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Identifying the clothing shopping attitudes and preferences of Hungarian consumers within the context of omni-channel retailing

Nino Papashvili[1+] and Kovács András[2]

[1] Doctoral School of Entrepreneurship and Business, Budapest Business School, Hungary

[2] Department of Commerce, Budapest Business School, Hungary

Abstract. *Our study examines attitudes and preferences regarding the clothing shopping experience in omni-channel retail settings and offers insights into the experiences Hungarian consumers have when they are shopping for clothing by the omni-channel retail environment. This study seeks to provide a deeper understanding of how consumers' attitudes and preferences towards shopping for clothing in an omni-channel retail environment may impact policies related to omni-channel retailing within the retail industry by determining how consumers' attitudes and preferences may impact policies related to omni-channel retailing within the retail industry. As part of a qualitative research approach, this study conducted twelve semi-structured interviews with respondents in Hungary, all of whom had previously made purchases of clothing from both physical stores and online retailers. We detected important themes and patterns based on a thematic analysis of the respondents' shopping experiences. According to the study findings, consumers in Hungary prefer to purchase essential clothing items through the Internet, particularly those who belong to the group of younger adults. Despite that, more expensive clothing items are more likely to be viewed in person in physical stores and ordered online when discounted. There are also some respondents who take advantage of free shipping and free returns when shopping for clothing online. Using existing theoretical background and empirical research, this study offers a new perspective on clothing shopping in Hungary. Understanding what Hungarian customers prefer and how they behave can help businesses tailor their clothing strategies to meet their needs and expectations.*

Keywords: Clothing shopping, omni-channel retailing, consumer experiences.

JEL Codes: M30, M31

1. Introduction

In today's fast-paced and competitive retail industry, omni-channel retailing has become an increasingly popular means for retailers to engage with customers and make sales. An omni-channel retailing strategy integrates online and offline sales channels to provide customers with a seamless shopping experience across all channels. Businesses and their customers have benefited equally from this strategy because of the better buyer service and increased convenience resulting directly from its implementation. Since then, there has been a rise in research that centers on customers' viewpoints regarding their experiences when shopping for clothing in an omni-channel retailing scenario.

Studies conducted in the past have found several factors influencing how shoppers acquire clothing within an omni-channel retail environment. Examples include consumer characteristics, the effectiveness of services, the volume of information available, the allure of alternatives, shopping incentives, and the integration of distribution channels. To provide optimal shopping experiences for customers looking to buy clothes in an omni-channel retail environment, it is necessary to understand the interplay between these components. For instance, Gao et al. (2021) found that the customer experience in an omni-channel environment is affected by service success, which depends on the consistency of experiences across various channels. It was also revealed

[+] **Corresponding Author**: *E-mail address*: nino.papashvili.03@unibge.hu, *ORCID ID*: https://orcid.org/0000-0001-7670-8716

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that polynomial regression analysis affected this consistency. Riaz et al. (2021) concluded that, in an omni-channel retailing scenario, the consumer experience could be affected by several elements, such as product quality, customer service, and technology awareness. This finding is remarkably like what we came to learn.

Lynch and Barnes (2020) found that personalization, trust, convenience, and loyalty play a role in the route customers take while deciding. The researchers also discovered that these components could be used to construct a successful customer journey in an omni-channel retail scenario. This was another discovery made by the researchers. In addition, the demand for product knowledge, simplicity, and personalization are just a few examples of the purchasing motives that Sebald and Jacob (2020) discovered can influence the experiences that customers have while shopping for clothes in an omni-channel environment. A moderated mediation mechanism was provided by Le and Nguyen-Le (2020) as a means of further investigating the perspective of the customer in the context of an omni-channel retail setting. Researchers have identified three factors—consumer perceptions, customer satisfaction, and customer loyalty—as influencing factors in the quality of interactions a business has with its clients or patrons. This suggests that companies should prioritize ensuring that customers have a consistent experience with them across all touchpoints to increase customer loyalty. Kang (2019) found that customers' social-local-mobile fashion lifestyle could affect their omni-channel shopping behaviour. This suggests that consumers' specific style preferences should be considered when evaluating omni-channel clothing purchasing experience quality. Briefly, the overall clothes-shopping experiences of customers in an omni-channel retail environment can be impacted by a wide variety of factors. By paying attention to and reacting to these factors, retailers have the potential to increase customer loyalty as well as their revenue.

This study investigates customers' attitudes regarding shopping for apparel in an environment characterized by omni-channel retailing to understand better the dynamic between customers and the policies that govern omni-channel retailing. The next section of this paper is the qualitative research methodology, involving semi-structured in-depth interviews with 12 respondents living in Hungary. The participants are selected based on their experience with omni-channel shopping and their Hungarian citizenship or residency. The remainder of the paper will discuss the results of the interviews in detail. The findings will be used to analyse customers' preferences and attitudes toward clothing shopping in an omni-channel retailing environment. In addition, the paper will explore the impact of retail channel policies on customer decision-making processes and experiences with post-purchase activities. Finally, the paper will discuss the findings in the context of existing literature and make concluding remarks.

This research aims to understand how customers feel when shopping for clothes in an omni-channel retail setting. The paper has various research objectives, among them is to recognize the interplay between shoppers and the regulations that control omni-channel commerce, learn more about the intricacies of shopper compliance with the rules governing the several types of retail channels, and examine how consumers' shopping habits and preferences change in an omni-channel retail setting, focusing on clothes purchases. Additionally, the research investigates how retail channel restrictions impact customers' post-purchase behaviours and decision-making procedures. To gain this insight, the paper's primary objective is to find out what customers' attitudes and preferences are regarding shopping for clothing in an omni-channel retail environment and how these might affect the policies governing such retailing.

2. Research Elaboration

As technology progresses, it becomes increasingly integrated into our daily lives. Our online and offline activities will eventually merge. Marketers, sales professionals, and customer support workers must adjust to shifting consumer patterns (Fontanella, 2022). Instead of looking at desktop, smartphone, tablet, and Apple Watch experiences, we should seek a single overall strategy: an omni-channel experience that customers can enjoy at any time.

The term "omni-channel" refers to e-commerce and retail business methods that attempt to provide a unified shopping experience across all channels, including in-store, mobile, and online (Oracle, n.d.). This involves providing the same inventory, price, and promotions to your consumers across all channels, or providing a customized experience based on how people engage with your company (Fontanella, 2022). If you

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have a website, an app, and a physical store, you want the experience to be uniform across all of them. Consumers must also be able to move between channels with ease. Consumers can begin their search online and then pick up the item in-store. Associates in-store can recommend items to add to your online purchases to improve your average order value.

Furthermore, firms that use an omni-channel approach frequently do so to improve the consumer experience. Omni-channel clients, according to one survey, are the most loyal and profitable to organizations (Oracle, undated). Consumers now are more connected than ever, and they want businesses to meet them wherever they are. Providing a consistent, seamless experience across all channels fosters loyalty and enhances the chance of repeat business.

For businesses to comprehend how omni-channel works, they must first understand the desires and habits of their customers. Moreover, they must be able to control many channels and track data between them. Companies must have the resources to handle every facet of an omni-channel strategy (Roberts, 2022). This entails assembling a team to coordinate activities across channels and keeping everyone informed. Finally, companies need to be ready to adapt their omni-channel approach frequently. Companies need to be able to respond to shifting consumer tastes and habits. It requires experimenting with innovative ideas, being open to new concepts, and adjusting as necessary (Roberts, 2022). Several businesses are re-evaluating their omni-channel retail performance metrics.

The benefits of the omni-channel concept include the following:

- It helps companies to reach a greater audience. A company with an omni-channel retail, marketing, or service strategy can get clients wherever they are. They no longer must search everywhere to find one (Fontanella, 2022). Anyone may contact the team or the items anytime via a simple click, email, direct message, or phone call.
- Moreover, it results in customer satisfaction. Consumers may be satisfied in the long term if they have several options for contacting your customer service and sales team; conversely, individuals may quickly obtain the items regardless of their device or platform of choice (Fontanella, 2022). Client satisfaction is critical for reducing customer churn and keeping them returning to you for their needs. Companies can see that providing their customers with an omni-channel experience is crucial to their success.
- When business items are offered on several platforms and channels, business prospects are more likely to buy when the time comes (Fontanella, 2022). Offering clients a range of purchase alternatives makes it easy for them to return to you or renew their memberships, generating recurring revenue.

Another important aspect of using omni-channel is in marketing. By integrating the capabilities of each communication channel, marketing teams may give a more powerful brand message through omni-channel marketing (Fontanella, 2022). They may also reach out to potential clients immediately, enhancing the possibility of turning them into leads. The customer's viewpoint and interests are used in omni-channel marketing to make your company's marketing message more logical. On Instagram and Facebook, for example, you may target just those who share shared interests and produce materials that speak to each of them individually.

However, organizations should understand that omni-channel marketing should be introduced with time. Businesses should develop a thorough omni-channel marketing strategy to guarantee that content is sent to potential customers at the right moment (Roberts, 2022). The exact words, images, and positioning statements are used across all platforms, channels, and devices in an omni-channel marketing strategy. It ensures that your brand is displayed consistently across platforms to provide clients with a consistent brand experience (Fontanella, 2022). Consumers will know to expect a comparable purchasing and customer service experience if you are available across all channels and platforms they utilize.

2.1 Research Methodology

In our study on omni-channel clothing shopping, we used a qualitative research approach and conducted semi-structured, in-depth interviews with 12 respondents from Hungary. Our goal in doing so was to understand better the purchasing experiences of these types of clients. Our goal was to learn more about how

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shoppers understand and apply the rules governing the various retail channels. Participants were recruited for the study based on their familiarity with online apparel buying and their status as Hungarian citizens or permanent residents. This was done to ensure that our sample fairly represented the neighbourhood. To better grasp the environment in which multichannel retailing occurs, we incorporated people who had shopped online and offline. We also ensured the participants were familiar with omni-channel purchasing by asking them questions like "What are their favourite retailers (companies/brands)?" "Which things do they normally purchase from them?" "How often," "how much," and so on.

Moreover, the interview guide, precisely crafted to ensure a structured and comprehensive approach to the interviews conducted during the research, encompassed a systematic approach to understanding consumers' attitudes and preferences concerning the clothing shopping experience within omni-channel retail settings, specifically focusing on the experiences of Hungarian consumers. It comprised a total of 10 thoughtfully crafted open-ended questions strategically designed to initiate discussions around participants' shopping behaviors, preferences, and decision-making processes when it comes to purchasing clothing items. The questions were aimed at probing into various dimensions of their clothing shopping experiences. The qualitative research approach involved twelve semi-structured interviews with respondents in Hungary, all of whom had prior experience purchasing clothing from both physical stores and online retailers. The goal was to explore their shopping habits, preferences, and decision-making processes regarding clothing purchases. The interviews commenced with an introduction, inviting respondents to share their backgrounds and experiences in clothing shopping, followed by questions delving into their preferences, considerations when choosing shopping channels, perceptions of physical and online shopping, and criteria for purchasing clothing items. Additionally, the guide explored insights regarding discounted purchases, preferences for shopping essential versus expensive items, and utilization of free shipping and returns. Furthermore, it probed participants' engagement with omni-channel shopping experiences, seeking their opinions on the potential impact of consumer preferences on retail industry policies related to omni-channel retailing. The aim was to garner a deeper understanding of the dynamics that influence clothing shopping behaviours and aid businesses in tailoring strategies to meet consumer needs and expectations. The open-ended nature of the questions encouraged respondents to elaborate on their experiences and perceptions, providing valuable insights for the study's analysis. The interview guide's effectiveness lay in its ability to stimulate in-depth conversations, offering a rich tapestry of information on the nuances of clothing shopping in both physical and online retail environments among Hungarian consumers.

For this research study, a total of twelve interviews were conducted over a span of two weeks, commencing on October 18th and concluding on October 27th, 2022. The interviews were facilitated using the video-conferencing platform Google Meet, which offered screen recording functionality. Each participant engaged in the interview remotely via this platform. Following the interviews, meticulous transcriptions of each conversation were generated using the transcription tool Descript.com. Furthermore, minor spelling corrections were carried out where necessary to enhance the accuracy and readability of the transcriptions. These transcriptions served as crucial textual data for the subsequent analysis and interpretation of the study's findings.

Following the interviews, the transcriptions were carefully analyzed, beginning in November 2022, and extending over a period of two months. This thorough analysis involved a systematic examination of the transcribed data, identifying recurrent themes, patterns, and notable insights from each interview. The analysis encompassed categorization and coding of the data, allowing for a comprehensive understanding of the participants' perspectives and experiences related to the research objectives. The insights gained from this analysis formed the basis for drawing conclusions and deriving meaningful implications within the context of the study. The robustness of the findings was ensured through the diligent and extended analytical phase, fostering a more accurate and nuanced understanding of the research domain.

The study primarily focuses on *younger adults* because they prefer social media. Young people's media consumption (26 to 37 years old) has become a critical concern for organizations and researchers as they have become increasingly essential consumers. The increased purchasing power of this group has forced marketers and researchers to act. However, this generation grew up during the digital revolution, which had and continues

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to influence many aspects of their lives, so understanding young adult customers may be demanding. Everything about their everyday lives is unique, from acquiring news and entertainment to connecting with the rest of the world. They are referred to as "digital natives," and businesses, goods, and advertising will struggle to not only reach them but also adapt to their fast-paced, digital-era attitudes. Therefore, they make the best group of people for the study.

Moreover, other age groups, such as those between 38 to 50 years old, fall in the *adult* category. The advantage of these groups is that they were born in the computer age, and they have grown up knowing about computers. Some could either be experimenting with online marketing or shops to see how they operate. That group is important to the study because of the views they will provide.

Table 1: Demographic profile of the respondents

Gender	Age	Address in Hungary
Female	37	Nagykáta
Female	30	Budapest, District III
Female	27	Budapest, District XII
Female	26	Budapest, District VIII
Female	38	Ráckeve
Female	28	Budakalász
Male	50	Budapest, District XI
Male	29	Budapest, District II
Male	31	Budapest, District XII
Male	28	Gyöngyös
Male	27	Budapest, District IV
Male	30	Budakalász

(Source: Our Compilation)

To ensure we did not miss any of the participants' experiences with the overlap of online and offline worlds, we allowed them to talk about them on their terms throughout the interviews. Participants were queried on their frequency of apparel purchases, as well as their familiarity with and satisfaction with a few retail channel policies, including those pertaining to returns, shipping alternatives, and in-store pickup. Further, we questioned them on their familiarity with combining in-store and online clothes purchases, as well as on whether they had taken retail channel policies into account when buying apparel of their own. One of the study similarities is that most studies used the qualitative research method. The advantage of using the qualitative approach is that it gives researchers a deeper grasp of your customers' minds (Provoke Insights, 2021). As a result, focus groups and interviews allow marketers to extract people's opinions and sentiments. Follow-up questions help moderators or interviewees understand the why behind a response to an initial inquiry. While open-ended questions in a survey may scrape the surface of knowledge, nothing beats a one-on-one chat. These unique insights may provide a clear picture of your target audience and their perceptions of your brand or product.

However, the only difference that arose is that some researchers went a step further to ensure that they could get more information through other strategies, while others used different techniques in the qualitative method. All these arise because different people want diverse kinds of research, which is where the difference comes in (Provoke Insights, 2021). The information obtained from a case study may differ from that of a researcher using content analysis. The one thing that could result in vast differences is the duration or times used for the information obtained. Researchers should use information from a similar period to ensure the data is almost identical.

To learn more about omni-channel commerce in the fashion industry, we compared our results to those of other studies, including those by Van Nguyen et al. (2022), Kanat (2019), Mali et al. (2022), Shi et al. (2020), and Lorenzo-Romero et al. (2020) shown in Table 2.

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Table 2: Methodology Comparison Table

Study	Methodology	Similarities with our study	Differences with our study
Van Nguyen et al. (2022)	Semi-structured in-depth interviews	Both studies used qualitative research methodology and semi-structured in-depth interviews as the primary data collection method.	Van Nguyen et al. (2022) focused on customer experience during channel switching in the omni-channel retailing context, while my study focused on clothing shopping experiences in omni-channel retailing in Hungary.
Kanat (2019)	Case study approach	Both studies used qualitative research methodology.	Kanat (2019) used a case study approach, while my study used semi-structured in-depth interviews. Also, Kanat (2019) focused on analyzing omni-channel strategies in the Turkish clothing sector, while my research focused on customers' shopping experiences in Hungary.
Mali et al. (2022)	In-depth interviews	Both studies used qualitative research methodology and in-depth interviews as the primary data collection method.	Mali et al. (2022) focused on customer perspectives on the omni-channel customer journey and channel usage, while my study focused on clothing shopping experiences in omni-channel retailing in Hungary.
Shi et al. (2020).	Mixed-method approach	Both studies used a mixed-method system to study omni-channel customer experiences.	Shi et al. (2020) used qualitative and quantitative research methods, while my study only used qualitative ones.
Lorenzo-Romero et al. (2020)	Content analysis	Both studies used qualitative research methodology.	Lorenzo-Romero et al. (2020) used content analysis, while my study used semi-structured in-depth interviews. Also, Lorenzo-Romero et al. (2020) focused on omni-channel in the fashion industry from a supply-side perspective, while my research focused on the shopping experiences of customers in Hungary.

(Source: Our Compilation)

3. Results and Discussions

The findings of the interview that was conducted to determine preferences and attitudes regarding clothing shopping revealed that younger respondents prefer to shop for clothing in-store to get a better sense of how

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the item will look on them in person and how comfortable it will make them feel while wearing it. The interview was conducted to determine preferences and attitudes regarding clothing shopping. This stands in stark contrast to the preferences of older generations, who prefer to do their clothes shopping online using the mobile applications of their favorite businesses. This is a stark contrast to the preferences of the younger generations, who prefer to shop in physical stores for their clothing. Customers who shop at the brick-and-mortar location want more fitting rooms so they do not have to wait in line to try on products. They want the store to have a good perfume or smell since it makes the experience of shopping more enjoyable for them. Several respondents claimed they would instead go shopping by themselves when it came to buying articles of clothing.

Regarding the pre-purchase phase of searching for clothing online, some women respondents need to become familiar with certain brands to find the desired size and color. On the other hand, others believe that it is essential for Google to display accurate pictures of the products and store locations. When making a purchase, the decision-making process for a lady 27 years old appears to be overly complicated because she needs additional suggestions from her immediate family members. When it comes to the experiences that occur after a purchase, some respondents would instead not return the product to the retailer because it requires time and effort to arrange the return shipment. Instead, they would rather sell the item to a member of their own family. Another respondent's experience with returning an article about clothing to the shop was uncomplicated. The retailer established a pickup time, among other details, and promptly refunded her original payment within a few days of the return.

Regarding returns, respondents of both sexes have reported that their experiences shopping for clothing have, overall, been favourable. Some respondents believe it is beneficial to have a return order form printed off and include instructions on returning the product if they do not like it. Consumers would also like to have the option to return an item and receive a refund in addition to being able to schedule a meetup with a courier who would take care of returning the item. Regarding the frequency of buying apparel online, it is very comparable, on average, for male and female respondents, with both groups spending between 20 and 30K HUF (Hungarian forint) every month on online clothing purchases. As for the reasons why people continue to order clothing from online stores, some respondents prefer to shop online rather than in physical stores due to the wider variety of clothing items that can be found online, and they are satisfied with the quality as well as the service that the retailer provides. However, there are several consumer issues and problems that arise while buying online for apparel. One of these is that the delivery period, which can range from five to ten days, is too long for delivery inside the same country. When it comes to those individuals who do not shop for their clothing, some ladies organize the shopping for essential clothing items for the guys who already have children.

3.1 Knowledge of Retail Channels

The study's findings regarding retail channels show that most respondents know the two main channels for buying clothes: physical stores and online shopping. Only a small percentage of them know the various distribution channels and the policies they provide, such as discounts, coupons, and free delivery, indicating their shallow knowledge. This means businesses should inform clients about the many accessible retail channels and the advantages they provide. Retailers could draw in more clients this way who might not have known about their rules and services before.

3.2 Usage of Available Retail Channel Policies

When shopping for clothing, most respondents take advantage of the policies offered by available retailing channels. Most of them favor going to brick-and-mortar stores rather than shopping online because it provides a more immediate sensation of fulfillment and offers a broader selection of clothing items and sizes. On the other hand, some of the people who participated in the survey prefer to buy their clothes online because it is more convenient than going to a physical store and because there are often better deals and other policies available online. Overall, the usage of the available policies varies between respondents depending on their preferences. This was found to be the case when looking at the big picture.

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3.3 Shoppers' Preferences for Different Channels based on Gender

When purchasing clothing, most respondents say it depends on the type of clothing they are looking for and which shopping method they prefer: going to a store or shopping online. For instance, respondents prefer to shop online for inexpensive and everyday items. In contrast, they prefer to shop in-store for more expensive items to try them on and determine how well they fit physically. In addition, several respondents say that they prefer to shop for clothing online because of the various discounts, coupons, and policies offered by the retailing channel. Other than the elements above, respondents' lifestyle and convenience shaped their preferred retail channel distribution. Those with hectic schedules who valued convenience above spending time in a physical store opted for online clothing retailers like Amazon and eBay. In addition, they liked that it was easier to discover the most incredible deals when they shopped online because they could easily compare prices and products from different stores.

Some respondents, however, favored in-store purchases since it allowed them to inspect the garments, judge the quality, and try them on before buying. Those who cared most about the quality of their garments' fit and comfort were most affected. In addition, several respondents found pleasure in going shopping since it allowed them to meet new people, discover exciting shops, and gain ideas for their wardrobes. Interestingly, several respondents indicated they enjoy combining the two types of shopping. To shop for clothes, for instance, they might look at many options online and then go to a store to try on a few distinctive styles before making a final decision. Because of this strategy, they were able to get the best of both online and in-store shopping.

From the different respondents, one thing that was noted was that each had varied opinions on the issue of shopping for clothes online. Younger respondents prefer to shop for apparel in-store to see how it looks on them and how comfortable they feel wearing it. In addition to shopping for clothes at malls, you may meet friends, chat, and avoid cell phones and laptops. Some of them prefer to shop alone when it comes to purchasing apparel. For example, one female (27 years old) stated that she does not buy much online since she never trusts the appearance of things. They appear online without being tried on. She should put them on and see how they fit and look on her, just like she would with shoes. Some of the comments given include:

(Female 27) "As an example, I do not really buy clothes online that much because, for some reason, I do not trust the look of the products. The way they look online without trying them on. I must try them on and see how they are, how they fit me, and how they look. Same with shoes."

Moreover, shopping in-store becomes a positive experience for most responders when no one disrupts their browsing process for their preferred apparel products. This provides the appearance of the store experts attempting to offer them something else. Having a lovely perfume or smell to make their shopping experience in the store more joyful is also vital for specific consumers to make them feel welcomed. Furthermore, in-store customers enjoy more fitting rooms and not having to wait in line to try on things. Even with fast fashion regulations, younger respondents prefer H&M's style and ease of access, and they can discover clothing that suits their tastes. Customers who need help locating what they are searching for might select another preferred brand inside the mall.

(Female 30) "I feel welcomed, but the staff does not stick to me, and they do not want to sell me everything. I hate when people say, hey, can I help you? How can I help you? Follow you wherever you go, check what you are checking out, watch you. That is not cool. My preference is to be left alone because I know what I want. It is more efficient. When I am alone. If the AC is not down, that is great. More comfortable. I also enjoy shopping when it is not too crowded. The cloakrooms and everything are free, and you will not have to wait in line. Yes. Mm. That is an enjoyable experience. When the store smells good if they have a very nice scent."

Another critical opinion raised by the respondents was that of social media. They stated, for example, that they are not interested in getting sales newsletters since they seldom receive such emails regarding sales and shopping. They like signing up for product discounts from their favorite businesses through Facebook and swiftly checking out. When people notice the expensive shipping or delivery charge to their doorstep, they go inside the store and pick up the things personally rather than paying a useless amount for the delivery after checking out. Male respondents, for example, appreciate the availability of a list of models' styles in an online

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store, such as the "About You" clothing application, following its new styles, and purchasing urban-style apparel based on the models' proposed design combinations.

(Male 31) "I am looking for places that offer free delivery or do not charge a lot of money for delivery. If it were more expensive to have it delivered, in that case, I would go to the store and purchase it. Especially where I live, everything is close by. For delivery, I would not pay thousands of Hungarian forints."

"In an online shop, it happens completely differently. I can highlight About You. They have dedicated models, and they create their own style, and you can click on the person."

Thus, men in Hungary, for example, prefer to buy goods from the comfort of their homes, with one exception: if they desire a high-quality article of clothing that they saw online and is available in stores near their employment, they go into an actual store. For example, guys would randomly walk into an H&M store and buy 20 pairs of socks because they recollect needing them frequently, but women will shop for clothing online. Younger women have yet to explore the option of purchasing clothing online. Because they are comfortable with their sizes, some older women go in-store to try on more expensive items, such as a winter coat, to ensure it fits before waiting for a bargain to acquire it online. The H&M mobile app offers coupons for free delivery and other benefits, and some families buy necessities for men or the entire family online.

(Female 30) "I can get basic stuff from the internet, for myself, but if I want a nice coat or something more expensive or eye-catching. This is not basic. I like to go shopping so I can see it in person. That is how I fell in love. So yes, for the basics. I do online shopping, but if I want something more expensive or not so basic, I go to the store."

The opinions of shoppers differ depending on their gender. Male shoppers prefer to shop online due to convenience, whereas female shoppers prefer to shop in-store since they can try the items on before making a purchase. In addition, men prefer to purchase basic items online, such as socks, whereas women prefer to purchase more expensive items in-store, such as coats.

3.4 Discussions

The survey's findings showed that while younger respondents favored in-store clothes purchases, those of a more senior demographic favored purchasing via their favorite retailers' web and mobile apps. Customers who prefer to shop in a physical store would enjoy it more if more fitting rooms were available and the store had a good smell. When buying clothes, many people prefer to hit the stores alone. Some women who responded to the survey said they needed to learn about certain brands to locate the right size and color while shopping online for apparel. In contrast, others said Google needed to show them accurate photographs of the products and store locations before making a purchase.

Lynch and Barnes (2020) and Rodríguez-Torrico et al. (2020) explore the customer decision-making journey and discuss the importance of omni-channel tendency in digital information processing. Both show that people would instead buy clothes in person, where they can try them on and get a feel for how they fit and how they feel while wearing them. But they agree that the retail channel's many deals, coupons, and policies make online buying more convenient than ever. Value propositions of multi-, cross-, and omni-channel retailing are discussed by Yrjölä et al. (2018). They show that consumers use retail channel policies like price reductions and free shipping and that their channel preferences vary depending on the item of clothes they are after and their preferred method of making purchases. These results are consistent with the interview results, demonstrating that respondents use the policies provided by the various retailing channels. Their preferences for which channel to utilize depend on the sort of apparel they seek and their preferred purchasing technique. The elements that motivate omni-channel purchasing behavior are discussed by Kang (2019), Lorenzo-Romero et al. (2020), and Le and Nguyen-Le (2020), respectively. All these factors point to the notion that the convenience of online shopping is just as important, if not more so, than the numerous sales, coupons, and policies provided by the retail channel. These results are congruent with the interview results, which demonstrated that respondents favor online shopping for ease, discounts, and other policies supplied by the retailing channel.

Retaining customers with in-store mobile usage experience in omni-channel retailing is discussed by Fang et al. (2021); analyzing omni-channel consumer behavior is discussed by Rodríguez-Torrico et al. (2017); and

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conceptualizing the omni-channel customer experience is discussed by Shi et al. (2020). They all show that people would instead shop for clothes at a physical store to try them on and get a feel for how they fit and feel before making a purchase. These results align with the interview, which showed that people want to try on clothes in a physical store to get a feel for how they fit and feel in the garment. Gao et al. (2021) and Sebald and Jacob (2020) address the question of what assistance is necessary when shopping for clothing, while Sebald and Jacob (2020) focus on the creation of the customer experience in an omni-channel setting. Both show that people would instead buy clothes in person, where they can try them on and get a feel for how they fit and how they feel while wearing them. These results align with the interview results, which showed that people want to try on clothes in the store to get a feel for how they fit and how they feel before buying them.

Moreover, Ameen et al. (2021) described a global investigation of gender disparities in omni-channel retail. They show that consumers use retail channel policies like price reductions and free shipping and that their channel preferences vary depending on the item of clothes they are after and their preferred method of making purchases. These results are consistent with the interview results, demonstrating that respondents use the policies provided by the various retailing channels. Their preferences for which channel to utilize depend on the sort of apparel they seek and their preferred purchasing technique.

Compared to the results of other scientific articles, the interview's findings on preferences and attitudes toward apparel shopping are reliable. Customers enjoy shopping for apparel in-store because they can try on the item to get a feel for how it fits and how it makes them feel, in addition to taking advantage of the various policies offered by the different retail channels, such as discounts and free delivery.

4. Conclusions

In conclusion, the purpose of our study was to evaluate the experiences that customers had when shopping for garments within the framework of omni-channel retailing in Hungary. We found that customers have shopping experiences for essential clothing items such as socks or white T-shirts online and offline by conducting semi-structured interviews with 12 respondents. These consumers were asked about their experiences shopping for these things. The post-purchase experience, on the other hand, is more noticeable in terms of how online and offline channel rules are combined.

The outcomes of this study provide credence to the hypothesis that customers shop with several different retail channel policies in mind and that when the things they purchase do not live up to their expectations, customers turn to specific retail policies. When formulating their omni-channel plans, retail establishments would be well to consider this essential factor. Retailers may increase customer loyalty and happiness by offering customers a buying experience that is seamless and consistent across all available channels of retailing. It is essential to recognize the constraints of this study, even though it has yielded a wealth of insightful latest information. To begin, the scope of the research was restricted to the Hungarian environment; hence, it is possible that the findings cannot be extrapolated to other nations in Europe. Comparing customers' purchasing experiences residing in various geographical areas and establishing whether the results are consistent or variable calls for additional study. In addition, the research's scope was restricted to investigating customers in retail clothing stores. In omni-channel retailing, customers shopping for various product categories may have distinct perspectives and experiences due to their purchases. Future research could expand the scope of the study to include other product categories, such as electronics or household items, to circumvent this barrier and make it possible to overcome it.

Moreover, the sample size for this study was quite limited, and it only consisted of consumers in Hungary who fell into various age brackets. A more thorough knowledge of customers' purchasing experiences in omni-channel retailing would be provided by a larger sample size that covers a more diversified demographic of consumers from different countries, regions, and backgrounds. Additional research might investigate consumers' purchasing experiences for various product categories by recruiting respondents from other European nations. The results of this investigation could then be compared with those of an upcoming empirical study. Retailers could benefit from conducting additional empirical research to aid them in more effectively allocating channel resources to customers based on demographic factors such as gender, age, and region.

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