

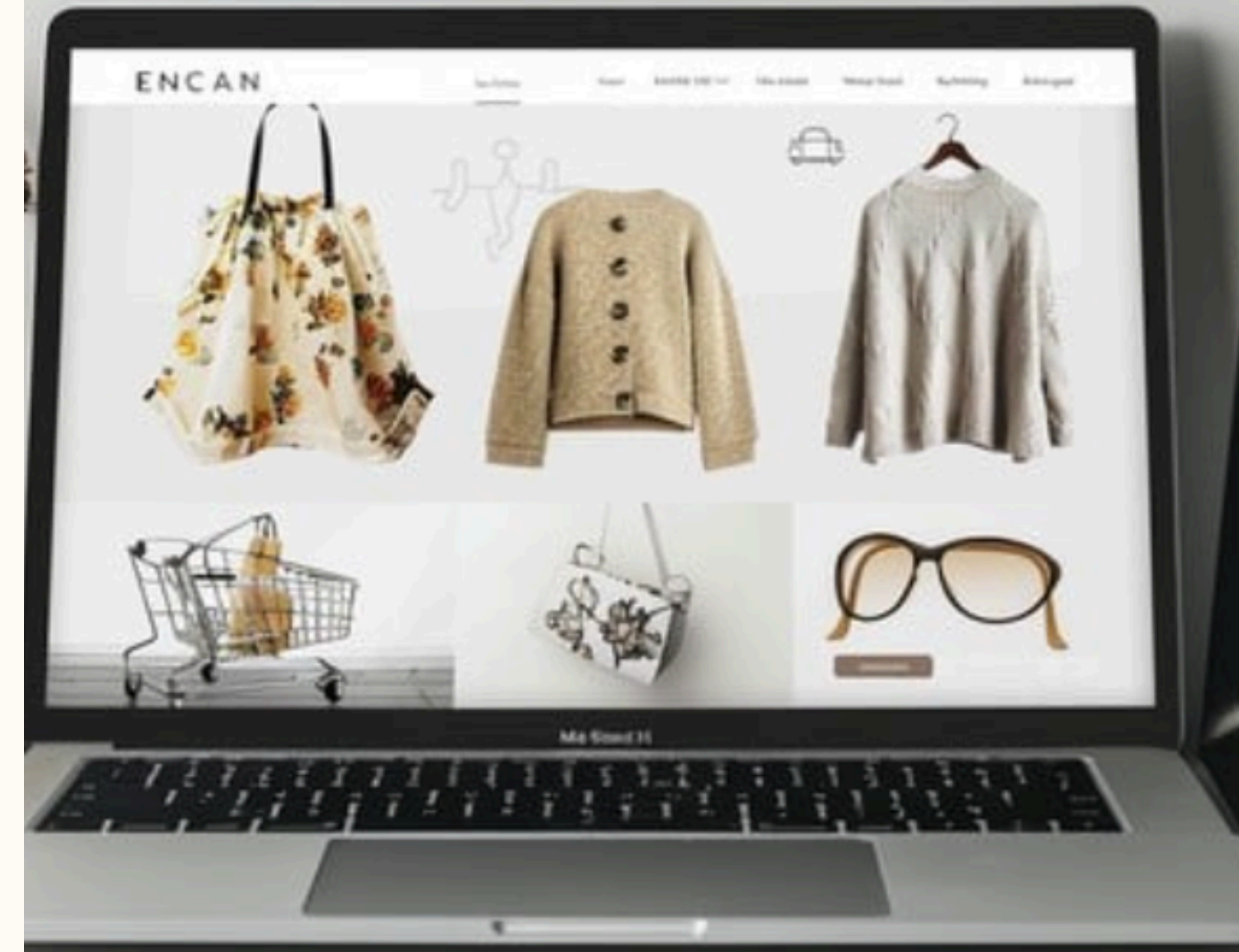
# Case Study and Report

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**Case Study : Online Fashion Shopping Behaviour**

# Objective

To explore consumer preferences for online apparel shopping and identify triggers for conversion



3,000 online shoppers across 5 Asian markets i.e India, Singapore, Malaysia, Japan, South Korea

- Online survey
- In-depth app journey tracking

# Approach

- Verified active online shoppers ( $\geq 2$  purchases in last 3 months).
- Mobile screen-record validation for 50 respondents.
- Consistency checks for contradictions.

# Quality Control

- 71% dropped out at checkout due to hidden costs.
- Free returns and transparent pricing were key adoption drivers.
- Client redesigned checkout UX and improved return policy messaging.

# Outcome

# Get in Touch

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[sales@perigonresearch.com](mailto:sales@perigonresearch.com) , [rfq@perigonresearch.com](mailto:rfq@perigonresearch.com)



+91-8800712961



Bhutani Cyberpark, Sector 62, Noida – 201309



[www.perigonresearch.com](http://www.perigonresearch.com)