Understanding The Factors Affecting the Consumer Preference for Lingerie Through The Online Platform in the UK

Nelka Maduwanthi De Silva Korenchige

neldissanayake86@gmail.com

Abstract

Online purchasing platforms in the UK have revolutionised lingerie shopping, focusing the consumer preferences significantly. The decision-making of the customers is based on convenience and practicality. The shopping experiences of the customers have become more involving emerging technologies integrating interfaces for virtual sizing and fitting. The objective is attained by developing the research following the quantitative research methods. The correlation outcomes indicated moderate, significant and positive associations between Price and Customer Preferences, Product Quality and Customer Preferences as well as Brand Image and Customer Preferences. Moreover, a strong, significant and positive correlation results between Product Variety and Customer Preferences. As revealed through the outcomes of multiple regression analysis, Price, Product Quality, and Product Variety made a significant influence on Customer Preferences, while Brand Image did not have a significant influence on Customer Preferences for lingerie through online platforms in the UK.

Introduction

New technologies, environmental concerns, and even a worldwide pandemic have drastically changed how fashion products are created, marketed, and bought within the apparel industry. Brands need to rethink how consumers select things to buy in the age of e-commerce since consumers can no longer physically touch, feel, or try on garments before making a purchase (Koththagoda & Herath, 2018). Accurately conveying product information is essential, especially regarding fit, since it is a significant factor in customer satisfaction and lowers the expense of product returns (Stevenson, 2022).

Lingerie, which is an indispensable component of intimate apparel, is not just useful; they are in fact an important way for a person to express their individual style. People select their undergarments according to their liking and the purpose, whether it is for special occasions or daily ease. In the past, one used to go out shopping for intimate clothes in real stores. However, with the progress of technology, internet marketplaces have completely changed the lingerie industry. (Song & Ashdown, 2013). The analysis of the factors that affect consumer decisions in the digital environment is the only way out for companies dealing with the rapidly changing UK online lingerie marketplaces. According to Statista, this data, collected in February 2023 in the United Kingdom (UK), examines the influential factors guiding clothing purchases. The main element for decision-making, as per the research, is the comfort of the clothes. Besides, the price and the practicality are the most distinguished things

Countless individuals engage in online shopping. However, buying products from the traditional market has persisted for years (Carnevale, 2019)

After a review of the literature, three areas were identified as needing more work. There are gaps in the present body of research on the psychographics of lingerie aficionados, the reasons behind their purchases, and how best to serve their demands as customers in the e-commerce sector (Sivathanu, 2015).

Research Aim: to examine the impact of Price, Product Quality, Product Variety, Brand Image on Customer Preferences for lingerie through online platforms in the retail sector of the UK.

Contribution of the study

This research expands our understanding of consumer behaviour in the online lingerie industry in the UK retail sector, which is a part of the theory. The study covers the theoretical gap by studying the complex aspects that influence the customers' preferences on online platforms. It explains the specifics of the online lingerie environment and from this, one can see the consumer psychology and the decision-making process (Sirgy & Tyagi, 1986). Through giving detailed information on the relations between website usability, product diversity, pricing tactics, and brand reputation in the lingerie market, the outcomes will be of great value to the academic field. The research will provide retailers with a deeper understanding of the lingerie consumer preferences, which will enable them to create websites, improve product offers, and set competitive prices.

Review of the Literature:

Individual conduct is explained by the theory of planned behaviour as the product of intentions, which are impacted by attitudes, perceived behavioural control, and subjective norms (Ajzen, 1991). The Theory of Planned action, which posits that attitudes toward behaviours, subjective standards, and perceived behavioural control can all predict an intention to undertake an action, forms the basis of this study paradigm. Promotions that explain consumers' financial capabilities about the likelihood of purchasing stylish clothing online serve as a representation of perceived behavioural control (Harizan & Shukor, 2021). According to the Technology Acceptance Model, users' behavioural intentions which are based on their perceptions of the technology's utility and simplicity of use predict users' acceptance of the technology (Marangunić & Granić, 2015). Marketers must always enhance their business concepts and strategies. Online shopping environments are changing in tandem with the development of digital platforms. This allows them to provide customers with more options during the purchasing process, resulting in improved services and goods. It's critical to determine the driving forces behind customers' decisions to shop online and to pay attention to those factors.

Consumer Preference for Lingerie through Online Platforms

Utility and consumer preference are equivalent. Consumer preference is defined as an individual's subjective taste and quantified through satisfaction post-purchase. Customers can rate products according to their perceived utility thanks to this choice. Consumer characteristics (e.g., aims, attitudes) and product qualities (e.g., pricing, durability) determine product

preferences. Although preference does not guarantee future decisions, knowing it helps reveal what customers want to see improved offerings in terms of goods and services (Venkatraman, 2012). In recent years, the lingerie market has experienced tremendous expansion and change. It has evolved from a specialized sector to a mainstream market with a variety of products. This development can be linked to shifting social mores, growing knowledge of body positivity, and the expansion of online shopping. A highly competitive environment is being created by the entry of new and existing companies into the lingerie market due to the growing demand for the product. Businesses must be abreast of the newest trends, customer preferences, and obstacles if they want to remain competitive in this ever-changing market (Jain, et al., 2019).

Factors Affecting the Consumer Preference for Lingerie through Online Platforms
There are a lot of factors that can be identified in empirical studies, which affect consumer preference for lingerie through online platforms. However, for this study, it determines, price, product quality, product variety and brand as factors for consumer preferences (Carnevale, (2019), Cham, et al., (2017), Datta, et al., 2022).

Price
Pricing is one of the key aspects of business for both buyers and sellers. Due to the current state of technology, customers can easily find information about many options for goods or services (Shinnaranantana, 2019). Rationally, consumers compare the value of what they get for their money. The major influence that the pricing and marketing tactics have on the consumers' intentions to buy, especially regarding the online lingerie retailers (Al-Mamun, et al., 2014).

Online purchases are mostly influenced by two factors: price and simplicity of use. Retailers who offer a visible assortment, discounts, and special promotions (such as gifts and incentives) might draw in online bargain seekers. Customers can compare prices from different vendors with ease, which encourages practical searching for purchases. Price is a marketing stimulant that uses both positive and negative indications to forecast customer behaviours. Customers who shop online rely on price information because they cannot inspect the product before making a purchase. Price sensitivity can be decreased by improving the web information's perceived depth and usability (Datta, et al., 2022). Pricing awareness refers to the buyer's unwillingness to pay a higher price for a product. Cost-conscious buyers often engage in more cost-comparison shopping for economic benefits. Price sensitivity has a moderating effect on the relationship between product interest and purchase intention, with apparel interest expected to minimize the influence of price sensitivity on buy intention (Nozadze, et al., 2022).

Product Quality

Quality is defined as a product's ability to meet customer expectations and desired needs. The ability of a product to meet the predefined user requirements and guarantee perfect functionality is called product quality. Customers evaluate perceived quality when they shop online because they cannot see the product in person. Quality is a major factor for 65% of the respondents when they are buying lingerie (Swinker & Hines, 2012). This underscores the significance of perceived quality and informational cues in shaping consumer decisions, particularly in the realm of online lingerie purchases (Sarmad, 2015). It is based on a product's ability to meet customer needs, and if it meets expectations, customers find the online shop useful. Quality perception plays a vital role in determining trust in the vendor in online shopping (Harizan & Shukor, 2021).

Product Variety

Product diversity is the variety of options that consumers have at their disposal. The recent study says that product variety is a positive factor that influences the consumers' buying decisions (Hari & Prasad, 2014). On the contrary, the study shows that variety and purchase probability are negatively correlated, especially in the assortments with a high degree of variety (Shinnaranantana, 2019).A retailer typically sets higher pricing and runs more frequent discounts when it provides a wider selection of products. Additionally, since varied product exposure affects customer repurchase rates and amounts favourably, a retailer's variety of offerings can help retain customers. Additionally, the addition of a new shop on a multi-sided platform may encourage customers who are looking for diversity to make more frequent purchases at already-established stores (Hari & Prasad, 2014).Online shopping offers a large selection of products on a single website, while brick-and-mortar businesses require customers to visit multiple locations in order to look for what they need (Isswani & D, 2019).

Brand Image

The brand image, as stated by Saeed et al. (2013), is the result of consumer beliefs about a product combined with brand associations. A brand's power is created by its material merits, such as its benefits and the significance of the brand. Customers are using the traits that are usually associated with their personality to judge the brands (Cham, et al., 2017).

Brand image is crucial for women's purchasing decisions, especially in intimate apparel. Companies like Lane Bryant and For Love and Lemons project images that resonate with their target market, fostering customer loyalty and avoiding feeling out of place in sensitive stores. Younger women tend to purchase lingerie brands aligned with their ideal self-concepts, leading to lower brand loyalty. This disconnect can be challenging to market, especially for brands targeting women of different ages. Understanding consumer behaviours and motivations across demographics is crucial for effective marketing strategies (Salih, 2016).

Empirical study on factors affecting the consumer preference for lingerie through online platforms

According to the study of Heller, (2022), as of right now, lingerie is the most popular fashion item that can be bought online. Customers can shop from a wide range of brands, styles, and customization options in the comfort of their own homes thanks to the lingerie market. By definition, lingerie aficionados are hedonic consumers, driven by ideals of purchasing such as adventure, satisfaction, role, value, and social interaction. More details on the requirements of fans are needed to give them the finest online buying experience and customize it to suit their demands. The online buying decisions and behavior are enhanced by the website's simplicity. Another key factor that affects the online shoppers' pleasure is security. Research has proven the existence of security problems in online shopping. It is demonstrated that consumer satisfaction and loyalty are boosted by an online portal's ability to protect their data (Dorai, et al. , 2021). The past studies show that as the perceived security threats decrease, the online retailers' information service satisfaction would be the highest. The level of protection is a crucial factor when making an online purchase and it is the one that influences the decision-making process the most (San Martin, 2009).

Conceptualization

Based on the previous literature, below mentioned conceptual framework has developed. It provides a basis for the study (Harizan & Shukor, (2021); Koththagoda & Herath, (2018); Carnevale, (2019).
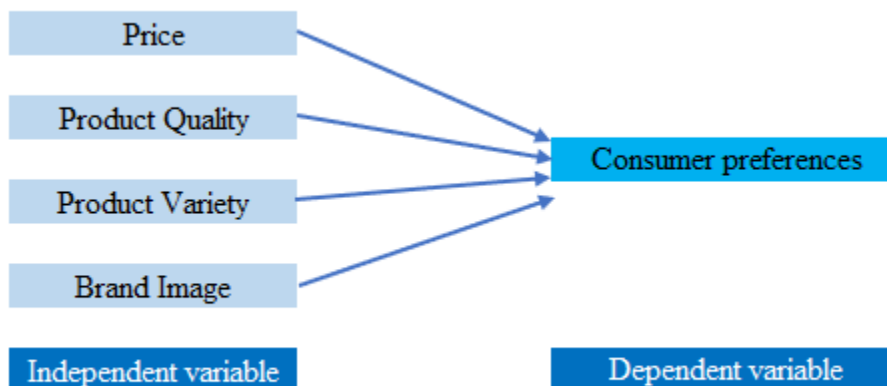

FIGURE 1: CONCEPTUAL FRAMEWORK

Source: (Created by the Author, 2024)

When a product is sold to customers, the ultimate price is known as the retail price. It indicates that buyers or end users do not purchase the goods with the goal of reselling them. A consumer's willingness to pay for a product is also influenced by its price, which is directly tied to how much they believe the product offers value. Quality is defined from the customer's point of view as anything that enhances their satisfaction" and "Usefulness." are those aspects of the goods that satisfy consumers' needs and lead to their satisfaction. Two characteristics can be used to characterize product variety: the range of items that a company sells at any one time, and the speed at which new products are introduced to replace old ones. Customization and variety are two different but connected ideas. When a consumer chooses a product and incorporate that brand into their usual shopping habit, they are exhibiting brand preference. This could happen when a customer tries out several goods, including those from the competition, before deciding on a dominant brand (Datta, et al., 2022).

Hypotheses 1
H10 - There is no significant relationship between price and consumer preferences.

Previous studies highlight that price is known as a significant factor that directly affect preferences of the consumer in different industries, including fashion and e-commerce. Research by Tsarenko (2017) found that price is often considered by the consumers as a key factor when purchasing decisions are made for lingerie. Further, a meta-analysis by Li and Kallas (2021) confirms that there is a moderate correlation between consumer preferences and price sensitivity. Hence, based on available evidence, there is significant a relationship between price and consumer preferences.

A clear relationship between price and consumer preferences has been demonstrated by various studies on marketing and consumer behavior. For example, research by Shinnaranantana (2019) in the fashion industry highlight those perceptions of the consumers is often influenced by price that influence purchase intentions. A study is done by Nozadze (2022) regarding online shopping behavior that highlight how price becomes a leading influential factor on consumer preferences for clothing products. The hypothesis is supported by such findings that there is a significant relationship between price and consumer preferences.

Hypotheses 2
H20 - There is no significant relationship between product quality and consumer preferences.

Prio studies demonstrates that an important role is played by product quality in influencing consumer preferences. However, some studies show that product quality is not a huge factor for consumer decision making. Therefore, it is unlikely that there is no relationship between product quality and consumer preferences. A study done by Nozadze (2022) found that consumers like to pay higher prices for quality products. Further, a research study conducted by Saeed (2013) on online shopping behavior that highlight that consumer preferences and purchase decisions are significantly influenced by product quality.

Hypotheses 3
H30 - There is no significant relationship between product variety and consumer preferences.

Potential consumers are highly attached to certain products and they don't consider varieties at large as they have been practicing same good product over years. Therefore, some studies highlight that there cannot be a significant relationship between product variety and consumer preferences. A study done by Chandon and Saeed (2013) in the fashion industry identified that brands offering is perceived by the consumers. Furthermore, research done by Saeed (2013) on online shopping behavior indicates that consumer preferences and purchase behavior are positively influenced by product variety. The importance of product variety is consistently underscored by such findings as consumer preferences' determinant.

Hypotheses 4
H40 - There is no significant relationship between brand image and consumer preferences

Some research studies highlight that brand image is not much considered by the consumers. They mainly want the product to be good and comfortable. Therefore, there can't be a significant relationship between brand image and consumer preferences. Recent research studies research on consumer behavior highlight that a significant role is played by brand image in influencing consumer preferences. The importance of brand image is highlighted in shaping attitudes and consumer perceptions toward products and brands. Different dimensions are encompassed by brand image, including brand personality, brand reputation, and brand associations, which impacts consumer preferences via different factors such as loyalty, trust, and perceived quality.

Consumer preference, a subjective taste, is crucial for ranking goods based on perceived utility. Understanding consumer preferences can help enhance product and service offerings. The lingerie market has experienced significant growth, evolving from a specialized sector to a mainstream market with various products. The growth of e-commerce has impacted the lingerie market, offered convenience but also challenges like sizing issues and the inability to try items on before buying. Businesses must stay updated on trends and customer preferences to remain competitive.

Research methods:

This study, which aims to explore customer preferences in the UK online lingerie retail sector, adopts a positivist research ethic. With an objective focus, the study methodically looks at brand image, product quality, product variety, and pricing in an effort to provide organized insights for the ever-changing retail environment (Grinchenko and Shchapova, 2020). This approach also supports in generating actionable insights for the operation of the businesses in the online lingerie market. . The researcher uses Surveys to obtain data from respondents from UK. The table 1.0 displays the scale items used and the sources of each.

Variable	Questionnaire Item	Source
Price	The items are fairly priced at online stores.	(Shinnaranantana, 2019)
	It is satisfied with the overall billing and checkout process in online stores.	(Nozadze, et al., 2022)
	The prices are reasonable according to the quality of the products at this online store.	(Al-Mamun, et al., 2014)
	There are sufficient offers and discounts available in the online store.	(Datta, et al., 2022)
	The prices of the products at the store are accurately reflected.	(Nozadze, et al., 2022)
	There are no hidden prices or taxes applied to your purchases.	(Datta, et al., 2022)
Product Quality	The level of detail provided in the product descriptions is enough to make buying decisions.	(Sarmad, 2015)
	The product images and descriptions accurately represent the product received.	(Swinker & Hines, 2012)
	The product meets the expectations.	(Harizan & Shukor, 2021)
	The product provides value for money for the product.	(Harizan & Shukor, 2021)
	The quality of the materials is good enough to make the buying decision.	(Swinker & Hines, 2012)

Variable	Questionnaire Item	Source
Product Variety	The products looking to buy are available in the online stores.	(Shinnaranantana, 2019)
	There are vast product varieties available at the store/website.	(Hari & Prasad, 2014)
	It should have more variety of products in online stores.	(Isswani & D, 2019)
	Online stores provide more variety compared to physical shopping.	(Hari & Prasad, 2014)
Brand Image	It considers brand names when buying lingerie.	(Cham, et al., 2017)
	Brands should be easy to find.	(Stevenson, 2022)
	It considers product reviews when buying products.	(Saeed, et al., 2013)
	The brand evaluation is easy when compared to physical shopping.	(Cham, et al., 2017)
Consumer Preference	Consumers prefer to buy online when compared to physical shopping.	(Jain, et al., 2019)
	It is easy to find products through online stores when compared to physical shopping.	(Carnevale, 2019)
	The prices of the online stores are fairer when compared to the physical stores.	(Venkatraman, 2012)
	The product quality of online stores is good when compared to the physical stores.	(Jain, et al., 2019)
	There are a lot of product varieties provided by online stores.	(Carnevale, 2019)
	People are satisfied with the brands provided by the online stores.	(Venkatraman, 2012)

Table 1: Questionnaire Scales Source: (Created by the Author, 2024)

The study data can undergo analysis using SPSS. The statistical techniques include correlation analysis, regression analysis, as well as validity and reliability analyses.

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Findings and Discussion:

Demographics Analysis

Demographics of the age, gender, region and the experience with online purchasing were selected to analyze as the sample profile characteristics. Under the five age segments of 20 to 25 years, 26 to 35 years, 36 to 45 years, 46 to 55 years and 56 and above the age of the respondents were examined. As revealed through the analysis, highest were 27.08% (104 respondents) who were 36 to 45 years old. The second highest were 24.22% (93 respondents) who were 26 to 35 years old. The lowest were 6.25% (24 respondents) who were 56 and above years old. In addition, the rest of the 22.66% (87 respondents) and 19.79% (76 respondents) were 20 to 25 years and 46 to 55 years old respectively. Majority among the respondents were females, which was resulted as 53.13% (204 respondents). The remaining 46.88% (180 respondents) were males. The region of the respondents were examined focusing the four regions of England, Northern Ireland, Scotland and Wales. According to the analysis, majority of the respondents were from England, which was 33.33% (128 respondents). The second highest respondents were from Wales, which was 29.95% (115 respondents). The lowest were from Northern Ireland, which was 12.50% (48 respondents). In addition, 24.22% (93 respondents) were from Scotland.

The years of experience in purchasing online were examined under four year segments as about 2- 5 years, about 6-10 years, less than 2 years and more than 10 years. Majority of the respondents were 28.65% (110 respondents) who had about 6-10 years of online purchasing experience. Second highest were 27.34% (105 respondents) who had about 2- 5 years of online purchasing experience. Lowest were 18.75% (72 respondents) who had more than 10 years of online purchasing experience. The rest of the respondents were 25.26% (97 respondents) who had less than 2 years of experience.

Reliability Analysis

Reliability analysis plays a major role in recognizing the internal consistency of the research instrument, which is presented as a value of Cronbach's coefficient Alfa (Ahmadi et al., 2020).

TABLE 2: RELIABILITY ANALYSIS RESULTS

Variable	Cronbach Alpha	No. of Items	Degree
Price	0.646	6	**Questionable**
Product Quality	0.631	5	**Questionable**

Product Variety	0.671	4	**Questionable**
Brand Image	0.712	4	**Accepted**
Customer Preferences	0.674	6	**Questionable**
Total Reliability	0.755	5	**Accepted**

Source: (SPSS Data Analysis, 2024)

Outcomes of the reliability analysis for all the research variables reflect values exceeding 0.60 (see Table 2) . The total reliability value showed a value greater than 0.7. This highlights the reliability is sufficient for the research to continue the analysis. The reliability value of Brand Image and the total reliability were at an "Accepted" level while the reliability values for the other variables were at a "Questionable" level.

 Validity Analysis

Validity Analysis is a crucial measure that examines the adequate allocation of items or the research questions for each research variable that is displayed as a value of Kaiser-Meyer-Olkin (KMO) Momeni Rad, 2013).   When the KMO value is 0.0, validity become zero. When the KMO value is 1.0, perfect validity is resulted as emphasized by the authors Onwuegbuzie and Leech (2007). However, Tafreshi and Yaghmaie (2006) emphasized the KMO values must exceed 0.60 for the validity to reach the defined sufficient level of validity (see Table 3 for results).

TABLE 3: VALIDITY ANALYSIS RESULTS

	KMO Value	Approx. Chi-Square	Sig.
Price	0.725	450.430	0.000
Product Quality	0.693	273.591	0.000
Product Variety	0.644	270.291	0.000
Brand Image	0.723	299.525	0.000
Customer Preferences	0.531	697.365	0.000
Total Validity	0.742	459.113	0.000

Source: (SPSS Data Analysis, 2024)

Most of the research variables including the total validity resulted greater values than 0.60. Therefore, even though the KMO value of Customer Preferences showed a lower value, the total validity resulted a greater value than 0.70 expressing the adequacy of validity to proceed the analysis.

Correlation Analysis

The correlation analysis is shown in Table 4.0 The value resulted as the Person Correlation Coefficient was 0.412, p= 0.000. This emphasized the correlation between Price and Customer Preferences was significant.   The value resulted as the Person Correlation Coefficient was 0.486, p= 0.01. . It was clear that the correlation between Product Quality and Customer Preferences was significant, positive and moderate, as an overall conclusion.   The value resulted as the Person Correlation Coefficient was 0.509/p= 0.01.   It was clear that the correlation between Product Variety and Customer Preferences was significant, positive and strong, as an overall conclusion.   The value resulted as the Person Correlation Coefficient was 0.312, p=0.000. This highlighted that the correlation between Brand Image and Customer Preferences was positive and moderate.

TABLE 4: RELATIONSHIP BETWEEN PRICE,PRODUCT_QUALITY,, PRODUCT_VARIETY AND BRAND IMAGE WITH CUSTOMER PREFERENCES

=		Price	Product_Quality	Product_Variety	Brand image
Customer_Preferences	Pearson Correlation	.421**	.486**	.509**	312 **
	Sig. (2-tailed)	0.00	0.00	000	0.00
	N	384	384	384	
**. Correlation is significant at the 0.01 level (2-tailed).					

Multiple Regression Analysis

The influence resulted on the Customer Preferences; the dependent variable by the independent variables is explored conducting the test of Multiple Regression Analysis. It was a test developed integrating the regression model, a model developed concerning the regression equation (Jeon, 2015).

$$Y = c + X1 + X2 + X3 + X4 + α$$

- ➢ Y = Customer Preferences
- ➢ X1 = Price
- ➢ X2 = Product Quality
- ➢ X3 = Product Variety
- ➢ X4 = Brand Image
- ➢ α = Error Value
- ➢ c = Coefficient (Jeon, 2015).

TABLE 5: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.646ᵃ	.417	.411	.40072	1.997
a. Predictors: (Constant), Brand_Image, Product_Quality, Price, Product_Variety					
b. Dependent Variable: Customer_Preferences					

Source: (SPSS Data Analysis, 2024)

As the R-value resulted in 0.646, the connection between the research independent variables and the Customer Preferences is positive and moderate (see Table 5) . R Squared was 0.417. Hence, it can be concluded that 41.70% of the Customer Preferences fluctuations are described involving the four independent variables of this research. The ANOVA fro Liner regression model showed an F-value was 67.890 while the p-value was 0.000. Here, both the values have met the accepted levels. The table 6 shows regression analysis.

TABLE 62: COEFFICIENTS OF REGRESSION ANNALYISS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.494	.212		2.324	.021		
	Price	.204	.044	.208	4.647	.000	.764	1.309
	Product_Quality	.377	.046	.342	8.242	.000	.892	1.121
	Product_Variety	.283	.041	.333	6.951	.000	.670	1.492
	Brand_Image	-.017	.040	-.020	-.418	.676	.690	1.449
a. Dependent Variable: Customer_Preferences								

Source: (SPSS Data Analysis, 2024)

All of the independent variables show significant values not exceeding 0.05, the value level established based on the 95% confidence level and 5% of margin error, are considered to make a significant impact on the Customer Preferences (Acaroglu et al., 2015). This indicated, Price, Product Quality and Product Variety made significant influences on Customer Preferences while Brand Image did not make a significant influence on Customer Preferences for lingerie through online platforms in the UK.

The Constant, Price, Product Quality, Product Variety and Brand Image showed error values of 0.212, 0.044, 0.046, 0.041 and 0.040, respectively.

When highlighting the multicollinearity issue of the research model, it become significant if the VIF values indicate greater results than 10, as expressed by the author Shrestha (2020). Even though, according to the outcomes resulted in this research, the VIF values show very lower values than 10. This emphasises there is no significant presence of the multicollinearity issue.

Summary of the Hypothesis Results
Table 7 shows summary of the results. The alternative hypotheses of the study were accepted or rejected, focusing on the results obtained through multiple regression analysis.

TABLE 7: HYPOTHESES TEST RESULTS

Alternative Hypotheses	Multiple Regression Conditions	Correlation Conditions	Result
H1 - There is a significant relationship between price and consumer preferences.	**0.000 < 0.05**	**0.421 (0.000)**	**Accepted**
H2 - There is a significant relationship between product quality and consumer preferences.	**0.000 < 0.05**	**0.486 (0.000)**	**Accepted**
H3 - There is a significant relationship between product variety and consumer preferences.	**0.000 < 0.05**	**0.509 (0.000)**	**Accepted**
H4 - There is a significant relationship between brand image and consumer preferences	**0.179 > 0.05**	**0.312 (0.000)**	**Rejected**

Source: (SPSS Data Analysis, 2024)

DISCUSSION

The research was focused on exploring the factors affecting the consumer preference for lingerie through online platforms in the UK. The researcher selected the four variables of price, product quality, product variety and brand image as the independent variables, while selecting customer preferences as the dependent variable

As reflected through the correlation analysis outcomes, the relationship between price and consumer preferences was significant, positive and moderate. Moreover, the multiple regression analysis indicated a significant relationship between price and consumer preferences. Outcomes of the research can be proven as emphasised by the findings of the prior researchers. Price is a marketing stimulus that uses both positive and negative indications to forecast customer behaviours. Customers who shop online rely on price information because they cannot inspect the product before making a purchase. Price sensitivity can be decreased by improving the web information's perceived depth and usability (Datta, et al., 2022). Price is a significant factor in customers' buying decisions, as they evaluate the relevance and rationality of a product or service and compare it to other competitors' prices. (Nozadze, et al., 2022). Moreover, the multiple regression analysis indicated a significant relationship between product quality and consumer preferences. It is based on a product's ability to meet customer needs, and if it meets expectations,

customers find the online shop useful. Quality perception plays a vital role in determining trust in the vendor in online shopping (Harizan & Shukor, 2021). Buyers are more concerned with quality when purchasing fashion accessories, as they wait for new designs. Quality is defined as a product's ability to meet customer expectations and desired needs (Harizan & Shukor, 2021). The multiple regression analysis indicated a significant relationship between product variety and consumer preferences. Outcomes of the research can be proved as emphasized by the findings of the prior researchers. A retailer's variety of goods can influence a customer's choice. A retailer typically sets higher pricing and runs more frequent discounts when it provides a wider selection of products. The range of products available for people to purchase online is more than that of physical establishments. Online shopping offers a large selection of products on a single website, while brick-and-mortar businesses require customers to visit multiple locations in order to look for what they need (Isswani & D, 2019). *T*he multiple regression analysis indicated there is no significant relationship between brand image and consumer preferences. Understanding consumer behaviours and motivations across demographics is crucial for effective marketing strategies (Salih, 2016). Several variables could be contributing to the decline in lingerie brand sales. In general, a mix of consumer perception, industry factors, and digital marketing trends may be affecting the drop in sales of lingerie brands (Stevenson, 2022).

Conclusions:

The primary goal of the study was to identify the critical variables affecting the lingerie choices of UK consumers on internet shopping platforms. The data analysis found a significant impact of Price, Product Quality, Product variety, Product brand image on Customer Preferences for Lingerie through Online Platforms in the UK Retail Sector. Review of prior research literature supported identifying factors that make a significant influence on consumer preferences.

As revealed through the research results, Price, Product Quality and Product Variety are the factors that make a significant influences on Customer Preferences.

In order to improve customer preferences, the aspects related to price can be improved by implementing several implications and recommendations made by the author. Author implies the significance of implementing competitive pricing strategies that can be adopted by the online lingerie retailers. It is vital to attract customers who are sensitive to price while maintaining the profit levels. Ensuring the transparency of price is the other implication made by the author. In order to grab the trust and satisfaction of the customers, company must display the prices, other

additional charges and discounts related to the products clearly. Offering sales events, discounts and other promotional offers periodically is another implication made by the author. It promotes the number of online purchases and the involvement of the customers.   Company can obtain customer feedback regarding the product quality by encouraging customers to rate and leave reviews as implied by the author. In addition, company can display product descriptions in detail including the material details, instructions for care and guidelines supporting their decision on purchasing. 3

When focusing the product variety, author implies providing customers with a wide range of products differ from colors, sizes, designs and styles matches with the body and willingness of different customers. An urgency among the customers can be developed offering limited edition collections and especial designs. Moreover, the author recommends analyzing market trends and consumer research

The study attempts realizing the factors affecting the customer preferences for lingerie through online platforms in the UK. It is clear that this is a study basically limited into the UK. Therefore, the research is geographically limited to UK. In addition, the sector of lingerie is further focused by the research limiting its sector. Moreover, the study is further focused on the online product selling platforms. Furthermore, the customer preferences only towards purchasing lingerie through online platforms were focused, making the research scope further limited. However, all these limitations lead towards limiting the generalizability as well as the applicability of the research findings. The selection of only the four factors of Price, Product Quality and Product Variety and Brand Image is another limitation. The researcher can identify more factors that affect customer preferences after exploring more literature and outcomes. This can be further improved developing the research focusing two or more research methodologies, instead of being focused only one research method, as each research method reflect limitations inherent to these.

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