



# Impact Of Religiosity On Online Apparel Buying Intention Of Gen Z

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## Abstract

**Purpose:** Due to limited studies with respect to the impact of religiosity as a one of the key components of cultural factors affecting the consumer buying behaviour, the present study aims to explore the impact of religiosity on online buying intention of Gen Z with respect to apparels. The findings of the study have various implications for online retailers and marketing managers dealing in apparels.

**Methodology:** The data for the study has been collected from Mumbai. A structured close ended questionnaire has been used in this study as research instrument based on 5-point Likert Scale from 5 to 1. Total 687 respondents had been participated in the present research work. The hypothesis was tested using Karl Pearson's coefficient of correlation, Regression and ANOVA.

**Findings:** The study finds a significant impact of Religiosity on online apparel buying

**Keywords:** Cultural factors, Impact of Religiosity, online buying intention, apparel, Gen Z

“Choice of sources can shield extreme bias behind a façade of objectivity.” Noam Chomsky

## 1. Introduction:

India has experienced a sea change when it comes to internet and smartphone penetration which has boosted the e-commerce segment. More and more people are being attracted towards online shopping. Online shopping, just like offline shopping is affected by various consumer related factors. The cultural factors are considered to be one the most important factors affecting consumer behaviour. Religion is the key component of the cultural factors affecting the consumer behaviour. The present study aims at finding the influence of religiosity on the online buying intention of Gen Z with respect to apparels.

Religiosity is “the degree to which a person adheres to his or her religious values, beliefs, and practices, and uses them in daily live” (Worthington et al., 2003). In a multi- religious country like India, the impact of religion is observed on all aspects of consumer behaviour. There is a dearth of studies that have been done to find the impact of religion on consumer behaviour and that too with reference to Gen Z. The present paper attempts to study the impact of religion on apparel buying intention particularly with respect to Gen Z. Gen Z is comprised of those born between 1996 and 2010. For the purpose of the present study only Gen Z of 18 years or more has been taken.

## 2. Review of Existing Literature:

(Davis, 2014) analysed the impact of religion as an important cultural element, on consumers’ patronage behaviour with respect to apparel. The data of 333 Christian respondents was analysed using Structural equation modelling method and factor analysis. The findings revealed that religiosity significantly impacted Christian consumers’ apparel shopping orientation.

(Mokhlis, 2006) analysed the impact of both intrapersonal and interpersonal religiosity on consumer shopping orientation in Malaysia. The study found significant relation between intrapersonal and interpersonal religiosity on the price consciousness, quality consciousness, and impulsive shopping orientation.

(Mokhlis, 2009) examined the influence of religiosity in terms of religious affiliation and religious commitment on shopping orientation. 226 respondents were surveyed for data collection. The findings of the study showed a significant difference in the shopping orientation among consumers with different levels of religiosity

(Essoo & Dibb, 2004) did a thorough review of existing literature exploring impact of religiosity on the shopping behaviour of Hindu, Muslim and Catholic consumers. The study was entirely based on secondary data. The results confirmed the earlier findings on the positive impact of religiosity on the shopping behaviour. This was more particularly observed among devout Hindus.

(Agarwala et al., 2018) presented a summarizing review on the impact of religiosity on consumer behaviour through a conceptual framework. The result not only complemented existing but also broadened the theory.

(Jeelani, n.d.) did conceptual research which primarily focused on exploring the impact of religion on buying behaviour of consumer. The study confirmed the earlier findings that the religiosity as the key cultural component affects the consumer shopping behaviour.

(Yousuf Daas, n.d.) provided various instances happened globally highlighting the impact of religiosity on different aspects of consumer behaviour mainly on: demand for seasonal products, investment, and shaping consumer attitude.

A detailed analysis of existing literature reveals that very few studies exist with respect to impact of religiosity on the online buying intention of apparel and specially with respect to Gen Z who are among the top online buyers of apparels.

### **3. Objective of the paper:**

To study the impact of religiosity on online buying intention of Gen Z with respect to apparels.

### **4. Hypothesis:**

Ho: There is no impact of Religiosity on online buying intention of Gen Z with respect to apparels.

### **5. RESEARCH METHOD:**

A well-structured closed ended questionnaire was used to collect primary data. A total of 67 usable responses were collected from college students studying in different colleges in Mumbai using a combined method of sampling. The variables were measured through a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) as the set of statements used in the study are scored together to be taken as interval scale (Joshi et al., 2015). The data was analyzed using descriptive as well as inferential statistics. To measure the impact of religiosity, The study adopted Religious Commitment Inventory, RCI-10 (Worthington et al., 2003).

### **6. ANALYSIS OF DATA AND FINDINGS**

Total 78 responses were collected out of which the usable responses selected for the study was 67. The data has been analysed with the help of Microsoft Excel and MYSTAT Software. To test the hypothesis, the Karl Pearson's coefficient of correlation, Regression and Analysis of Variance was used after examining their assumptions. The characteristics of the respondents is presented in Table1. Table 2 shows the descriptive statistics. The Shapiro-Wilk test was applied to check whether the data was normally distributed. A p-value of more than 0.05 shows that the data is normally distributed. Table 3 indicates Karl Pearson's coefficient of correlation. The sample coefficient of correlation is 0.316 which indicates a positive correlation between the impact of religiosity and online apparel buying intention of Gen Z. Since the p-value is less than 0.05 hence the null hypothesis is rejected. Table 4 indicates the results of regression of religiosity on online buying intention of apparel. The results point out that the value of Squared Multiple R is 0.100 which implies that 10 % of the variance in in online apparel purchase intention is explained by the religiosity of the respondents. The p-value is less than 0.05 indicates that the religiosity has a significant impact on the online purchase intention of the apparel with respect to Gen Z.

**CHARACTERISTICS OF RESPONDENTS (N=67)**

Characteristics		Total	Percentage
Gender	Male	26	38.80
	Female	51	76.20
Qualification	Intermediate	38	56.72
	Bachelors	13	19.41
	Masters	15	22.39
	Ph.D.	01	01.49
	Others	-	-
Religion	Hindu	47	70.14
	Muslim	15	22.39
	Christian	1	01.49
	Others	4	5.97
Household Income	Less than Rs. 30,000/-p.m.	58	86.57
	Rs. 30,000/- to Rs. 60,000/-p.m.	08	11.94
	More than Rs. 60,000/-p.m.	01	01.49
Spending on Apparel	Less than Rs. 1000/-p.m.	36	53.73
	Rs. 1000/- to Rs. 3000/-p.m.	31	46.27
	More than Rs. 3000/-p.m.	-	-

**Table 2: Descriptive Statistics**

	Apparel Buying Intention	Impact of Religiosity
N of Cases	67	67
Minimum	7.000	8.000
Maximum	25.000	40.000
Arithmetic Mean	15.574	25.059
Standard Deviation	4.526	7.653
Shapiro-Wilk Statistic	0.965	0.967
Shapiro-Wilk p-value	0.051	0.065

**Table 3: Pearson Correlation Coefficient**

GROUP	Mean	Standard Deviation
APPAREL BUYING INTENTION	15.574	4.526
IMPACTOF RELIGIOSITY	25.059	7.653

Sample Size : 67  
 Sample Correlation Coefficient : 0.316  
 95.00% Confidence Interval : 0.084 to 0.515  
 T : 2.703  
 p-value : 0.009

**Table 4.1: Regression Analysis**

Dependent Variable	Apparel Buying Intention
N	67
Multiple R	0.316
Squared Multiple R	0.100
Adjusted Squared Multiple R	0.086
Standard Error of Estimate	4.327

**Table 4.2: Regression Coefficients  $B = (X'X)^{-1}X'Y$** 

Effect	Coefficient	Standard Error	Std. Coefficient	Tolerance	t	p-value
Constant	10.894	1.809	0.000	.	6.023	0.000
Impact of Religiosity	0.187	0.069	0.316	1.000	2.703	0.009

**Table 4.3: Analysis of Variance**

Source	SS	Df	Mean Squares	F-ratio	p-value
Regression	136.822	1	136.822	7.307	0.009
Residual	1,235.810	66	18.724		

**Discussion and Research Implications:**

In the light of above discussion, it can be concluded that there is a significant impact of religiosity on online buying intention of apparels with respect Gen Z. The finding has various implications for online marketers and managers to take appropriate marketing decisions keeping in mind the impact of religiosity on online apparel buying intention of Gen Z.

**Limitations and Suggestions for Future Studies:**

Since the sample size of the study was small a future study on a large sample size will be more reliable. This study mainly focused on the buying behaviour of Gen Z; therefore, it is highly recommended to carry out future researches with respect to other generations. The present study only focused on the impact of religiosity on buying intention, further studies may be carried out using other variables.

**Conclusion:**

Religion, as a cultural factor has a key role in consumer behaviour. The present study revealed that there exists a positive correlation between religiosity and online buying intention of apparels among Gen Z. Apart from this the regression and analysis of variance revealed an influence of religiosity on the online buying intention of the apparel.

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Note: All the references are traced online between 10 to 30 September

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