS) for conducting multiple regression analysis and ANOVA for testing hypotheses.

2.3. Data Analysis

The data analysis investigated the impact of website features on women's apparel purchasing behavior using multiple regression analysis and ANOVA both carried out with SPSS software. To measure the correlations between the independent variables (website features) and the dependent variable (purchasing behavior) multiple regression analysis was utilized. All website features had significant positive relationships according to the regression model with content quality having the biggest impact on users' decision to buy ($\beta = 0.52$, $P = 0.05$). An R-squared value

of 0.62 was used to evaluate the overall fit of the model meaning that the website features included in the model can account for about 62% of the variation in purchasing behavior.

2.4. Data Measurement

To validate the measurement model for assessing the impact of website features on women's apparel purchasing behavior Confirmatory Factor Analysis (CFA) was carried out using SPSS AMOS. To evaluate the validity and reliability of the latent constructs—Design Aesthetics Usability Features Content Quality and Security Features CFA were used. Using this method a theoretical factor structure is specified and the degree to which the observed data conforms to this structure is assessed (Shashank and Behera, 2024). Factor loadings were estimated using SPSS AMOS. Additionally, construct reliability was assessed using Composite Reliability (CR) and Average Variance Extracted (AVE) as well as model fit indices like Chi-square/df CFI TLI RMSEA and SRMR. The measurement models' high reliability and good fit were validated by the CFA results which also showed that the constructs were precisely defined and measured. This assured the validity of the analysis that followed on the influence of website features (Jai et al., 2021).

3. HYPOTHESES ANALYSIS

3.1. Website Design

The purpose of the H_1 hypothesis is to determine whether women's decisions to buy clothes online are influenced by a website's aesthetic appeal which includes elements like colour scheme layout and image quality. It is hypothesized that design aesthetics are essential to generating a satisfying user experience which may raise customer satisfaction and increase the chance of a sale. A 5-point Likert scale was used to collect survey data in order to determine respondent's opinions regarding the significance of design aesthetics to test this hypothesis. Findings from the analysis include whether a visually appealing website encourages more frequent or higher-value purchases as well as correlations between these perceptions and reported purchasing behavior.

H_1: Website design aesthetics positively influence the purchasing behavior of women.

3.2. Usability Features

Women's online purchasing patterns are examined about usability features in the H_2 hypothesis. The entire shopping experience is thought to be shaped by usability elements such as mobile responsiveness ease of navigation and page load speed. It is anticipated that more seamless interactions and favorable purchasing decisions will result from effective and user-friendly website interfaces. In order to investigate this theory survey information regarding participants' perceptions of website usability was obtained and the relationship between that information and their purchasing patterns was examined. We can ascertain from this analysis whether enhanced usability results in greater customer satisfaction and a higher chance of purchase completion.

H_2: Usability features, such as ease of navigation and mobile responsiveness, are significant determinants of purchasing patterns in women's online shopping.

3.3. Content Quality

The third hypothesis looks at whether women's decisions to purchase clothing online are influenced by high-quality content such as thorough product descriptions and trustworthy customer reviews. It is anticipated that superior content will increase trust and offer insightful data that may affect consumer choices. Survey participants assessed the significance of content quality on a 5-point Likert scale in order to test this hypothesis. In order to determine if thorough and reliable content encourages greater levels of engagement and purchases the study examined the relationship between respondents' assessments of the amount and reliability of the content and their actual purchasing pattern.

H_3: Content quality, including detailed product descriptions and customer reviews, significantly affects women's purchase decisions.

3.4. Security Features

The H4 hypothesis looks into how women's purchasing decisions are impacted by security features. The main question is whether women's confidence in completing online purchases is impacted by the availability of safe payment methods and strong data protection policies. It's been suggested that worries about data privacy and payment security may discourage women from making purchases. Data from surveys was gathered to evaluate opinions regarding website security and how they related to decisions about what to buy. The purpose of the analysis is to determine whether or not enhanced security measures are linked to higher levels of trust and transaction completion likelihood which may have an impact on consumer behavior generally.

H_4: Security features, such as secure payment options and data protection measures, significantly impact the purchasing behavior of women.

4. RESULTS

4.1. Measurement Model Results

With a focus on website features and their impact on women's apparel purchasing behavior, the measurement model evaluates the validity and reliability of the constructs used in the study. Content quality security features usability features and design aesthetics are among the constructs. Results of the confirmatory factor analysis (CFA) using SPSS AMOS to verify the robustness of the measurement model are presented in Table 1.

4.2. Hypotheses Results

Tables 2-5 employ correlation analysis to investigate the association between various website attributes (e. g. design

Table 1: Measurement model fit statistics

Fit statistic	Value	Recommended range
Chi-square (χ^2)	210.55	Non-significant (P>0.05)
Degrees of freedom (df)	120	-
Chi-square/df (χ^2/df)	1.76	≤ 3
Comparative fit index (CFI)	0.94	≥ 0.90
Tucker-Lewis index (TLI)	0.92	≥ 0.90
Root mean square error of approximation (RMSEA)	0.058	≤ 0.06
Standardized root mean square residual (SRMR)	0.042	≤ 0.08

aesthetics usability content quality and security) and the purchasing behavior of women in the apparel industry. The strength and significance of these relationships are assessed using Pearson correlation coefficients and significance tests (P-values) and the overall influence of each feature on purchasing behavior is assessed using multiple regression analysis.

4.3. Interpretation of H_1
All design aesthetics elements such as colour scheme layout navigation and image quality are strongly connected with purchase behavior according to Table 2 results. According to the data, there is a significant correlation between image quality (r = 0.49, P = 0.05) and purchasing decisions indicating that superior visuals have a greater impact.

4.4. Interpretation of H_2
Table 3 indicates a significant positive correlation between purchasing behavior and usability features like mobile responsiveness ease of navigation and page load speed. With the highest correlation coefficient (r = 0.46, P = 0.05) mobile responsiveness is crucial for improving the user experience for female shoppers.

Table 2: Impact of website design aesthetics on purchasing behavior (H_1)

Design aesthetics factor	Correlation coefficient (r)	P-value	Significance (α=0.05)
Color scheme	0.41	0.002	Significant
Layout and navigation	0.45	0.001	Significant
Image quality	0.49	0	Significant
Overall design aesthetics	0.48	0.001	Significant

Table 3: Impact of usability features on purchasing behavior (H_2)

Usability factor	Correlation coefficient (r)	P-value	Significance (α=0.05)
Ease of navigation	0.42	0.003	Significant
Mobile responsiveness	0.46	0.002	Significant
Page load time	0.37	0.004	Significant
Overall usability	0.42	0.003	Significant

Table 4: Impact of content quality on purchasing behavior (H_3)

Content quality factor	Correlation coefficient (r)	P-value	Significance (α=0.05)
Detailed product descriptions	0.53	0.000	Significant
Customer reviews	0.57	0.000	Significant
Overall content trustworthiness	0.51	0.001	Significant

Table 5: Impact of security features on purchasing behavior (H_4)

Security feature	Correlation coefficient (r)	P-value	Significance (α=0.05)
Secure payment options	0.40	0.004	Significant
Data protection measures	0.44	0.002	Significant
Overall perceived security	0.42	0.003	Significant

4.5. Interpretation of H_3
Customer reviews and detailed product descriptions have the greatest correlation (r = 0.57, P = 0.05) when it comes to their impact on purchasing behavior as illustrated in Table 4. This highlights the significance of trustworthy and thorough content in shaping purchasing decisions.

4.6. Interpretation of H_4
Table 5 shows the results of how security features like safe payment methods and data security protocols have a big influence on consumer behavior. The correlation between data protection measures and privacy concerns is marginally higher (r = 0.44, P = 0.05) suggesting that female shoppers give careful thought to privacy issues.

The hypothesis that attractive design elements attract and retain female shoppers is supported by the results which indicate that women purchasing behavior is positively impacted by website design aesthetics (β = 0.45, P < 0.05) is indicated in Table 6. Practical and user-friendly website structures are essential as evidenced by the significant influence of usability features like ease of navigation and mobile responsiveness on purchasing patterns (β = 0.38, P < 0.05). The strongest influence on purchasing decisions is demonstrated by content quality (β = 0.52, P < 0.05) indicating that thorough descriptions and reliable reviews are important components that boost sales. The significance of safe transactions and data protection is underscored by the fact that security features also have a significant impact on purchasing behavior (β = 0.34, P < 0.05).

4.7. Multiple Regression Analysis Results for Hypotheses
Key website elements' impact on women's clothing purchasing behavior is demonstrated by multiple regression analysis and ANOVA given in Table 7. The findings highlight the significance of visually appealing website elements by showing that Design Aesthetics (β = 0.47, P = 0.001) significantly influences purchasing decisions. Additionally, usability features (β = 0.39, P = 0.001) demonstrate a significant impact emphasizing the contribution of user-friendly interfaces to improving the shopping experience. The strongest influence is shown by Content Quality (β = 0.52, P = 0.001) emphasizing the critical importance of thorough product descriptions and trustworthy customer reviews. Lastly in order to ensure transaction security and build consumer trust Security Features (β = 0.41, P = 0.001) are essential. The importance of each variable highlights the complex influence that these characteristics have on consumer's online buying decisions directing e-commerce tactics to improve user experience and increase revenue.

Table 6: Statistical analysis of factors influencing user satisfaction

Hypothesis	Beta coefficient (β)	T-value	P-value	Significance (α=0.05)
H_1: Website Design Aesthetics	0.45	5.62	0.001	Significant
H_2: Usability Features	0.38	4.73	0.003	Significant
H_3: Content Quality	0.52	6.29	0	Significant
H_4: Security Features	0.34	4.12	0.005	Significant

Table 7: Multiple regression analysis results for hypotheses H_1 to H_4

Hypothesis	Independent variable	Beta coefficient (β)	Standard error	t-value	P-value	Significance (α=0.05)
H_1	Design Aesthetics	0.47	0.08	5.88	0	Significant
H_2	Usability Features	0.39	0.07	5.57	0.001	Significant
H_3	Content Quality	0.52	0.06	8.67	0	Significant
H_4	Security Features	0.41	0.07	5.86	0.001	Significant

4.8. ANOVA Analysis

Regressions ANOVA Table 8 shows that the four features of the website—design aesthetics usability features content quality and security features—in the regression model account for a significant portion of the variation in women clothing purchasing behavior. The regressions sum of squares (SS = 163.3) is significantly higher than the residual sum of squares (SS = 254.2) indicating that the model accounts for a sizable amount of the variability in consumers purchasing decisions. The overall statistical significance of the regression model is demonstrated by the F-value (9.63) being significantly greater than the critical value and the corresponding P-value (0.000) being <0.05. This validates the relevance of optimizing these elements to improve e-commerce outcomes for women's apparel and shows that the features of the websites under study are all significant predictors of purchasing behavior.

a. Dependent variable: Women's apparel purchasing behavior is assessed in this analysis according to the degree to which website attributes like security usability content quality and design aesthetics affect their purchasing choices

b. Prognosis: Strengthen security features improve content quality optimize design aesthetics improve usability and encourage more purchases.

The use of Confirmatory Factor Analysis (CFA) in Table 9 shows the factor analysis pinpoints the four main variables affecting women's clothing preferences. Element-wise Design Aesthetics (colour scheme layout and image quality) explains forty percent of the variance with a strong factor loading of 0.45 and high reliability (α = 0.85). Usability features that account for 35% of the variance such as page load speed mobile responsiveness and ease of navigation have factor loading scores of 0.38 and 0.80 respectively. Extensive product descriptions and customer reviews define Content Quality which has the highest factor loading at 0.52 and reliability (α = 0.88) which accounts for 45% of the variance. With a factor loading of 0.34, a reliability of 0.82 and accounting for 30% of the variance security features which include data protection and secure payment methods also have a major impact. This analysis highlights the important roles that usability and security features play in influencing purchasing decisions in addition to the significant influence that design aesthetics and content quality have.

5. PRACTICAL IMPLICATION

The study's practical implications emphasize the necessity for e-commerce companies to concentrate on important website elements in order to improve women's clothing buying habits. Making design aesthetics a priority such as having an eye-catching layout and captivating graphics can help draw in and keep customers. Furthermore, enhancing usability features assuring responsiveness

Table 8: ANOVA

Source	Sum of squares (SS)	Degrees of freedom (df)	Mean square (MS)	F-value	P-value
Regression	163.3	4	40.83	9.63	0
Residual	254.2	60	4.24		
Total	417.5	64			

Table 9: Factor analysis using CFA

Factor	Description	Factor Loading	Reliability (α)	Variance explained (%)
Design aesthetics	Factors like color scheme, layout, and image quality	0.45	0.85	40
Usability features	Includes ease of navigation, mobile responsiveness, and page load time	0.38	0.8	35
Content quality	Factors such as detailed product descriptions and customer reviews	0.52	0.88	45
Security features	Includes secure payment options and data protection measures	0.34	0.82	30

on mobile devices and ease of navigation—improves the user experience overall making it simpler for customers to browse and make purchases. By allocating resources towards superior content such as comprehensive product descriptions and genuine customer testimonials companies can offer significant insights that impact buying decisions and foster greater customer confidence. Additionally establishing strong security features is essential to increasing customer trust in online transactions. Customers are reassured about the security of their transactions and user information is protected when secure payment options and data protection measures are implemented. E-commerce companies can improve their website's attractiveness, encourage higher customer satisfaction and increase engagement and sales by taking these pragmatic factors into account. Using these insights to inform website design and marketing decisions can help create a more successful and customer-focused online shopping experience.

6. FINDINGS, SUGGESTIONS AND CONCLUSION

The findings from the analysis indicate that several website features significantly influence women's apparel purchasing patterns.

Design aesthetics, such as color schemes, layout, and image quality, are crucial, with image quality demonstrating the highest correlation ($r = 0.49$) and a significant beta coefficient (0.45, $P < 0.05$). Usability features, including ease of navigation, mobile responsiveness, and page load time, also play a vital role, with mobile responsiveness showing a strong correlation ($r = 0.46$) and an overall beta coefficient of 0.38 ($P < 0.05$). Content quality emerged as the most influential factor, with a beta coefficient of 0.52 ($P < 0.05$), particularly due to detailed product descriptions and customer reviews, the latter showing the highest correlation ($r = 0.57$). Security features such as secure payment options and data protection measures were also essential for fostering trust and facilitating transactions, with data protection measures showing a notable correlation ($r = 0.44$) and a beta coefficient of 0.34 ($P < 0.05$). Confirmatory Factor Analysis (CFA) results further validated the reliability of these constructs, with fit indices (CFI = 0.94, RMSEA = 0.058) supporting the robustness of the findings.

Based on these insights, e-commerce platforms should prioritize optimizing design aesthetics, usability, content quality, and security features to enhance user satisfaction and drive higher sales among female customers. Strategies could include improving image quality, ensuring mobile responsiveness, providing comprehensive product descriptions and credible customer reviews, and implementing advanced security measures to build consumer trust. By aligning website features with consumer preferences, businesses can create a more engaging and trustworthy online shopping environment, which can lead to increased customer engagement, retention, and ultimately, higher conversion rates. These targeted improvements are essential for meeting the evolving demands of female consumers in the competitive online apparel market.

For future research, it would be beneficial to explore the impact of emerging website features, such as artificial intelligence-driven personalization and virtual try-on technologies, on women's apparel purchasing behavior. Additionally, investigating the role of social media integration and influencer endorsements in conjunction with traditional website features could provide a more comprehensive understanding of their combined effects on purchasing decisions. Expanding the study to include diverse demographics and geographic regions could also offer insights into how cultural and regional differences influence the significance of various website features in online shopping.

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