



PROCEEDINGS OF

5TH INTERNATIONAL CONFERENCE OF INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCES (IRPSS 2026)

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Beyond The Cart: Examining The Relationship Between Pre-Store, In-Store Digital Touch-Points and Purchase Intention of Women in Phygital Apparel Retail

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The study assess the relationship between pre-store, in-store digital touchpoints and women's purchase intention in phygital apparel retail across India. The aim of the research is to investigate how the interaction between these hybrid touchpoints influences their inclination to purchase apparel items from phygital stores.

A quantitative research methodology was adopted. Data was collected from 200 women apparel consumers aged between 18-45 years with the help of convenience sampling via structured questionnaire distributed by means of WhatsApp groups, Instagram, Meta and personal contact. The data was analyzed using Pearson's Coefficient of Correlation (two-tailed) and t-test using SPSS version 27.0 to examine and validate the relationships between digital touchpoints and purchase intention, where, Cronbach's alpha confirmed reliability of >0.79 .

The results indicate a significant positive correlation between pre-store digital touchpoints ($r=0.56$, $p<0.001$) and in-store digital touchpoints ($r=0.62$, $p<0.001$) with women's purchase intention. Pre-store contact points like websites, social media, and online reviews prove to steer initial intent, while in-store digital mediums such as QR codes, smart mirrors, and digital payments reinforce commitment by enhancing trust, confidence, convenience through phygital shopping experience.

Keywords: Purchase Intention, Phygital Retail, Women Consumers, Digital Touchpoints, Pre-store Interaction, In-store Technology, Apparel Retail, Hybrid Shopping, Consumer Behavior

Measurement Model Development and Validation of Drivers of Fashion Adoption among Young Consumers

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Drivers of fashion adoption in young consumers have been growing in significance in the light of sustainability-based and trend-driven markets. Although sustainability concerns, purchase motivation, and fashion-related perceptions have been discussed in the past literature, very few

studies have been conducted to examine an integrated measurement framework where these aspects are evaluated together. To close this gap, the current research paper attempts to establish and confirm an integrated measurement framework of the major factors driving fashion adoption among young consumers.

Based on the survey data collected from 280 college students, the study operationalizes four latent constructs, which include: Fashion Adoption Intention (DV1), Overall Trendiness Perception (DV2), Sustainable Fashion Commitment (DV3), and Purchase Motivation Level (DV4). An analytical methodology was used which involved a series of stages. The first analysis was a mixture of descriptive statistics and reliability analysis to test the quality of data and internal consistency. This was accompanied by the Exploratory Factor Analysis (EFA) to determine the latent factor structure. Then Confirmatory Factor Analysis (CFA) was used to confirm that the measurement model was valid. Standard measures were used in the evaluation of model fit, convergent validity, composite reliability, and discriminant validity.

The results substantiate a four factor model with high internal consistency and good model fit. Factor loading was always high and levels of composite reliability went beyond their suggested levels. The Heterotrait-Monotrait (HTMT) criterion was used to establish the discriminant validity. The four latent constructs, i.e. DV1, DV2, DV3, and DV4 are all different. In the results, we can see some interrelated dimensions of consumer behavior as far as fashion is concerned, with young consumers.

This paper is a contribution to the literature of fashion and consumer behaviour as it presents an empirically tested measurement model, which can be used to develop a reliable framework in future research using structural modelling and causal analysis. Moreover, the verified tool can allow the researchers and practitioners to evaluate the major predictors of fashion adoption in young consumer groups in a systematic manner.

Keywords: Fashion Adoption, Young Consumers, Measurement Model, Sustainable Fashion, Purchase Motivation

Exploring Emerging Trends and Future Prospects of Green Marketing Research and Organic Food Consumption on Consumer Behavior: A Bibliometric and Systematic Approach (2010–2025)

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Over the past two decades, the organic food market has experienced significant growth attributed to increasing consumer awareness of environmental issues and health concerns. Despite extensive research, a cohesive literature review on the impact of green marketing strategies on consumer