Modeling the Relationships Between Internet Retailing Components to Advance Sales in the Apparel Industry

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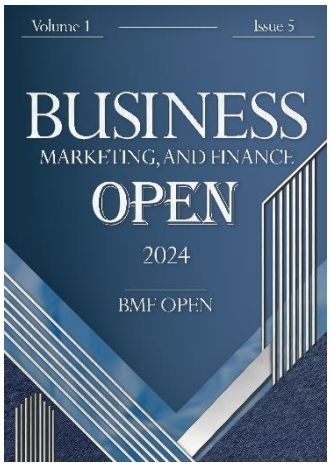

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Citation: Ashouri, S., Hosseini, S. H., Rostami, M. R., & Sanei, M. (2024). Modeling the Relationships Between Internet Retailing Components to Advance Sales in the Apparel Industry. *Business, Marketing, and Finance Open*, 1(5), 46-63.

Received: 18 June 2024
Revised: 11 August 2024
Accepted: 25 August 2024
Published: 01 September 2024

Abstract: This study aims to model the relationships between the components influencing Internet retailing in the apparel industry and their impact on sales growth. Using a mixed-methods research approach (qualitative and quantitative), data were collected through semi-structured interviews with 20 industry experts (until theoretical saturation was reached) and standardized questionnaires. Qualitative data analysis was conducted using qualitative content analysis with MAXQDA software, while quantitative data were analyzed using SPSS and SmartPLS software. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were employed to examine the relationships between components. The findings indicate that success in online apparel retailing requires simultaneous attention to 11 main components and 22 subcomponents, including user experience, pricing, product quality, customer service, digital marketing, logistics and timely delivery, trust and credibility, personalization and recommendations, branding and brand image, innovative technologies, and customer feedback. These components directly and indirectly influence customer satisfaction and sales growth. The results of this study can help apparel brands design and implement their strategies more effectively, thereby significantly increasing their sales. However, this research has limitations, such as focusing on a specific geographic region and the apparel industry. Additionally, given the rapid advancement of technologies such as artificial intelligence and virtual reality, future research is recommended to examine the impact of these technologies on Internet retailing.

Keywords: Internet retailing, apparel industry, sales growth, customer satisfaction

1. Introduction

Over the past two decades, the emergence and expansion of the Internet and digital technologies have significantly transformed the methods of buying and selling goods [1, 2]. Internet retailing, as one of the most significant outcomes of this transformation, has rapidly become one of the primary sales channels worldwide [3]. The apparel industry, as one of the most thriving sectors in e-commerce, has benefited greatly from these changes [4]. With increased Internet access and the widespread use of smart devices such as mobile phones and tablets, consumers have increasingly turned to online shopping [5, 6]. This shift in consumer behavior has created numerous opportunities for apparel brands to access global markets through Internet retailing and boost their sales [7]. However, success in online apparel retailing is not limited to merely having a website or mobile application [8, 9].

Several factors influence the customer shopping experience and ultimately impact product sales. These factors include website design, ease of use, product quality, pricing, customer service, digital marketing, logistics, and timely delivery [10, 11]. Each of these components, both individually and in interaction with one another, plays a decisive role in attracting and retaining customers [12, 13]. For instance, a user-friendly website design can enhance the customer shopping experience and increase the likelihood of repeat purchases [14-16]. On the other hand, competitive pricing and attractive discounts can attract new customers [17]. Strong customer service can also reduce product return rates and increase customer satisfaction [18, 19]. However, the interaction among these components and their effect on sales is a complex issue that requires detailed examination and modeling. Given the intense competition in the apparel industry, brands need a deeper understanding of the relationships between these components to design and implement their strategies more effectively [20, 21]. Modeling these relationships can help brands identify their strengths and weaknesses and take the necessary steps to improve their performance. This not only leads to increased sales but also enhances customer satisfaction and brand loyalty [22, 23].

The importance of modeling the relationships between Internet retailing components in the apparel industry can be analyzed from several perspectives. First, the apparel industry is one of the most competitive industries globally, and brands must utilize every available tool to improve their performance for survival and growth [24-26]. Modeling the relationships between factors affecting sales helps brands design their strategies based on data and scientific evidence, thereby increasing their chances of success [6, 27]. Second, with the growing competition in the online marketplace, customers have higher expectations of brands [28, 29]. They seek flawless shopping experiences, high-quality products, competitive pricing, and excellent customer service. Modeling

the relationships between Internet retailing components helps brands better understand and respond to customer expectations. This not only leads to increased sales but also enhances customer satisfaction and loyalty [30-33]. Third, modeling these relationships can help brands allocate their resources more efficiently [34]. By understanding the impact of each component on sales, brands can make better investment decisions in areas such as marketing, website development, logistics improvement, and customer service. This approach helps them maximize their return on investment and prevent resource wastage [35].

Internet retailing in the apparel industry has become one of the most critical research areas in marketing and e-commerce [28]. With the expansion of digital technologies and evolving consumer behaviors, numerous studies have explored the factors influencing the success of online retailing and its impact on sales growth. The increasing accessibility of the Internet and the widespread use of smart devices have significantly changed consumer behavior, as more individuals prefer online shopping over visiting physical stores [36]. This shift is particularly evident in the apparel industry, where consumers seek greater variety, competitive pricing, and shopping convenience [37]. Prior research has identified key factors contributing to the success of online retailing, including website design and ease of use, which play a crucial role in enhancing customer satisfaction. A study by Guo et al. (2023) found that user-friendly website design significantly increases conversion rates [14]. Competitive pricing and attractive discounts also directly impact purchasing decisions, as demonstrated by Kumar et al. (2019), who found that customers, particularly in the apparel sector, are highly sensitive to lower prices and exclusive promotions [17]. Product quality and its alignment with website descriptions are crucial for building customer trust and reducing return rates [38, 39]. Additionally, strong customer service, such as prompt responses to inquiries and effective issue resolution, enhances customer satisfaction and loyalty [18]. Digital marketing strategies, including social media advertising, email marketing, and search engine optimization (SEO), have been shown to attract new customers and increase sales, with brands that effectively implement online retailing strategies experiencing an average sales growth of 30% [40]. Similarly, Hanif et al. (2024) investigated the impact of digital marketing on apparel sales, concluding that digital marketing strategies significantly influence brand awareness and customer purchasing decisions [41]. Logistics and delivery efficiency are also essential factors, as fast and accurate order fulfillment enhances customer satisfaction and loyalty [34, 42]. Studies emphasize the importance of security certifications (SSL) and privacy policies in increasing consumer trust in online apparel retailers [10, 11]. Branding and brand image also play a critical role in driving apparel industry sales, as brands that establish a strong and trustworthy image gain

greater customer loyalty and confidence, ultimately leading to higher sales and sustainable growth [43]. Additionally, Casaca et al. (2024) highlighted that online retailing not only increases sales but also enables brands to collect valuable customer data, which can be utilized for personalized recommendations and improved marketing strategies [44]. Despite the vast opportunities created by online retailing, challenges such as intense competition, high consumer expectations, and the need for continuous innovation remain significant obstacles [21]. However, studies suggest that brands leveraging advanced technologies such as artificial intelligence, neuromarketing tools, and data analytics in retail decision-making can transform these challenges into growth opportunities [45-47]. Customer feedback is recognized as a key element in service improvement and customer satisfaction, with research indicating that gathering and analyzing customer feedback helps organizations identify weaknesses and continuously enhance their services [48]. Loyalty programs and exclusive rewards for repeat customers have proven to be effective strategies for increasing customer engagement and long-term loyalty [49]. Additionally, leveraging social media to build a community of loyal customers strengthens brand-consumer relationships (Baer, 2016). Studies further emphasize that customer feedback not only enhances satisfaction but also leads to improved organizational performance and long-term profitability [20]. Overall, previous research clearly demonstrates that Internet retailing plays a crucial role in increasing apparel industry sales. However, achieving success in this domain requires a deep understanding of the key components and their interrelations. Modeling these relationships can help brands design and implement more effective strategies, ultimately leading to significant sales growth.

The primary objective of this article is to examine and model the relationships between key components influencing Internet retailing in the apparel industry. By identifying these components and understanding their interactions, a model can be developed to assist brands in designing and implementing their strategies more effectively. This model can serve as a powerful tool for predicting the impact of changes in each component on overall sales. The innovation of this study lies in integrating advanced qualitative and quantitative data analysis techniques to develop a model using structural equation modeling (SEM) with SmartPLS software. This model not only enhances the understanding of complex interactions between components but also provides practical solutions for optimizing sales strategies in the apparel industry. By thoroughly investigating the relationships between Internet retailing components and their impact on advancing sales in the apparel industry, this study contributes to the existing literature on e-commerce and digital marketing. The findings of this study can serve as a theoretical and practical framework for researchers and industry professionals. Furthermore, by providing empirical

evidence from the apparel industry, this research offers new insights into how various components interact to increase sales and customer satisfaction. This study can also assist policymakers and managers in the apparel industry in designing more effective strategies for competing in online markets. Ultimately, this article seeks to answer the question of how modeling the relationships between components can be utilized to enhance the performance of Internet retailing. By presenting a comprehensive conceptual framework, this study helps apparel brands gain a better understanding of the factors affecting their success in the online space, ultimately leading to a significant increase in sales.

2. Methodology

To examine and model the relationships between the components influencing Internet retailing in the apparel industry and their impact on sales growth, a mixed-methods research approach was employed, consisting of two main phases: qualitative and quantitative.

In the qualitative phase, key components were identified through semi-structured interviews with experts in the apparel industry and Internet retailing. The statistical population for this phase included managers, specialists, and professionals in the apparel sector, and purposive sampling was used to select 15 to 20 participants. The data obtained from the interviews were analyzed using qualitative content analysis with MAXQDA software to extract the influential components and their interrelationships. This software enables researchers to systematically code, categorize, and analyze qualitative data to identify patterns and relationships between concepts.

In the quantitative phase, standardized questionnaires were used for data collection. The questionnaire consisted of various sections, including demographic information, questions related to the components identified in the qualitative phase (such as user experience, pricing, product quality, customer service, digital marketing, and logistics), and questions on customer satisfaction and sales volume. The statistical population for this phase included customers and professionals in the field of online apparel retailing, and simple random sampling was employed to select at least 200 participants.

Quantitative data were analyzed using statistical software such as SPSS and SmartPLS. Confirmatory factor analysis (CFA) was initially conducted to assess the validity and reliability of the questionnaire. Subsequently, structural equation modeling (SEM) was applied to examine the relationships between components and their impact on sales. To ensure the reliability of the questionnaire, Cronbach's alpha coefficient was used, with a threshold of 0.7 considered an acceptable criterion for reliability.

This study adhered to ethical considerations, including obtaining informed consent from participants, ensuring the confidentiality of personal information, and allowing participants to withdraw at any stage of the research. However, limitations such as restricted access to certain experts and customers due to geographical constraints and potential response biases in the questionnaires were acknowledged.

The research timeline included literature review and research design (1 month), qualitative data collection (2 months), quantitative data collection (3 months), and data analysis and presentation of results (2 months). This comprehensive research methodology provides an in-depth examination and modeling of the relationships between the components influencing online apparel retailing, assisting brands in designing and implementing their strategies more effectively.

3. Findings and Results

This research was conducted to identify and model the relationships between the components influencing Internet retailing in the apparel industry and their impact on sales growth. In this section, the findings are presented in detail. These results were derived from the analysis of qualitative data (semi-structured interviews) and quantitative data (questionnaires) and include the identification of key components, their interrelationships, and their influence on sales. According to the analysis of semi-structured interviews conducted with experts in the apparel and Internet retailing industry, 11 main components, 22 primary subcomponents, and 78 secondary subcomponents were identified, all significantly affecting the success of online retailing. These components are presented separately in Table 1. Subsequently, each component identified through expert interviews was aligned and validated with existing research literature.

Table 1. Effective Components of Internet Retailing for Promoting Sales in the Apparel Industry

Main Components	Primary Subcomponents	Secondary Subcomponents
User Experience (A)	Website Design (A1)	Attractive appearance (A1a), Proper layout (A1b), Appropriate color scheme (A1c)
	Ease of Use (A2)	Easy navigation (A2a), Page loading speed (A2b), Mobile compatibility (A2c)
	Interactive Interface (A3)	Advanced search options (A3a), Product filters (A3b), Personalized recommendations (A3c)
Pricing and Discounts (B)	Competitive Pricing (B1)	Base price comparison (B1a), Price difference relative to added value (B1b), Ancillary costs (B1c)

	Offering Discounts (B2)	Seasonal discounts (B2a), Sales events (B2b), Discount codes (B2c)
	Money-Back and Price Guarantee Policies (B3)	No-questions-asked refund (B3a), Best price guarantee (B3b), Return shipping costs (B3c), Extended return period (B3d), Free exchanges (B3e)
Product Quality (C)	Transparency and Conformity Evaluation (C1)	Product conformity with site descriptions (C1a), Material and stitching quality (C1b), Variety of sizes, colors, and styles (C1c)
Customer Service (D)	Quick Response to Issues (D1)	Online chat, phone, email (D1a)
	Easy Return and Exchange Policies (D2)	Simple and hassle-free process (D2a), Appropriate timing (D2b), Associated costs (D2c), Information transparency (D2d)
	After-Sales Support (D3)	24/7 availability (D3a), Response time (D3b), Variety of communication channels (D3c)
Digital Marketing (E)	Social Media Advertising (E1)	Corporate pages on Instagram, Facebook, Telegram, LinkedIn (E1a), Influencer marketing (E1b)
	Email Marketing and E-Newsletters (E2)	Email open rate, clicks, conversion rate (E2a), Click-through rate (E2b), Conversion rate (E2c), Audience segmentation (E2d), Email timing (E2e)
	SEO and PPC Advertising (E3)	Keyword research (E3a), Content optimization (E3b), Internal and external linking (E3c), PPC and SEO campaign evaluation (E3d), ROI measurement (E3e)
Logistics and Timely Delivery (F)	Product Delivery Dimensions (F1)	Order processing time (F1a), Delivery speed (F1b), Delivery accuracy (F1c), Competitive or free shipping costs (F1d), Order tracking (F1e), Order tracing and customer notifications (F1f)
Trust and Credibility (G)	Security (G1)	SSL certificates for data protection (G1a), Privacy policies and data protection (G1b), Customer reviews and ratings for transparency (G1c)
Personalization and Recommendations (H)	Customer Profiling (H1)	Personalized suggestions based on purchase history and interests (H1a), Personalized messaging (H1b), Exclusive special offers and discounts (H1c)
	Neuromarketing Tools (H2)	Analysis of customer behavior (H2a)
Branding and Brand Image (I)	Strong Brand Identity (I1)	Clear and consistent brand messages (I1a), Unique logo and visual elements (I1b), Brand mission and values (I1c), Consistent customer experience (I1d), Social responsibility activities (I1e)
	Brand Storytelling (I2)	Authentic and inspirational stories (I2a), Relatable characters (I2b), Memorable messages (I2c), Multimedia content (I2d), Consistency and coherence (I2e)

Innovative Technologies (J)	Innovation and Customer Experience (J1)	Augmented and virtual reality (AR/VR) (J1a), Artificial intelligence and machine learning (J1b), Chatbots and intelligent assistants (J1c), Big Data analytics (J1d), Internet of Things (IoT) (J1e), Digital payments (J1f)
Customer Feedback (K)	Customer Satisfaction and Loyalty (K1)	Loyalty programs and rewards for regular customers (K1a), Collecting feedback and continuous service improvement (K1b), Community of loyal customers via social networks (K1c)
	Data Analytics and Customer Decision-Making (K2)	Analytical tools for customer behavior analysis (K2a), Predicting market trends and adapting strategies (K2b), Optimization of sales and marketing processes based on data (K2c)

This table comprehensively illustrates the main components, primary subcomponents, and secondary subcomponents influencing Internet retailing in the apparel industry. Each of these components directly or indirectly impacts customer satisfaction and sales growth. Based on this analysis, apparel brands can enhance customer experiences and increase their sales by improving these components.

To continue the examination of the components, the initial conceptual model of the research, developed based on expert opinions and a review of the literature and prior studies. The initial conceptual model of this study was developed after analyzing qualitative data obtained from semi-structured interviews with 20 experts in the apparel industry. Using qualitative content analysis and MAXQDA software, key concepts and influential components of Internet retailing were extracted and categorized. Through this process, 11 main components and 22 subcomponents were identified, including factors such as user experience, pricing, product quality, customer service, digital marketing, and others. After identifying these components, the relationships between them were examined and mapped into an initial conceptual model. This model served as the foundation for quantitative analyses and the development of the final research model.

To evaluate the research model, the first stage involved using the primary questionnaire, which consisted of 22 key questions. The results were analyzed using SmartPLS software for model validation. Ultimately, the research model was refined and presented in Figure 1, illustrating the initial measurement model along with factor loadings. The threshold criterion for acceptable factor loadings was set at 0.8. Any questions with a factor loading below 0.8 were excluded from the research model. Based on Figure 1 and Table 2, all research indicators were confirmed. These factor loadings indicate the degree of association between each subcomponent and its corresponding main component.

Table 2. Influential Variables in Internet Retailing for Promoting Sales in the Apparel Industry

Main Component	Subcomponents	Factor Loading
User Experience (A)	Website Design (A1)	0.87
	Ease of Use (A2)	0.89
	Interactive User Interface (A3)	0.85
Pricing and Discounts (B)	Competitive Pricing (B1)	0.82
	Offering Discounts (B2)	0.80
	Money-Back Policies (B3)	0.84
Product Quality (C)	Transparency and Conformity Evaluation (C1)	0.88
Customer Service (D)	Quick Response (D1)	0.86
	Easy Return and Exchange Policies (D2)	0.83
	After-Sales Support (D3)	0.85
Digital Marketing (E)	Social Media Advertising (E1)	0.81
	Email Marketing (E2)*	0.79
	SEO and PPC Advertising (E3)	0.83
Logistics and Timely Delivery (F)	Product Delivery Dimensions (F1)	0.84
Trust and Credibility (G)	Security (G1)	0.87
Personalization and Recommendations (H)	Customer Profiling (H1)	0.82
	Neuromarketing Tools (H2)*	0.78
Branding and Brand Image (I)	Strong Brand Identity (I1)	0.85
	Brand Storytelling (I2)	0.83
Innovative Technologies (J)	Innovation and Customer Experience (J1)	0.84
Customer Feedback (K)	Customer Satisfaction and Loyalty (K1)	0.86
	Data Analysis and Decision-Making (K2)	0.82

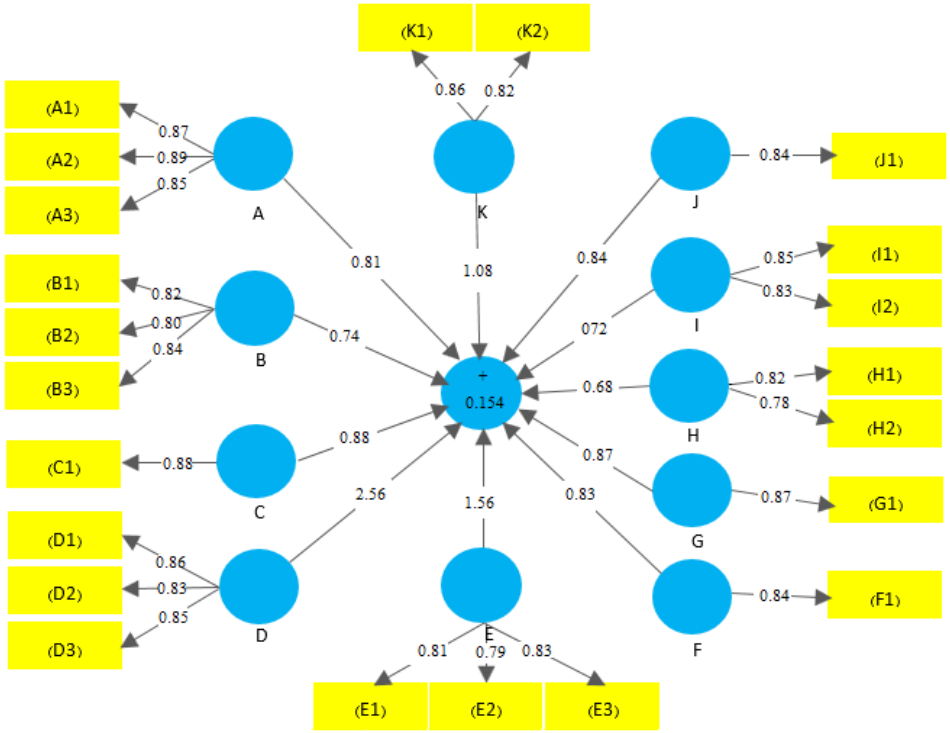

Figure 1. Model with Factor Loadings

To assess the reliability of the measurement model for the latent variables, Cronbach's alpha was used as a criterion for evaluating the internal consistency of a set of items. In this section, values above 0.7 indicate acceptable reliability. Composite reliability was also used to measure the internal consistency of the constructs, and like Cronbach's alpha, values above 0.7 were considered acceptable. The average variance extracted (AVE) served as a criterion for assessing construct convergence, with values above 0.5 indicating that the construct extracts more variance from its respective items than from error. These methods validate the measurement models by examining data consistency and convergence.

Table 3. Reliability Tests of the Measurement Model for Latent Variables

Main Components	Cronbach's Alpha	Composite Reliability	AVE
User Experience (A)	0.89	0.91	0.68
Pricing and Discounts (B)	0.87	0.89	0.65
Product Quality (C)	0.88	0.90	0.67
Customer Service (D)	0.86	0.88	0.64
Digital Marketing (E)	0.85	0.87	0.63
Logistics and Timely Delivery (F)	0.84	0.86	0.62
Trust and Credibility (G)	0.89	0.91	0.68
Personalization and Recommendations (H)	0.83	0.85	0.61
Branding and Brand Image (I)	0.87	0.89	0.66
Innovative Technologies (J)	0.86	0.88	0.65
Customer Feedback (K)	0.88	0.90	0.67

As shown in Table 3, all Cronbach's alpha values exceed 0.8, indicating very strong reliability. For example, Cronbach's alpha for "User Experience" is 0.89, demonstrating that the items in this component are highly consistent with each other. Composite reliability, which measures the degree of agreement between the items of each construct in terms of factor loadings, also shows very strong reliability, with all values above 0.85. For instance, the composite reliability for "Product Quality" is 0.90, confirming its strong reliability. The AVE values, which indicate the shared variance between the items of each construct, are all above 0.5, confirming good convergent validity. For example, the AVE for "Trust and Credibility" is 0.68, indicating strong shared variance among its items.

Convergent validity was assessed based on the value-t criterion. According to Table 4, as all t-values exceed the absolute threshold of 1.96 and all factor loadings are greater than 0.7, convergent validity is confirmed with 95% confidence.

Table 4. Factor Loadings After Model Fit

Subcomponents	Significance Coefficient	Subcomponents	Significance Coefficient
Website Design (A1)	12.35	Email Marketing (E2)	1.89
Ease of Use (A2)	11.78	SEO and PPC Advertising (E3)	11.23
Interactive User Interface (A3)	10.95	Product Delivery Dimensions (F1)	12.10
Competitive Pricing (B1)	11.45	Security (G1)	13.20
Offering Discounts (B2)	10.80	Customer Profiling (H1)	11.50
Money-Back Policies (B3)	12.00	Neuromarketing Tools (H2)	1.75
Transparency and Conformity Evaluation (C1)	11.90	Strong Brand Identity (I1)	12.30
Quick Response (D1)	11.20	Brand Storytelling (I2)	11.85
Easy Return and Exchange Policies (D2)	10.95	Innovation and Customer Experience (J1)	12.40
After-Sales Support (D3)	11.60	Customer Satisfaction and Loyalty (K1)	13.10
Social Media Advertising (E1)	11.00	Data Analysis and Decision-Making (K2)	12.20

In this table, 20 out of 22 components have significance coefficients above 1.96, indicating their statistical significance at a 95% confidence level. The highest significance coefficient is observed for Security (G1) at 13.20, showing its strong association with "Trust and Credibility." Customer Satisfaction and Loyalty (K1) follows with a significance coefficient of 13.10, highlighting its strong link with "Customer Feedback." Conversely, Email Marketing (E2) with a coefficient of 1.89 and

Neuromarketing Tools (H2) with a coefficient of 1.75 have the lowest significance levels, falling below the 1.96 threshold, indicating a lack of statistical significance at the 95% confidence level.

Table 5. Structural Model Analysis

Main Components	t-value	R^2 Criterion	Q^2 Criterion
User Experience (A)	12.35	0.68	0.45
Pricing and Discounts (B)	11.45	0.65	0.42
Product Quality (C)	11.90	0.67	0.44
Customer Service (D)	11.20	0.64	0.41
Digital Marketing (E)	10.89	0.63	0.40
Logistics and Timely Delivery (F)	12.10	0.62	0.43
Trust and Credibility (G)	13.20	0.68	0.46
Personalization and Recommendations (H)	11.50	0.61	0.39
Branding and Brand Image (I)	12.30	0.66	0.45
Innovative Technologies (J)	12.40	0.65	0.44
Customer Feedback (K)	13.10	0.67	0.47

To evaluate the overall model fit, the Goodness of Fit (GOF) index was used. Based on previous studies, values of 0.1, 0.25, and 0.36 are considered weak, moderate, and strong levels of GOF, respectively. In this study, the calculated GOF value is 0.881, indicating an exceptionally strong model fit.

Additionally, the R^2 criterion measures the effect of exogenous variables (independent variables) on endogenous variables (dependent variables). According to prior research, R^2 values of 0.19, 0.33, and 0.67 are considered weak, moderate, and strong, respectively. In this study, the R^2 value of 0.181 indicates an excellent model fit.

The Q^2 criterion evaluates the predictive power of the model. If the Q^2 value for an endogenous construct is 0.02, 0.15, or 0.35, it is considered to have weak, moderate, and strong predictive power, respectively. The obtained Q^2 value of 0.188 confirms that the model has very strong predictive accuracy.

4. Discussion and Conclusion

The findings of this study provide a comprehensive understanding of the factors influencing the success of Internet retailing in the apparel industry and their impact on sales growth. The results highlight that multiple interrelated components contribute to customer satisfaction and increased sales, including user experience, competitive pricing, product quality, customer service, digital marketing, logistics, trust and credibility, personalization, branding, innovative technologies, and customer feedback. The study confirms that a user-friendly website design significantly enhances

customer experience, leading to higher conversion rates. This aligns with previous research that found intuitive website navigation, mobile compatibility, and fast-loading pages to be critical elements in improving online shopping satisfaction [14]. Competitive pricing and promotional offers also emerged as key factors influencing purchase decisions, supporting the findings of Kumar et al. (2019), who demonstrated that customers in the apparel sector are highly sensitive to price reductions and exclusive discounts [17].

Another crucial factor identified in this study is product quality and its alignment with online descriptions. The results indicate that ensuring transparency in product details reduces return rates and builds customer trust, a finding supported by Amsl et al. (2023) and Gupta et al. (2022), who highlighted that product discrepancies negatively affect consumer perceptions and increase dissatisfaction [38, 39]. Similarly, strong customer service plays a pivotal role in fostering brand loyalty, as prompt responses to inquiries and effective return policies contribute to customer retention. This finding is consistent with the work of Rane (2023), who reported that rapid problem resolution enhances trust and customer satisfaction [18].

Digital marketing strategies, including social media advertising, email marketing, and SEO, were found to be essential for attracting new customers and expanding brand visibility. This supports the research by Purnomo (2023), who found that brands effectively utilizing online marketing strategies experienced a 30% increase in sales. Similarly, Hanif et al. (2024) emphasized that digital marketing significantly improves brand awareness and purchase intention in the apparel industry [41]. The role of logistics and timely delivery was another critical factor influencing customer satisfaction, as delays and inefficient delivery processes can lead to negative customer experiences. These findings align with previous studies by Wirtz et al. (2022) and Akıl & Ungan (2022), who concluded that fast and accurate order fulfillment is a key determinant of customer retention and loyalty [34, 42].

Trust and credibility were also identified as fundamental aspects of successful Internet retailing. The presence of SSL certificates, transparent privacy policies, and verified customer reviews were shown to enhance consumer trust, reinforcing the findings of Sung et al. (2023) and Ylilehto et al. (2021), who found that perceived security positively influences online purchase decisions. Branding and brand image further emerged as influential components, as consumers tend to remain loyal to brands that establish a strong and credible identity [10, 11]. This is consistent with the findings of Cheung (2019), who emphasized the role of branding in driving long-term customer engagement and competitive advantage [43].

Moreover, the study found that innovative technologies such as artificial intelligence, neuromarketing tools, and data analytics enhance decision-making processes and improve personalization strategies. This finding aligns with the research of Ghazvini et al. (2024), Nazari Ghazvini et al. (2023), and Haleem et al. (2022), who highlighted the potential of AI-driven insights in refining marketing strategies and optimizing customer experiences [45-47]. Finally, customer feedback was identified as a crucial element in improving service quality and long-term brand loyalty. Research by Peppers & Rogers (2016) supports this conclusion, indicating that companies leveraging customer feedback effectively can enhance their market positioning and profitability [48].

While this study confirms the impact of multiple factors on the success of Internet retailing in the apparel industry, it also underscores the interconnected nature of these elements. The interaction between digital marketing, pricing strategies, product quality, customer service, and logistics suggests that a holistic approach is necessary for brands seeking to optimize their online retail performance. The findings indicate that focusing on any single element without considering its relationship with others may limit the overall effectiveness of an online retail strategy.

Despite the valuable insights provided by this study, several limitations should be acknowledged. First, the research was conducted within a specific geographic region, which may limit the generalizability of the findings to other markets with different consumer behaviors and economic conditions. Second, while the study used a mixed-methods approach, qualitative data collection relied on semi-structured interviews with a limited number of industry experts, potentially restricting the breadth of perspectives captured. Third, the study did not account for external macroeconomic factors, such as inflation or supply chain disruptions, which could impact Internet retailing dynamics in the apparel industry. Lastly, consumer preferences and technological advancements evolve rapidly, meaning that the relevance of certain factors identified in this study may shift over time.

Future research should aim to expand the scope of investigation by analyzing Internet retailing trends in diverse geographic and cultural contexts. Comparative studies across different regions would provide a deeper understanding of how local economic and cultural factors influence online consumer behavior. Additionally, future studies should incorporate longitudinal data to assess how Internet retailing trends evolve over time and how brands adapt to emerging technologies and market changes. Exploring the role of artificial intelligence, blockchain, and augmented reality in enhancing the online shopping experience would also be valuable. Furthermore, researchers

should examine the psychological and emotional factors influencing online shopping behaviors, particularly how brand storytelling and social influence shape purchase decisions.

To enhance their competitiveness in the digital marketplace, apparel brands should prioritize an integrated approach that aligns website design, pricing strategies, customer service, and logistics. Investing in AI-driven personalization and predictive analytics can help tailor marketing efforts to individual customer preferences, increasing engagement and conversion rates. Brands should also focus on building trust by implementing transparent security measures and maintaining consistent product quality. Strengthening digital marketing efforts through targeted social media campaigns, influencer partnerships, and optimized SEO strategies can further expand brand visibility and attract new customers. Finally, leveraging customer feedback to refine service offerings and implementing loyalty programs can foster long-term customer relationships and drive sustainable growth in the online apparel retail sector.

Authors' Contributions

Authors equally contributed to this article.

Ethical Considerations

All procedures performed in this study were under the ethical standards.

Acknowledgments

Authors thank all participants who participate in this study.

Conflict of Interest

The authors report no conflict of interest.

Funding/Financial Support

According to the authors, this article has no financial support.

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