

From Click to Cart: A Conjoint Analysis View of the Road to Customer Satisfaction and Willingness to Pay in Online Shopping

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Abstract

In recent years, the expansion of e-commerce in Bangladesh has been nothing short of astounding, compelling conventional merchants to build online portals in order to preserve their market position. With a rising number of mobile users and extensive internet use among Bangladeshis, the online business sector has grown significantly. This study applies conjoint analysis to acquire a better knowledge of customer behavior and preferences in the clothing category, concentrating on six main aspects of online buying: shopping website, product line, form of payment, delivery time, pricing, and promotions. The shopping brand website is the most important of these qualities, according to the investigation, followed by the product type attribute. Interestingly, Aarong appears as the shopping brand with the greatest utility score, implying that it has a considerable effect on consumers' purchasing decisions. Price comes in third place, followed by delivery time and manner of payment. Promotions, on the other hand, have been shown to have the least influence on customers' online purchasing behavior. For online companies looking to draw in and keep customers, an understanding of consumer preferences and the factors that affect their decision-making is important. The study's conclusions provide useful information for companies engaged in Bangladesh's e-commerce sector. Online merchants may refine their tactics to increase customer satisfaction and acquire a competitive edge by taking into account the importance of shopping brand websites, product categories, pricing, delivery dates, and other factors.

Keywords

Conjoint analysis, Consumer psychology, Online shopping dynamics, Market research, and Apparel e-commerce.

1. Introduction

Bangladesh's economy and people's way of life have undergone substantial changes due to the growth of e-commerce and related industries. Advancements in technology and evolving consumer preferences have granted individuals access to a diverse array of goods and services, enabling them to conserve time and alleviate the stress associated with in-person shopping. E-commerce has emerged as a vital sector, particularly during the COVID-19 pandemic, where it facilitated access to goods and services, leading to positive economic contributions and increased GDP (Hossain, 2022). The expansion of e-commerce has significantly transformed the landscape of online marketplaces and delivery services, creating new employment opportunities and enhancing trade dynamics. As technology evolves, these platforms facilitate broader access for entrepreneurs and small enterprises, allowing them to reach a global customer base and overcome geographical limitations (Alkhalifah et al. 2022; Pavlishyna & Kot 2020). Moreover, e-commerce

adoption has proven to be a growth catalyst for small and medium-sized enterprises (SMEs), enabling them to compete effectively with larger firms by streamlining operations and expanding market reach (Sharma, 2023). This digital transformation not only enhances customer satisfaction through improved logistics and delivery systems (Alkhalifah et al. 2022) but also reshapes the organizational forms of international economic activity, creating new commercial opportunities and challenges (Sidenko 2020).

The simplicity of online buying significantly contributes to customer satisfaction, as it streamlines transactions by eliminating costs associated with time and transportation, allowing for 24/7 access to products (Kumari, 2024). However, customers often express concerns regarding the inability to physically inspect items and the lack of personal interaction, which can lead to doubts about the transaction's integrity. Research indicates that while a substantial percentage (67.7%) of customers report satisfaction with online purchases, issues such as transparency and the principle of good faith in transactions remain critical for enhancing trust (Abdullah et al. 2024; Prawesthi & Soraya, 2024). To address these concerns, online retailers must prioritize relationship-building with customers, enhance user interface design for better navigation and interaction, and ensure robust security measures to alleviate apprehensions about online transactions (Issa 2014). Furthermore, fostering trust and reducing anxiety through effective communication and customer support can enhance consumer satisfaction and loyalty, ultimately driving revenue growth (Khoa & Huynh 2022).

Businesses increasingly recognize the importance of investing time and resources into their online retail strategies to enhance customer satisfaction and improve shopping experiences. The rapid growth of e-commerce, with global sales exceeding \$1.2 trillion in 2013, underscores the necessity for companies to ensure their websites are user-friendly and accessible. Research indicates that usability significantly influences customer behavior, with well-designed sites leading to increased traffic and higher purchase rates (Downing & Liu 2011). Additionally, effective marketing management plays a crucial role in establishing and maintaining customer satisfaction, which is vital for maximizing profits in retail. Furthermore, businesses must adopt robust e-commerce strategies to remain competitive, particularly in challenging economic climates, by leveraging technology to enhance customer interactions and streamline transactions (Ray 2011).

Research indicates that consumers prioritize platforms with user-friendly payment methods, such as E-payments and Cash on Delivery, with 71% favoring these options (Dixit et al. 2023; Moreko 2024). Price competitiveness is also crucial, as 58% of users prefer platforms offering a wide selection of competitively priced products (Moreko 2024). Additionally, product variety and speed of delivery significantly impact consumer choices, with many customers valuing timely and reliable delivery services (Bansal & Sharma, 2024). The perceived risks associated with online shopping, such as financial loss and delivery reliability, further shape purchasing behavior, highlighting the importance of addressing these concerns to enhance customer satisfaction (Pokhrel 2023). Overall, understanding these preferences can help e-commerce platforms improve user experience and foster customer loyalty.

Finding and analyzing customer preferences for various features of e-commerce clothing websites is the particular goal of this study. The goal of earlier research has been to determine if a consumer's preference for online purchasing varies depending on the type of goods (Korgaonkar et al. 2006). Clothes and accessories are the things we have selected for our inquiry since they are those that are most often purchased online in Bangladesh. In order to find out whether consumers are willing to purchase clothing online, the study used conjoint analysis. Aiming to understand Bangladeshi consumers' preferences in the apparel market, the study makes an attempt. The decision to purchase anything is influenced by the variety of options available and the value that each and every option offers the buyer.

1.1 Objectives

This study aimed to investigate online purchasing preferences and their impact on customer behavior. Specifically, it sought to identify customer preferences for brand websites, product categories, payment options, prices, delivery times, and promotions. Additionally, the study aimed to assess the relative importance of these attributes in influencing customer behavior and satisfaction. By understanding these factors, this research seeks to provide insights into the key drivers of online purchasing decisions and their implications for businesses.

2. Theoretical Review

Recent studies have explored consumers' willingness and intentions to shop online. These studies are reviewed and summarized in the following subsection.

2.1 Consumer Behavior and Online Shopping

Consumer behavior plays a crucial role in online shopping success. To effectively engage and target consumers online, businesses must be aware of consumers' behaviors and decision-making processes. Trust is one of the most important factors to consider when shopping online. Research by Pratminingsih et al. (2013) emphasizes that trust plays a vital role in building customer loyalty toward online shopping platforms. Consumers need to trust the online retailer's credibility, security measures, and commitment to protecting their personal and financial information. Researchers have found that consumers' willingness to engage in online shopping activities is positively correlated with their level of trust (Pratminingsih et al. 2013).

Another important feature of consumer behavior in the context of online buying is convenience. Online shopping systems provide the ease of 24-hour access, a diverse product choice, and fast price and feature comparison. The impact of convenience on repeat-purchase intentions among Indonesian students discovered that convenience affected consumers' repeat-purchase intentions considerably, demonstrating that convenience is important in molding consumers' behavior in the online buying environment (Farida 2016).

Online shopping customer behavior is significantly influenced by the availability of a large selection of items and tailored suggestions (Park & Stoel, 2005). The effect of online consumer experience on satisfaction and intent to repurchase in online clothes commerce. According to the findings, personalization and personalized shopping experiences significantly increased consumer happiness and repurchase intentions (Nilsson & Wall 2017). Consumer behavior has been transformed by the rise of social media and its connection with e-commerce platforms. Social commerce elements impact customers' preferences, and firms may use such characteristics to improve consumer involvement and purchase choices (Kaur & Kumar 2021). Farah et al. (2018) investigate the factors that influence undergraduate students' purchasing habits on the internet. They identified the layout of websites, pricing, trust, ease, and product selection as important variables influencing students' online purchasing habits.

Schaupp & Bélanger (2005) examines how technology and product characteristics play a role in explaining the level of customer satisfaction with online buying. A conjoint study of 188 consumers' consumer preferences was used to accomplish this. The findings show that the three factors that consumers value most while purchasing online are privacy (a technological attribute), convenience (a shopping attribute), and merchandising (a product element).

2.2 Consumer Satisfaction and Supply Chain Responsiveness

The achievement of any company depends heavily on its ability to satisfy its customers. An organization must meet or surpass consumers' expectations for the goods or services they get to achieve customer satisfaction. To achieve customer satisfaction, efficient supply-chain management is essential. According to research, supply chain responsiveness and customer happiness have a high correlation. The purpose of the study Farida (2016) was to examine how Indonesian students' intentions to make additional purchases online were impacted by ease and satisfaction. The likelihood of repeat purchases by customers in an online retail environment is examined in connection to convenience, customer happiness, and ease of use.

Supply chain responsiveness is the ability of an organization to react quickly and effectively to changes in consumer demand, market circumstances, or other external variables. Shorter lead times, a wider selection of products, greater order visibility, and better post-sale support may all be offered to clients via a responsive supply chain. In the context of online clothes selling, Nilsson & Wall (2017) investigate the effects of the online customer experience on satisfaction and repurchase intention. The study looks at what makes for satisfying customer experiences and how those experiences affect consumer satisfaction and propensity to make more purchases in the future.

Businesses can use various strategies to improve customer satisfaction by making their supply chains more responsive. These include adopting flexible and agile supply chain practices, using advanced technologies for real-time demand forecasting and inventory management, building strong partnerships with suppliers, ensuring clear communication, and applying data analytics for better decision-making. By aligning supply chain processes with customer needs, companies can gain a competitive advantage and enhance customer satisfaction. Hum & Parlar (2014) emphasized the importance of measuring and improving supply chain responsiveness to meet customer demands and stay competitive.

2.3 Brand Utility and Conjoint Analysis

Conjoint analysis is a popular marketing research strategy that examines customers' preferences for several product features to identify how they make judgments. It enables researchers to comprehend the relative value of various traits and how they impact customer decisions. Businesses may modify their product offerings, pricing plans, and marketing initiatives to fit client preferences and increase sales by comprehending the significance of certain features. Habenstein et al. (2021) results of the conjoint analysis have management ramifications for online merchants and club fan stores.

Conjoint analysis was especially used in U. C. Sharma & Sharma (2020) study to investigate brand utility, or the value that consumers place on various brands. The researchers were able to quantify the significance of each feature through the use of conjoint analysis, and they offered insightful information for marketers and e-commerce shops that want to improve consumer happiness and optimize their product offers.

Spoth (1989) uses conjoint analysis to create utility-responsive health promotion programs that match customer preferences and increase their level of satisfaction. The study entails asking individuals to participate in surveys or tests where they are shown several program traits or features and asked to select one or evaluate their preferences. The author assesses the relative significance of various program qualities and their bearing on customer satisfaction using statistical analysis of the data gathered.

With the rapid growth of e-commerce in Bangladesh, many traditional stores have launched online platforms to stay competitive. This growth is driven by the increasing number of mobile users and internet access among the public. This study uses conjoint analysis to explore the factors influencing Bangladeshi customers' preferences for buying clothing online. The goal is to understand the specific preferences of Bangladeshi consumers in the garment market. The variety of options provided and the utility that customers gain from each option have an impact on the purchase decisions.

3. Methods

3.1 Research Methodology

The operational technique is illustrated in the flow diagram below.

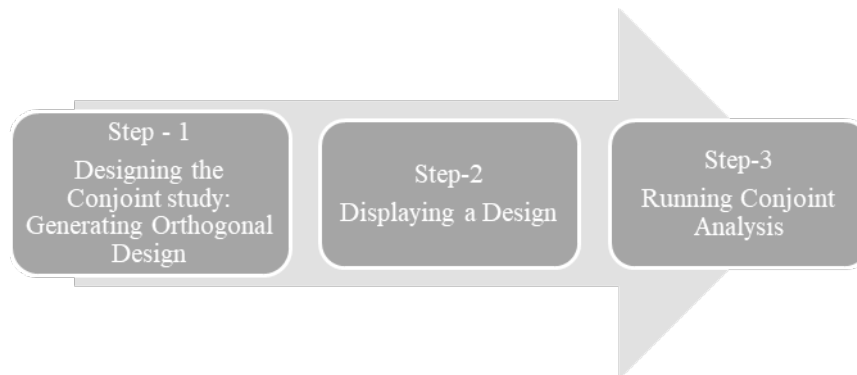


Figure 1. Flow diagram of the working procedure

3.2 Attributes Selection & Layout for Conjoint

This study intends to investigate Bangladeshi customers' preferences for online buying, with an emphasis on understanding the elements that impact their decision-making process. The availability of Internet shopping options has a significant impact on their purchasing decisions. We identified six essential factors of online shopping to determine client preferences: shopping brand website, product line, mode of payment, price, delivery time, and promotions. These characteristics were picked after significant research and interaction with customers and industry professionals.

Customers have a variety of options within each characteristic. There are six options for the shopping brand website attribute, five options for the product line attribute, two options for the form of payment attribute, three options for the pricing attribute, three options for the delivery time attribute, and two options for the promotion attribute. These

options were chosen based on their popularity and applicability to the online purchasing scenario in Bangladesh. Conjoint analysis was performed utilizing the given characteristics and their associated options. Table 1 below depicts the conjoint arrangement, which depicts the many aspects and options of online buying. This layout will aid the examination of consumer preferences and act as a visual representation of the elements under consideration.

Table 1. Conjoint Layout for Orthogonal Design

Serial No.	Attributes	Features/ Choices
1.	Shopping Brand website	Aarong
		Cat's Eye
		Sailor
		Fabrilife
		Le Reve
		Yellow
2.	Product Line	Casual Wear
		Formal Wear
		Panjabis
		Sportswear
		Accessories
3.	Mode of Payment	COD/ Cash
		Credit/Debit/Net banking
4.	Price	Low (below 2000tk)
		Medium(2000-6000tk)
		High (above 6000tk)
5.	Delivery Time	Within 24hrs
		Delivery within two days
		Delivery in a week time
6.	Promotions	Discount
		Cash Back

3.3 Orthogonal Design Cards

The overall design has a total of $6 \times 5 \times 2 \times 3 \times 3 \times 2 = 1080$ distinct incentive combinations. However, in order to save time, a simplified design of 40 incentives/cards was used, which was created by orthogonal design in SPSS software. Holdout cases are 5 for this study which ones would be offered to customers to rate but would not be utilized for model creation but would instead be used to validate the model.

A questionnaire was created expressly for the goal of facilitating the implementation of conjoint analysis. The questionnaire made use of the reduced design's choice combinations. The questionnaire had 40 profiles in all, and respondents were asked to identify their choices among these profiles.

Table 2 below shows the 40 questionnaire profiles that were created. These profiles include the many combinations of attributes and options discovered in the study, giving respondents with a full set of situations to evaluate.

Table 2. Generated 40 profile cards

Brand	Type	Payment	price	Time	Promotions	CARD
Sailor	Sportswear	cash on delivery/cash	high (above 6000tk)	delivery within two days	Discount	1
Aarong	Formal wear	cash on delivery/cash	low (below 2000tk)	within 24hrs	Cash back	2
Aarong	Casual Wear	cash on delivery/cash	low (below 2000tk)	delivery in a week time	Cash back	3
Fabrillife	Accessories	credit/debit/net banking	low (below 2000tk)	within 24hrs	Cash back	4
Cat's Eye	Sportswear	credit/debit/net banking	medium(2000-6000tk)	within 24hrs	Discount	5
Sailor	Accessories	cash on delivery/cash	low (below 2000tk)	delivery in a week time	Discount	6
Le Reve	Casual Wear	cash on delivery/cash	medium(2000-6000tk)	within 24hrs	Cash back	7
Aarong	Panjabis	cash on delivery/cash	medium(2000-6000tk)	within 24hrs	Discount	8
Fabrillife	Sportswear	cash on delivery/cash	low (below 2000tk)	within 24hrs	Discount	9
Sailor	Casual Wear	credit/debit/net banking	high (above 6000tk)	within 24hrs	Discount	10
Cat's Eye	Casual Wear	credit/debit/net banking	medium(2000-6000tk)	delivery in a week time	Discount	11
Cat's Eye	Casual Wear	credit/debit/net banking	low (below 2000tk)	delivery within two days	Cash back	12
Cat's Eye	Panjabis	cash on delivery/cash	low (below 2000tk)	within 24hrs	Cash back	13
Le Reve	Formal wear	credit/debit/net banking	low (below 2000tk)	delivery within two days	Cash back	14
Yellow	Casual Wear	cash on delivery/cash	low (below 2000tk)	within 24hrs	Discount	15

Yellow	Formal wear	credit/debit/net banking	low (below 2000tk)	delivery within two days	Discount	16
Sailor	Formal wear	cash on delivery/cash	medium(2000-6000tk)	within 24hrs	Discount	17
Yellow	Formal wear	credit/debit/net banking	high (above 6000tk)	within 24hrs	Cash back	18
Le Reve	Formal wear	cash on delivery/cash	high (above 6000tk)	within 24hrs	Cash back	19
Le Reve	Formal wear	credit/debit/net banking	low (below 2000tk)	delivery in a week time	Discount	20
Aarong	Casual Wear	credit/debit/net banking	high (above 6000tk)	within 24hrs	Discount	21
Aarong	Panjabis	credit/debit/net banking	medium(2000-6000tk)	within 24hrs	Discount	22
Yellow	Formal wear	credit/debit/net banking	medium(2000-6000tk)	within 24hrs	Discount	23
Cat's Eye	Accessories	cash on delivery/cash	high (above 6000tk)	within 24hrs	Discount	24
Aarong	Formal wear	credit/debit/net banking	medium(2000-6000tk)	delivery within two days	Discount	25
Aarong	Formal wear	credit/debit/net banking	low (below 2000tk)	within 24hrs	Discount	26
Fabrillife	Formal wear	cash on delivery/cash	medium(2000-6000tk)	delivery in a week time	Cash back	27
Yellow	Panjabis	cash on delivery/cash	low (below 2000tk)	delivery in a week time	Discount	28
Aarong	Panjabis	cash on delivery/cash	high (above 6000tk)	delivery within two days	Cash back	29
Cat's Eye	Formal wear	cash on delivery/cash	low (below 2000tk)	delivery within two days	Cash back	30
Le Reve	Accessories	credit/debit/net banking	medium(2000-6000tk)	delivery within two days	Cash back	31
Yellow	Casual Wear	cash on delivery/cash	high (above 6000tk)	delivery within two days	Cash back	32
Fabrillife	Casual Wear	credit/debit/net banking	low (below 2000tk)	delivery within two days	Discount	33

Aarong	Accessories	cash on delivery/cash	medium(2000-6000tk)	delivery in a week time	Discount	34
Le Reve	Formal wear	cash on delivery/cash	medium(2000-6000tk)	delivery within two days	Discount	35
Cat's Eye	Formal wear	cash on delivery/cash	high (above 6000tk)	delivery in a week time	Discount	36
Aarong	Casual Wear	cash on delivery/cash	low (below 2000tk)	within 24hrs	Discount	37
Aarong	Sportswear	credit/debit/net banking	high (above 6000tk)	delivery within two days	Discount	38
Le Reve	Sportswear	cash on delivery/cash	low (below 2000tk)	delivery within two days	Discount	39
Yellow	Panjabis	cash on delivery/cash	medium(2000-6000tk)	delivery within two days	Cash back	40

3.4 Calculating Utility Value

Conjoint utilities or part-worths are interval data that have been scaled to an arbitrary additive constant inside each attribute. The arbitrary origin of the scaling inside each attribute is the result of dummy coding in the design matrix. We could add a constant to the part-worths for all levels of an attribute or all attribute levels in the research and our interpretation of the results would not change.

The systematic utility V represents the function that translates the product attributes and their levels into part-worth utilities. The estimated utility V_i for a product i with N attributes can be divided into two subfunctions ψ and f_n as follows (Teichert, 2001) (Eggers et al., 2022) :

$$V_i = \Psi [f_1(v_{1i}), f_2(v_{2i}), \dots, f_N(v_{Ni})] \dots\dots\dots (1)$$

With

v_{Ni} : Part-worth utility of attribute N in product i , $n = 1, 2, \dots, N$

f_N : Evaluation function of attribute = 1, 2, ..., N

ψ : Function to combine part-worth utilities across attributes

4. Results and Discussion

The effect of each attribute level on Consumers' preferences for online shopping brands is indicated by part-worth ratings or utility scores. Higher scores indicate a preference for that attribute level.

4.1 Results

Aarong has the most utility among Bangladeshi customers, followed by Sailor and Fabrilife. In Bangladesh, the Aarong shopping brand is growing in popularity because Bangladeshi consumers love to purchase at Aarong. The utility discovered in terms of product type/line is higher with casual wear & sportswear, whereas the utility found in terms of payment is more with cash on delivery. This payment option gives consumers trust that they would make payment only after obtaining the product for which they made an order with the online portal. The majority of customers expect delivery on the same day or within 24 hours. The majority of customers choose cash-back offers. This type of advertising is more appealing in this age of Internet banking. Given that a major portion of Bangladesh's population is middle class, the price range under 2000tk is preferred more. Table 3 below shows the result.

Table 3. Utilities of different choices

	Attributes	Utility Estimate	Std. Error
Brand	Aarong	0.225	0.320
	Cat's Eye	-0.188	0.415
	Sailor	0.199	0.415
	Fabrillife	0.101	0.415
	Le Reve	-0.255	0.415
	Yellow	-.082	0.415
Type	Casual Wear	0.102	0.311
	Formal wear	-0.155	0.311
	Panjabis	-0.402	0.400
	Sportswear	0.302	0.400
	Accessories	0.153	0.400
Payment	cash on delivery/cash	0.062	0.175
	credit/debit/net banking	-0.062	0.175
Promotions	Discount	-0.025	0.175
	Cash back	0.025	0.175
price	low (below 2000tk)	0.174	0.208
	medium(2000-6000tk)	-0.348	0.416
	high (above 6000tk)	-0.521	0.624
Time	within 24hrs	0.139	0.624
	delivery within two days	0.093	0.416
	delivery in a week time	0.046	0.208
(Constant)		25.207	0.580

In each context, 5 of the 40 cards were holdouts. Although participants in the research scored these six cards in each scenario, the conjoint approach did not utilize them to estimate utility. Instead, as a check on the utility's validity, the conjoint process computes correlations between the observed and predicted rank orders for profiles.

For the cards, Kendall's tau was 0.750, indicating a moderate correlation between the observed and predicted rank orders of the attribute levels for these profiles, as a value preferred for high correlations is greater than 0.80, which implies fewer random responses. Table 4 depicts the result below.

Table 4. Correlations between observed and estimated preferences

Correlations		
	Value	Sig.
Pearson's R	0.710	0.018
Kendall's tau	0.750	0.020

4.2 Discussion

The significance of each of the six factors in the development of brand preferences is shown by a relative relevance score. To calculate the relative significance score, the importance ratings of individual customers for each characteristic were first computed. The significance scores for that attribute for all customers were then averaged by the number of participants. Each respondent's importance scores were calculated by dividing the utility range (part-worth scores) for each attribute by the total utility ranges for all the characteristics. The more points an attribute received, the more significant it was in determining a particular consumer's preference. Table 5 and Figure 2 show the outcome.

Table 5. Average Importance value

Importance Values of Attributes	
Brand	34.709
Type	28.333
Payment	8.918
Promotions	8.481
price	10.481
Time	9.078

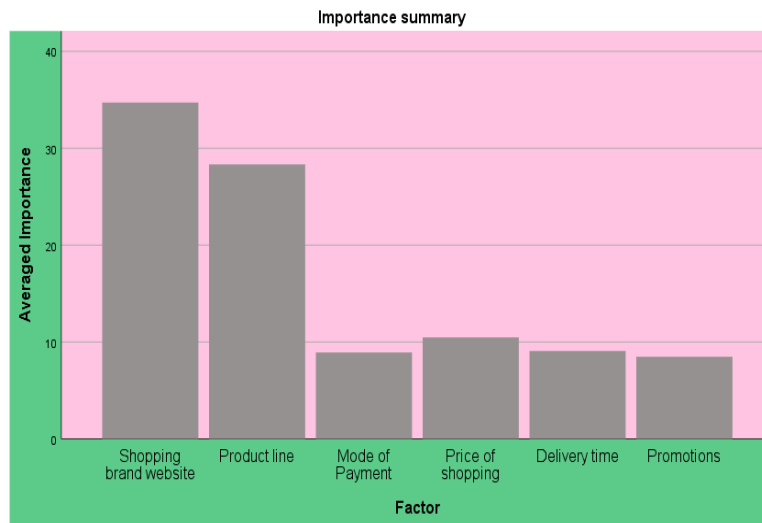


Figure 2. Attribute preferences of consumers

The objective of this study was to determine the utility values of apparel brand features using conjoint analysis. Each respondent is aware of their utility measurements subjectively, but they would not be aware of them without the assistance of conjoint analysis. In actuality, however, consumers base their judgments on the implicit utility they assign to every factor. The study reveals how marketers may utilize this strong research approach to uncover and quantify their clients' hidden requirements. It also demonstrates how utilities for the same element might alter under different situations (for example, the goal of selecting a garment brand) for the same individual

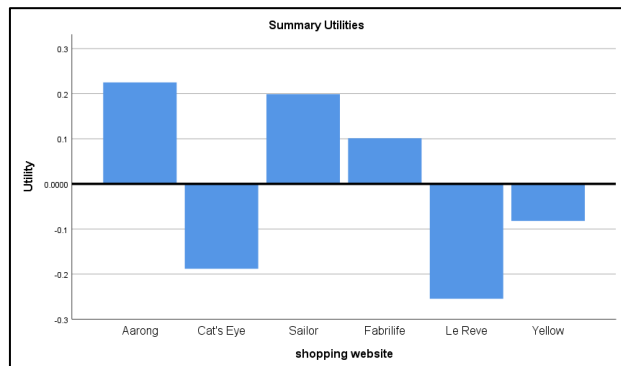


Figure 3. Shopping brand website utility

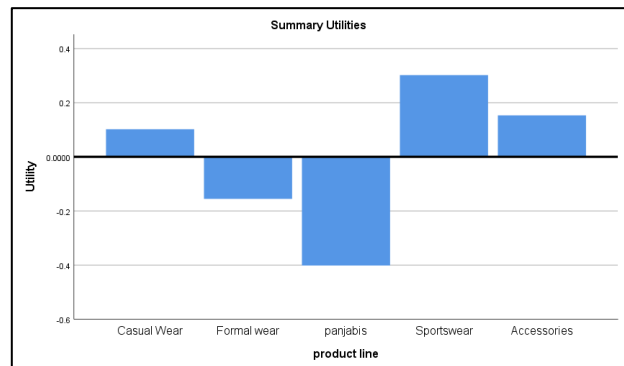


Figure 4. Product type/line attribute utility

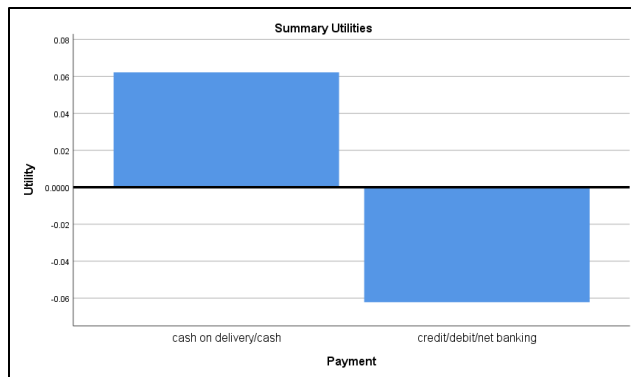


Figure 5. Mode of Payment attribute utility

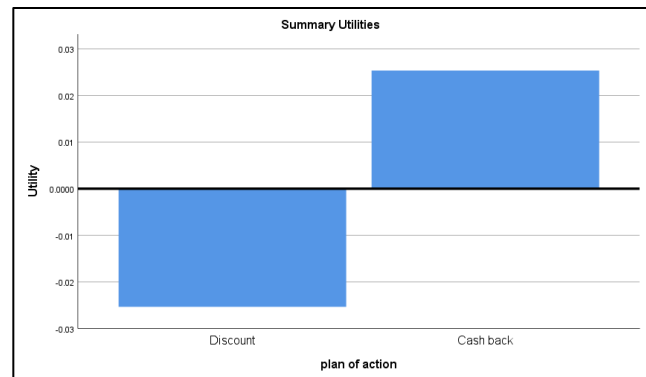


Figure 6. Promotions attribute utility

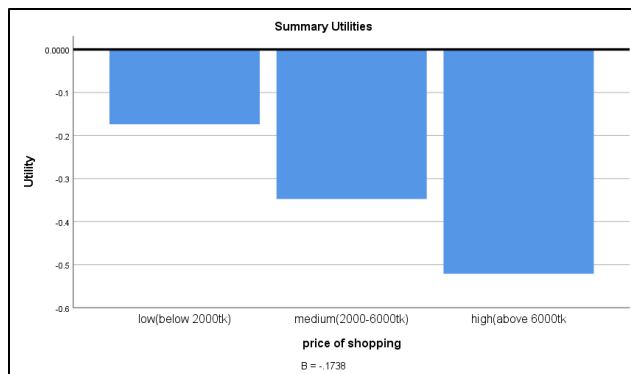


Figure 7. Price attribute utility

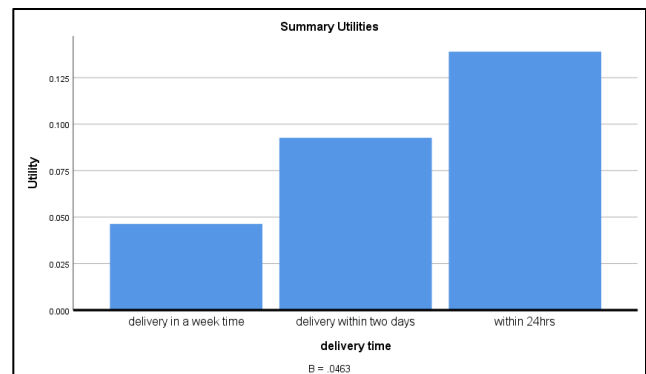


Figure 8. Delivery time attribute utility

5. Conclusion

To summarize, the e-commerce business in Bangladesh is seeing fast expansion and increased rivalry, with both domestic and foreign enterprises contending for market share. This report has found numerous major characteristics that have a considerable influence on consumers' internet purchasing behavior in the nation. It has been discovered that product type, time-saving convenience, payment alternatives, and administrative brand variables all play important roles in determining consumer preferences. To be successful in the e-commerce market, businesses must emphasize maintaining the quality of their online products and services. Furthermore, because many Bangladeshi customers are inexperienced with electronic payment systems, providing easier, more convenient, and secure payment solutions is critical. Customers that choose cash on delivery over electronic payment have proven to be popular.

Additionally, when it comes to online buying in Bangladesh, elements like product variety, prompt delivery, product pricing, and promotional strategy have a big impact on consumers' choices. E-commerce platforms need to concentrate on increasing these features in order to draw in and keep clients. To draw customers, especially those who live in rural and isolated places, it is essential to invest in infrastructure, brand utility, internet stability, and better transit networks.

5.1 Implications of this study

The findings of the study could provide insight into the particular characteristics that customers take into account when choosing clothes products to purchase on e-commerce platforms. To match their product selections and marketing initiatives with customer preferences, e-commerce merchants and marketers may benefit from this data.

The research may determine the relative weight of several aspects impacting customer decision-making, including price, brand, style, quality, delivery alternatives, and more, by employing conjoint analysis. Retailers may use this analysis to prioritize their investments and improve their product offers to fulfill customer expectations.

The study's conclusions could aid e-commerce platforms in enhancing customer journeys, website designs, product descriptions, and user experiences to better reflect consumer preferences. This may result in greater conversion rates, more satisfied consumers, and enhanced competition in the online clothing industry.

5.2 Limitations of this study

The study's shortcomings include a possible lack of representation of the target community due to the features and demographics of the sample used. This might restrict the findings' generalizability. Furthermore, concentrating on a single geographic location or cultural context may limit the conclusions' application to other regions or cultures, as consumer tastes and behaviors differ between markets and situations. The conjoint analysis in the study may only comprise a subset of the characteristics. If crucial factors related to consumer decision-making for clothes purchases through e-commerce platforms are removed, the findings may not adequately portray the complexity of customer preferences.

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