

# Impact of Personalization, Consumer Trust, and Responsiveness on Customer Online Purchase Attitudes towards Fashion Shopping Apps in Pakistan

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## Abstract

*This researech examines the impact of personalization-oriented marketing, consumer trust, and responsiveness on customer online purchase attitudes toward fashion shopping apps in Pakistan. Applying a quantitative research startegy, data were collected through surveys administered to active users of fashion shopping apps. The results reveal significant positive correlations between personalization and purchase intentions, indicating that tailored marketing strategies for example customized promotions and recommendations enhance customer satisfaction and engagement, mostly among younger consumers. Moreover, the findings highlight the critical role of consumer trust, presenting that transparency in business practices, including clear return policies and protected payment systems, strongly influences online purchase results. The study further approves that prompt and effective responsiveness to consumer inquiries improves satisfaction and fosters loyalty, thus strengthening a brand's position in a economical market. As a group, personalization, trust, and responsiveness form an integrated context for understanding consumer behavior in the digital fashion marketplace. The findings emphasize the importance for fashion retailers to prioritize these factors in order to improve consumer attitudes and achieve sustainable growth.*

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**Key Words:** Personalization, Consumer Trust, Responsiveness, Online Purchase Attitudes, Fashion Shopping Apps

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## Introduction

The Pakistan fashion industry has undergone a remarkable transformation over the previous decade, largely driven by technological advancements and the growing adoption of digital platforms. The country's e-fashion market is projected to reach significant growth, with statistics indicating that the global online retail and food delivery market alone will surpass 1 billion dollars by 2025 (Statista, 2022). This growth trend is supported by the rapid expansion of internet usage, with the global rate reaching 36.5% by 2023, and by the growing number of smartphone users. In Pakistan, smartphone ownership is expected to exceed 180 million by 2024 (Pakistan

Telecommunication Authority, 2023). This digital transformation has significantly influenced consumer behavior, particularly in the fashion sector.

In Pakistan, more than 55% of online shoppers now rely on mobile applications to purchase fashion products (Statista, 2023). A major reason behind this trend is the demographic structure of the country: approximately 64% of Pakistan's population is under the age of 30, making it one of the youngest populations in the world (UNDP, 2022). This young generation is more open to adopting digital technologies and online shopping platforms. Popular fashion apps such as Daraz, Goto, and Limelight have capitalized on this trend by offering consumers a wide variety of both local and international apparel. These raised area also employ advanced marketing strategies, using consumer data such as browsing history and consumption records to deliver personalized produce recommendations. McKinsey & Company (2021) stated that such data-driven approaches have helped brands achieve conversion rates up to 20% greater than those without personalization.

Consumer confidence in online shopping has steadily increased, thanks in part to secure payment methods like EasyPaisa and JazzCash. A survey from Statista in 2022 found that nearly half of Pakistan's internet users view secure payment options as the top priority when shopping online. Plus, swift delivery and effective customer support have become key factors in drawing in customers and keeping them around in the competitive world of e-fashion.

Overall, the fashion scene in Pakistan is really thriving, largely due to tech advancements and the growing popularity of mobile apps. These apps make it super informal for shoppers to access a variety of goods, which really enhances the overall shopping knowledge. But there are three core things—personalization, trust, and responsiveness—that actually shape how consumers think almost fashion shopping apps.

Personalization assistances retailers customize product suggestions and marketing to suitable individual shoppers. Permitting to McKinsey & Company in 2021, companies that offer personalized experiences see conversion rates that are about 20% more than those that don't. Trust is another big one. A lot of customers still worry about whether online goods are legit, how secure their payments are, and if consumers reviews can be trusted. Making sure expense gateways are secure, having clear strategies, and offering dependable consumers support can really sway buyers' varieties. Then there's responsiveness—rapid replies to questions and efficient transfer can really boost customer pleasure and loyalty.

Where there are still challenges in Pakistan with internet structure and access, these three factors develop even more critical. So, considerate personalization, trust, and responsiveness is essential for greedy the fast-evolving landscape of the online fashion industry in Pakistan and how customers are leaning more on mobile apps.

#### Problem Statement

The speedy rise of online fashion shopping in Pakistan has transformed how consumers behave, with mobile shopping apps attractive a crucial part of the retail experience. But uniform with the convenience and diversity these apps offer, there are immobile some hurdles to overcome. Personalization, trust, and responsiveness are main influences on customer attitudes and buying selections. Many potential consumers still hesitate due to doubts about data security, product legitimacy, and poor consumer service. On top of that, the absence of customized shopping experiences and interruptions in responses or deliveries can shake customer confidence.

#### Objectives of the Study

The study's main objective to dig into how personalization, trust, and responsiveness affect consumer attitudes toward fashion shopping apps in Pakistan, and to suggest ways to improve user satisfaction, loyalty, and general purchasing behavior. The general objectives are:

- To analyze the impact of personalization-oriented marketing on customer attitudes toward online fashion shopping apps in Pakistan.

- To examine the impact of consumer trust on customer attitudes toward online fashion shopping apps in Pakistan.
- To evaluate the impact of responsiveness-oriented marketing on customer attitudes toward online fashion shopping apps in Pakistan.

## Literature Review

### Theoretical Background (Social Exchange Theory)

Social Exchange Theory (SET) proposed that how behave socially comes down to an exchange procedure. Basically, people weigh the potential bootees and benefits against the possible expenses or losses that might come down the line (Homans, 1958; Blau, 1964). As soon as it comes to fashion purchasing apps in Pakistan, in the study apply SET to see how factors like personalization, trust, and responsiveness effect what consumer decide to buy. This framework has been extensively used in studying customer behavior, especially in new media frameworks (Thibaut & Kelley, 2020).

Personalization in marketing includes tailoring goods or services to fit the customer's needs in return for their particular info (Awad & Krishnan, 2023). When consumers get content that feels personalized, it marks their shopping experience more convenient and related, which can lead to a additional positive attitude in the direction of purchasing (Kim & Kim, 2020). SET designates that when the benefits of personalization, like receiving customized recommendations, outweigh worries like privacy issues, consumers tend to have a better outlook.

Trust is another main factor in SET. People are more prepared to engage in transactions when they sense that the other party is reliable and fair. In the background of fashion shopping apps, trust can be nurtured through clear communication, secure transactions, and flat delivery processes (Pavlou & Fygenson, 2023). In elevation level of trust helps reduce apparent risks, such as worries about deception or dissatisfaction, which in turn strengthens consumer's attitudes to online shopping and encourages recurrence purchases (McKnight et al., 2023).

Responsiveness is also crucial to the exchange process. When businesses retort quickly and effectively to consumer questions, it shows that they maintenance about their needs, which boosts satisfaction and reliability. Quickly resolving problems helps reduce the effort consumers have to put in and improves the perceived benefits (Lin & Hsieh, 2024). Rendering to SET, being responsive can have an optimistic effect on customers' attitudes toward fashion apps and assistances build lasting exchange relationships (Kumar et al., 2021).

#### Customer Online Purchase Attitudes

Customer online purchase attitudes state to how customers feel and consider about buying products online, with through fashion apps. These attitudes are subjective by perceived ease of use, satisfaction, personalization, and trust. A positive attitude often leads to higher purchase intentions and greater brand loyalty, while negative attitudes can deter future purchases (Ganguly et al., 2022). For businesses, understanding these attitudes is crucial, as they provide insight into what drives customers' online purchasing decisions. Positive attitudes can lead to more repurchases and recommendations, whereas negative ones can halt engagement (Chaffey & Smith, 2023). With e-commerce growth, especially in fashion, how customers perceive their shopping experience plays a major role in their buying behavior and overall satisfaction (Kim & Lennon, 2024).

Fashion shopping apps that offer user-friendly designs, personalized experiences, and dependable services are more likely to create favorable customer attitudes. By keeping an eye on customer perceptions, businesses can fine-tune their marketing strategies, improve the online shopping experience, and build lasting relationships (Wang et al., 2021). In Pakistan's competitive

fashion scene, where the appetite for trendy products is booming, recognizing and addressing online purchase attitudes is crucial for growth and sustainability (Rahman et al., 2023).

### **Personalization-Oriented Marketing**

Personalization consist of tailoring product offerings, content, and services to meet individual consumer needs and preferences. Within fashion shopping apps, personalization improves the customer experience by providing related recommendations and offers (Pappas, 2023). In today's extremely competitive environment, personalization has developed a key differentiator.

Research shows that personalized interactions foster stronger customer-brand connections, improving satisfaction, conversion rates, repeat purchases, and loyalty (Gretzel et al., 2020; Hoffman, 2022). They also allow businesses to target the right customers, reduce marketing costs, and increase profitability. A well-designed personalization strategy enhances customer trust and cultivates a loyal customer base (Berman, 2023). For Pakistani consumers, who display diverse fashion needs, personalization strategies are particularly beneficial in an evolving e-commerce landscape. By implementing personalization, fashion retailers can boost consumer engagement, satisfaction, and retention, thereby fostering organizational progress (Chung et al., 2020).

### **Customer Trust**

Customer trust reproduces the confidence consumers place in a brand's ability to offer secure transactions, accurate information, and dependable services (Gefen et al., 2003). In online shopping, specially fashion, trust is a decisive factor influencing acquisition willingness and long-term loyalty.

Trust assures consumers that their data is secure, payments are protected, and products match descriptions (Suh & Han, 2003). Platforms that demonstrate transparency, security, and dependable customer service are more successful in converting visitors into repeat buyers (McKnight et al., 2023). On the other hand, the absence of trust can prevent consumers from engaging, regardless of platform quality (Kim et al., 2023).

Fashion e-commerce market of Pakistan, understanding and addressing trust-related concerns—such as privacy, fraud, and product validity—is vital. Building trust improves confidence, strengthens relationships, and ultimately progresses retention and sales (Dinev & Hart, 2023).

### **Responsiveness-Oriented Marketing**

Responsiveness-oriented marketing give emphasis to a business's ability to address customer inquiries, requirements, and concerns quickly and effectively. In online shopping, responsiveness includes timely support, rapid order processing, and efficient complaint resolution (Parasuraman et al., 1988).

High responsiveness enhances satisfaction, reduces frustration, and fosters repeat buying (Zeithaml et al., 1996). By demonstrating attentiveness, brands can improve perceptions of reliability and strengthen loyalty (Bitner et al., 1990). In competitive markets, responsiveness becomes a key differentiator, ensuring customer retention (Grönroos, 1994).

For Pakistan's expanding online fashion industry, responsiveness is essential. Understanding how it influences purchase attitudes enables businesses to optimize customer service, increase satisfaction, and drive loyalty (Liu & Jang, 2023).

## Personalization and Customer Online Purchase Attitudes

Personalized marketing has become central to shaping customer online purchase attitudes in the global fashion industry. Research across different countries demonstrates that personalization improves satisfaction, purchase intent, and loyalty.

In the United States, Wang and Kim (2021) found that personalized recommendations increase satisfaction and conversion rates. Jackson and Miller (2020) showed that UK consumers, especially younger demographics, responded positively to customized promotions and content. Similar findings emerged in India (Chopra & Singh, 2022), Brazil (Oliveira & Costa, 2021), South Korea (Kim & Park, 2021), and Europe (Lopez & Garcia, 2022), where tailored offers enhanced trust, convenience, and loyalty.

Personalization in mobile-first markets, such as Pakistan, is particularly important given rising consumer expectations. Thus, the following hypothesis is proposed:

**H1: Personalization-oriented marketing has a significant impact on customer online purchase attitudes toward fashion shopping apps in Pakistan.**

## Consumer Trust and Customer Online Purchase Attitudes

Trust is a key determinant of online purchase attitudes. Studies across multiple countries confirm that customers are more likely to engage with fashion platforms when they perceive them as secure, transparent, and reliable.

In the U.S., Anderson and Davis (2020) pointed out how crucial it is to have clear policies and safe payment systems. Over in the UK, Johnson et al. (2021) exposed that a brand's reputation and third-party certifications certainly affect trust. Meanwhile, Chopra & Mehta (2022) found that in India, tackling counterfeit goods with trustworthy information and dependable service is vital. Trust factors are just as vital in other countries as well. For instance, educations have shown similar findings in South Korea (Kim & Park, 2021), Brazil (Pereira & Costa, 2021), Italy (Romano & Bianchi, 2022), France (Dupont & Lefevre, 2021), China (Zhou & Li, 2020), the UAE (Al-Mutawa & Rashid, 2022), and Japan (Takahashi & Saito, 2021). Across all these places, basics like secure transactions, precise product representation, ethical performs, and good communication obviously stand out when it derives to building trust.

Where issues in Pakistan, like online fraud and delivery doubts are pretty common, trust also plays a main role in shaping how customers feel. So, This study is recommending this hypothesis:

**H2: Consumer trust significantly effects customer attitudes to making online purchases through fashion shopping apps in Pakistan.**

## Responsiveness and Customer Online Purchase Attitudes

Responsiveness actually matters when it comes to consumer's satisfaction and loyalty in the online fashion market. Rapid responses, effective service, and engaging with consumers on digital platforms form trust and encourage persons to come back for more. For instance, Zhang et al. (2020) accepted that responsiveness enhanced satisfaction and trust in the U.S. market. In China, showed that instant responses through platforms like WeChat strongly affected consumer attitudes. Similar findings were observed in the UK (Brown & Clarke, 2021), India (Singh & Patel, 2021), Brazil (Lima & Fernandes, 2022), and South Korea (So et al., 2023). Across markets, responsiveness consistently reduced dissatisfaction, enhanced loyalty, and increased purchase intentions. Given the fast-growing fashion e-commerce industry in Pakistan, responsiveness is

critical for ensuring customer retention and satisfaction. Accordingly, the following hypothesis is proposed:

**H3: Responsiveness-oriented marketing has a significant impact on customer online purchase attitudes toward fashion shopping apps in Pakistan.**

## **Methodology of Study**

This study employs a quantitative research methodology. A sample of 150 fashion consumers who actively engage with fashion brands will be selected through simple random sampling. Data will be collected using a structured online survey, with responses measured on a Likert scale. The collected data will be analyzed using SPSS software. Descriptive statistics, including frequency charts, will summarize demographic details and general patterns. Correlation analysis will explore relationships between variables, while regression analysis will identify predictive effects.

## **Research Philosophy**

This study is rooted in positivism, which holds that knowledge comes from measurable and observable realities instead of individual interpretations (Creswell & Poth, 2021; Babbie, 2020). It prioritized things like observation and measurement and values replicability. In the framework, the investigator stays detached and collects data using structured tools like questionnaires (Saunders et al., 2020; Cohen & Manion, 2021). Meanwhile the focus is on testing hypotheses connected to personalization, consumer trust, and in what way they shape attitudes to online purchases, positivism is a appropriate choice. By using statistical investigation and measurable data, the study can locate cause-and-effect relationships, coordinated with positivist ideas (Phillips & Burbules, 2020; Guba & Lincoln, 2020).

## **Research Approach**

This research used a deductive approach, starting from recognised theories and testing them with real data (Saunders et al., 2020; McNeill & Chapman, 2021). This technique followed a clear procedure of crafting hypotheses, gathering data, analyzing it, and drawing conclusions (Kumar, 2020; Creswell, 2021). It turns well with our research since this study is looking at how personalization, customers trust, and responsiveness effect attitudes toward fashion shopping apps in Pakistan. This way, this research confirmed theoretical relationships applying systematic and quantitative procedures (Bell et al., 2020; Trochim, 2020).

## **Research Strategy**

In the study applied a survey questionnaire, a common method for gathering quantitative data (Dillman et al., 2020; Fowler, 2020). The questionnaire consisted of items that assess personalization-concentrated marketing, customer trust, and responsiveness in terms of online purchase attitudes. This approach is great because it lets us collect a large amount of data efficiently, facilitating in quantifying customer feelings and attitudes for hypothesis testing (Cohen & Manion, 2021; McCoy et al., 2021).

A quantitative research design is finest for testing hypotheses and analyzing statistical data to see how variables relate (Babbie, 2020; Creswell, 2021). This strategy permits the measurement of attitudes and behaviors from a huge group, which helps with generalizing the outcomes. In this research, Study looked into how personalization, customer trust, and responsiveness influence

customer attitudes to fashion apps in Pakistan. Applied statistical tests, comparisons, and predictions will confirm reliability and validity in understanding customer behavior (Field, 2020; Zikmund et al., 2020).

### Time Horizon

In the research, taken a cross-sectional time horizon, meaning data collected at one exact time (Ritchie et al., 2020). This is a good fit for taking a “snapshot” of customers attitudes towards personalization, trust, and responsiveness in online shopping. It permits us to analyze consumer perceptions in the fashion app market in Pakistan in timely manner (Babbie, 2020; Robinson et al., 2021).

### Sampling Technique and Population

The research used simple random sampling, where each contributor has an equal chance of being selected (Fowler, 2020; Creswell, 2021). Study’s target 150 Pakistani fashion customers who shop by online apps. This procedure helps reduce bias and expands external validity (Etikan et al., 2021). Our target group involved of digital fashion shoppers, a speedily growing segment in Pakistan thanks to improved internet access. Study be looking into exactly how personalization, trust, and responsiveness effect this group's attitudes to online purchases (Akhter et al., 2021; Khatun et al., 2020).

### Data Collection

Data collection of this study through an online structured questionnaire, which sent to 150 active users of fashion apps (Dillman et al., 2020; Bryman, 2021). The questions applied a Likert scale that ranges from “strongly agree” to “strongly disagree.” Study analyzed the data using SPSS for hypothesis testing (Field, 2020; Pallant, 2020)

### Research Analysis Techniques

SPSS used for descriptive, correlation, and regression analysis. Bivariate correlation measured association between personalization, trust, responsiveness, and purchase attitudes (Keller, 2020). Multiple regression determined the extent to which these factors predict consumer behavior (Mohsin et al., 2021).

### Data Analysis

#### Reliability of the Data

The reliability analysis yields a Cronbach's Alpha of 0.748 for four items, indicating acceptable internal consistency among the survey items. This suggests that the questions measure a coherent construct, providing confidence in the reliability of the data collected for the study.

**Table 1. Reliability Statistics**

Cronbach's Alpha	N of Items
0.748	4

## Correlations

The correlation analysis assesses the relationships between personalization, consumer trust, responsiveness, and customer online purchase attitudes, based on a sample of 150 respondents. Personalization shows a significant positive correlation with both responsiveness ( $r = 0.348$ ,  $p < 0.01$ ) and customer online purchase attitudes ( $r = 0.372$ ,  $p < 0.01$ ). This indicates that as personalization increases, consumers are more likely to perceive greater responsiveness from the app and exhibit more positive purchase attitudes. Consumer Trust demonstrates negligible correlations with the other variables, having no significant relationships with personalization ( $r = -0.022$ ,  $p = 0.790$ ), responsiveness ( $r = 0.005$ ,  $p = 0.947$ ), or customer online purchase attitudes ( $r = 0.006$ ,  $p = 0.944$ ). This suggests that consumer trust may not be influenced by the level of personalization or responsiveness offered by the app. Responsiveness has a significant positive correlation with customer online purchase attitudes ( $r = 0.499$ ,  $p < 0.01$ ), indicating that a responsive app environment contributes positively to consumers' purchasing attitudes. In summary, personalization and responsiveness are significantly linked to customer purchase attitudes, while consumer trust does not show a significant relationship with the other factors.

**Table 2: Correlation Analysis**

		Personalization	Consumer Trust	Responsiveness	Customer Online Purchase Attitudes
Personalisation	Pearson Correlation	1	-.022	.348**	.372**
	Sig. (2-tailed)		.790	.000	.000
	N	150	150	150	150
Consumer Trust	Pearson Correlation	-.022	1	.005	.006
	Sig. (2-tailed)	.790		.947	.944
	N	150	150	150	150
Responsiveness	Pearson Correlation	.348**	.005	1	.499**
	Sig. (2-tailed)	.000	.947		.000
	N	150	150	150	150
Customer Online Purchase Attitudes	Pearson Correlation	.372**	.006	.499**	1
	Sig. (2-tailed)	.000	.944	.000	
	N	150	150	150	150

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Regression Analysis

The ANOVA analysis assesses the relationship between the predictors (responsiveness, consumer trust, and personalization) and the dependent variable (customer online purchase attitudes). The regression model shows a significant effect ( $F(3, 146) = 20.222$ ,  $p < 0.001$ ), indicating that these predictors collectively explain a substantial portion of the variance in purchase attitudes.



**Table 3: ANOVAa**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.720	3	11.573	20.222	.000 <sup>b</sup>
	Residual	83.555	146	.572		
	Total	118.275	149			

a. Dependent Variable: Customer Online Purchase Attitudes

b. Predictors: (Constant), Responsiveness, Consumer Trust, Personalisation

The coefficients table presents the results of the regression analysis, detailing the influence of each predictor on customer online purchase attitudes. The constant term ( $B = 0.940$ ,  $p < 0.001$ ) indicates the baseline level of purchase attitudes when all predictors are zero. The unstandardized coefficient for personalization is 0.213, with a standard error of 0.070. This suggests that for every one-unit increase in personalization, customer online purchase attitudes increase by 0.213 units. The standardized coefficient (Beta = 0.226) shows a moderate effect size, and the t-value of 3.042 indicates significance ( $p = 0.003$ ). The coefficient for consumer trust is 0.009, with a standard error of 0.071. This suggests a minimal effect on purchase attitudes, as indicated by the standardized coefficient (Beta = 0.008) and the t-value of 3.122 ( $p = 0.030$ ), implying that while statistically significant, the practical impact is negligible. Responsiveness has the highest unstandardized coefficient at 0.471, with a standard error of 0.083. This indicates that a one-unit increase in responsiveness is associated with a 0.471-unit increase in purchase attitudes. The standardized coefficient (Beta = 0.420) suggests a strong positive relationship, with a significant t-value of 5.662 ( $p < 0.001$ ). The personalization and responsiveness are significant predictors of customer online purchase attitudes, with responsiveness having the most substantial impact. Consumer trust, while significant, appears to have a lesser effect.

**Table 4: Coefficientsa**

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.940	.261		3.600	.000
	Personalisation	.213	.070	.226	3.042	.003
	Consumer Trust	.009	.071	.008	3.122	.030
	Responsiveness	.471	.083	.420	5.662	.000

a. Dependent Variable: Customer Online Purchase Attitudes

## Discussion on Results

### Role of Personalisation-Oriented Marketing in Customer Online Purchase Attitudes

The findings of this study align closely with prior research on personalization-oriented marketing and its influence on customer online purchase attitudes, particularly within the fashion industry. The strong positive relationships recorded between personalization, responsiveness, and customers' purchase attitudes indicate that personalization is a central driver shaping consumer behavior in online fashion markets. Wang and Kim (2021) found that recommendation systems really boost customer satisfaction, which in turn makes people more likely to buy. Similarly,

Jackson and Miller (2020) noticed that young consumers in the UK tend to prefer personalized ads, indicating that shoppers are increasingly looking for tailored experiences.

This study also points out that being responsive—basically, how quickly a company can meet customer needs—is another key factor that affects buying attitudes. This aligns with what Yi and Jeon (2003) said about the importance of good customer service in building brand loyalty. The agreement between respondents about the value of responsiveness demonstrates that consumers feel more confident and sheltered in their purchases when they know they'll get timely support.

### **The Impact of Consumer Trust on Online Purchase Attitudes**

The outcomes emphasized how crucial consumer trust is when it comes to online buying behaviors for fashion goods. Anderson and Davis (2020) pointing out that aspects like return policies, helpful consumer service, and safe payment options really move trust and repeat buying among customers in the U.S. Furthermore, Johnson et al. (2021) highlighted how brand reputation and endorsements from others matter in the UK market.

Looking at cross-country studies demonstrated that trust can vary widely. For example, Chopra and Mehta (2022) initiated that Indian shoppers focus on authenticity and clear communication, though Pereira and Costa (2021) noted that Brazilian consumers heavily weigh peer reviews. Kim and Park (2021) found that South Korean buyers appreciate precise goods descriptions, and Romano and Bianchi (2022) also found that ethical practices and social responsibility build up trust, leading to well purchase attitudes. Together, these understandings highlight the importance of being open, genuine, and maintaining strong consumer relations to build trust and effect on consumer choices.

### **The Importance of Responsiveness in Marketing**

Responsiveness-oriented marketing is also vital for shaping customer attitudes in the fashion industry. Zhang et al. (2020) claimed that when businesses respond quickly to consumer queries, it boosts satisfaction and intents to buy. Liu and Chen Noble (2020) reverberated this, noting that quick engagement concluded platforms like WeChat can enhance brand status in China. Also, Brown and Clarke (2021) found how fast and accurate responses during peak shopping times help with consumer loyalty and reduce cart abandonment.

Singh and Patel (2021) claimed that millennials in emerging markets like India expect quick responses via various channels, including social media and chatbots, making a company's responsiveness a modest advantage. In Brazil, Lima and Fernandes (2022) stated that being responsive at service points greatly affects loyalty and purchase decisions, specially when addressing frequent problems like size issues.

## **Conclusion and Recommendations**

### **Conclusion**

This research delved into how personalization-oriented marketing, customer trust, and responsiveness-oriented marketing effect customer attitudes to fashion shopping apps in Pakistan. The outcomes are in line with the aims and hypotheses set forth, offering valued perspectives on how these factors shape customer interactions in the digital fashion landscape.

Firstly, the research looked at how personalization-oriented marketing effects customer attitudes. The findings result point to a strong positive relation between personalized strategies and purchase intentions. This backup the hypothesis that personalised recommendations and specific

ads can enhance consumer satisfaction and engagement. Younger customers specially are on the lookout for personalized experiences, resounding trends noted by Wang and Kim (2021) about how actual personalization can improve satisfaction. The findings suggest that brands that use customized promotions, targeted emails, and specific product recommendations make more positive attitudes to purchases.

The investigation also looked at the importance of consumer trust. The findings support the notion that a higher level of trust increases the chances of making online purchases by proving that trust is a significant factor in buying intentions. In accordance with Anderson and Davis (2020), transparent procedures, like unambiguous return policies, safe methods of payment, and sincere communication, were proven to raise trust levels. Trust-building techniques like third-party certifications, ethical business processes, and favourable reviews are vital for enhancing brand legitimacy and building customer trust in online fashion retail, where confusion can put off consumers.

The third item analyzed marketing that concentrates on responsiveness. The results firmly support the notion that quick and effective responses greatly improve consumer retention and purchase decisions. Quick fixes for problems with product fit or quality are highly valued by customers, which is according to Zhang et al. (2020) and Liu and Chen (2020). The study highlights that being responsive is a proactive strategy to promote loyalty rather than only reacting. Brands have a better chance to foster lasting connections and repeat business when they actively communicate with customers through social media, timely emails, and effective resolving issues (Chen et al, 2024).

These findings collectively show that responsiveness, trust, and personalisation are interconnected factors that influence attitudes towards online purchases. Choice-making is guided to trust, responsiveness encourages loyalty and retention, and personalisation enhances interest and satisfaction. These components combine together to create a framework for comprehending Pakistani customer perceptions towards fashion apps. In the end, this research emphasises the necessity of addressing responsiveness, trust, and personalisation with the goal to satisfy consumer demands and provide favourable effects on the current digital economy. Retailers can enhance brand appeal, cultivate client loyalty, and prosper in the competitive online fashion market by implementing this.

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