

# The Power of Social Media on Online Buying Behaviour of the Fashion Products: A Quantitative ABCD Analysis

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### ABSTRACT

**Purpose:** *The primary objective of this research is to evaluate the ABCD analysis framework for its appropriateness in examining the influence of social media on the online purchasing behaviour of fashion products. The study also intends to employ factor analysis and elementary analysis to obtain additional insights into the subject matter.*

**Design:** *The research methodology adopted in this study involves a systematic literature review broadly divided into two categories. (a) Review of literature on the effects of social media on online buying behaviour of fashion products; and (b) Review of literature on ABCD Listing, which was conducted by searching for relevant keywords related to factors and elementary analysis under the ABCD framework. Additionally, the study uses a quantitative approach based on focus group methods, where weights are assigned to the identified factors and elements for further analysis.*

**Findings:** *The study finds that the ABCD technique provides a comprehensive and structured approach to analysing business models and concepts, allowing for a more complete and integrated understanding of their advantages, benefits, constraints, and disadvantages. The study presents an ABCD analysis of online buying behaviour for fashion products with social media influence. The most significant factor is the Advantages, which highlight unique features or competitive advantages as critical aspects attracting customers to shop online for fashion products.*

**Originality value:** *This study focuses on the online purchasing behaviour of fashion products, utilizing the ABCD analysis framework. While many ABCD analyses have been conducted in the realm of online shopping, this paper offers new avenues for research by examining the impact of social media influence and identifying the key constituent elements and their significance in online buying behaviour. Overall, this research provides valuable insights into the role of social media in shaping customer behaviour and the importance of considering its influence when analysing online buying models.*

**Paper Type:** *Empirical Paper*

**Keywords:** Fashion Products, Social-Media, ABCD Analysis, Factor Analysis, ABCD Listing, Elementary Analysis.

### 1. INTRODUCTION :

Social media has revolutionized the way businesses interact with their customers, and it has had a significant impact on customer buying behaviour. It has become an essential marketing tool for businesses of all sizes. With the ability to reach a vast audience and engage with customers on a personal level, social media has the potential to significantly influence customer buying behaviour (Appel, G., et al. (2020). [1]). Today, social media is one of the most effective tools for businesses to engage with their target audience, build brand awareness, and drive sales. In fact, a study by Global Web Index [2] found that over 54% of social media users use social media platforms to research products, and nearly 25% of users use social media (Statista, (2021). [3]) to make direct purchases. Social media platforms

such as Facebook, Twitter, Instagram, and LinkedIn have become important channels for businesses to interact with customers and promote their products. These platforms provide businesses with a unique opportunity to reach a vast audience and build brand loyalty. Moreover, social media has become an essential tool for businesses to understand their customers better. By monitoring social media conversations, businesses can gain insights into customer preferences, interests, and behaviour (Whiting & Williams (2013). [4]). This has led to a growing interest in understanding the influence of social media on customer buying behaviour. A quantitative ABCD analysis is a research method used to assess the impact of variables on a particular outcome. This approach considers the Advantages, Benefits, Constraints, and Disadvantages of the phenomenon under study.

Several studies have attempted to investigate the influence of social media on consumer buying behaviour. For instance, a study by Laroche, M. et al. (2012). [5], examined the impact of social media on consumers' decision-making processes. The authors found that social media can affect consumers' attitudes, beliefs, and purchase intentions, which ultimately impact their buying behaviour. Another study by Chen and Xie (2017). [6], explored the impact of social media on brand loyalty. The authors found that social media use positively influences brand loyalty, which in turn influences consumer buying behaviour. The study also revealed that social media platforms such as Facebook, Twitter, and Instagram have different impacts on brand loyalty. One of the most significant impacts of social media on customer buying behaviour is the influence it has on purchase decisions. Social media platforms provide customers with access to real-time information about products, reviews, and recommendations from other users. As a result, customers can make more informed purchase decisions. Additionally, social media allows customers to interact with businesses directly, providing a platform for customer service and support (Voramontri & Klieb (2019). [7]).

The current study aims to contribute to this area of research by conducting a quantitative ABCD analysis to assess the impact of social media on consumer buying behaviour. The growing popularity of social media platforms has led to a growing interest in understanding the influence of social media on consumer buying behaviour. A quantitative ABCD analysis provides a robust method for assessing the impact of social media on customer behaviour.

## **2. ABCD ANALYSIS FRAMEWORK :**

The ABCD technique was created to provide a comprehensive and structured approach to analysing business models and concepts, which can be used to evaluate existing models or develop new ones. The authors aimed to create a simple yet effective tool for managers, entrepreneurs, and analysts to assess the potential of a business model or concept and identify areas for improvement. Moreover, it is a framework for analysing business models and concepts that involves identifying the key Attributes of the model, analysing their Advantages, Benefits, Constraints, and Disadvantages, considering the Context in which the model operates, and evaluating the Design of the model. This approach is designed to provide a more complete and integrated understanding of a business model or concept, which can be used to optimize its performance or develop new models.

This technique was proposed by Aithal et al., (2015). [8], says that the advantages, benefits, constraints, and disadvantages of a business model or concept are analysed as part of the overall assessment. Advantages refer to the unique features or competitive advantages of the model, such as proprietary technology, a strong brand reputation, or a highly skilled workforce. Benefits refer to the positive outcomes or advantages that can be gained from the business model or concept, such as increased revenue, customer satisfaction, or market share (Aithal, P. S., et al. (2016). [9]). Constraints refer to the limitations or challenges that may hinder the implementation or success of the model, such as legal or regulatory barriers, resource constraints, or market saturation. Disadvantages refer to the negative aspects or potential weaknesses of the model, such as high overhead costs, low-profit margins, or limited scalability (Aithal, P. S. (2017). [10]).

This framework is a useful tool for evaluating various concepts, systems, or technologies as it allows for a comprehensive assessment of the advantages, benefits, constraints, and disadvantages associated with them. The framework also enables more in-depth analysis by identifying determinant issues and critical constituent elements through factor and elementary analysis. Moreover, the ABCD analysis has progressed to a quantitative level. Given the current state of the framework, exploratory research can be conducted to investigate various aspects such as research design, subject selection, and data collection methods. By analysing these factors, businesses can gain a better understanding of the

strengths and weaknesses of their models or concepts and make informed decisions about their strategies for growth and success (Aithal, P. S. (2017). [11]).

**3. OBJECTIVES OF THE STUDY :**

- (1) To study the suitability of ABCD analysis on the power of social media on online buying behaviour of fashion products.
- (2) To list the Advantages, Benefits, Constraints and Disadvantages of power of social media on online buying behaviour of fashion products.
- (3) To identify the determinant issues and their key attributes within the ABCD analysis framework.
- (4) To determine the social media affecting factors for online buying behaviour of fashion products.
- (5) To assess the critical constituent elements using ABCD analysis and determine their influence on the online buying behaviour of fashion products.
- (6) To examine the critical constituent elements of ABCD analysis and assign them a ranking based on the ABCD constructs.

**4. REVIEW OF LITERATURE ON ABCD ANALYSIS FRAMEWORK :**

A literature review is an essential step in ensuring that new research contributes to the existing knowledge base and advances the field of study. It provides a foundation for the research and helps to build a strong argument by identifying and analysing relevant studies by highlighting what has already been researched, what gaps exist, and what opportunities there are for new research. Along with that, it also helps in identifying research methodologies, including experimental designs, survey methods, data analysis techniques, etc. This helps in developing a well-structured research plan that is based on proven methodologies. This Review section is broadly divided into two categories. (a) Review of literature on effects of social media on online buying behaviour of fashion products and (b) Review of literature on ABCD Listing.

**4.1. Review of literature on effects of social media on online buying behaviour of fashion products:**

Review is an examination and analysis of research studies and articles that investigate how social media impacts consumers' behaviour when purchasing fashion products online. Social media has become a significant platform for fashion retailers to market their products and communicate with customers. In this section, the literature review will be conducted by gathering articles from academic databases such as Google Scholar and Web of Science, covering the years 2013 to 2023 with the keywords of 'The raise of Social- Media', 'Fashion', 'Social Media and Fashion Industry', 'Social Media as a Promotional Tool', 'Influencer Marketing', 'E-WOM', 'Fashion Transformation 4.0', 'Impact of Social- Media on Fashion Industry', 'Buying Behaviour Prediction', 'Factors Affecting Online Buying'.

**Table 1:** Shows the review of literature on power of social media on online buying behaviour of fashion products.

S. No.	Focus	Contribution	References
.	The article provides an overview of the history and development of social media, as well as data on its usage and influence on different aspects of society, such as politics, economics, and culture.	The outcome of the article is a detailed analysis of the evolution of social media, including its usage, impact, and growth over time.	Ortiz-Ospina, & Roser, (2023). [12]
.	The role of fashion in society and its impact on individual and group behaviour. And how fashion serves as a means of communication and expression, creating a sense of identity and social differentiation.	the study highlights the importance of fashion as a means of social interaction and communication. the author argued that fashion is not simply about clothing or appearance, but rather reflects the social and	Simmel, (2020). [13]

		cultural values of a particular society.	
.	Social media has transformed the way that fashion companies communicate with consumers, enabling them to reach a wider audience and create more personalized experiences.	Social media has become an essential tool for fashion businesses to engage with their customers and stay competitive in the market by using platforms for marketing, advertising, and branding purposes.	Mohr, (2013). [14]
.	The benefits of using social media platforms for online business promotion, including increased visibility, improved customer engagement, and targeted advertising. This also provides examples of successful social media marketing campaigns and strategies for utilizing social media effectively.	The outcome of the study suggests that social media can be a powerful tool for online business promotion, especially for small businesses with limited resources. By leveraging social media platforms, businesses can reach a wider audience and engage with customers in real-time, leading to increased sales and brand recognition.	Infante & Mardikaningsih, (2022). [15]
.	This paper aims to provide insights into the strategies and tactics employed by Instagram influencers to build their follower base and increase their influence and the impact of influencer marketing on consumer behaviour and the challenges that arise in this type of marketing	Social media influencers, particularly on Instagram, have become a powerful marketing tool for fashion brands. The authenticity and perceived credibility of influencers were key factors in the success of influencer marketing. It also suggests that influencers who can build a personal brand and engage with their audience in a meaningful way are more likely to be successful.	Jin et al., (2019). [16]
.	This article investigates the impact of social electronic word of mouth (eWOM) on consumers' behaviour patterns in the fashion sector. The study explores the relationship between social eWOM, consumer attitudes, and behaviour patterns in the context of fashion.	The results of the study suggest that social eWOM positively affects consumer behaviour patterns, including online purchasing and brand loyalty, and also the influence of social eWOM on consumer behaviour is stronger for female consumers than for male consumers.	Vergura et al., (2021). [17]
.	The need for fashion companies to adopt digital technologies such as artificial intelligence, big data analytics, and the Internet of Things to enhance their operational efficiency, product innovation, and customer engagement. The article also emphasizes the importance of incorporating sustainability and ethical practices into fashion business models.	The outcome of the study is to provide insights into the challenges and opportunities presented by Industry 4.0 for the fashion industry and to encourage fashion companies to embrace digitalization and sustainable practices in their operations.	Rathore, (2021). [18]
	The development of a consumer buying behaviour prediction method using rough set theory in online marketing systems. The importance of predicting consumer behaviour to	The study indicates that the rough set-based method is effective in predicting consumer behaviour in online marketing systems, and it can help businesses improve their	Jia, (2023). [19]



	improve marketing strategies and enhance customer satisfaction. The proposed method utilizes a rough set-based algorithm to extract decision rules from consumer behaviour data and predict future purchasing patterns.	marketing strategies and increase sales. Moreover, the importance of utilizing data analytics and machine learning techniques in online marketing to gain a better understanding of consumer behaviour and improve business performance.	
	The focus of this article is to investigate the factors that influence consumers' buying behaviour in online shopping. The authors examine several factors such as trust, perceived risk, convenience, price, and social influence.	The study results reveal that trust, perceived risk, convenience, and price have a significant impact on consumers' buying behaviour in online shopping, while social influence does not have a significant effect. The study concludes that understanding these factors can help online retailers to develop effective strategies to attract and retain customers.	Pandey & Parmar, (2019). [20]
	The study provides insights into how fashion retailers can utilize social media to influence consumers'	The outcome of the study suggests that social media has a significant positive impact on online purchase intentions. online purchasing behaviour.	Alalwan, (2018). [21]

By the above review of literature shows that the social media has a significant impact on customers' online buying behaviour of fashion products. While it provides a platform for fashion retailers to connect with customers and promote their products, it also has the potential to influence consumers' perceptions, decision-making processes, and trust in online fashion retailers.

#### 4.2. Review of literature on ABCD Listing:

This section aims to conduct a literature review of ABCD listing papers gathering from different scholarly articles from academic databases, including Google Scholar. The search will focus on articles published between 2017 and 2022, and the keywords are 'Performance Evaluation', 'Agricultural Finance by Farmers', 'Live Stream as Innovative Marketing Channel', 'Role of MUDRA', 'Corporate Sustainability Disclosure', 'Case Study on Furniture Manufacturing Companies', 'Indian Pharmaceutical Sector', 'Labour Migration', 'Work Engagement of Teachers', 'Digital Forensics and Incident Response', 'Crypto currency Adoption', 'VK Sofa Makers Customization Process', 'Growth and Fate Analysis', 'Organizing the Unorganized Lifestyle Retailers', 'AB Theory for Leadership', 'Online E-Campus Recruitment', 'Electricity from Microbial Fuel'.

**Table 2:** Shows the review of literature on ABCD listing

S. No.	Focus	Contribution	Reference
1.	The paper is to evaluate the company's profitability and efficiency in utilizing its resources to generate profits for its shareholders.	The paper provides insights into the financial health of Dabur India Ltd, which can help investors and other stakeholders make informed decisions about investing in the company.	Chandra & Mayya, (2022). [22]
2.	The paper is to identify the challenges faced by farmers in accessing finance and to examine the impact of access to finance on their income. Additionally, the study evaluates the different types	The study suggests that access to finance plays a crucial role in improving farmers' income by enabling them to invest in their	Kambali & Panakaje, (2022). [23]

	of financial products available for farmers, including loans, insurance, and savings, and their effectiveness in improving farmers' income.	farm activities, adopt new technologies, and manage risks.	
3.	The research investigates the effectiveness of live streaming in creating engagement and building trust with customers. The study also analyses the factors that influence consumers' buying decisions and their preferences for live streaming as a marketing channel.	The outcome of the study suggests that live streaming has become an effective marketing tool for DTC businesses during the Covid-19 pandemic, as it enables them to interact with customers in real-time and showcase their products engagingly and interactively.	Rajasekar & Aithal, (2022). [24]
4.	The study aims to evaluate the impact of MUDRA loans on the growth and development of SMEs/MSEs, MSMEs, and the agriculture sector. The research analyses the features of MUDRA loans, such as collateral-free loans, low-interest rates, and simplified application procedures, and their effectiveness in promoting entrepreneurship and creating employment opportunities.	The study results says that MUDRA loans have played a significant role in promoting the growth of these sectors and creating employment opportunities, but some challenges need to be addressed to improve their effectiveness.	Aithal & Sharma. (2022). [25]
5.	Srinivas University has a strong commitment to sustainability and has implemented several initiatives to promote sustainability in its operations and activities. The study examines the sustainability initiatives taken by the university and how these initiatives align with the United Nations' Sustainable Development Goals (SDGs).	The study emphasizes the need for universities to play a leadership role in promoting sustainability and contributing to the achievement of the SDGs.	Nayak & Kayarkatte, (2022). [26]
6.	This study mainly talks about the current state of green financing in Nepal and identifies the challenges and opportunities for its implementation.	The need for regulatory frameworks and financial incentives to support the growth of green financing in Nepal as well as the importance of raising awareness among stakeholders about the benefits of green financing for promoting sustainable development.	Amin & Kumar, (2022). [27]
7.	The study provides a comprehensive analysis of the Indian pharmaceutical sector using the ABCD framework, which can be used as a reference for further research and analysis in this field.	The study found that the Indian pharmaceutical sector has shown significant growth over the years, and it has become a major player in the global pharmaceutical industry.	Shenoy & Shailashri, (2022). [28]
8.	The study aimed to identify the different types of labour migration, the factors that contribute to labour migration, and the impacts of labour migration on the economy, society, and the migrants themselves.	The study highlighted the economic, social, and cultural impacts of labour migration, including remittances, brain drain, and cultural exchange.	Easwarama ngalath & Bhat, (2022). [29]

9.	The factors that affect work engagement among teachers, such as workload, job autonomy, social support, and job satisfaction.	The study provides insights into the strategies that can be adopted to improve work engagement among teachers, such as providing opportunities for professional development, promoting job satisfaction, and creating a positive work environment.	Santmajor et al., (2022). [30]
10.	The commonly used procedures and tools for digital forensics and incident response on SSDs and the importance of data integrity constraints in ensuring the accuracy and reliability of digital evidence.	The importance of data integrity constraints in preserving the integrity of digital evidence and ensuring its admissibility in legal proceedings.	Pallivalappi & Jagadeesha, (2022). [31]
11.	The study aims to identify the key factors that influence investors' intention to adopt cryptocurrencies, such as perceived risk, trust, and social influence.	The study is the proposed research agenda, which highlights the need for further research to better understand the factors that influence investors' behavioural intention toward cryptocurrency adoption.	Bhuvana & Aithal, (2022). [32]
12.	The authors explore the company's customization process and the challenges faced by the company in meeting customer requirements.	The study is to provide insights into how furniture manufacturers can successfully implement a customization process in their operations.	Amin & Kumar, (2022). [33]
13.	The study examines various factors such as passenger traffic, airline services, and airport facilities to provide insights into the airport's performance and future prospects.	The study found that despite facing several challenges, the airport has experienced significant growth in terms of passenger and cargo traffic, and has the potential for further development.	Kumari & Aithal, (2020). [34]
14.	the challenges faced by the unorganized lifestyle retailers in India and propose an integrated framework that can help these retailers to become organized and compete effectively with the organized retailers.	The study results show the development of an integrated framework that consists of four key elements: market orientation, supply chain management, financial management, and technology adoption.	HR & Aithal, (2020). [35]
15.	The study objective was to develop a theoretical framework that can help leaders to understand the relationship between their attitudes and behaviours and to use this understanding to improve their leadership effectiveness.	This study's results show that a leader's attitudes towards a particular behaviour can influence their motivation to engage in that behaviour, which, in turn, can influence the actual behaviour exhibited by the leader.	Aithal & Aithal, (2019) [36]
16.	The various stages of the online e-campus recruitment process, including pre-recruitment, recruitment, and post-recruitment, and to identify the strengths and weaknesses of the process.	The study is a detailed analysis of the online e-campus recruitment process of Berger paints India ltd., which provides insights into the company's recruitment practices and can serve as a reference for other companies that are looking to adopt similar processes.	Shenoy et al., (2018). [37]



17.	The technical and economic feasibility of using microbial fuel cells as a source of electricity in rural areas, and they discuss the challenges associated with scaling up the technology.	The outcome of the study is the identification of key challenges associated with implementing microbial fuel cell technology in rural India, including the high cost of equipment, lack of awareness and technical expertise, and the need for appropriate government policies to promote its adoption.	Acharya & Aithal, (2017). [38]
18.	This study aims to identify gaps in the literature and suggest future research directions, such as the impact of technological innovations on customer satisfaction and the role of social media in shaping customer perceptions of cooperative banks.	The outcome of this study is to provide a comprehensive overview of the factors that influence customer satisfaction towards cooperative banks, such as the customer-oriented approach, personalized services, and community involvement.	Shilpa & C K Hebbar, (2023) [39]

Listing the advantages, benefits, constraints, and disadvantages (ABDC) can provide a clear and concise summary, which can be useful in discussions and negotiations. Overall, listing these factors can help us make well-informed decisions and achieve our goals more effectively also, it helps to clarify thinking, provide a balanced view, aid in planning, and aid in communication about the study.

### 5. ABCD LISTING ON THE POWER OF SOCIAL MEDIA ON ONLINE BUYING BEHAVIOUR :

The advantages, benefits, constraints, and disadvantages of use of social media and its effects on the buying behaviour of fashion products among customers are listed below:

**Figure 1: Shows that ABCD listing of Power of Social-Media on Online Buying Behaviour.**

<b>Advantages</b>	<ul style="list-style-type: none"> <li>(1) Social media Increased brand awareness and visibility.</li> <li>(2) Direct customer engagement and support.</li> <li>(3) Valuable customer insights through analytics.</li> <li>(4) It helps to build a positive relationship with customers.</li> <li>(5) It provides Cost-effective marketing.</li> <li>(6) Enhanced targeting of specific audiences.</li> <li>(7) Improved customer retention in the product/ brand.</li> <li>(8) Social media allows businesses to reach a wider audience.</li> <li>(9) Social media builds trust and credibility with customers.</li> <li>(10) Social media helps businesses to understand their customers better.</li> <li>(11) It enables businesses to provide quick and convenient customer service.</li> <li>(12) Social media can drive traffic to a business's website.</li> <li>(13) Marketing through social media can be economical.</li> <li>(14) Social networking can aid firms in staying current with market developments.</li> <li>(15) Social media can facilitate customer reviews and recommendations.</li> </ul>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>(1) Social media makes it easy to share and promote products.</li> <li>(2) Social media creates a more personalized shopping experience.</li> <li>(3) It allows for real-time customer feedback and interaction.</li> <li>(4) Social media makes it easier to research products and brands.</li> <li>(5) It can provide social proof and build trust with customers.</li> <li>(6) Social media can facilitate social commerce and direct sales.</li> <li>(7) Boost customer loyalty and customer engagement.</li> <li>(8) It can lead to viral marketing and increased brand awareness.</li> <li>(9) Social media can provide valuable insights into customer behaviour and preferences.</li> <li>(10) Social media can help businesses stay competitive in the digital marketplace.</li> </ul>

<b>Constraints</b>	<ol style="list-style-type: none"> <li>(1) Social media can create unrealistic expectations about products and services.</li> <li>(2) Social media can lead to a lack of product differentiation and brand loyalty.</li> <li>(3) Difficult for businesses to control their online reputation.</li> <li>(4) Social media can be a source of negative reviews and comments.</li> <li>(5) It can create a competitive environment that puts pressure on businesses to constantly innovate.</li> <li>(6) Harder for businesses to stand out in a crowded market.</li> <li>(7) Social media can lead to a focus on short-term results rather than long-term growth.</li> <li>(8) It creates a dependence on social media marketing that may not be sustainable over time.</li> <li>(9) Vulnerable to hacking and cyber threats.</li> </ol>
<b>Disadvantages</b>	<ol style="list-style-type: none"> <li>(1) It can create a sense of urgency leading to unwise purchasing decisions.</li> <li>(2) The abundance of information can lead to analysis paralysis, making it harder for consumers to make purchasing decisions.</li> <li>(3) Social comparison, which can influence customers to make purchases based on their desire to fit in or keep up with others.</li> <li>(4) Social media can expose customers to fraudulent sellers and scams, leading to loss of money and identity theft.</li> <li>(5) The lack of personal interaction with sellers can lead to misunderstandings and miscommunication, which can result in poor buying decisions.</li> <li>(6) The pressure to maintain a certain social media image or persona can lead customers to make purchasing decisions based on how they want to be perceived rather than what they truly need or want.</li> <li>(7) Social media can reinforce gender stereotypes and body image ideals, leading to harmful and unrealistic beauty standards.</li> <li>(8) Social media can lead to social isolation and reduced face-to-face interactions, negatively impacting mental health and well-being.</li> <li>(9) Overexposure to social media ads can lead to desensitization and reduced effectiveness.</li> <li>(10) Online influencers and sponsored content can manipulate consumer choices, leading to a lack of genuine autonomy in purchasing decisions.</li> </ol>
Source: Author	

Social media has become an integral part of our daily lives, and its impact on businesses and consumers is undeniable. Social media has many advantages for businesses and customers alike, it is essential to consider the potential drawbacks and challenges that come with its use. It is important for businesses and customers to be aware of these factors by taking a balanced approach and developing strategies to mitigate these challenges, businesses can harness the power of social media to achieve their marketing goals while providing consumers with a positive and safe experience.

### **6. ABCD FRAMEWORK FOR ONLINE BUYING BEHAVIOUR OF THE FASHION PRODUCTS :**

In this section, the literature review will be conducted by gathering articles from academic databases such as Google Scholar and Web of Science, covering the years 2015 to 2022 with the keywords of ‘Black Ocean Strategy’, ‘NAAC Accreditation System’, ‘New National Institution Ranking System’, ‘Annual Research Productivity’, ‘Placement Determination’, ‘Online-Campus Placement Model’, ‘Analysis of Six Thinking Hats Technique’, ‘Task Shifting–An Optimum Alternative Solution to Professional Healthcare Personnel Shortage’, ‘ABCD study on Generating Wealth at the Base of the Pyramid’, ‘Biometric Attendance’, ‘Block chain Technology for Secured Transactions’, ‘Food Delivery System through Online’, ‘ Impact of Organic Food on Purchase Intentions’, ‘Corporate Sustainability Disclosures in HEI’s’, ‘BOP Market Strategies and Models’, ‘Stress Coping Mechanisms’.

**Table 3:** Shows the list of identified determinant issues by different scholarly articles in various fields of research using ABCD analysis framework.

<b>Table 3: Identified Determinant Issues by Different Authors</b>			
<b>S. No.</b>	<b>Focused Area</b>	<b>Determinant Issues</b>	<b>Reference</b>
1.	Black Ocean Strategy	Employee, Organisational, Business, Administrative, External, Operational Issues.	Aithal, et al., (2015). [40]
2.	NAAC Accreditation System	Social/ Environmental/ Community Engagement, Faculty Performance, Organisational, Student Development / Progression.	Aithal, et al., (2016). [41]
3.	New National Institution Ranking System	Research Productivity, Graduation Outcome, Perception, Impact And IPR, Teaching and Learning Resources, Outreach and Inclusivity.	Aithal, et al., (2016). [42]
4.	Annual Research Productivity	Academic and curriculum faculty Organisational, other stakeholders and, students.	Aithal, et al., (2016). [43]
5.	Placement Determination	Model flexibility, administration, schedule, relevance and applicability.	Aithal & Shubhrajyotsna Aithal, (2016). [44]
6.	Online-Campus Placement Model	Customer/Student Issues, Employers Issues, Social Issues, Environmental Organizational Issues, & Employees Issues.	Shenoy & Aithal, (2016). [45]
7.	Analysis of Six Thinking Hats Technique	Organisational, Stakeholder Operational, Managerial, Societal, and Conceptual.	Aithal, et al., (2016). [46]
8.	Task Shifting–An Optimum Alternative Solution to Professional Healthcare Personnel Shortage	Country, Patients & Relative, Organisational, Alternative Acceptors, Donor Physicians and Societal	Aithal & Aithal, (2017). [47]
9.	ABCD study on Generating Wealth at the Base of the Pyramid	Technological, Organisation, Operational, Social, Environment, Customer, and Stakeholder.	Raj & Aithal, (2018). [48]
10	Biometric Attendance	Ease of use, Performance Evaluation matrix Security, Input Issue, and Process issues.	Krishna Prasad, K. (2018). [49]
11	Block chain Technology for Secured Transactions	Education issues, Health care system issues, Financial issues, and Supply chain issues.	Aithal & Aithal, (2019). [50]
12	Food Delivery System through Online	Customer Issues, Food Delivery Technology Issues (Operating System), Supplier Issues (Restaurants), Food Delivery Partner Issues.	Frederick & Bhat, (2022). [51]
13	Impact of Organic Food on Purchase Intentions	Co-operative society, Company, Society, Farmers, Consumers, and Suppliers issues.	Sujaya & Aithal, (2022). [52]
14	Corporate Sustainability Disclosures in HEI's.	Administrative issues, Faculty Member issues, Employer (Corporates) issues, Organisational	Nayak & Kayarkatte, (2022). [26]

		Issues, Students issues, Society and other Stakeholders Issues	
15	BOP Market Strategies and Models	Business issues, Users/ Customers issues, Environmental and Social issues, Technological issues, Stakeholders issues.	Raj & Aithal, (2022). [53]
16	Stress Coping Mechanisms	Work Hassles, Social Isolation, Irregular Working Hours, Burnout	Kumari & Aithal, (2022). [54]

**7. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :**

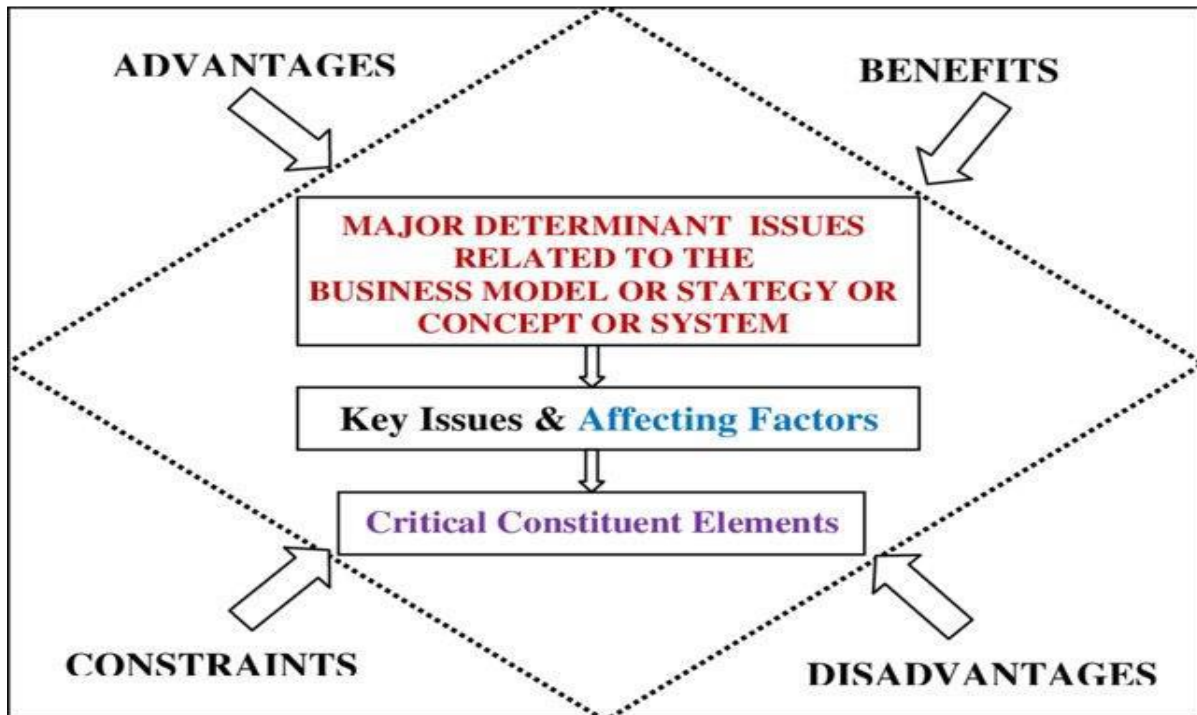


Fig. 2: Factors affecting the Online buying behaviour as per ABCD Analysis Framework [40].

**8. KEY ATTRIBUTES AFFECTING ONLINE BUYING BEHAVIOUR OF THE FASHION PRODUCTS :**

Table 4: Shows the determinant issues, i.e., the stakeholders affecting online shopping and for each issue, the identified key attributes are presented below:

Table 4: Determinant issues and key attributes of online buying behaviour of the fashion products		
S. No.	Key Determinant issue	Key Attribute
1.	Marketing Issue	Branding, Audience Targeting, Good Content Creation, Influencer Marketing
2.	Customer Issues	Trust, Customer Service, Proper Sizing and fit, User Recommendations, Effective Data Analytics, Sipping and Delivery, Return and Refund
3.	Operational Issues	Efficient Inventory management, Effective Packaging, Good Supply Chain Management, Tracking of Shipments

4.	Technological Issue	User friendly Website design, Clear Search Functionality, Mobile optimization, Integration with the Social Media Platforms
5.	Security Issues	Secure Website, Trusted Payment processor, Two-Factor Authentication, Clear and Transparent Privacy policy
<b>Source:</b> Author		

### 9. FACTOR ANALYSIS OF ONLINE BUYING BEHAVIOUR OF THE FASHION PRODUCTS USING ABCD FRAMEWORK :

The behaviour of consumers when making online purchases with the aid of social media is influenced by various determinant issues, including Marketing issues, Customer issues, operational issues, Technology issues, and Security issues. The below table 5 shows that advantages, benefits, constraints and disadvantages for the identified determinant issues and their key attributes.

<b>Table 5: Factor Analysis of Online Purchasing Through Social-Media.</b>					
<b>Determinant Issues</b>	<b>Key Attributes</b>	<b>Advantages</b>	<b>Benefits</b>	<b>Constraints</b>	<b>Disadvantages</b>
Marketing Issues	Branding	Increased Customer Reach	Loyalty	Limited Control on Brand Image	Negative Feedback
	Audience Targeting	Increased Efficiency	Better Customer Experience	Privacy Concerns	Limited Reach
	Good Content Creation	Increased Engagement	Improved Brand Image	Recourse Intensive	Adversity in Content Distribution
	Influencer Marketing	Good Credibility	Wider Reach	Finding Right Influencer	Lack of Control
Customer Issues	Trust	High Sales	Positive Brand Reputation	Decreased Market Share	Difficult to Establish
	Customer Service	Customer Satisfaction	Real-Time Customer Engagement	Language Barriers	Negative Publicity
	Proper Sizing and Fit	Personalization	Accuracy	Lack of Standardized Sizing	Limited Size Range
	User Recommendations	Social -Proof	Electronic Word-of Mouth	Fake or Inauthentic Reviews	Limited Information
	Effective Data Analytics	Understand Customer Preferences	Personalized Marketing	High Regulation in Data Protection	Cost and Resources
	Shipping And Delivery	Convenience	Flexibility of Shipping	Poor Transportation	Bottle Neck
	Return and Refund	Safe and Comfortable	Hassel-Free Return Process	Reduced Profit Margin	Time Consuming
	Efficient Inventory management	In-Time Delivery	Better Service	Huge Investment on Software	Increase Upfront Cost



Operational Issues	Effective Packaging	Enhance Brand Image	Reduce Risk	Material Selection	Increased Shipping Times
	Good Supply Chain Management	Efficiency	Collaboration	Complexity	Delay in Delivery
	Tracking of Shipments	Real-Time Tracking Updates	Reduce Customer Enquiries	Data Quality Issues	Technical Glitches
Technological Issues	User friendly Website Design	Easy to Navigate and Use	Great User Experiences	Design Complexity	Website Down Time
	Clear Search Functionality	Provide Quick Search Results	Attract Customers	Limited Product Discovery	Dependence on Accurate Product Data
	Mobile optimization	Accessibility	Seamless and Intuitive Experience	Limited Screen Size	Compatibility Issues
	Integration with the Social Media Platforms	Increased Visibility	Direct Sales	Platform Dependency	Competition
Security Issues	Secure Website	Feel Confident	Protect from Cyber Threats	Implementation cost	Server Configuration
	Trusted Payment Processor	Increased Security	Save Time	Additional Fees	Limited in Geographical Areas
	Two-Factor Authentication	Reduces the Risk of Fraudulent Transactions	Improved Trust	Increased Friction	Complex User Experience
	Privacy Policy	Mitigate the Risk of Data Breaches	Brand Image	Compliance Requirements	Potential for Confusion

Source: Author

### 10. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENT (CCE) :

To analyse variables in more depth, the elemental analysis technique is used to identify and list the critical constituent elements for each variable. The ABCD analysis method requires the identification and listing of the 'CCE' along with four additional tables (Tables 6-9) containing critical elements. These elements can then be ranked based on their score or weightage. Ranking system is used to identify important elements for each variable, and the results are ranked based on their importance. The study also uses quantitative analysis to measure the importance of each ABCD construct.

**Table 6:** Shows the elementary analysis of Advantageous Factors of Online Buying Behaviour of Fashion Products and their CCEs.

Sl. No	Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element
1	Marketing Issues	Branding	Increased Customer Reach	Customer Retention
		Audience Targeting	Increased Efficiency	Decrease Advertisement Waste
		Good Content Creation	Increased Engagement	Encourage Social Sharing

		Influencer Marketing	Good Credibility	Keep Customers on the Website Longer
2	Customer Issues	Trust	High Sales	Improve ROI
		Customer Service	Customer Satisfaction	New Customer Acquisition
		Proper Sizing and Fit	Personalization	Reduce Product Exchange
		User Recommendations	Social Proof	Foster Emotional Connections
		Effective Data Analytics	Understand Customer Preferences	Improved Decision Making
		Shipping And Delivery	Convenience	Quick Accessibility of the Product
		Return and Refund	Safe	Faithfulness
3	Operational Issues	Efficient Inventory Management	In-Time Delivery	Reduce Overstocking
		Effective Packaging	Increased Shipping Times	Increased Shipping Times
		Good Supply Chain Management	Efficiency	Reduce Delivery Cost
		Tracking of Shipments	Real-Time Tracking Updates	Know the Delivery Status
4	Technological Issues	User friendly Website design	Easy to Navigate and Use	Visual Appeal
		Clear Search Functionality	Provide Quick Search Results	Fast Responsiveness
		Mobile Optimization	Accessibility	Ease of Use
		Integration with the Social Media Platforms	Increased Visibility	Ease of Sharing Information
5	Security Issues	Secure Website	Feel Confident	Encryption
		Trusted Payment Processor	Increased Security	Protect Sensitive Information
		Two-Factor Authentication	Reduces the Risk of Fraudulent Transactions	Incident Response
		Privacy Policy	Mitigate the Risk of Data Breaches	Sharing of Personal and Financial Information

Source: Author

**Table 7:** Shows the elementary analysis of Benefit Factors of Online Buying Behaviour of Fashion Products and their CCEs.

S. No.	Determinant Issues	Key Attributes	Benefit Factors Affecting Determinant Issues	Critical Constituent Element
1	Marketing Issues	Branding	Loyalty	Faithfulness
		Audience Targeting	Better Customer Experience	Additional Purchase

		Good Content Creation	Improved Brand Image	Unique selling Proposition
		Influencer Marketing	Wider Reach	Multi-way Communication
2	Customer Issues	Trust	Positive Brand Reputation	High Revenue
		Customer Service	Real-Time Customer Engagement	Responsiveness
		Proper Sizing and Fit	Accuracy	Customer Retention
		User Recommendations	Electronic Word-of-Mouth	Customer Capture
		Effective Data Analytics	Personalized Marketing	Meet the Expectation of the Customer
		Shipping And Delivery	Flexibility of Shipping	Faster Delivery
		Return and Refund	Hassel-Free Return Process	Reduce Buyer Hesitation
3	Operational Issues	Efficient Inventory Management	Better Service	Order Fulfilment
		Effective Packaging	Reduce Risk	Safe and Secure Delivery
		Good Supply Chain Management	Collaboration	Reduce Stock-Outs
		Tracking of Shipments	Reduce Customer Enquiries	Smooth Delivery Process
4	Technological Issues	User friendly Website design	Great User Experiences	Increase in Product Demand
		Clear Search Functionality	Attract Customers	Search Engine Optimization
		Mobile Optimization	Seamless and Intuitive Experience	Anytime Shopping
		Integration with the Social Media Platforms	Direct Sales	Consistency
5	Security Issues	Secure Website	Protect from Cyber Threats	Proactive Monitoring
		Trusted Payment Processor	Save Time	Protect from Loss
		Two-Factor Authentication	Improved Trust	Prevent from Unauthorised Access
		Privacy Policy	Transparency	Data Protection

Source: Author

**Table 8:** Shows the elementary analysis of Constraint Factors of Online Buying Behaviour of Fashion Products and their CCEs.

S. No.	Determinant Issues	Key Attributes	Constraint Factors Affecting Determinant Issues	Critical Constituent Element
1	Marketing Issues	Branding	Limited Control on Brand Image	Less Brand Awareness

		Audience Targeting	Privacy Concerns	Discrimination
		Good Content Creation	Recourse Intensive	Lack of Skilled Personnel
		Influencer Marketing	Finding Right Influencer	High Cost
2	Customer Issues	Trust	Decreased Market Share	Effect on Reputation
		Customer Service	Language Barriers	Limited Personal Interaction
		Proper Sizing and Fit	Lack of standardized Sizing	Technical Challenge
		User Recommendations	Fake or Inauthentic Reviews	Increased Customer Queries
		Effective Data Analytics	High Regulation in Data Protection	Less Data Insights
		Shipping And Delivery	Poor Transportation	Time-Zone Differences
		Return and Refund	Reduced Profit Margin	Decreased Inventory Turnover
3	Operational Issues	Efficient Inventory Management	Huge Investment on Software	Require Technical Expert
		Effective Packaging	Material Selection	Expensive
		Good Supply Chain Management	Complexity	Reduced Agility
		Tracking of Shipments	Data Quality Issues	Delayed Tracking Updates
4	Technological Issues	User friendly Website design	Design Complexity	Complex Check Out Process
		Clear Search Functionality	Limited Product Discovery	Increased Bounce Rate
		Mobile Optimization	Limited Screen Size	Increased Traffic
		Integration with the Social Media Platforms	Platform Dependency	Difficulty in Managing Multiple Platforms
5	Security Issues	Secure Website	Implementation Cost	Reduced Website Performance
		Trusted Payment Processor	Delayed Implementation	Additional Fees
		Two-Factor Authentication	Increased Friction	Increasing the Risk of Identity
		Privacy Policy	Compliance Requirements	Financial Penalties
<b>Source:</b> Author				

**Table 9:** Shows the elementary analysis of Disadvantage Factors of Online Buying Behaviour of Fashion Products and their CCEs.

S. No.	Determinant Issues	Key Attributes	Disadvantage Factors Affecting Determinant Issues	Critical Constituent Element
1	Marketing	Branding	Negative	Negative

	Issues		Feedback	Brand Image	
			Audience Targeting	Limited Reach	Exclusion of Certain Group
			Good Content Creation	Adversity in Content Distribution	Difficulty in Standing Out
			Influencer Marketing	Lack of Control	Risk of Influencer Scandals
2	Customer Issues		Trust	Difficult to Establish	Difficulty in Resolving Disputes
			Customer Service	Negative Publicity	Customer Attrition
			Proper Sizing and Fit	Limited Size Range	High Return Rates
			User Recommendations	Limited Information	Bias and Manipulation
			Effective Data Analytics	Cost and Resources	Missing the Business Opportunities
			Shipping And Delivery	Bottle Neck	Logistical Challenges
			Return and Refund	Time Consuming	Product Switching
3	Operational Issues		Efficient Inventory Management	Increase of Upfront Cost	Potential for Errors
			Effective Packaging	Increased Shipping Times	Increased Inventory Holding Cost
			Good Supply Chain Management	Delay in Delivery	Increased Lead Time
			Tracking of Shipments	Technical Glitches	Functional Barriers
4	Technological Issues		User friendly Website design	Website Down Time	Create Confusion
			Clear Search Functionality	Dependence on Accurate Product Data	Human Error
			Mobile Optimization	Compatibility Issues	Creates Frustration
			Integration with the Social Media Platforms	Competition	Increased Pressure
5	Security Issues		Secure Website	Server Configuration	Decrease in website Performance
			Trusted Payment Processor	Limited in Geographical Areas	High Fees
			Two-Factor Authentication	Complex User Experience	Cart Abandonment
			Privacy Policy	Potential for Confusion	Legal Penalties
<b>Source:</b> Author					

### 11. QUANTITATIVE CCE FOR ONLINE BUYING BEHAVIOUR OF THE FASHION PRODUCTS AS PER ABCD ANALYSIS FRAMEWORK :

The ABCD analysis framework has identified the Critical Constituent Element (CCE) for each key attribute related to the online buying behaviour of customers towards fashion products under the



determinant issues. These CCE values have been assigned weights by 25 members of focused group, with a ranking system where:

- Satisfactory [1];
- Neutral [2];
- Not Satisfactory [3];

Tables 10 through 13 depict the CCE values for each attribute.

**Table 10:** displays the advantageous factors of online buying behaviour and their corresponding CCE values, along with the total mean score.

Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element	Key Attribute Total Score	Determinant Issues Total Score	Total Mean Score
Marketing Issues	Branding	Increased Customer Reach	Customer Retention	62	260	188.36
	Audience Targeting	Increased Efficiency	Decrease Advertisement Waste	67		
	Good Content Creation	Increased Engagement	Encourage Social Sharing	65		
	Influencer Marketing	Good Credibility	Keep Customers on the Website Longer	66		
Customer Issues	Trust	High Sales	Improve ROI	68	471	
	Customer Service	Customer Satisfaction	New Customer Acquisition	69		
	Proper Sizing and Fit	Personalization	Reduce Product Exchange	65		
	User Recommendations	Social Proof	Foster Emotional Connections	68		
	Effective Data Analytics	Understand Customer Preferences	Improved Decision Making	68		
	Shipping And Delivery	Convenience	Quick Accessibility of the Product	67		
	Return and Refund	Safe	Faithfulness	66		
Operational Issues	Efficient Inventory Management	In-Time Delivery	Reduce Overstocking	66	268	
	Effective Packaging	Increased Shipping Times	Increased Shipping Times	65		

	Good Supply Chain Management	Efficiency	Reduce Delivery Cost	67		
	Tracking of Shipments	Real-Time Tracking Updates	Know the Delivery Status	70		
Technological Issues	User friendly Website design	Easy to Navigate and Use	Visual Appeal	67	274	
	Clear Search Functionality	Provide Quick Search Results	Fast Responsiveness	69		
	Mobile Optimization	Accessibility	Ease of Use	70		
	Integration with the Social Media Platforms	Increased Visibility	Ease of Sharing Information	68		
Security Issues	Secure Website	Feel Confident	Encryption	69	273	
	Trusted Payment Processor	Increased Security	Protect Sensitive Information	66		
	Two-Factor Authentication	Reduces the Risk of Fraudulent Transactions	Incident Response	70		
	Privacy Policy	Mitigate the Risk of Data Breaches	Sharing of Personal and Financial Information	68		

Source: Author

Table 11: displays the Benefit factors of online buying behaviour and their corresponding CCE values, along with the total mean score.

Determinant Issues	Key Attributes	Benefit Factors Affecting Determinant Issues	Critical Constituent Element	Key Attribute Total Score	Determinant Issues Total Score	Total Mean Score
Marketing Issues	Branding	Loyalty	Faithfulness	51	194	
	Audience Targeting	Better Customer Experience	Additional Purchase	51		
	Good Content Creation	Improved Brand Image	Unique selling Proposition	46		
	Influencer Marketing	Wider Reach	Multi-way Communication	46		
Customer Issues	Trust	Positive Brand Reputation	High Revenue	69	487	
	Customer Service	Real-Time Customer Engagement	Responsiveness	77		

	Proper Sizing and Fit	Accuracy	Customer Retention	69	153.44
	User Recommendations	Electronic Word-of-Mouth	Customer Capture	65	
	Effective Data Analytics	Personalized Marketing	Meet the Expectation of the Customer	69	
	Shipping And Delivery	Flexibility of Shipping	Faster Delivery	67	
	Return and Refund	Hassel-Free Return Process	Reduce Buyer Hesitation	71	
Operational Issues	Efficient Inventory Management	Better Service	Order Fulfilment	53	204
	Effective Packaging	Reduce Risk	Safe and Secure Delivery	48	
	Good Supply Chain Management	Collaboration	Reduce Stock-Outs	52	
	Tracking of Shipments	Reduce Customer Enquiries	Smooth Delivery Process	51	
Technological Issues	User friendly Website design	Great User Experiences	Increase in Product Demand	50	193
	Clear Search Functionality	Attract Customers	Search Engine Optimization	48	
	Mobile Optimization	Seamless and Intuitive Experience	Anytime Shopping	46	
	Integration with the Social Media Platforms	Direct Sales	Consistency	49	
Security Issues	Secure Website	Protect from Cyber Threats	Proactive Monitoring	52	202
	Trusted Payment Processor	Save Time	Protect from Loss	50	
	Two-Factor Authentication	Improved Trust	Prevent from Unauthorised Access	49	
	Privacy Policy	Transparency	Data Protection	51	

**Source:** Author

**Table 12:** displays the Constraint factors of online buying behaviour and their corresponding CCE values, along with the total mean score.

Determinant Issues	Key Attributes	Constraint Factors Affecting Determinant Issues	Critical Constituent Element	Key Attribute Total Score	Determinant Issues Total Score	Total Mean Score
Marketing Issues	Branding	Limited Control on Brand Image	Less Brand Awareness	54	221	146.28
	Audience Targeting	Privacy Concerns	Discrimination	54		
	Good Content Creation	Recourse Intensive	Lack of Skilled Personnel	56		
	Influencer Marketing	Finding Right Influencer	High Cost	57		
Customer Issues	Trust	Decreased Market Share	Effect on Reputation	53	380	
	Customer Service	Language Barriers	Limited Personal Interaction	59		
	Proper Sizing and Fit	Lack of standardized Sizing	Technical Challenge	53		
	User Recommendations	Fake or Inauthentic Reviews	Increased Customer Queries	59		
	Effective Data Analytics	High Regulation in Data Protection	Less Data Insights	52		
	Shipping And Delivery	Poor Transportation	Time-Zone Differences	53		
	Return and Refund	Reduced Profit Margin	Decreased Inventory Turnover	51		
Operational Issues	Efficient Inventory Management	Huge Investment on Software	Require Technical Expert	53	212	
	Effective Packaging	Material Selection	Expensive	53		
	Good Supply Chain Management	Complexity	Reduced Agility	53		
	Tracking of Shipments	Data Quality Issues	Delayed Tracking Updates	53		
Technological Issues	User friendly Website design	Design Complexity	Complex Check Out Process	56	214	
	Clear Search Functionality	Limited Product Discovery	Increased Bounce Rate	52		

	Mobile Optimization	Limited Screen Size	Increased Traffic	51		
	Integration with the Social Media Platforms	Platform Dependency	Difficulty in Managing Multiple Platforms	55		
Security Issues	Secure Website	Implementation Cost	Reduced Website Performance	54	211	
	Trusted Payment Processor	Delayed Implementation	Additional Fees	52		
	Two-Factor Authentication	Increased Friction	Increasing the Risk of Identity	52		
	Privacy Policy	Compliance Requirements	Financial Penalties	53		
<b>Source:</b> Author						

**Table 13:** displays the Disadvantageous factors of online buying behaviour and their corresponding CCE values, along with the total mean score.

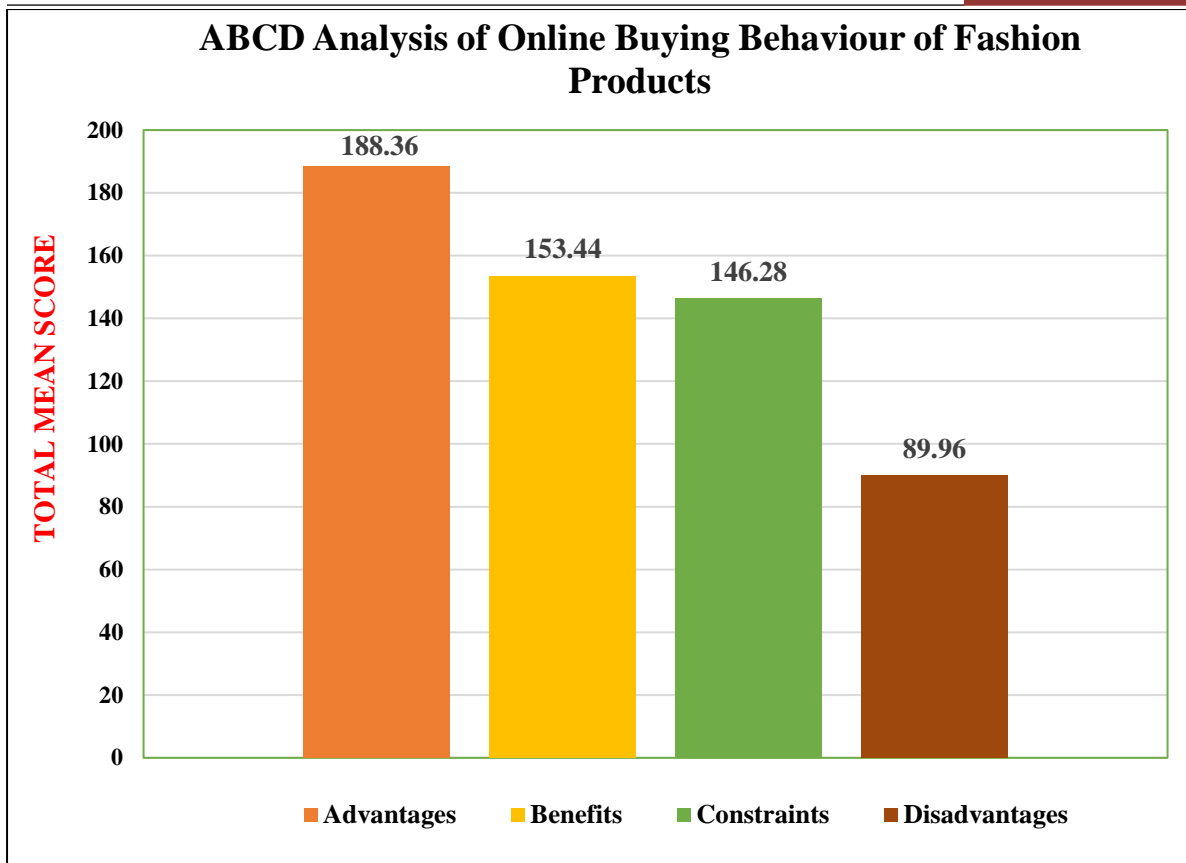
Determinant Issues	Key Attributes	Disadvantage Factors Affecting Determinant Issues	Critical Constituent Element	Key Attribute Total Score	Determinant Issues Total Score	Total Mean Score
Marketing Issues	Branding	Negative Feedback	Negative Brand Image	37	151	
	Audience Targeting	Limited Reach	Exclusion of Certain Group	43		
	Good Content Creation	Adversity in Content Distribution	Difficulty in Standing Out	36		
	Influencer Marketing	Lack of Control	Risk of Influencer Scandals	35		
Customer Issues	Trust	Difficult to Establish	Difficulty in Resolving Disputes	35	239	
	Customer Service	Negative Publicity	Customer Attrition	31		
	Proper Sizing and Fit	Limited Size Range	High Return Rates	35		
	User Recommendations	Limited Information	Bias and Manipulation	35		
	Effective Data Analytics	Cost and Resources	Missing the Business Opportunities	35		
	Shipping And Delivery	Bottle Neck	Logistical Challenges	36		
	Return and Refund	Time Consuming	Product Switching	32		
						<b>89.96</b>



Operational Issues	Efficient Inventory Management	Increase of Upfront Cost	Potential for Errors	38	131
	Effective Packaging	Increased Shipping Times	Increased Inventory Holding Cost	32	
	Good Supply Chain Management	Delay in Delivery	Increased Lead Time	30	
	Tracking of Shipments	Technical Glitches	Functional Barriers	31	
Technological Issues	User friendly Website design	Website Down Time	Create Confusion	34	131
	Clear Search Functionality	Dependence on Accurate Product Data	Human Error	33	
	Mobile Optimization	Compatibility Issues	Creates Frustration	32	
	Integration with the Social Media Platforms	Competition	Increased Pressure	32	
Security Issues	Secure Website	Server Configuration	Decrease in website Performance	33	127
	Trusted Payment Processor	Limited in Geographical Areas	High Fees	29	
	Two-Factor Authentication	Complex user Experience	Cart Abandonment	32	
	Privacy Policy	Potential for Confusion	Legal Penalties	33	

## 12. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR ONLINE BUYING BEHAVIOUR OF THE FASHION PRODUCTS AS PER ABCD ANALYSIS FRAMEWORK :

Graphical representation is a powerful tool for presenting information in a way that is easily understandable and accessible to a wide range of people. Graphs, charts, and other forms of visual representations can help to illustrate patterns, trends, and relationships that might be difficult to see in a table of numbers or written text. They also make it easier for people to compare data and draw conclusions based on the information presented. In this study, the data is presented using graphical representations in order to enhance the clarity and comprehensibility of the total mean score of the critical constituent elements.



**Fig. 3:** It shows the ABCD Analysis of Online Buying Behaviour of Fashion Products through the social media.

The diagrammatic representation of ABCD in the context of online buying behaviour of fashion products with social media influence reveals the relative importance of each factor in the analysis (figure 3). The Advantages factor is the most significant, with a value of 325.48, indicating that unique features or competitive advantages such as in-time delivery, personalization of products, easy accessibility, and increased security are the most critical aspects that attract customers to shop online for fashion products. The Benefits factor, with a value of 263.32, highlights the positive outcomes or advantages that consumers gain from shopping online for fashion products, such as accuracy, better service, product reviews, protection from cyber threats, and access to a broader range of products. The Constraints factor, with a value of 156.76, indicates the challenges that hinder the implementation or success of online shopping for fashion products, such as shipping fees, fake or inauthentic reviews, lack of standardized sizing options, and lack of physical interaction with products. The Disadvantages factor, with a value of 89.96, represents the negative aspects or potential weaknesses of online buying behaviour of fashion products, such as time consumption, a huge competition, unreliable delivery, and product returns. Overall, this diagrammatic representation of ABCD helps to identify the key factors that affect the success of online buying behaviour of fashion products with social media influence, and this analysis provides a deeper insight into the potential advantages and limitations of this concept, allowing for informed decisions on how to improve its effectiveness or develop new models.

### 13. CONCLUSION :

The ABCD analysis framework provides a comprehensive and structured approach for evaluating business models, concepts, and systems. It involves identifying the key attributes, analysing their advantages, benefits, constraints, and disadvantages, considering the context in which the model operates, and evaluating the design of the model. In this study, the framework was employed to identify the impact of CCE's on the online buying behaviour of fashion products through social media. The findings indicate that these factors significantly influence the success of online buying behaviour of the customers towards fashion products with influence of social media. It can help businesses gain a better

understanding of the strengths and weaknesses of their models or concepts and make informed decisions about their strategies for growth and success.

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