Consumer Perception and Buying Behavior towards Feather Green Textile in E Commerce Platforms

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Abstract-- **This study aims to analyse consumer perception and buying behaviour towards Feather Green Textile on e-commerce platforms, focusing on product quality, pricing, trust, and customer satisfaction. The methodology employed includes a descriptive analysis and percentage analysis of survey responses from 150 respondents, utilizing one-way ANOVA to examine the influence of demographic factors on consumer behaviour. The research explores key factors influencing online buying behaviour, such as customer expectations and perceptions of product quality, the role of pricing, and trust in the brand. The findings indicate that consumers primarily base their purchasing decisions on the perceived value for money, with trust in the brand being a significant determinant in shaping their buying behaviour. A significant difference was found in consumer perceptions across different age groups, with younger consumers being more inclined towards online shopping for textiles. The results suggest that to improve consumer satisfaction and loyalty, Feather Green Textile should focus on enhancing product quality, transparent pricing, and efficient customer support. Additionally, targeted marketing strategies, such as personalized offers and loyalty programs, are recommended to foster repeat purchases.**

*Keywords--*Consumer Perception, Buying Behaviour, E-commerce Platforms, Textile Industry, Product Quality, Pricing, Trust, Customer Satisfaction, Descriptive Analysis, One-Way ANOVA.

I. INTRODUCTION

The rise of e-commerce has significantly transformed consumer shopping habits, especially in the textile industry. With the increasing popularity of online shopping platforms, consumers are now more inclined to purchase textiles like clothing, fabrics, and home décor items through digital channels. In this context, understanding consumer perception and buying behaviour towards brands like Feather Green Textile is essential for businesses to tailor their marketing strategies and enhance customer satisfaction. This research aims to delve into the factors that influence consumer decisions when purchasing Feather Green Textile products online, focusing on product quality, pricing, trust, and the overall shopping experience. By exploring how these elements shape consumer opinions, the study aims to provide valuable insights for improving brand positioning and consumer loyalty in a competitive online marketplace.

Consumer perception plays a critical role in shaping buying behaviour, as it determines how customers view the quality, reliability, and value of a product or brand.

Feather Green Textile, like many e-commerce brands, faces the challenge of building and maintaining consumer trust in a virtual shopping environment where tactile inspection of products is not possible. Additionally, factors such as pricing strategies, product descriptions, and the ease of the online shopping experience are crucial in influencing customers' purchasing decisions. This research will explore the relationship between these variables and their impact on consumer satisfaction and repeat purchases. By understanding the key drivers behind buying behaviour, businesses can develop more effective marketing strategies and foster long-term customer loyalty in the growing e-commerce sector.

II. STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has brought significant changes in the way consumers perceive and purchase textiles, presenting both opportunities and challenges for brands like Feather Green Textile. Despite the convenience of online shopping, consumers often struggle with the uncertainty regarding product quality, pricing, and the trustworthiness of e-commerce platforms. As more consumers move towards digital platforms for textile purchases, it becomes crucial for companies to understand how their target audience perceives their brand and products in this virtual space. The problem lies in the limited research on consumer perception specifically related to online textile shopping, and more importantly, how these perceptions impact the buying behaviour of consumers. Understanding these factors is critical for businesses to refine their product offerings, optimize their marketing strategies, and ensure customer satisfaction.

Feather Green Textile must address the issues of perceived value, reliability, and the transparency of their online shopping experience to effectively engage with customers. Without a clear understanding of consumer attitudes towards the quality of products, pricing fairness, and the overall trust in the platform, it becomes difficult to predict and influence buying behaviour. Therefore, this research seeks to explore the underlying factors that shape consumer perception and behaviour towards Feather Green Textile in e-commerce, with the aim of offering actionable insights for improving the brand's market position and enhancing the customer experience.

III. SCOPE OF THE STUDY

This study focuses on analysing consumer perception and buying behaviour towards Feather Green Textile products within e-commerce platforms. It examines how various factors such as product quality, pricing, trust, and overall shopping experience influence consumer decisions. enabling a comprehensive understanding of consumer preferences and behaviour patterns related to textile shopping in an online environment.

The study aims to investigate the key elements that drive purchasing decisions, including the influence of demographic factors such as age, frequency of online shopping, and sources of information about Feather Green Textile. It also delves into the level of customer satisfaction, their loyalty towards the brand, and their likelihood of recommending or repurchasing from Feather Green Textile. The scope further extends to suggesting targeted marketing strategies based on consumer perceptions to foster trust, satisfaction, and repeat purchases. This research is limited to the analysis of e-commerce platforms, focusing solely on Feather Green Textile's online presence and consumer interactions.

IV. REVIEW OF LITERATURE

Ribeiro, P. R., Batista, P., Mendes-Palma, F., Pintado, M., & Oliveira-Silva, P. (2023) assessed consumer knowledge and involvement in sustainability goals within the textiles and clothing industry, providing valuable insights to help foster social responsibility efforts and improve consumer interaction. A questionnaire was designed to evaluate consumer concerns, behaviour, self-reliance, and perspectives across four key phases of sustainable consumer behaviouracquisition, use, maintenance, and disposal. The results revealed that participants prioritize budget, quality, comfort, and functionality over sustainability when acquiring new textile items, offering a compelling insight into consumer priorities and highlighting the need for the industry to better align sustainability initiatives with consumer preferences.

Henriksen, J. H., &Hoset, T. (2024) investigated consumer textile disposal behaviours in Norway to understand the motivations and factors influencing these practices, aiming to support the transition toward a circular textile economy. Researchers adopted a cross-sectional research design and utilized a survey, collecting 218 responses via convenience sampling. Results showed that gender significantly influenced donation, reselling, and discarding. Age positively affected participation in take-back programs and reselling.

Furthermore, environmental attitude and altruism positively impacted donating and negatively affected discarding.

Madhura, K., Aithal, P. S., &Panakaje, N. (2023)examined how social media affected the fashion business, focusing on how it modified customer choices, attitudes, and perceptions regarding fashion products. The research relied on secondary data drawn from various published reports and articles from respected journal websites. The study utilized a comprehensive literature review and analysed the content using a SWOC (SWOT) framework. Findings indicated that social media served as an important tool for business, acting as both an inspirational source and a shopping destination.

Alsayed, R. (2024) analysed the fashion industry through the lens of consumer attitudes toward purchasing and disposing of clothing in Saudi Arabia (KSA) and Egypt. The methodology employed three phases: secondary research, interviews with industry experts/managers, and consumer interviews. Content analysis served as the exploratory tool for analysing interview results. Findings demonstrated that KSA and Egypt were in the early stages of textile recycling, primarily driven by governmental and international pressure.

Tesarova, E. N., &Krizanova, A. (2022)investigated the significance of the impact of the COVID-19 pandemic on sustainability and shifting consumer behaviour within the textile industry. The methodology involved utilizing data collected through a questionnaire survey to analyse qualitative variables and test hypotheses related to consumer purchasing frequency and wardrobe utilization. Statistical tools included calculating p-values and Cramer coefficients to assess relationships. The study concluded that the consumerist lifestyle promoted irrational behaviour where the pleasure derived from buying often outweighed the actual need for the garment.

Chen, J. V., Ha, Q. A., & Vu, M. T. (2023)investigated the effectiveness of Virtual Reality (VR) shopping platform factors, specifically interactivity and vividness, on consumers' internal stages telepresence, perceived diagnosticity, and playfulness which subsequently led to the urge to buy impulsively in virtual shopping stores. The independent variables, Interactivity and Vividness, along with Product type, were manipulated using a self-developed mobile-enabled VR application run on a smartphone-based VR headset. The hypothesized relationships were tested using Structural Equation Modelling. The study concluded that consumers' impulsive buying decisions were highly driven by environmental stimuli encountered within VR shopping platforms.

Escobar-Rodríguez, T., &Bonsón-Fernández, R. (2017)examined determinants of online fashion retailing and proposes a model of the formation of online purchase intention. To this end, a total of 433 individuals were surveyed. Based on the hypothesised model developed through a detailed review of the literature on the constructs proposed, a set of measurement items was adapted to the context of this research, and a 30-item questionnaire was implemented. A regression analysis of latent variables was used based on the optimisation technique of the partial least squares. The results indicated that the key factors influencing online fashion purchase intention are perceived value, trust, and fashion innovativeness, whereas time saving and perceived security are the main antecedents predicting perceived value and trust, respectively. Electronic innovativeness was proven to not have the influence expected on online shopping, which could be explained by the fact that e-commerce is not an innovation any longer.

Devderea, C., &Toader, F. (2018) investigated the impact of E-commerce on consumer behaviour within the realm of textile artisan markets, with a focus on understanding how digital platforms are reshaping purchasing patterns and perceptions. The research objectives are twofold. Firstly, the study tries to find out the effect of-commerce on the buying behaviour of consumers in the textile sector. Secondly, it aims to identify association between consumers' demographic profiles and their perceptions of E-commerce platforms for purchasing textile artisanproducts. Through a sample size of 200 consumers from the Kachchh district, the study endeavours tocapture diverse perspectives. In an increasingly digital world, E-commerce platforms offer incomparable convenience, accessibility and choice for consumers. For textile artisans, adoption of Ecommerce signifies an opportunity to spread out their range of market, connect with a bigger audience and showcase their craftsmanship to the global market. By leveraging digital platforms, artisans can gain visibility, increase sales and preserve traditional craftsmanship in the face of modernization.

Sun, E. (2023, September)investigated the relationship between the e-commerce platform shopping experience and the online marketing performance of clothing enterprises. The methodology employed an empirical quantitative design utilizing a questionnaire survey based on mature, adapted scales, scored via a five-point Likert scale. Data validity and reliability were verified, followed by correlation and regression analyses performed using SPSS and AMOS software to test the causality and confirm the proposed mediating mechanism.

Results confirmed that a positive shopping experience influenced online marketing performance, and conversely, perceived value significantly affected performance.

Yulianto, Y., Sisko, A., &Hendriana, E. (2021)examined the moderated-mediation effect of attitude toward shopping festivals and the Cash-on-Delivery (COD) payment method in the relationship between sales promotion, hedonic shopping motivation, and impulsive buying behaviour during e-commerce shopping festivals. The methodology involved applying purposive sampling to collect 210 valid responses from Indonesian e-commerce customers who participated in the Harbolnas festival, and the data were subsequently analysed using Partial Least Square Structural Equation Modelling (PLS-SEM). Results indicated that hedonicshopping motivation had both a direct positive effect and an indirect positive effect on impulsive buying behaviour.

V. OBJECTIVES OF THE STUDY

- ❖ To analyse consumer awareness about Feather Green Textile in e-commerce platforms.
- ❖ To examine consumer perception regarding product quality, pricing, and trust.
- ❖ To identify the key factors influencing online buying behavior of Feather Green Textile customers.
- ❖ To evaluate customer satisfaction towards online shopping experience with Feather Green Textile.
- ❖ To suggest marketing strategies to improve consumer perception and encourage repeat purchases.

VI. RESEARCH METHODOLOGY

Research Type: Descriptive

Data Collection

Primary Data: Primary data were collected through structured interviews, surveys, and questionnaires administered to consumers who have purchased or considered purchasing Feather Green Textile products through e-commerce platforms.

Secondary Data: Secondary data were gathered from various external and internal sources, including e-commerce platform reports, market research studies, industry publications, and consumer behaviour journals.

Sampling Type: Stratified Random Sampling

Sampling Universe: The sampling universe for this research comprised online consumers who have either purchased or interacted with Feather Green Textile products on e-commerce platforms.

Sample Size: 150 respondents

Statistical Tools Used: Percentage Analysis, descriptive statistics, Onaway-Anova.

VII. Limitations Of The Study

❖ The sample size is limited.
❖ The study primarily focuses on consumers in specific regions or markets where Feather Green Textile has a significant presence.

❖ Consumer perceptions and buying behaviour can change rapidly in response to external factors like economic shifts, new trends, or marketing strategies.
❖ The research centres around Feather Green Textile, which may limit its ability to generalize findings to the broader textile e-commerce market.

VIII. Data Analysis And Interpretation

Percentage Analysis

Variables	Particulars	Frequency	Percent
Age group	Below 20	34	22.7
	21–30	36	24.0
	31–40	32	21.3
	41–50	31	20.7
	51 and above	17	11.3
Gender	Male	64	42.7
	Female	86	57.3
Frequency of online textile shopping	Rarely	23	15.3
	Occasionally	37	24.7
	Sometimes	51	34.0
	Frequently	22	14.7
	Very Frequently	17	11.3
Source Of Information About Feather Green Textile	Social media	30	20.0
	Friends & Family	33	42.0
	Online Ads	45	30.0
	E-commerce Platforms	26	17.3
	Other sources	16	10.7
	Total	150	100.0

The age distribution of the sample population was as follows, 22.7% were below 20 years old, 24% were between 21–30 years, 21.3% were between 31–40 years, 20.7% were between 41–50 years, and 11.3% were 51 years or older. The majority of respondents were in the 21–30 years age group.The gender distribution of the sample population revealed a near-equal representation of males and females.42.7% were male, and57.3%were female.

The majority of respondents are female.The frequency of online textile shopping among the respondents was analysed, with the results indicating varied shopping behaviours. The majority of participants reported shopping sometimes34%, followed by those who shop occasionally24.7% and rarely 15.3%. A smaller proportion of respondent's shop frequently14.7% or very frequently 11.3%.

The majority of respondents 42% learned about feather green textile through friends and family, 30% who discovered it through online ads, and 20% through social media. a smaller proportion of respondents became aware of the brand through e-commerce platforms 17.3%and other sources 10.7%.

Descriptive Statistics for the Consumer Awareness and Perception

Statements	N	Mean	SD
I am aware of Feather Green Textile as an online brand.	150	3.03	1.451
The product designs offered are attractive.	150	2.85	1.450
The product quality meets my expectations.	150	2.76	1.364
The pricing of products is reasonable compared to competitors.	150	2.63	1.412
Feather Green Textile provides good value for money.	150	2.87	1.459
I trust Feather Green Textile as a reliable online textile brand.	150	3.05	1.485
Valid N (listwise)	150		

The above table indicates that the consumers disagree with the product designs offering are attractive (2.85), product quality meets their expectations (2.76), pricing of products is reasonable comparing to competitors (2.63) and feather green textile providing good value for money (2.87).The consumers agree with aware of feather green textile as an online brand (3.03)and trust feather green textile as a reliable online textile brand (3.05).

Comparison between the variables (age group, frequency of online textile shopping, source of information about feather green textile) of the consumers and their awareness and perception

Ho1a: There is a significant difference between the demographic profile (age group, frequency of online textile shopping, source of information about feather green textile) of the consumers and their awareness and perception.

variables	Particulars	N	Mean	SD	F	Sig
age group	Below 20	34	2.41	1.345	4.794	0.001
	21–30	36	2.64	0.726		
	31–40	32	2.80	1.080		
	41–50	31	3.39	0.963		
	51 and above	17	3.39	1.268		
	Total	150	2.86	1.130		
frequency of online textile shopping	Rarely	33	2.74	1.159	0.242	0.785
	Occasionally	51	2.88	1.302		
	Sometimes	66	2.91	0.974		
	Total	150	2.86	1.130		
source of information about feather green textile	Social media	30	2.74	1.192	0.530	0.714
	Friends & Family	33	2.94	1.452		
	Online Ads	45	2.72	0.963		
	E-commerce Platforms	26	3.04	0.988		
	Other sources	16	3.01	0.950		
	Total	150	2.86	1.130		

There is no significant difference between the age group (0.001) of the consumers and their awareness and perception. There is a significant difference between frequency of online textile shopping (0.785) and source of information about feather green textile (0.714).

Age Group

Post hoc comparisons revealed that consumers in the Below 20 (2.41) and 21-30 (2.64) age groups had significantly lower perception scores compared to those in the 41-50 (M3.39) and 51 and above (3.39) age groups. These results indicate that age plays a significant role in shaping consumer perceptions of the brand.

IX. FINDINGS

Most of the consumers have an age group within 21–30years.Most of the consumers are Female.Most of the consumers shop for textiles online sometimes. Most of the consumers source of information about Feather Green Textile is through friends and family.

The Consumer Awareness and Perception

The consumers disagree with the product designs offering are attractive, product quality meets their expectations, pricing of products is reasonable comparing to competitors and feather green textile providing good value for money.The consumers agree with aware of feather green textile as an online brandandtrust feather green textile as a reliable online textile brand.

X. SUGGESTIONS

- ❖ Increase brand visibility through targeted digital marketing campaigns, including social media ads, influencer collaborations, and search engine optimization (SEO).
- ❖ Conduct regular market research or customer surveys to gather feedback on current product designs and identify trends that customers are drawn to.
- ❖ Focus on quality assurance by improving sourcing standards, conducting more rigorous quality control checks, and ensuring consistency across products.
- ❖ Conduct a competitive pricing analysis to understand how Feather Green Textile's prices compare to similar brands.
- ❖ To enhance the perception of value for money, emphasize the longevity, quality, and functionality of the products.
- ❖ Build trust by focusing on transparency, offering easy return and exchange policies, and maintaining responsive customer service.

- ❖ Introduce a customization feature where customers can modify or personalize designs, making them feel more connected to the products.
- ❖ Introduce flexible pricing models, such as tiered pricing or discounts for bulk purchases, to cater to a variety of customer budgets.
- ❖ Introduce a rewards program that gives customers points for purchases, reviews, and social media engagements, which they can redeem for discounts or exclusive items.
- ❖ Foster trust by actively engaging with customers through live chat or social media to resolve queries and concerns in real-time.

XI. CONCLUSION

The analysis of consumer perception and buying behaviour towards Feather Green Textile on e-commerce platforms reveals mixed perceptions. While there are moderate awareness and trust in the brand, with consumers acknowledging its reliability and product quality, there is room for improvement in the areas of product design attractiveness and competitive pricing. Customers perceive Feather Green Textile's products as offering fair value for money, but they feel that product designs could be more appealing, and pricing could be more competitive compared to other brands. Addressing these concerns through targeted marketing, product design adjustments, and strategic pricing could help improve the brand's market positioning.

Furthermore, while Feather Green Textile is seen as a reliable and trustworthy brand, enhancing transparency, quality control, and customer engagement can further strengthen consumer trust. Emphasizing the value proposition, offering customer loyalty programs, and improving the overall shopping experience could encourage repeat purchases and foster greater customer loyalty. By focusing on these key areas, Feather Green Textile can enhance its reputation in the online textile market and better cater to the evolving preferences of its target audience.

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