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CONSUMER BEHAVIOR TOWARDS FASHION APPS: A STUDY OF PREFERENCES, FEATURES, AND CHALLENGES

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ABSTRACT

The present study examines consumer preferences, usage patterns, and satisfaction toward fashion apps among young adults. A quantitative research design was adopted, and data were collected using a structured questionnaire consisting of 25 items based on a 5-point Likert scale. The study employed a Simple Random Sampling technique, with a sample of 150 respondents, including 106 females and 44 males aged between 18 and 36 years.

The findings reveal that while leading fashion apps offer largely similar products, they differ in terms of services, features, and user experience. Key factors influencing online clothing purchases include quality, size, comfort, and aesthetic appeal, indicating a strong preference for product reliability and proper fit. Brand name was found to have relatively less influence on purchase decisions. Respondents also emphasized the importance of convenience features such as ease of buying and payment. The study further indicates a moderate to positive inclination toward recommending fashion apps, although a significant proportion of users remain neutral. Common challenges faced by users include high prices, lack of material quality, and limited design options. Additionally, there is a strong demand for personalization features, particularly custom stitching, direct interaction with designers, and fabric selection options. Overall, the study highlights the growing importance of customization, user-centric design, and enhanced service features in improving user satisfaction and engagement in fashion apps

KEYWORDS: *Fashion Apps, Tailoring Services, Designer Intervention, Custom Fit Garment, Fitting Problem, Gig Economy*

1.1 INTRODUCTION

Fashion eCommerce has become the "heart and soul" of modern retail, with aggregator apps providing a wide variety of products at the consumer's convenience. In India, the industry is predicted to grow by 8 percent annually, driven by a tech-savvy middle class. However, as the market matures, consumers are increasingly seeking style management platforms rather than simple retail stores. Current platforms primarily focus on mass-produced garments, leaving a gap for personalized, high-quality, and unique fashion experiences.

1.2 REVIEW OF RELATED LITERATURE

Chilka and Chauhan (2019) analyzed the contemporary scenario and persistent challenges of online shopping in India. Their research highlighted that while digital platforms attract consumers through a variety of product categories and enticing offers, significant hurdles such as product quality and data security continue to impact the growth of the market.

Lai and Lee (2020) investigated the impact of Virtual Reality (VR) technology on clothing displays and user experience. The study emphasized that sensory factors—specifically vision, hearing, and touch—in a virtual environment significantly influence consumer shopping patterns. Their findings indicated that virtual stores utilizing these technologies have experienced steadily increasing sales over a four-year period, whereas physical stores saw only minor growth.

Bhanuvi kraman (2021) explored the integration of web technology into the tailoring market as a means to support struggling craftsmen. The researcher proposed that an eCommerce platform can serve as a vital "helping hand" to tailors by merging digital marketing with traditional human skills to provide customized, stitched products to a global audience.

Gaikwad (2021) examined the economic impact of the ready-made garment industry on traditional custom tailors. The study found that consumers increasingly prefer RMG because traditional custom stitching is often viewed as too expensive and time-consuming. To compete, many ready-made retail shops have begun offering in-house tailoring and alteration services to provide consumers with a "one-stop" shopping experience.

Accio 2025 discussed emerging trends in fashion applications, emphasizing AI-driven personalization and multifunctional platforms. The article highlights that future fashion apps are expected to integrate advanced customization tools resembling designer collaboration and tailored user experiences. Such developments support the concept of embedding professional design expertise and tailoring solutions into digital fashion ecosystems.

Stylist IQ 2025 explores how digital innovation is transforming modern tailoring. The article explains that AI-based measurement tools and smart fitting systems are reshaping personalized garment production. These insights demonstrate the feasibility of incorporating professional tailoring services into fashion apps to deliver customized and interactive user experiences.

1.3 OBJECTIVES OF THE STUDY

1. To study the products and services offered by leading fashion apps in India, namely Myntra, Ajio, and Nykaa Fashion.
2. To identify the most commonly used features of fashion apps among young adults.
3. To analyze the important parameters influencing online clothing purchase decisions among young adults.
4. To examine the likelihood of recommending fashion apps to friends and family.
5. To identify the problems faced by consumers while shopping for ready-made garments online.
6. To explore respondents' preferences for additional facilities in fashion apps.

1.4 RESEARCH QUESTIONS

1. What types of products and services are provided by leading fashion apps like Myntra, Ajio, and Nykaa Fashion?
2. Which features of fashion apps are most commonly used by young adults?
3. What are the key factors influencing online clothing purchase decisions?
4. To what extent do users recommend fashion apps to others?
5. What problems do consumers face while shopping for ready-made garments online?
6. What additional features or facilities do users prefer in fashion apps?

1.5 RESEARCH METHODOLOGY

- A **quantitative research design** was adopted for the study.
- **Simple Random Sampling** technique was used for data collection.
- A total of **150 young adults** participated in the study.
    - **106 females** and **44 males**
- The age group of respondents ranged from **18 to 36 years**.
- Data were collected using a **structured questionnaire** consisting of **25 items**.
- The questionnaire was based on a **5-point Likert scale**.

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1.6 ANALYSIS & INTERPRETATION

Table 1.6.1: - Comparison between the products provided by Myntra, Ajio &Nykka Fashion

Comparison Between Products Provided by Top Three Fashion Apps (Myntra, Ajio& Nykka Fashion) In India				
	LIST OF PRODUCTS	Myntra	AJIO	NYKAA FASHION
MEN	• Top wear	✓	✓	✓
	• Bottom wear	✓	✓	✓
	• Footwear	✓	✓	✓
	• Sports & Active wear	✓	✓	✓
	• Fashion Accessories	✓	✓	✓
	• Indian & Festive wear	✓	✓	✓
	• Innerwear	✓	✓	✓
	• Sleepwear	✓	✓	✓
	• Gadgets	✓	✓	✓
	• Personal Care & Grooming	✓	✓	x
	• Sunglasses & Frames	✓	✓	✓
	• Watches	✓	✓	✓
WOMEN	• Indian & Fusion Wear	✓	✓	✓
	• Western Wear	✓	✓	✓
	• Footwear	✓	✓	✓
	• Lingerie & Sleepwear	✓	✓	✓
	• Gadgets	✓	✓	✓
	• Sports & Active Wear	✓	✓	✓
	• Beauty & Personal Care	✓	✓	✓
	• Jewellery	✓	✓	✓
	• Belts, Scarves & More	✓	✓	✓
	• Watches & Wearable	✓	✓	✓
	• Sunglasses & Frames	✓	✓	✓
	• Backpacks	✓	✓	✓
	• Handbags, Bags & Wallets	✓	✓	✓
	• Luggage & Trolleys	✓	✓	✓
KIDS	• Boys Clothing	✓	✓	✓
	• Boys Footwear	✓	✓	✓
	• Girls Footwear	✓	✓	✓
	• Girls Clothing	✓	✓	✓
	• Infants	✓	x	x
	• Kids accessories	✓	x	✓

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	• Home & Bath	✓	✓	✓
HOME & LIVING	• Bed Linen	✓	✓	✓
	• Cushions & Cushion Covers	✓	✓	✓
	• Curtains	✓	✓	✓
	• Home Gift Sets	✓	✓	✓
	• Kitchen & Table	✓	✓	✓
	• Flooring	✓	✓	✓
	• Lamps & Lighting	✓	✓	✓
	• Bath	✓	✓	✓
	• Storage	✓	✓	✓
	• Home Decor	✓	✓	✓

Interpretation

Table 1.6.1 shows that most of the products provided by Myntra, Ajio & Nykka Fashion are similar but few products such as Infants clothing is provided only by Myntra, Kids accessories is provided by Myntra and Nykka Fashion. However, Ajio does not provide these products.

Table 1.6.2: - Services provided by Myntra, Ajio & Nykka Fashion

Services Provided by Top Three Fashion Apps (Myntra, Ajio& Nykka Fashion) In India				
Serial No.	**LIST OF SERVICES**	Myntra	AJIO	NYKAA FASHION
1.	Sale Frequency	Seasonal sale for e.g. Independence day sale, End of season sale, Christmas day sale	Ajio has more sale for e.g. Steal of the day, Clearance sale	Every year Nykka hosts its Nykka Hot Pink Sale three to four times.
2.	Discount and coupon codes	Rare discount e.g. 10-15%	Availability of coupon and discount is more. E.g. Super thousand, First buy	Maximum discount is 500/- on purchase of Rs. 3000
3.	Number of brands	130 women brands Men 505 261 women footwear 331 men footwear brands	Covered 282 women brands Men 219 Women footwear 191 243 men footwear brands	It offers thousand brands and above one lakh products on its website, app and stores.
4.	Delivery Charges	Quick, depends on location, uses their own delivery, third party delivery only if needed. 99/- delivery charges if shopping below 500/-	Slow as uses third party courier system 149/- delivery charges if shopping below 1000/-	Free shipping for the orders above 800/- and 99/- shipping fee will be charged for the orders below 800/-
5.	Pricing	Tops starting price is 159/- Dresses starting 330/- T-shirts 299/-	Tops Starting price is 99/- Dresses starting 200/- T-shirts 179/-	High price as it sells 100% authentic products sourced directly from brands.
6.	Products	Apparels, Footwear and accessories	Apparels, Footwear and accessories	Apparels, Footwear and accessories Wide range of authentic products, beauty products
7.	Mode of Payment	Cash on Delivery, Credit Card, Debit Card, Net Banking, Gift card, Wallet, Myntra Credit	Cash on Delivery, Credit Card, Debit Card, Net Banking, Wallet, Ajio wallet, Jio Money, Paytm	Cash on Delivery only in India, Credit Card, Debit Card, Net Banking, International cards for international orders.

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Interpretation

Table 1.6.2 shows that the services provided by Myntra, Ajio &Nykka Fashion are different in terms of sales frequency, discount, number of brands, delivery charges, pricing, products and mode of payment. Which makes them different and unique from each other.

Table 1.6. 3: - Features provided by Myntra, Ajio & Nykka Fashion.

Comparison Between Features Provided by Top Three Fashion Apps (Myntra, Ajio& Nykka Fashion) In India				
Serial No.	**LIST OF FEATURES**	Myntra	AJIO	NYKAA FASHION
1.	Live Chat Assistance	x	x	x
2.	Breadcrumbs Presence	✓	✓	✓
3.	Social Media Integration on Sign up/ Login	✓	✓	✓
4.	Detailed Product Images	✓	✓	✓
5.	Product Videos	x	x	x
6.	Voice Search	**Only on Mobile App**	x	x
7.	Image Search	**Only on Mobile App**	x	x
8.	On site Personalization	x	x	x
9.	Payment by E-Wallets	✓	✓	✓
10.	Share Options	✓	✓	✓
11.	Customer Reviews	✓	✓	✓

Interpretation

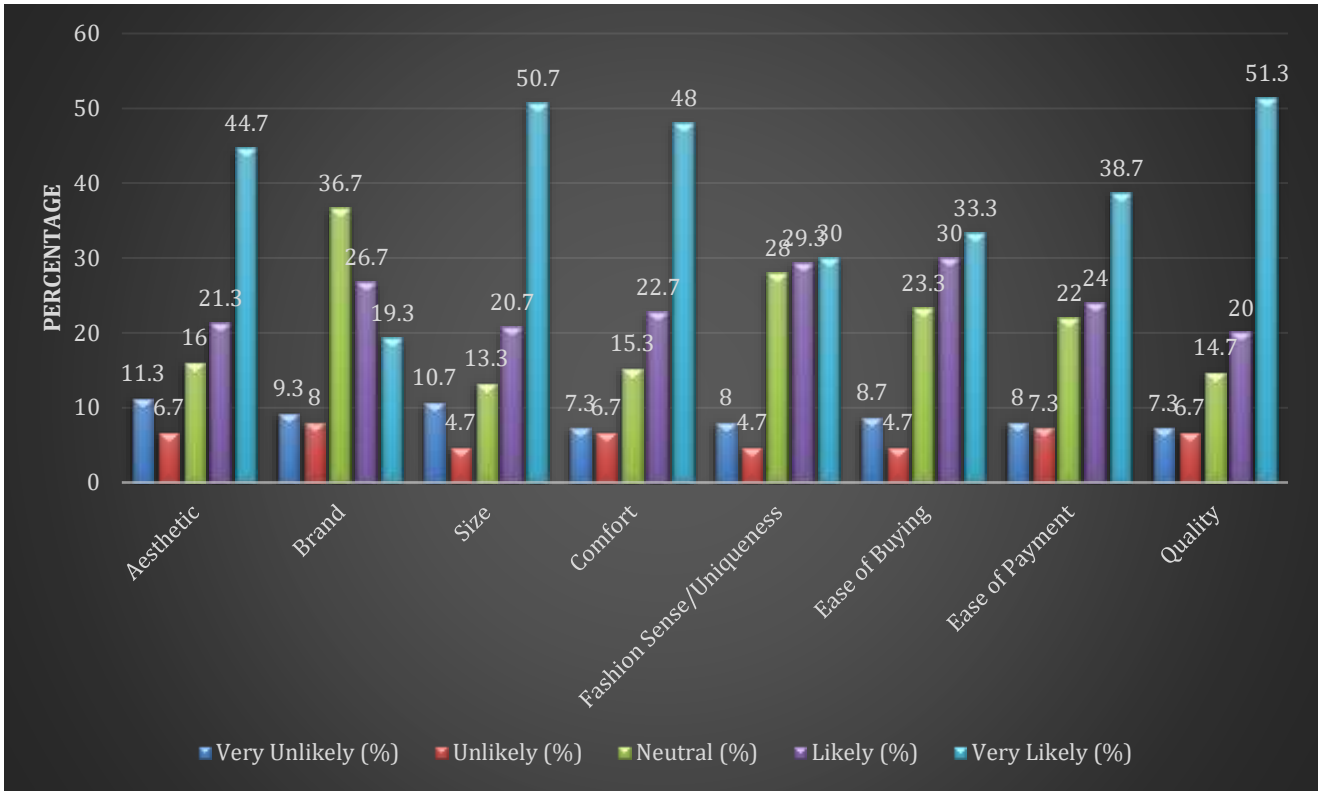
Table 1.6.3 shows that Myntra, Ajio and Nykka Fashion have similar features like Social Media Integration on Sign up/Login, Share options, Customer Reviews. However, the feature of voice search and image search is only provided by Myntra only on mobile app which makes it different from Ajio and Nykka Fashion.

Table 1.6. 4

Percentage Distribution of Important Parameters for Online Clothing Purchase

Sr. No.	Features	Very Unlikely (%)	Unlikely (%)	Neutral (%)	Likely (%)	Very Likely (%)	Total (%)
1	Aesthetic	11.3	6.7	16.0	21.3	44.7	100
2	Brand	9.3	8.0	36.7	26.7	19.3	100
3	Size	10.7	4.7	13.3	20.7	50.7	100
4	Comfort	7.3	6.7	15.3	22.7	48.0	100
5	Fashion Sense/Uniqueness	8.0	4.7	28.0	29.3	30.0	100
6	Ease of Buying	8.7	4.7	23.3	30.0	33.3	100
7	Ease of Payment	8.0	7.3	22.0	24.0	38.7	100
8	Quality	7.3	6.7	14.7	20.0	51.3	100

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Parameters for Online Clothing Purchase
Figure :- 1.1

Interpretation

The table 1.6.4 presents the important parameters considered by young adults before purchasing clothes online. Overall, the results indicate a strong preference for **quality, size, comfort, and aesthetics**, highlighting the importance of both functional and visual aspects in online shopping.

Quality emerges as the most influential factor, with **77 respondents (51.3%) marking "Very Likely"**, followed closely by *Size* (**76 respondents, 50.7%**) and *Comfort* (**72 respondents, 48%**). Similarly, *Aesthetic appeal* also shows high importance, with **67 respondents (44.7%) selecting "Very Likely"**. These results suggest that consumers prioritize **product reliability and proper fit** when buying clothes online.

In contrast, *Brand* shows comparatively lower importance, with only **29 respondents (19.3%) selecting "Very Likely"** and a large proportion (**55 respondents, 36.7%**) remaining neutral. This indicates that young consumers are becoming more **value- and quality-oriented rather than brand-focused**.

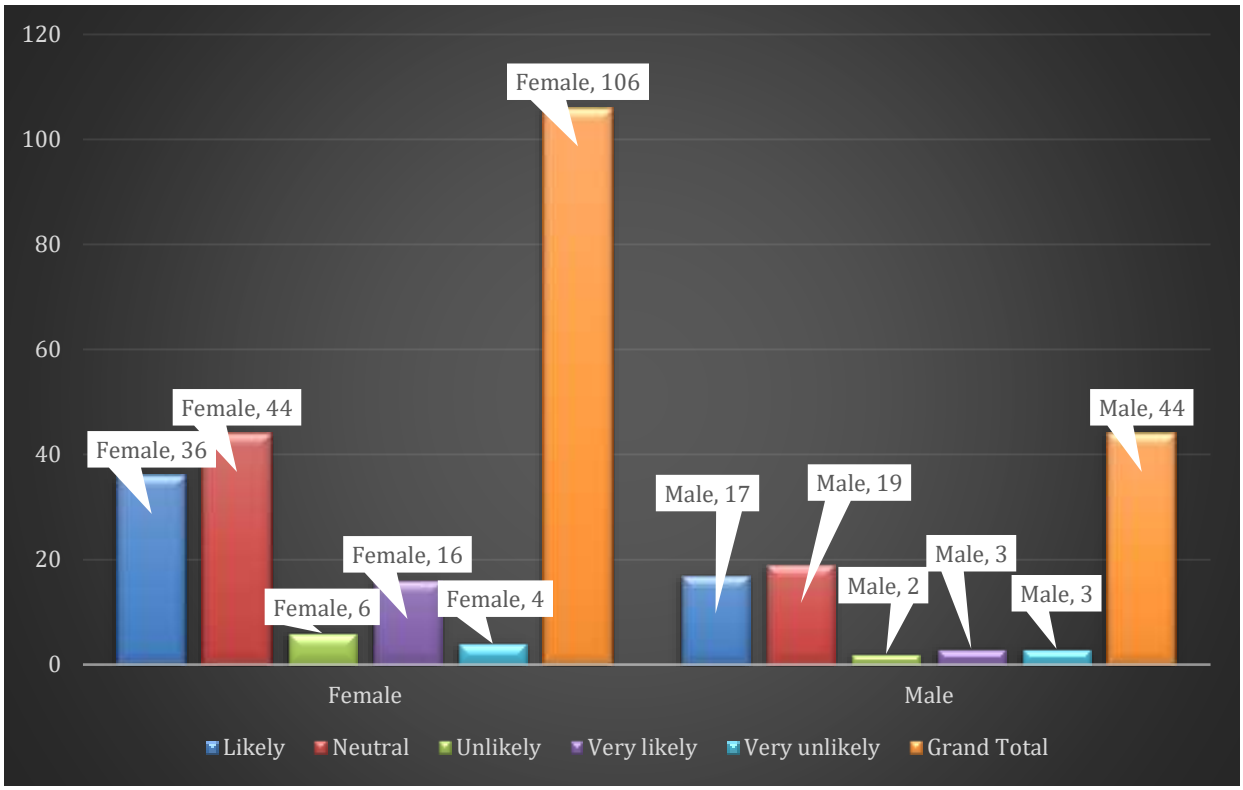
Parameters like *Ease of Buying* (**50 respondents, 33.3%**) and *Ease of Payment* (**58 respondents, 38.7%**) also received considerable positive responses, reflecting the importance of a **smooth and user-friendly online shopping experience**. Additionally, *Fashion Sense/Uniqueness* shows moderate importance, with responses distributed across categories, indicating **diverse personal preferences** among users.

From a **qualitative perspective**, the findings reveal that young adults prefer a balance of **practical factors (size, comfort, quality)** and **experiential factors (aesthetics, uniqueness, convenience)**. The low disagreement levels across all parameters further indicate that these features are generally considered important in online clothing purchases.

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Table 16.5
Recommendation of Fashion Apps by the respondents to Friends and Family

Serial No.	Gender	Likely	Neutral	Unlikely	Very likely	Very unlikely	Grand Total
1	Female	36	44	6	16	4	106
2	Male	17	19	2	3	3	44
	Grand Total	53	63	8	19	7	150



Recommendation of Fashion Apps
Figure :- 1.2

Interpretation

The table 1.6.5 shows the recommendation behavior of respondents toward fashion apps based on gender. Overall, the responses indicate a **moderate to positive inclination** toward recommending fashion apps to friends and family.

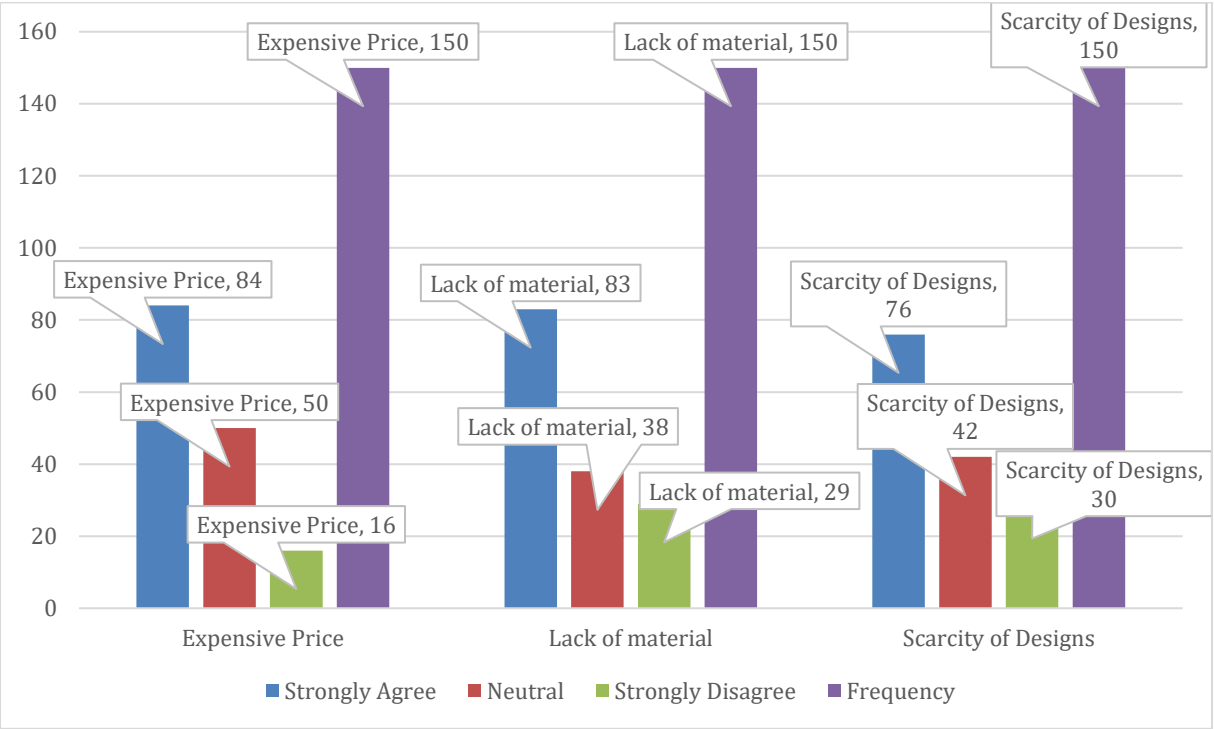
From a **quantitative perspective**, the highest number of respondents falls under the **Neutral category (63 out of 150; 42%)**, suggesting that a large proportion of users are **undecided or indifferent** about recommending fashion apps. However, a significant number of respondents show a positive tendency, with **53 respondents (35.3%) marking "Likely"** and **19 respondents (12.7%) selecting "Very Likely"**, indicating that nearly **48% respondents have a favorable recommendation attitude**.

On the other hand, negative responses are quite low, with only **8 respondents (5.3%) choosing "Unlikely"** and **7 respondents (4.7%) selecting "Very Unlikely"**, reflecting **limited dissatisfaction** among users. From a **gender-based analysis**, female respondents (106) show relatively higher participation across all categories, with **36 marking "Likely" and 16 "Very Likely"**, indicating a stronger positive inclination compared to males. Male respondents (44), while fewer in number, also demonstrate a similar pattern but with slightly lower positive responses.

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Table 1.6.6

Problems faced while Shopping Online for Ready – Made Garments					
Serial No.	**Problems Faced**	**Strongly Agree**	**Neutral**	**Strongly Disagree**	**Frequency**
1	Expensive Price	84	50	16	150
2	Lack of material	83	38	29	150
3	Scarcity of Designs	76	42	30	150



Problems faced while Shopping Online for Ready – Made Garments
Figure :- 1.3

Interpretation

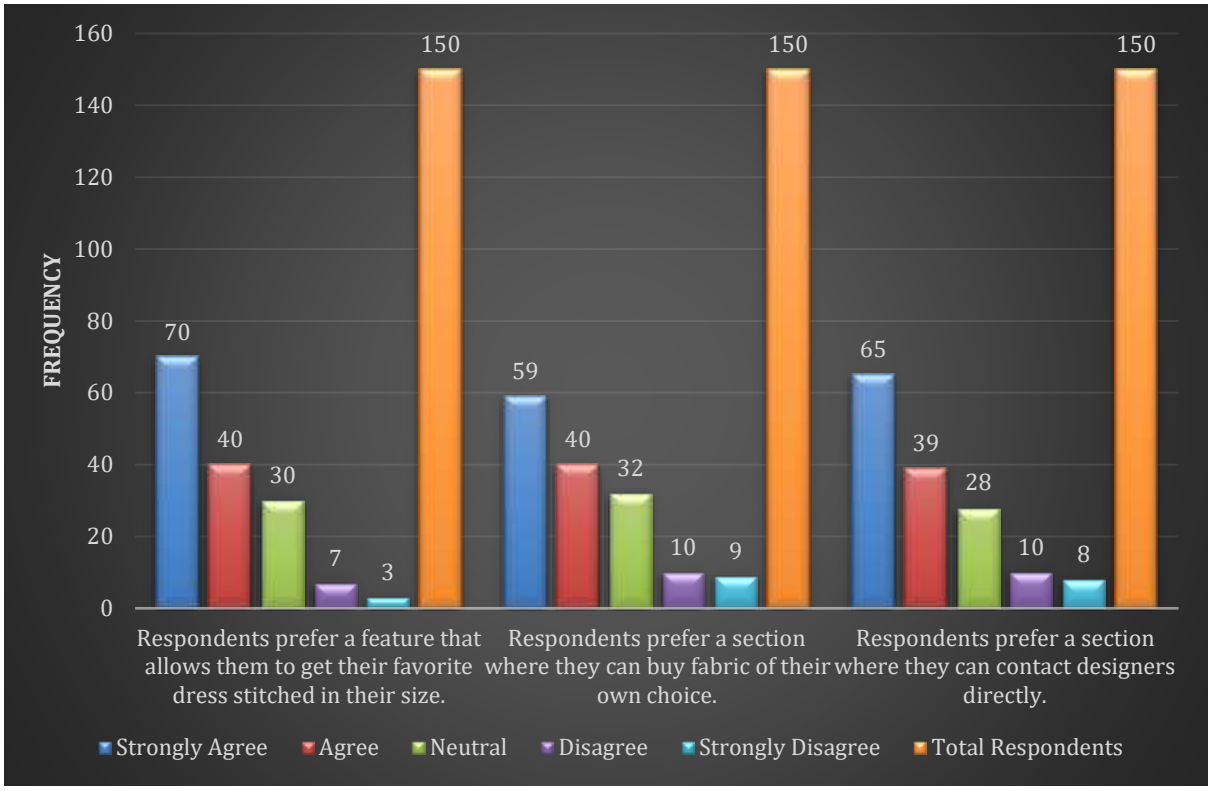
Table 1.6.6 shows that the maximum number of respondents strongly agree that they face the problem of Expensive Price, Lack of Material and Scarcity of Designs while shopping online for readymade garments.

Table:1.6.7

Respondents' Preferences for Additional Facilities in a Fashion App

Sr. No.	Features Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Respondents
1	Preference for custom stitching of dresses in personal size.	70	40	30	7	3	150
2	Preference for purchasing fabric of own choice.	59	40	32	10	9	150
3	Preference for purchasing fabric of own choice.	65	39	28	10	8	150

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Preferences for Additional Facilities in a Fashion App
Figure:- 1.4

Interpretation

The above table 1.6.7 present respondents' preferences regarding additional facilities in a fashion app. The findings clearly indicate a strong inclination toward **personalization and customization features**. The highest level of agreement is observed for the feature that allows users to get their favorite dress stitched in their own size, where a majority of respondents fall under "Strongly Agree" and "Agree." This suggests that consumers highly value **custom-fit clothing**, which aligns with current trends in personalized fashion services.Similarly, the option to **contact designers directly** also received a high level of positive response. This reflects the growing demand for **interactive and direct communication** between consumers and designers, enabling better customization, trust, and satisfaction.

The feature related to **purchasing fabric of one's own choice** also shows considerable acceptance, though slightly lower compared to the other two features. This indicates that while users are interested in fabric selection, they prioritize **end-product customization and designer interaction** more.

On the other hand, the percentage of respondents who disagreed or strongly disagreed with these features is minimal across all categories. This highlights an overall **positive attitude toward integrating additional facilities** in fashion apps.

1.7 conclusions

1. Most products offered by Myntra, Ajio, and Nykaa Fashion are similar; however, Myntra provides additional categories like infants' clothing, while kids' accessories are available on Myntra and Nykaa Fashion but not on Ajio.
2. The three platforms differ significantly in terms of services such as discounts, pricing, delivery charges, number of brands, and payment modes, making each app unique in its offerings.
3. Common features like social media integration, sharing options, and customer reviews are present across all apps, whereas advanced features like voice search and image search are exclusive to Myntra's mobile app.
4. Quality, size, comfort, and aesthetics are the most important factors influencing online clothing purchases, indicating a strong preference for **product reliability and proper fit**.
5. Brand name plays a comparatively lesser role, showing that young consumers are more **value- and quality-oriented** rather than brand-focused.

6. Convenience-related factors such as ease of buying and ease of payment are also important, highlighting the need for a **smooth and user-friendly shopping experience**.
7. Recommendation behavior shows a **moderate to positive trend**, with many users willing to recommend fashion apps, though a large proportion remains neutral.
8. Female respondents demonstrate a slightly higher inclination toward recommending fashion apps compared to male respondents.
9. There is a strong preference for **personalization features**, especially custom stitching in personal size, direct interaction with designers, and fabric selection options.
10. Overall, users show a **positive attitude toward enhanced and customized features**, indicating future scope for innovation in fashion apps focusing on personalization and user engagement.

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