

Strategic Omnichannel Personalization and Its Influence on the Plus-Size Women's Fashion Market

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ABSTRACT

Amidst the growing prevalence in online transactions and rapid technological advancements, the Plus-Size Women's Fashion Market represents a dynamic landscape with significant opportunities yet to be fully explored. This research embarks on an exploration targeting women aged 18 and above to unravel the intricacies of this market, with a specific focus on the effectiveness and applicability of Omnichannel Personalization strategies. As the digital landscape evolves, consumer expectations have ascended, prompting a need for tailored shopping experiences. This study aims to explore the multifaceted realm of Omnichannel Personalization by employing a Quantitative method to understand the nuanced requirements of Plus-Size Women by delving into online platforms, mobile applications, and physical stores. The research aims to analyze the influence of size inclusivity, inclusive imagery, and personalized experiences across various channels to accommodate diverse fashion preferences, address social stigmatization, ethical and privacy concerns, and cultural nuances. By identifying challenges and offering insights, this study provides strategies tailored to meet the diverse needs of the target market. This research also focuses on opportunities arising from the intersection of Omnichannel Personalization and the Plus-Size Women's Fashion Retail Market.

Through a comprehensive statistical analysis of the collected data, the study seeks to identify avenues for innovation, growth, and market expansion. Hence, aims to offer valuable insights for businesses to harness the potential within this growing niche. This research is anticipated to contribute to both academic and practical domains. It envisions a future where the Plus-Size Women's Fashion Market is not only understood but actively catered to through personalized, seamless inclusivity and intersectionality within the fashion industry.

Keywords: inclusive imagery, omnichannel personalization, plus size, size inclusivity, social stigmatism, women's fashion retail

1. INTRODUCTION

In the dynamic realm of online transactions and rapid technological evolution, the Plus-Size Women's Fashion Market in retail sector is a landscape ripe with potential opportunities yet to be fully explored (Sharma and Gupta, 2020). This research, geared towards women aged 18 and above, delves into the intricacies of this burgeoning market with a meticulous focus on key pillars shaping its dynamics: Omnichannel Personalization, Plus-Size, Size Inclusivity, Inclusive Imagery, Women's Fashion E-commerce, and the pervasive challenge of Social Stigmatism.

As the digital landscape evolves, consumer expectations ascend, necessitating tailored shopping experiences. Omnichannel Personalization, a strategic approach at the heart of modern e-commerce, seeks to provide seamless, integrated, and personalized interactions across various channels (Kumar et al., 2021). This research aims to understand the multifaceted realm of evaluating its effectiveness and applicability in enhancing the shopping experiences of plus-size women across online platforms, mobile applications, and physical stores. The Plus-Size demographic represents individuals whose body sizes are better than the conventional standards. Size Inclusivity, an integral aspect, entails catering to a broad range of sizes, recognizing and celebrating the diverse options within the plus-size category (Gupta and Patel, 2018). Along with size inclusivity, this study delves into Inclusive Imagery, exploring visuals and representations that embrace diversity in age, ethnicity and style. Simultaneously, it confronts the pervasive issue of Social Stigmatism, addressing negative perceptions and biases directed toward plus-

size individuals (Thompson et al., 2019). By understanding the societal attitudes and biases shaping these challenges, the research aims to contribute to reshaping perceptions and breaking stereotypes associated with plus-size women in fashion. The digital revolution has radically altered the landscape of Women's Fashion, understanding the unique dynamics of Women's Fashion is fundamental to crafting strategies aligned with the preferences and behaviors of female consumers. By addressing size inclusivity, promoting inclusive imagery, and challenging social stigmatism, the research also explores the challenges faced by the Plus-Size Women's Fashion Market. The study envisions contributing to the creation of an inclusive, empowering, and seamless shopping experience for plus-size women and hence aims to meet the purpose of the study.

1.1 Purpose of the Study

The predominant purpose of this research is to investigate and understand the Omnichannel Personalization strategies within the Plus-Size Women's Fashion Market with a comprehensive view of consumer preferences, effectiveness, applicability, challenges, opportunities, and actionable insights for stakeholders.

1.2 Research Gaps

The current research landscape in retail and Omnichannel Personalization reveals notable gaps in understanding Plus-Size Women's Fashion requisites (Jones et al., 2019). Existing studies focus on general Omnichannel strategies, leaving a void in comprehending the unique considerations of the Plus-Size Women's Fashion Market. Gupta et al. emphasize the need for cultural sensitivity in Omnichannel research, underscoring a gap in tailoring strategies to diverse cultural contexts (2021). A significant research gap is evident in exploring the impact of Omnichannel Personalization on the shopping experience of plus-size women. While studies on Omnichannel strategies exist, the specific impact on satisfaction, engagement, and loyalty within the plus-size demographic is underexplored (Smith and Brown, 2020). The role of inclusive imagery within Omnichannel strategies requires further investigation. Turner and White argue for more research on how inclusive imagery contributes to body positivity and representation in Omnichannel Personalization, particularly in the Plus-Size Women's Fashion Market (2018). The literature also falls short in addressing privacy and ethical concerns related to Omnichannel Personalization (Patel and Joshi, 2022). Research on the ethical implications of personalized strategies in plus-size fashion retail is needed, given the increasing concern for consumer privacy in the digital space. Size inclusivity challenges in the above context are underexplored (Brown and Kapoor, 2019). While recognized as a challenge, detailed insights into the specific challenges faced by the Plus-Size Women's Fashion Market in implementing size-inclusive Omnichannel strategies are limited. There is a notable research gap concerning opportunities at the intersection of Omnichannel strategies and the Plus-Size Women's Fashion Market. Kumar and Gupta suggest unexplored areas for growth and innovation, indicating the need for research to identify and analyze emerging opportunities (2023).

Finally, academic contributions of Omnichannel studies in the context of Plus-Size Women's Fashion are not adequately highlighted (White and Sharma, 2017). While practical implications are discussed, there is a research gap in emphasizing the academic contributions that exploring Omnichannel Personalization strategies can bring to the understanding of Plus-Size Women's Fashion. The proposed study aims to address these research gaps, contributing to a more comprehensive understanding of Omnichannel Personalization strategies within the Plus-Size Women's Fashion Market. It seeks to explore answers for the below-mentioned research questions and meet the research objectives to the that can inform both academic discourse and practical industry applications.

1.3 Research Questions

1. How do Omnichannel Personalization strategies impact the shopping experience for plus-size women in fashion retail across different channels?
2. What challenges and expectations are specific to the omnichannel personalization strategies in the retail sector catering to plus-size women's fashion?

1.4 Research Objectives:

1. To explore how Omnichannel Personalization enhances the shopping experience of plus-size women in Indian fashion retail.
2. To examine how personalized features (including recommendations, size guides, and diverse imagery), along with user engagement across different channels, collectively impact the shopping experience for plus-size women.

3. To explore the impact of privacy/ethical concerns on challenges and expectations faced by the Plus-Size Women Fashion Market in retail through Omnichannel Personalization strategies.

2. LITERATURE REVIEW

The impact of Omnichannel Personalization strategies on the shopping experience for Plus-Size Women in fashion retail is a dynamic and multifaceted area. This comprehensive literature review explores various dimensions of consumer experiences including diverse fashion preferences, personalized recommendations, size guides, imagery inclusivity, challenges, industry adoption, innovative approaches and user engagement across different channels, exploring on how these strategies shape the shopping journey for plus-size consumers.

2.1 Omnichannel Personalization

The integration of Omnichannel Personalization in Plus-Size Women's Fashion Retail is crucial for meeting diverse consumer needs (Manser Payne et al., 2023). Omnichannel Personalization involves integrating multiple channels for a consistent customer experience (Liu et al., 2020), driving loyalty through seamless interactions (Patel et al., 2020). With rising Omnichannel retailing, businesses must develop personalized strategies for online and in-store interactions as Omnichannel Personalization significantly enhances the overall consumer experience in Plus-Size Women's Fashion Retail (Khan et al., 2019). Personalized recommendations and size inclusivity shape positive experiences, fostering brand loyalty (Patel et al., 2020). Innovative strategies, including technology integration, are crucial for an inclusive and engaging retail environment (Khan and Sharma, 2021). Personalized recommendations, size inclusivity, and cross-channel interactions influence customer satisfaction, loyalty, and positive behaviors among plus-size consumers (Sharma et al., 2021). This explains the importance of understanding the term 'Plus-size' and addressing the focused market efficiently.

2.2 Plus-Size

The term "Plus-Size Women" encompasses individuals whose body sizes exceed conventional industry standards, typically falling beyond what is considered standard or "straight-size" (Smith and Patel, 2020). This definition is in turn influenced by the practices and preferences of fashion professionals, with variations in size categories across different brands and segments of the industry. Culturally, the definition of Plus-Size Women is shaped by historical contexts, societal expectations, and regional norms. The term takes into account the diverse beauty standards and perceptions of body sizes prevalent in different cultures (Gupta et al., 2021). This demographic segment has long been underserved in the fashion industry, necessitating a dedicated exploration into their preferences, behaviors, and challenges (Gupta and Patel, 2020). Understanding how consumers perceive and internalize the term "Plus-Size" is crucial for gauging inclusivity and the impact on body image. Consumer perspectives on defining Plus-Size Women are diverse and reflective of individual attitudes towards body image and self-acceptance. From a consumer standpoint, Plus-Size Women are individuals who may identify with or fall into a category beyond the standard size range offered by fashion retailers (Sharma and Khan, 2022). To be specific in numbers, Plus-size clothing generally refers to labelled sizes of 14(US) or 16(UK) or XL and upwards (Patil and Jadhav, 2022). Consumers often interpret the term based on personal experiences, self-perception, and societal influences (Joshi et al., 2021). The insights gained from these studies underscore the dynamic and subjective nature of the term, emphasizing the importance of fostering inclusive and positive conversations for the Plus-Size Women's Fashion Retail market.

2.3 Plus Size Women's Fashion Retail

The Plus-Size Women's Fashion Retail sector is undergoing significant transformations to meet the evolving needs and expectations of a diverse consumer base (Patel et al., 2021). Understanding the behaviors and preferences of plus-size consumers is pivotal for devising effective retail strategies. Factors like inclusive sizing, personalized shopping experiences, and positive brand imagery have huge significance in shaping the purchasing decisions and loyalty of plus-size women in the Indian retail landscape (Sharma et al., 2020). The fashion retail industry plays a pivotal role in shaping the availability and presentation of plus-size fashion (Brown and Gupta, 2022). But, with the growing plus-size women market, emphasizing the need for more inclusive sizing, improved visual merchandising, and dedicated spaces within retail stores for plus-size offerings is an increasing concern (Kumar et al., 2020). So, despite the progress, the retail landscape for plus-size fashion encounters certain challenges such as inconsistent sizing standards, limited availability of fashionable options, and fitting issues (Patel and Sharma, 2022), highlighting the need for robust solutions like the size inclusivity to create a seamless retail experience for plus-size consumers.

2.4 Size inclusivity

Size inclusivity is foundational for effective retail strategies, especially in Plus-Size Women's Fashion (Gupta et al., 2021). It involves a comprehensive approach in designing and retailing clothing for diverse and specific requirements (Brown and Kapoor, 2022). Emphasizing equal access to fashionable options, size inclusivity is integral to plus-size consumer satisfaction (Sharma et al., 2020). Consumers perceive it as a brand's commitment to diversity (Taylor and Brown, 2021), reflecting preferences in the e-commerce landscape (Harris and Green, 2020). Sourcing and manufacturing discrepancies pose challenges, crucial to address for enhancing size inclusivity (Patel and Sharma, 2023). Ultimately, size inclusivity along with Inclusive imagery aims to create a fashion environment for everyone, regardless of size, celebrating personal style.

2.5 Inclusive imagery

Inclusive imagery for plus-size women in fashion retail refers to the intentional and authentic representation of women with diverse visual content produced by the fashion industry (Khan et al., 2021). Fashion brands may hesitate to adopt inclusive visual representations for plus-size women market due to the prevailing stereotype (Gupta and Singh, 2022). Overcoming this obstacle requires challenging societal perceptions and showcasing plus-size women as stylish, confident, and deserving of equal representation in the fashion industry. Brands may face resistance rooted in these stereotypes, hindering progress toward more inclusive visual narratives (Patel et al., 2020). However, this concept goes beyond traditional beauty standards, challenging stereotypes and promoting a positive and inclusive narrative that celebrates the diversity of the group. Inclusive Imagery plays a pivotal role in shaping perceptions and influencing consumer behavior by using representative pictures and positive visual portrayals in the world of advertising and clothing. (Brown and Smith, 2021). Innovation in visual representation is essential for breaking Social Stereotypes and fostering inclusivity (Khan and Sharma, 2021).

2.6 Social Stigmatism

Social stigmatism surrounding plus-size women's fashion in the E-commerce landscape is a complex issue with profound implications and do poses a unique challenge within the Plus-Size Women's Fashion Retail Market (Patel et al., 2019). Social stigmatism can significantly influence how plus-size women engage with and perceive fashion offerings (Sharma et al., 2021). Smith and Patel highlighted the impact of societal attitudes on the shopping experiences of plus-size individuals (2022), emphasizing the need for brands to address social stigmatism. Social stigmatism of plus-size women refers to the negative attitudes, stereotypes, and discriminatory behaviors that these individuals encounter within societal and cultural contexts (Chatterjee and Gupta, 2019). This form of stigmatization often leads to the marginalization, stereotyping, and unfair treatment of plus-size women, impacting their self-esteem, mental well-being, and overall quality of life (Mehra and Sharma, 2020). So, understanding and addressing the social stigmatization of plus-size women requires a comprehensive approach that tackles stereotypes, discrimination, and systemic biases, promoting a culture of inclusivity, respect, and empowerment like inclusive marketing campaigns, diversity initiatives, and promoting body positivity among plus-size consumers.

In conclusion, the literature review reveals critical research gaps in Omnichannel Personalization and the Plus-Size Women's Fashion Retail Market as previously discussed. Existing studies focus on general Omnichannel strategies and unique considerations for plus-size consumers. Underexplored areas include cultural sensitivity, impact assessment, and inclusive imagery. The review highlights challenges in size inclusivity and ethical dimensions. The proposed study aims to address these gaps, contributing to nuanced Omnichannel Personalization tailored for Plus-Size Women's Fashion Retail, bridging academic and industry discourse for innovation in this evolving landscape to meet the proposed research objectives by following the below research methodology.

3. RESEARCH METHODOLOGY

The study aims to investigate the impact of omnichannel personalization strategies on the shopping experience for plus-size women in fashion retail, exploring relationships between various independent variables and overall shopping experiences, as well as challenges and expectations faced by the Plus-Size Women Fashion Market. This study adopts a quantitative research design, employing a Likert Five-point scale survey instrument to collect data from the target respondents due to its ability to provide precise and quantifiable measurements of attitudes and perceptions (Smith and Jones, 2023). The survey instrument is designed to capture perceptions and experiences related to omnichannel personalization strategies and their impact on the shopping journey for plus-size women in Bangalore, India.

3.1 Hypothesis

Hypothesis 1- H1: Omnichannel Personalization strategies significantly impact the shopping experience for plus-size women in Indian fashion retail.

Hypothesis 2- H1: There is a significant relationship between personalized recommendations, size guides, imagery inclusivity, and user engagement across channels and the overall shopping experience for plus-size women in Indian fashion retail.

Hypothesis 3- H1: Social stigmatism, cultural considerations, and privacy/ethical concerns significantly influence the challenges and expectations faced by the Plus-Size Women's Fashion Market in retail through Omnichannel Personalization strategies.

3.2 Variables of the Study

Independent Variables: Omnichannel Personalization strategies, personalized recommendations, size guides, imagery inclusivity and user engagement across channels, social stigmatism, cultural considerations, and privacy/ethical concerns.

Dependent Variable: Omnichannel Personalized Shopping experience for plus-size women, Overall shopping experience for plus-size women, Challenges and expectations faced by the Plus-Size Women Fashion Market.

3.3 Sample Size and Selection

The snowball sampling technique was chosen due to its effectiveness in accessing hard-to-reach populations, allowing for the recruitment of participants through referrals from existing contacts within the target demographic of women aged 18 and above in Bengaluru, India, thereby facilitating access to a diverse range of perspectives. As ensuring a robust survey methodology is crucial, especially for specific demographics like women, this study adheres to Cochran's Rule of Thumb, recommending 10 respondents per question, aiming for a minimum of 180 participants for 18 questions which aims to ensure both statistical robustness and practical feasibility. Cochran's Rule, originating from his seminal work in 1977, balances statistical validity and practical feasibility, gaining widespread recognition for its utility, has demonstrated reliability across survey types supports its effectiveness (Johnson and Smith, 2021). Its applicability in diverse survey contexts highlights adaptability across research objectives (Garcia and Kim, 2022), emphasizing the importance of considering study-specific characteristics. Additionally, the sentence by (Brown et al., 2020) underscores the rule's utility in capturing diverse opinions, providing a practical validation of its effectiveness. Therefore, the use of Cochran's Rule of Thumb for sample size determination in this study ensures both statistical robustness and practical feasibility, thereby enhancing the reliability and validity of the survey methodology, particularly when targeting specific demographics like women in Bengaluru, India.

3.4 Data Collection

As the digital distribution of surveys by means of Google Forms through online platforms and social media facilitated efficient outreach. The snowball sampling technique is leveraged to broaden participant recruitment through referrals, enhancing sample diversity.

3.5 Data Analysis

Quantitative data undertakes rigorous analysis, employing statistical methods such as regression analysis, the statistical method which aims to examine relationships between the independent and dependent variables of the proposed research, helping in understanding how changes in one variable affect another. Significance Correlation and Regression testing are applied to validate the formulated hypotheses by quantifying relationships between the variables, supporting the credibility of the study's findings.

3.6 Ethical Considerations

The research prioritizes ethical standards, ensuring participant anonymity, voluntary participation, and informed consent. Stringent measures are in place to guarantee data confidentiality and privacy throughout the study.

This research methodology is poised to yield comprehensive insights into the effectiveness of omnichannel personalization strategies in the plus-size women's fashion market. The study is positioned to contribute substantively to the academic discourse and offer actionable insights for industry stakeholders seeking to optimize the shopping experience in this fashion retail market segment and geographical context.

4. ANALYSIS AND INTERPRETATION

The exploration of omnichannel personalization strategies within the plus-size women's fashion market necessitates a comprehensive analysis to unveil patterns, relationships, and insights. The analysis lies on the statistical examination of key variables derived from Mean of the relevant Questions(Q) of survey responses. The identified independent variables, including Omnichannel Personalization (Q1), personalized recommendations (Q2), Size-guides (Q3), Imagery-inclusivity(Q4), User-engagement(Q5), Social-stigmatism (Q6), Cultural-considerations(Q7), and Privacy-ethical-concerns (Q8), form the foundation of our investigation into the shopping experiences and challenges faced by plus-size women consumers. The statistical analyses employ a correlation and regression framework to understand the significant relation between these variables and the dependent variables, namely, Omnichannel Shopping-experience (Q1, Q4, Q9, Q13, Q15), Overall-shopping-experience (Q1, Q4, Q7, Q13, Q15) and Challenges-expectations (Q10, Q11, Q12). The coefficients and their significance levels provide valuable insights into the impact of each omnichannel personalization strategy on the predominant seamless shopping journey within the identified market. Further, the research unravels the intricacies of the statistical findings, illuminating the significance of certain variables and their potential implications for the broader context of omnichannel personalization strategies in the fashion industry. The following table represents a detailed breakdown of the correlation and regression analyses, providing a comprehensive understanding of the relationships under scrutiny.

Table 1: Statistical significance of Variables from Regression Analysis of the collected data

Sl. No	Dependent Variable	Significant Independent Variable	Statistical Significance	Description
1	Q1Omnichannel Personalization	Q6-Social Stigmatism	Q6- [t-value-3.5 Sig<0.001]	Omnichannel Personalization is highly influenced by Social Stigmatism
2	Q4- Inclusive Imagery	Q3-Size Guide Q8-Privacy and Ethical concerns Q5-User Engagement	Q3[t-value-2.1: Sig0.04] Q8[t-value-5.4: Sig<0.04] Q5[t-value-2: Sig-0.077]	Inclusive Imagery is highly influenced by Size Guide and Privacy and Ethical concerns, Partially Influenced by User Engagement
3	Q7- Cultural Considerations	Q3-Size Guide Q6- Social Stigmatism Q5-User Engagement	Q3[t-value2.1- : Sig0.003] Q6[t-value- 3: Sig-0.002] Q5[t-value- 2: Sig-0.002]	Cultural Considerations is Partially influenced by Size Guide, Social Stigmatism, User Engagement.
4	Q9- Personalized Suggestions influence Purchase decisions	Q2-Personalised Recommendation Q4-Finding Size options Q5-User Engagement Q6- Social Stigmatism Q7-Cultural Considerations	Q2[t-value1.8: Sig-0.008] Q4[t-value:1.7: Sig-0.009] Q5[t-value-2.8: Sig-o.oo6] Q6[t-value-2.5: Sig-0.001] Q7[t-value-: 2.4, Sig-0.002]	Personalized Suggestions influence Purchase decisions are highly influenced by User Engagement, Social Stigmatism, Cultural Considerations. Partially influenced by Personalized Recommendation, Finding Size options
5	Q10-Challenges	Q5-User Engagement Q6- Social Stigmatism Q7-Cultural Considerations	Q5[t-value:3: Sig 0.003] Q6[t-value3: Sig 0.003] Q7[t-value-2: Sig0.004]	Challenges are highly influenced by User Engagement and Social Stigmatism, Partially influenced by Cultural Considerations
6	Q11-Platform catering +size needs	Q3-Size Guide Q7-Cultural Considerations Q8- Privacy and Ethical concerns	Q3[t-value:6.2: Sig<0.001] Q7[t-value 5.4: Sig<0.001] Q8[t-value-2.7: Sig	Platform catering +size needs is highly influenced by Size Guide and Cultural Considerations, Partially influenced by Privacy and Ethical concerns

			0.009]	
7	Q12- Diverse style and fashion trends for +size	Q5-User Engagement Q6- Social Stigmatism Q7-Cultural Considerations	Q5[t-value-5.6: Sig <0.001] Q6[t-value5: Sig<0.001] Q7[t-value-2.8: Sig0.005]	Diverse style and fashion trends are highly influenced by User Engagement and Social Stigmatism and Partially influenced by Cultural Considerations
8	Q13- New Product and promotion	Q1- Omnichannel Personalization Q5-User Engagement Q7- Cultural Considerations	Q1[t-value3.6: Sig<0.001] Q5[t-value 4: Sig<0.001] Q7[t-value 2.2: Sig- 0.003]	New Product and promotion decisions are highly influenced by Omnichannel Personalization and User Engagement, partially influenced by Cultural Considerations.
9	Q15- Societal Pressure and judgements	Q5-User Engagement Q6- Social Stigmatism	Q5[t-value-: Sig<0.001] Q6[t-value-: Sig<0.001]	Societal Pressure and judgements are highly influenced by User Engagement and Social Stigmatism

Each variable's unstandardized coefficients, standardized coefficients, t-values, and significance levels are meticulously examined to interpret their contributions to the specified shopping experiences and challenges. This exploration seeks to inform not only the academic community but also industry practitioners and policymakers about the efficacy of different personalization strategies within the plus-size women's fashion landscape. The in-line alignment of the findings with the formulated hypotheses, provides fair insights into the impact of omnichannel personalization strategies on the shopping experience for plus-size women in the fashion retail landscape. Hypothesis 1 is substantiated by the point that Omnichannel Personalization significantly shapes the shopping experience, with a particular emphasis on the role of Social Stigmatism. Hypothesis 2 is also strongly supported, as the significant relationships identified between personalized recommendations, size guides, imagery inclusivity, and user engagement emphasize their collective influence on the overall shopping experience. Furthermore, Hypothesis 3 gains empirical support by highlighting the significant impact of Social Stigmatism, Cultural Considerations, and Privacy/Ethical Concerns on the challenges and expectations encountered by the plus-size women's fashion market, particularly in the realm of Omnichannel Personalization. The study affirms the elaborate influences between these variables and provides a robust foundation for understanding and enhancing the shopping journey for plus-size women in the context of Indian fashion retail.

5. DISCUSSIONS AND CONCLUSIONS

In addition to the above statistical inference, the questionnaire responses offer valuable insights into the preferences and experiences of plus-size women in the Indian fashion retail landscape. The majority of responses indicate that while there may be an intermittent acknowledgment of personalized clothing suggestions, the emphasis on consistent personalized interactions across various channels remains evident in the survey data. Dissatisfaction with the variety of plus-size clothing options and difficulties in finding preferred sizes could suggest a gap in the current market offerings, emphasizing the need for improvement in inventory and search functionalities. The desire for more detailed and personalized size recommendations would align with the call for a more tailored shopping experience. Frequent challenges in finding fashionable plus-size clothing that could be aligned with current trends underscore an existing gap in meeting the fashion preferences of plus-size women. The majority expressing a lack of understanding and catering to diverse fashion preferences by the current market could indicate a notable opportunity for fashion platforms to enhance inclusivity and cultural sensitivity. The high importance placed on having a diverse range of styles and fashion trends available in plus sizes would reinforce the demand for greater variety and representation. The positive association between personalized interactions across channels and a strong sense of connection to a brand suggests the potential of personalized strategies to foster customer loyalty. The inclination towards liking a product online and trying it out in a physical store indicates a desire for a hybrid shopping experience that combines the convenience of online browsing with the assurance of physical tryouts. Additionally, the majority expressing agreement towards integrating plus-size fashion seamlessly with regular fit size options highlights a clear market demand for more inclusive sizing choices.

In conclusion, our detailed analysis, aligned with the established hypotheses, illuminates the elaborate importance of omnichannel personalization strategies in the Plus-size women's fashion retail context. The

substantiation of Hypotheses 1 and 2 underscores the pivotal influence of Omnichannel Personalization, with a particular emphasis on the impact of Social Stigmatism. The robust support for Hypothesis 3 unveils the significant role played by Social Stigmatism, Cultural Considerations, and Privacy/Ethical Concerns in shaping challenges and expectations. The study not only reveals the individual importance of key variables but also emphasizes their collective impact on the overall shopping experience. Identified gaps in variety, size availability, and alignment with fashion trends highlight probable areas for improvement within the industry. The expressed desire for more detailed and personalized size recommendations emphasizes the importance of tailoring strategies to meet the specific needs of plus-size consumers. The positive correlation between personalized interactions and a heightened sense of brand connection aligns seamlessly with the predominant industry goal of fostering brand loyalty through tailored and meaningful experiences. Furthermore, the preference for a hybrid online and physical shopping experience suggests a potential strategic avenue for retailers to bridge the gap between digital convenience and the tangible, in-store try-on experience.

In summary, this research not only contributes empirically to the understanding of omnichannel personalization strategies but also provides actionable insights for industry stakeholders and policymakers. The identified patterns and relationships could serve as a guide for developing more inclusive, personalized, and culturally sensitive strategies, ultimately enhancing the overall shopping journey for plus-size women in the unique landscape of Indian fashion retail.

6. RECOMMENDATIONS

Comprehensive research suggests key recommendations to enhance the plus-size women's fashion retail experience. Fostering Inclusive imagery in promotional campaigns, tailoring personalization strategies align with diverse preferences and addressing social stigmatism through targeted campaigns could foster a positive narrative. To lessen size dissatisfaction, diversifying inventory becomes crucial. Introducing detailed and personalized size recommendations based on specific requirements helps to improve the shopping experience. Cultural sensitivity training, clear communication of privacy and ethical guidelines, and a hybrid shopping experience combining online liking and in-store try-ons cater to consumer preferences. These actionable steps could enhance inclusivity and satisfaction in the plus-size women's fashion market.

7. LIMITATIONS OF THE STUDY

While the research offers valuable insights into omnichannel personalization strategies within a specific metropolitan context, its findings may be limited in generalizability. The positive aspect lies in these limitations serving as opportunities for future research endeavors. The study's focus on women and exclusion of insights from alternative retail channels and industry stakeholders present avenues for broader exploration. Additionally, the cross-sectional design, while providing a snapshot, suggests the potential for longitudinal studies to capture the evolving dynamics of consumer perceptions over time. Addressing these limitations in future research can contribute to a more comprehensive understanding of omnichannel personalization in different contexts and demographics.

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