

UNVEILING THE DIGITAL BOUTIQUE EXPERIENCE: AN EXPLORATORY FACTOR ANALYSIS IN THE FASHION INDUSTRY

DESVENDO A EXPERIÊNCIA DA BOUTIQUE DIGITAL: UMA ANÁLISE FATORIAL EXPLORATÓRIA NA INDÚSTRIA DA MODA

Article received on: 30/6/2025

Article accepted on: 29/9/2025

Fatchur Rohman*

*Universitas Brawijaya, Malang, East Java, Indonesia

Orcid: <https://orcid.org/0000-0003-0761-3240>

fatchur@ub.ac.id

RR Ayu Firdausiah*

*Universitas Brawijaya, Malang, East Java, Indonesia

Orcid: <https://orcid.org/0000-0003-0359-3318>

r-rayufirdausiah@ub.ac.id

Kardina Yudha Parwati*

*Universitas Brawijaya, Malang, East Java, Indonesia

Orcid: <https://orcid.org/0000-0002-6226-6870>

kardinaparwati@ub.ac.id

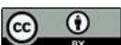
The authors declare that there is no conflict of interest

Abstract

The development of digital technology has changed consumption behavior in the fashion industry. Internet access and the availability of e-commerce allow customers to shop anywhere and anytime without visiting a boutique. These changes in consumer behavior make creating shopping experiences on digital media important to pay attention to. This study aims to validate the measurement of digital boutique experience as a major factor influencing customer behavior in digital boutiques. This research uses a quantitative method with a purposive sampling technique. Data were collected through an online survey using a questionnaire filled out by 204 digital boutique customers. The questionnaire consists of 24 statement items designed to identify the dimensions of the digital boutique experience. Exploratory Factor Analysis (EFA) was used to refine the measurement instrument and confirm the factor structure underlying the digital boutique experience. The results show that the digital boutique experience in the fashion industry is influenced by four main dimensions: seamless experience, Trustworthiness, customer support, and digital content-driven. The findings make a theoretical contribution to understanding the key factors that shape customer experience in digital boutiques and provide practical implications for digital boutique managers in

Resumo

O desenvolvimento da tecnologia digital mudou o comportamento de consumo na indústria da moda. O acesso à internet e a disponibilidade do comércio eletrônico permitem que os clientes comprem em qualquer lugar e a qualquer hora, sem precisar visitar uma boutique. Essas mudanças no comportamento do consumidor tornam importante a atenção à criação de experiências de compra em mídias digitais. Este estudo visa validar a mensuração da experiência em boutiques digitais como um fator importante que influencia o comportamento do consumidor em boutiques digitais. Esta pesquisa utiliza um método quantitativo com técnica de amostragem intencional. Os dados foram coletados por meio de uma pesquisa online utilizando um questionário preenchido por 204 clientes de boutiques digitais. O questionário consiste em 24 itens de declaração elaborados para identificar as dimensões da experiência em boutiques digitais. A Análise Fatorial Exploratória (AFE) foi utilizada para refinar o instrumento de mensuração e confirmar a estrutura fatorial subjacente à experiência em boutiques digitais. Os resultados mostram que a experiência em boutiques digitais na indústria da moda é influenciada por quatro dimensões principais: experiência integrada, confiabilidade, suporte ao cliente e conteúdo digital. Os resultados



designing more effective strategies to increase customer engagement and loyalty.

Keywords: Customer Experience. Digital Boutique. Experience-Centric Shopping. Consumer Behavior.

contribuem teoricamente para a compreensão dos principais fatores que moldam a experiência do cliente em boutiques digitais e fornecem implicações práticas para os gestores de boutiques digitais na elaboração de estratégias mais eficazes para aumentar o engajamento e a fidelidade do cliente.

Palavras-chave: Experiência Do Cliente. Boutique Digital. Compras Centradas Na Experiência. Comportamento Do Consumidor.

1 INTRODUCTION

Human life cannot be separated from one of the primary needs, namely clothing, which is often associated with fashion. The fashion industry will always have the potential to grow economically. According to Government Regulation No. 142/2018, the fashion industry is one of Indonesia's creative economy sub-sectors. Fashion has an important role in the progress of the national economy. In the context of contribution to GDP from 2014-2020, fashion became the craft sub-sector with the second largest contribution in craft GDP to National GDP (Pusdatin Kemenparekraf, 2020). In addition, the fashion sub-sector has great global market potential. Fashion is the first mainstay of Indonesia's creative economy exports, with a contribution value of 61.6%, and will create 2 million jobs for the community by 2022 (Kemenparekraf, 2022).

The large market potential is a prerequisite for fashion businesses in Indonesia to improve their performance, grow, and be able to compete amid industry competition. The right marketing strategy for dynamic consumer behavior is crucial to achieving this goal. Digitalization in the modern era has led to changes in the retail landscape by providing platforms for online research and shopping (Yasav, 2015). This has resulted in retailer innovation through investment in digital technology to facilitate visibility, marketing, and sales of their products through retailer websites using their online platforms. Therefore, the change in service interaction between companies and customers is due to the shift in customer preferences from traditional retail to online shopping and mobile commerce (m-commerce) (Bordoloi *et al.*, 2018) In the current era of digitalization, the influence of technology has disrupted human behavior and habits, including consumption behavior (Lesnussa *et al.*, 2023). Adopting technological developments in retail businesses has led to changes in customer behavior in the product purchasing process (Lian, 2021). The ease

of internet access and the growth in e-commerce directly reduce the number of customer visits to physical stores, including fashion boutiques. Internet access and the availability of e-commerce allow customers to shop anywhere and anytime without visiting a boutique. As with physical stores, building a good website environment can help consumers' views of the web to improve the consumer shopping experience (Hussain & Ali, 2015).

Situational factors, such as the social environment, can be integrated into e-commerce platforms. First, e-commerce platforms facilitate customer interaction through feedback provided on products or companies (Albarq, 2021; Song & Liu, 2021). Second, influencers are accommodated through features such as live broadcasts available on e-commerce platforms (Djafarova & Bowes, 2021; Song & Liu, 2021). These two forms of stimuli have been identified as significant determinants in shaping the quality of the digital store visit experience (Song & Liu, 2021). Based on a review of the stimulus construct within the Stimulus–Organism–Response (S-O-R) framework and an analysis of previous studies related to evolving forms of external stimuli that influence customer purchasing behavior in the digital era, an operational variable that warrants further identification is the *Digital Boutique Experience* (DBE). The *Digital Boutique Experience* refers to the quality of customer experience formed through visits to digital boutique stores, which may take the form of e-commerce platforms or webstores.

Customer experience when shopping at digital boutiques is suggested to influence the perceived value of the product or service, particularly in terms of the benefits received relative to the costs incurred. This is commonly referred to as customer value perception. Technological advancement has led to shifts in customer expectations in the purchasing process in the digital era. Customers now consider aspects such as convenience and ease of use (Ho *et al.*, 2022), security (Sohaib, Safeer, & Majeed, 2022), and enjoyment (Ho *et al.*, 2022) when shopping on e-commerce platforms or webstores. When these aspects are positively perceived by customers (the organism in the S-O-R framework), they tend to foster customer loyalty. Shopping experiences on e-commerce or digital boutique platforms can stimulate affective responses in the form of pleasure. This positive emotional state (organism in the S-O-R framework), generated during the digital or electronic purchasing process, has been identified as one of the key determinants of customer loyalty (Sofi & Nika, 2017). Positive customer experiences play an important role in generating desired outcomes for businesses, such as a strong emotional attachment

to the brand and increased customer satisfaction, which leads to customer loyalty (Anshu *et al.*, 2022). These changes in consumer behavior make creating shopping experiences on digital media important to pay attention to. Studies conducted by (Gao *et al.*, 2019) found that a good customer experience can increase business profitability (Kumar *et al.*, 2022) emphasize that customer experience is an important aspect of shaping customer satisfaction. Creating a positive shopping experience during the buying process for digital boutique customers is important to investigate. Based on the last few studies on customer experience in shopping through digital channels, various factors shape the shopping experience.

The novelty of this study lies in the exploration and validation of the *Digital Boutique Experience* (DBE) as a key construct influencing customer behavior in digital boutique settings. By developing and empirically testing the measurement of DBE, this research contributes to the theoretical advancement of customer experience literature within digital commerce environments. Furthermore, it offers practical implications for the fashion industry by informing the development of more targeted and effective marketing strategies tailored to the expectations and behaviors of digital consumers.

2 LITERATURE REVIEW

2.1 Digital boutique experience

Customer experience is involuntary, spontaneous responses and reactions to a specific stimulus (Becker & Jaakkola, 2020; Moore *et al.*, 2022). Customer experience has become a major topic in marketing research because a business's success largely depends on its customers' ability to provide a positive experience (Gulfraz *et al.*, 2022). Positive customer experiences are important in generating desired outcomes for businesses, such as a strong emotional attachment to the brand and increased customer satisfaction leading to customer loyalty (Anshu *et al.*, 2022). An experience occurs as a result of encountering, experiencing, or living things (Schmitt, 1999; Hoyer *et al.*, 2020) Based on the Service-Dominant Logic (SDL) perspective, the quality of customer experience is formed as a result of the interactions that occur between customers and products or companies during the purchase process (Albarq, 2021; Sohaib *et al.*, 2022). Today's customers no longer just want traditional values such as competitive prices, good

product quality, fast service, and customization options. Instead, customers expect deeper involvement in value creation, seek more meaningful experiences, and collaborate to achieve common goals (Lee & Lee, 2020).

Advances in digital technology have enabled businesses to promote the principle of Service-Dominant Logic increasingly (S-D Logic), which focuses not only on providing quality products and services but also on personalized services according to customer needs (Vargo & Lusch, 2014, 2016; Lee & Lee, 2020). Technology is essential in building more dynamic interactions between businesses and customers (Bolton *et al.*, 2018). This change is further accelerated by the lifestyle shift from conventional to digital systems, which led to a significant increase in the popularity of online shopping globally thanks to its convenience and efficiency (Martínez-Domínguez & Mora-Rivera, 2020; Tan *et al.*, 2024). The fashion industry is a dynamic and constantly evolving industry, always at the forefront of adopting technological advances (Tupikovskaja-Omovie, 2022). Internet access and the availability of e-commerce allow customers to shop anytime and anywhere without visiting a physical boutique. Along with this change, companies began to orient themselves toward developing digital environment designs to stimulate individual loyalty (Lian, 2021; Hsu & Tsou, 2011). One form of digital transformation in the fashion retail industry is the digital boutique, which offers a different shopping experience than conventional physical stores and e-commerce. Digital Boutique Experience (DBE) refers to the quality of customer experiences formed from their interactions with digital boutique stores, whether in e-commerce or websites.

Customers' attitudes towards digital purchasing are strongly influenced by their shopping experience (Bridges & Florsheim, 2008; Patro, 2023). Customers expect seamless channel integration in a digital retail environment to make their shopping journey more efficient and convenient. The customer journey refers to the process a customer goes through to access or use a company's offerings (Følstad & Kvale, 2018). Customers interact with various touchpoints during this journey, influencing their experience (Tueanrat *et al.*, 2021). In online retail, customers assess products through verbal and visual stimuli disseminated on web pages (Bleier *et al.*, 2018). Therefore, the shopping experience depends on aspects that online retailers can control, such as web design, information quality, price, promotions, customization, and other factors beyond the retailer's control (Verhoef *et al.*, 2009; Stein & Ramaseshan, 2016). One way to understand the customer experience is through the context of the customer journey, which

includes the stages of awareness, consideration, purchase, service, and advocacy (Parise *et al.*, 2016). In an increasingly technology-driven retail environment, retailers must have sufficient knowledge to serve customers at these various interaction points (Gibson *et al.*, 2022). Along with the development of digital technology, the integration of omnichannel retailing has become a key factor in shaping a smoother and more efficient customer shopping experience (Zhang *et al.*, 2018). Brands have turned to the omnichannel approach to create continuous and seamless interaction between customers and brands (Alexander & Blazquez Cano, 2020; Massi *et al.*, 2023). This allows customers to interact with brands seamlessly, connecting channels with continuity and ease (Rodríguez-Torrico *et al.*, 2020).

The transition from omnichannel allows customers to purchase products anytime and from anywhere without being restricted by a specific channel. A popular strategy by online retailers is to provide conditional free shipping for a certain value of the shopping cart (Nichifor *et al.*, 2021). A seamless omnichannel experience gives customers the flexibility to purchase products online through a website or mobile app and pick them up at a physical store or return and exchange products purchased online at a physical store. Bhatnagar and Rajesh (2024) and Kapoor and Vij (2020) reveal that the assessment of a website or mobile application needs to consider various factors such as user interface aesthetics, navigation system design, visual elements, and overall user experience. Therefore, optimizing these factors is crucial in creating a seamless experience where users can access services easily, comfortably, and seamlessly, thus increasing their satisfaction and loyalty to digital banking services. Although online shopping offers many benefits, customers still have concerns about online purchasing (Sanchez-Loor & Chang, 2023). Customer concerns in online shopping can be categorized into three main aspects: product and service quality, transaction security concerns, and privacy and personal data protection (Miyazaki & Fernandez, 2001). To address these challenges, various e-commerce platforms seek to assure customers through various protection and transparency mechanisms (Mayayise, 2018). Neves *et al.* (2024) emphasize that trust is crucial in the intention to use digital payments. Strong Structural Assurance effectively reduces uncertainty and risk in online transactions (Wingreen *et al.*, 2019), thus increasing customer trust, forming positive attitudes, and encouraging purchase intentions and transaction continuity. Neves *et al.* (2024) emphasize that trust is crucial in the intention to use digital payments. Therefore, assurance is a key dimension in shaping the

digital boutique experience by ensuring customer safety and comfort when shopping on digital platforms. The success of e-commerce cannot be separated from the significant role of customer support (Wan Jusoh *et al.*, 2022). Previous research by Singh & Söderlund (2020) and Singh (2019) revealed that customer service is a major factor affecting online shopping experience and customer satisfaction with e-commerce platforms. Through customer support, companies help customers solve their problems and take responsibility for creating a positive and relevant customer experience (Barbu *et al.*, 2021). Online retailers' efforts to provide quality interactions and address individual issues, such as order cancellations, delivery issues, and product returns and replacements, quickly can strengthen integrity, increase trust in online retailers, and provide customers with a positive shopping experience (Nam, Cho, & Kim, 2023).

The creation of customer experience is also influenced by brand content marketing as a form of ongoing relationship between brands and customers (Duris, 2020; Lou & Xie, 2021). Content marketing reflects a commitment from a company or a brand to create value for prospects or customers by providing relevant or free content (Holliman & Rowley, 2014). The effectiveness of content marketing relies on the active engagement of consumers in seeking out and accessing content perceived to be of value rather than content that is unilaterally pushed or imposed by a brand on its audience (Deighton & Kornfeld, 2009). Consumer exposure to a brand event is often designed to be fun, engaging, and memorable (Oh, Fiore, and Jeoung, 2007).

Thus the dimensions of the formation of the Digital Boutique Experience are determined based on previous research references which include various aspects, namely: Seamless (Bhatnagr & Rajesh, 2024; Singh, 2019), Trustworthiness (Bhatnagr *et al.*, 2024; Bhatnagr & Rajesh, 2024), Customer Support (Singh, 2019; Singh & Söderlund, 2020) and Digital Content-Driven (Lou & Xie, 2021). Based on the DBE attributes, a research questionnaire consisting of 29 items was developed. The questionnaire was designed to cover the five main components identified through the literature review, with the following distribution: Seamless (12 items), Trustworthiness (7 items), Customer Support (6 items), and Digital Content-Driven (4 items).

3 MATERIALS AND METHODS

This study uses a cross-sectional research design to develop a valid and reliable measure for the Digital Boutique Experience construct, specifically in the context of the fashion industry in Indonesia. Reliability and validity tests were conducted to confirm the right items in the measurement of the digital boutique experience, which consists of several stages, namely:

- a) The initial item development was based on a literature review that included 29 items that makeup customers' digital experience in various sectors.
- b) The next step, this research conducted a focus group discussion process involving three experts consisting of academics, practitioners and users who have experience shopping online through website platforms and shopping applications. The purpose of conducting focus group discussions is to validate the preparation of item content and the language used per the specified definition. The number of statement items determined is 24 statement items that will be distributed through a questionnaire.
- c) Respondent data collection was conducted online using Google Forms. This research uses a purposive sampling method, with the criteria that respondents have experience purchasing fashion products through a particular brand's official website or application. Of the 229 questionnaires received, only 204 met the eligibility criteria for further analysis.
- d) This study applied Exploratory Factor Analysis (EFA) to ensure the clarity of the factor structure and test the reliability in shaping the digital boutique experience in the fashion industry. The results of the analysis showed that no items were eliminated.

The Kaiser-Meyer-Olkin (KMO) value of 0.937 indicates that the service factors centered on the digital boutique experience have a high level of sample adequacy, so the measurement instruments developed can be considered reliable and valid. Cronbach's alpha for the entire scale is 0.955, confirming an excellent level of reliability.

The data in this study were analyzed using descriptive statistics to describe the demographic characteristics of respondents, including gender, age, education level, employment type, and average monthly income. In addition, the behavior of customers who had shopping experiences through the official website or app platform was also

analyzed, especially regarding the most frequently purchased products. Furthermore, Exploratory Factor Analysis (EFA) was applied to refine the research instrument and group-related variables into one factor. Factors that were considered suitable had factor loading values above 0.5.

3.1 Ethical approval

This study was approved by ethics committee of The Research and Community Service Agency (BPPM), Faculty of Economics and Business, Universitas Brawijaya, and reg. no. 00582/UN10.A0502/B/PT/2025.

4 ANALYSIS AND RESULTS

4.1 Respondent profile

Table 1.

Respondent Profile

	Criteria	Frequency	Percentage
Gender	Male	70	34%
	Female	134	66%
Age	18-20	131	64%
	21-30	53	26%
	31-40	15	7%
	41-50	2	1%
	> 50	3	1%
Last Education	Senior Highschool	152	75%
	Bachelors	38	19%
	Masters	12	6%
	Doctors	2	1%
Jobs	Students	185	91%
	Private Employees	6	3%
	Civil Servants	4	2%
	Entrepreneurs	3	1%
	More	6	3%
Income Per Month	< IDR 2,500,000	141	69%
	IDR 2,500,000 - IDR 5,000,000	41	20%
	IDR 2,500,001 - IDR 10,000,000	16	8%
	> IDR 10,000,000	6	3%
Most frequently purchased products	Accessories	12	6%
	Clothing	114	56%

Criteria	Frequency	Percentage
Subordinates	66	32%
Footwear	6	3%

Source: Primary data processed, 2025

Based on the data in Table 1. shows that the majority of respondents in this study are female (66%) with a dominant age range between 18-20 years (64%). In terms of education, most respondents have a high school / vocational high school educational background (75%), while only a small proportion have taken higher education to the S1 (195), S2 (6%) and S3 (1%) levels. In addition, almost all respondents work as students (91%), while those who work as private employees (3%), civil servants (2%), entrepreneurs (1%), or have other jobs (3%). In terms of monthly income, most respondents earn less than Rp 2,500,000, as many as 69%, while only 3% have an income above Rp 10,000,000 per month. In the context of purchase preferences at digital boutiques, the most frequently purchased products by respondents were clothing (56%), followed by bottoms (32%), accessories (6%), and footwear (3%). This reflects that most digital boutique consumers in this study are likelier to shop for mainstream fashion products, such as clothing and bottoms, than accessories or footwear. These demographic characteristics and consumption patterns suggest that digital boutiques strongly appeal to younger age groups with secondary education backgrounds, who are still in the lower-middle economic category.

4.2 Measurement models

An exploratory factor analysis was conducted based on data collected from 204 respondents using Principal Component Analysis (PCA). Before evaluating the results of the exploratory factor analysis, Kaiser-Meyer-Olkin (KMO) and Bartlett tests were conducted. KMO index values range from 0 to 1, where values ≥ 0.60 are considered adequate for factor analysis (Ebneter & Latner, 2013; Williams *et al.*, 2010). In addition, Bartlett's test shows significance at the 0.05 level, which indicates the adequacy of items in factor analysis (Hair *et al.*, 2010).

Table 2.*Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,937
Bartlett's Test of Sphericity	Approx. Chi-Square	3709,231
	df	276
	Sig.	0,000

Source: Primary data processed, 2025

The Kaiser-Meyer-Olkin (KMO) test results show a value of 0.937, which indicates that the sample used in this study has excellent adequacy for factor analysis. In addition, Bartlett's Test of Sphericity resulted in a Chi-Square value of 3709.231 with a degree of freedom (df) of 276 and a significance level of 0.000 ($p < 0.05$). These results indicate that the correlation matrix between variables significantly differs from the identity matrix so that factor analysis can proceed (Hair *et al.*, 2010). Furthermore, the number of factors or components formed in the Digital Boutique Experience can be determined based on the eigenvalue. Components with an eigenvalue of more than 1 are considered significant in explaining data variance and retained in the factor analysis model.

Table 3.*Total Variance Explained*

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11,921	49,671	49,671	11,921	49,671	49,671	5,174	21,558	21,558
2	2,434	10,143	59,814	2,434	10,143	59,814	4,596	19,149	40,707
3	1,359	5,664	65,478	1,359	5,664	65,478	4,494	18,723	59,430
4	1,075	4,480	69,958	1,075	4,480	69,958	2,527	10,528	69,958

Source: Primary data processed, 2025

Table 2 shows that the results of the Total Variance Explained analysis indicate that there are four main components with an eigenvalue of more than 1, indicating that the four components significantly contribute to explaining the data structure. The first component has an eigenvalue of 11.921 and explains 49.671% of the total Variance,

indicating that this factor has a dominant influence in the dataset. After extraction, the four components cumulatively explain 69.958% of the total Variance, indicating that this model can capture most of the information in the data. Component 2 explained 10.143% of the total Variance, while Component 3 explained 5.664% of the total Variance, and Component 4 explained 4.480% of the total Variance. Thus, these results indicate that the resulting factor model has a high degree of feasibility in explaining the structure of the data and supporting the validity of the constructs analyzed.

Table 4.

Rotated Component Matrix Result

Rotated Component Matrix				
	Component			
	1	2	3	4
I find free shipping services when shopping on websites/apps attractive.	0,721	0,432	0,210	0,147
The various payment methods on the website/app make it easier for me to make transactions.	0,713	0,417	0,169	0,157
The filtering features and product categories on a structured website/app help me when shopping.	0,699	0,177	0,197	0,322
I like shopping on websites/apps that offer product customization/personalization options.	0,688	0,513	0,086	0,227
I like websites/apps with augmented reality features (360-degree product view, try-on feature).	0,678	0,360	0,396	0,064
The product visualization (photos, videos, zoom feature) on the website or app is very helpful when shopping.	0,664	0,209	0,471	0,082
The organized layout of the website/app makes it easier for me to shop.	0,642	0,539	-0,154	0,239
I like shopping on websites/apps that provide pick-up facilities at offline stores.	0,610	0,101	0,231	0,439
I trust shopping on websites or applications owned by a brand more than on e-commerce or marketplaces (Shopee, Tokopedia).	0,202	0,730	0,269	0,139
There is less risk of payment when shopping through websites/apps compared to other platforms.	0,298	0,680	0,265	0,181
The products sold on the website/app are exclusive (not found/sold on other platforms).	0,499	0,629	-0,017	0,265
The review feature from other buyers on the website/app helps me evaluate the product.	0,468	0,624	0,270	0,065
I like shopping on websites/apps that provide complete product information/descriptions.	0,182	0,620	0,317	0,172
I feel that my privacy is more secure when shopping through the official website or app than when shopping through other platforms.	0,316	0,593	0,254	0,316
The delivery tracking feature on websites/apps is an important part of shopping.	0,358	0,586	0,357	0,066
I like shopping on websites/apps that provide refund services.	0,122	0,155	0,856	0,043
I like the customer service of the website/application that responds quickly to complaints.	0,132	0,035	0,797	0,316
I am happy with the product exchange service the website/app provides.	0,282	0,346	0,709	0,024
I like to shop on websites/apps that do not experience technical issues.	0,407	0,288	0,684	0,070

Rotated Component Matrix				
	Component			
	1	2	3	4
I am happy when I receive sales promo notifications (discounts, vouchers, etc.) from websites or apps.	-0,196	0,338	0,652	0,313
I often wait for certain moments, such as promos and discounts, to shop on websites/apps.	0,374	0,258	0,628	0,150
I like shopping on websites/apps that provide material care information (after purchase).	0,349	0,257	0,094	0,743
I enjoy shopping on websites/apps that provide information on ideas, guidance, and inspiration to customers in choosing, combining, and wearing products (style inspiration).	0,202	0,362	0,106	0,733
I enjoy shopping on websites/apps that provide information on new product launches.	0,145	0,033	0,484	0,698

Source: Primary data processed

Based on the results of the exploratory factor analysis presented in Table 3. Four main factors were formed in the Rotated Component Matrix that represent the dimensions of the Digital Boutique Experience. Rotation is carried out using the Varimax method with Kaiser Normalization, which aims to increase factor interpretability by maximizing the difference between components. The first component, consisting of 8 items with weights between 0.610- 0.721, shows a strong relationship with seamless aspects of the shopping process, such as free shipping services, various payment methods, and product visualization features (e.g., 360-degree view and zoom feature). The second component, consisting of 7 items with weights between 0.586 and 0.730, focuses on security assurance and user trust.

In contrast, items with high factor loadings include perceived payment risk, product exclusivity, and transaction security features. The third component, consisting of 6 items with weights of 0.628-0.856, categorizes aspects of customer service and after-sales policies, such as the availability of refund services, customer service responsiveness, and ease of product return services. Finally, the fourth component consists of 3 items with a weight of 0.698- 0.743 relating to the product's digital content aspect, including providing information related to product maintenance, style inspiration in shopping, and product launch notifications.

Thus, seamless experience can be used as an indicator in measuring the quality of customer experience in digital boutiques. Seamless experience in this research can be seen from the ease and comfort customers feel when purchasing fashion products online on digital boutique websites or official applications. When various retail channels-both physical stores and digital platforms- present a uniform experience in terms of price,

information, appearance, and brand feel, the transition between channels can be seamless. Conversely, inconsistencies, such as price differences between online and offline stores, can disrupt the shopping experience and prompt consumers to reconsider their move.

Web/Apps Assurance is a critical element in building customer trust in digital boutiques compared to general marketplaces. Security features, price transparency, and a reliable payment system strengthen customers' confidence in transactions. Even platforms with advanced designs and features risk losing customer loyalty without these aspects. In addition, customer support acts as a key foundation in maintaining customer retention. Service responsiveness, easy access to assistance, and a personalized approach can increase customer satisfaction and strengthen long-term relationships with brands. Customers will likely experience friction in their shopping experience without optimal service support, which can negatively impact their loyalty. A content-driven digital approach also has a strategic impact in creating a more dynamic and interactive shopping experience. Informative, creative, and personalized product information delivery can increase customer engagement and drive purchase decisions. A relevant and engaging content-driven marketing strategy serves not only as a communication tool but also as an instrument to build the added value and appeal of digital boutiques amidst the competition of the e-commerce industry. Therefore, integrating seamless experience, Trustworthiness, customer support, and digital content is a fundamental strategy in creating a digital boutique that not only meets customer expectations but is also able to build loyalty and sustainable competitive advantage.

5 DISCUSSION

5.1 Key findings and theoretical interpretation

The concept of creating a positive customer experience is one of the successes of a business. Today's customers no longer only want traditional values such as competitive prices, good product quality, fast service, and customization options. However, customers expect deeper involvement in value creation, seek more meaningful experiences, and participate in collaboration to achieve common goals (Lee & Lee, 2020). Even new customers want unique and unrepeatably experiences during the consumer journey (Cachero-Martínez & Vázquez-Casielles, 2021). Thus, customer experience will

determine how customer attitudes toward digital purchases. Forming an optimal digital experience in online boutiques in the fashion industry is influenced by seamless experience, Trustworthiness, customer support, and digital content. Seamless experience measures how easy and comfortable customers feel when purchasing fashion products online on a digital boutique website or official application. In the omnichannel retail ecosystem, seamless experience is key to creating a comfortable and integrated consumer shopping journey (Hakanen & Jaakkola, 2012; Homburg *et al.*, 2017). The concept of seamless experience is increasingly relevant in digital boutiques, which combine personalization and technology to create a more exclusive and intuitive shopping experience. In digital boutiques, consumers access products and receive services tailored to their preferences. Various flexible payment methods simplify transactions while filtering features and structured product categories assist customers in finding items that suit their desires. Product customization and personalization options further enhance the appeal of digital boutiques, allowing customers to design products according to their tastes.

In addition, using augmented reality (AR), 360-degree product views, and virtual try-on features further strengthens the digital boutique experience by providing a real simulation before purchase. Product visualization through photos, videos, and zoom features also provides more detailed information, reduces uncertainty, and increases customer confidence in online shopping. Furthermore, a clean and intuitive website or app layout supports a smoother and more enjoyable shopping experience. Features such as pick-up in physical stores further enrich the digital boutique ecosystem by allowing customers to choose their pick-up method. With the integration of technology and customer experience-focused design, digital boutiques can deliver a seamless, exclusive, and immersive shopping experience, close to the interactions commonly found in physical boutiques but with a more modern and efficient digital edge.

Trustworthiness is a fundamental factor in building customer trust in digital boutiques compared to general marketplace platforms. The advantages of digital boutiques in providing sophisticated security systems, price transparency, and secure payment methods give customers a sense of comfort in online transactions. Without a strong foundation of trust, customers tend to hesitate to shop at digital boutiques and prefer other platforms considered more reliable. One of the main reasons customers prefer shopping through a brand's official website or app over a marketplace is the guarantee of

product originality and exclusivity. This adds value to customers looking for a more premium and personalized shopping experience. In addition, with a more secure payment system, the risk of unwanted transactions can be minimized, thus increasing customer trust in digital boutiques. In addition, features such as customer reviews play an important role in helping shoppers evaluate product quality before purchasing. Transparent information, such as complete and accurate product descriptions, further strengthens customers' trust in digital boutiques. Not only that, the delivery tracking feature is an important element in ensuring customers have a smooth and worry-free shopping experience. With a clear and real-time tracking system, customers can monitor the status of their orders, thus increasing satisfaction and reducing uncertainty in the delivery process.

Customer support is important in creating a convenient and trustworthy shopping experience. Quick responses and effective solutions to customer complaints reinforce the digital boutique's image as a professional platform. Services such as refunds and product exchanges provide a sense of security for customers, while the technical stability of the website or app ensures a smooth, uninterrupted shopping experience. In addition, promo and discount notifications are a major attraction, encouraging customers to shop at any moment. Digital content-driven is a strategic element in creating a more engaging, informative, and interactive shopping experience. Websites or apps that help customers with material care information take care of their products after purchase, increasing satisfaction and trust in the brand. In addition, inspirational content, such as style guides and mix-and-match ideas, adds value by helping customers choose and combine products according to their preferences. Information on new product launches also attracts customers who want to stay updated with the latest collections. With relevant, educational, and inspirational content, the digital boutique serves as a transaction platform and builds deeper engagement with customers, increases loyalty, and drives purchase decisions. By synergistically applying these four dimensions, seamless experience, Trustworthiness, customer support, and digital content-driven, digital boutiques can create a sustainable competitive advantage while building long-term customer loyalty through a more personalized, secure, and interactive shopping experience.

5.2 Theoretical contribution

The concept of creating positive customer experiences has emerged as a critical determinant of business success in the current service-oriented economy. Modern consumers are no longer solely concerned with traditional values such as competitive pricing, product quality, fast service, and customization options. The findings highlight the growing importance of customer experience as a key factor influencing attitudes toward digital purchasing behavior. This study contributes to the growing body of literature on digital customer experience by identifying and conceptualizing four key dimensions that shape the Digital Boutique Experience (DBE) within the fashion retail sector: seamless experience, trustworthiness, customer support, and digital content-driven engagement. These dimensions provide a comprehensive framework for understanding how digital fashion boutiques can deliver value through experience rather than merely through product offerings.

5.3 Practical contribution

On the practical side, the findings suggest that digital boutique entrepreneurs should focus on enhancing four key dimensions—seamless experience, trustworthiness, customer support, and digital content-driven engagement—to create a more engaging, secure, and personalized shopping experience. Strengthening these areas can help increase customer satisfaction, build trust, and foster long-term loyalty in the competitive digital fashion market.

6 CONCLUSION

Customer experience has become a widely studied aspect in the field of marketing, particularly in the current service-based economy. Offering products or services that create pleasant and engaging experiences for customers is now considered a key source of competitive advantage. This also applies to the digital ecosystem, which has significantly transformed consumer behavior, especially in the fashion industry. Consumers who previously relied on physical retail channels—such as offline stores, department stores, or fashion exhibitions—to purchase fashion products have

increasingly shifted toward digital platforms to fulfill their needs. E-commerce, social media commerce, online marketplaces, and mobile app-based commerce are among the digital channels now commonly used by consumers to make purchases. In the context of fashion consumption, customers often use digital boutiques—platforms based on websites or applications—to discover and purchase desired products. A *digital boutique* is a retail business concept that operates entirely online, offering personalized, unique, and often premium or exclusive products or services. The shift in consumer behavior underscores the importance of creating compelling shopping experiences within digital environments. An optimal digital experience in online fashion boutiques is shaped by several key dimensions: *seamless experience*, *trustworthiness*, *customer support*, and *digital content-driven engagement*. The strategic and synergistic implementation of these four dimensions can contribute to sustainable competitive advantage, while simultaneously fostering long-term customer loyalty through a more personalized, secure, and interactive shopping experience.

6.1 Implications and limitations

This study offers valuable insights into the digital customer experience in fashion retail; however, several limitations present opportunities for further investigation. A primary limitation involves the lack of empirical testing of the proposed framework. Future research is encouraged to conduct quantitative studies that assess the individual effects of the four key dimensions—seamless experience, trustworthiness, customer support, and digital content-driven engagement—on customer satisfaction and loyalty within the digital boutique context. Such validation would provide stronger empirical grounding for the model and clarify which dimensions exert the greatest influence under varying conditions. Expanding the conceptual model by incorporating additional constructs may also enrich the understanding of digital customer experience. Variables such as customer engagement, brand value, and social media influence could offer broader insights into consumer behavior in digital retail environments. These factors may act as mediators or moderators that influence customer perceptions and decisions. Additionally, comparative studies involving local and international digital boutiques can reveal differences in strategic approaches and consumer expectations across cultural and geographic contexts, offering practical value for global marketing efforts. Another

promising direction involves the use of qualitative methods to complement the quantitative approach. Techniques such as in-depth interviews and focus group discussions (FGDs) can uncover nuanced perspectives on how customers perceive, interpret, and prioritize elements of the digital boutique experience. These insights would enhance the theoretical framework and support the development of more personalized and customer-centric strategies. By addressing these areas, future studies can further extend the contributions of this research, both in theoretical refinement and practical application within the digital fashion retail landscape.

ACKNOWLEDGEMENTS

We gratefully acknowledge the financial support that enabled the successful completion of this study. The resources provided were essential for data collection, analysis, and dissemination of findings. We extend our sincere appreciation for this support and hope that the outcomes of our research contribute meaningfully to the advancement of digital customer experience and the growth of innovation in fashion retail.

AUTHOR'S STATEMENT

All authors are lecturers and researchers in Universitas Brawijaya.

DISCLOSURE STATEMENT

No potential conflict of interest was reported by the author(s)

FUNDING

The authors gratefully acknowledge the financial support from the Hibah Penelitian Profesor provided by the Faculty of Economics and Business, Universitas Brawijaya No. 00582/UN10.A0502/B/PT/2025, which enabled the successful execution of this study. Universitas Brawijaya has also committed to fully covering the article processing charge (APC) for the publication of this research. We sincerely appreciate their investment in

our work and hope that the findings contribute meaningfully to their mission of advancing knowledge and promoting the well-being of individuals and communities.

DATA AVAILABILITY STATEMENT

The data will be made available from the corresponding author email rrayufirdausiah@ub.ac.id, upon reasonable request. The data are not publicly available due to information that could compromise the privacy of research participants.

REFERENCES

- Albarq, A. N. (2021). Effect of Web atmospherics and satisfaction on purchase behavior: stimulus–organism–response model. *Future Business Journal*, 7(1), 1–8. <https://doi.org/10.1186/s43093-021-00107-3>
- Alexander, B., & Blazquez Cano, M. (2020). Store of the future: Towards a (re)invention and (re)imagination of physical store space in an omnichannel context. *Journal of Retailing and Consumer Services*, 55, 101913. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.101913>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64, 102798. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102798>
- Barbu, C. M., Florea, D. L., Dabija, D. C., & Barbu, M. C. R. (2021). Customer experience in fintech. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1415–1433. <https://doi.org/10.3390/jtaer16050080>
- Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648. <https://doi.org/10.1007/s11747-019-00718-x>
- Bhatnagr, P., & Rajesh, A. (2024). Online customer experience in Indian digital banks impacting continuous intention usage: Generation Y and Z perspective. *Journal of Financial Reporting and Accounting*. <https://doi.org/10.1108/JFRA-11-2023-0638>
- Bhatnagr, P., Rajesh, A., & Misra, R. (2024). A study on driving factors for enhancing financial performance and customer-centricity through digital banking. *International Journal of Quality and Service Sciences*, 16(2), 218–250. <https://doi.org/10.1108/IJQSS-09-2023-0141>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2018). Creating Effective Online Customer Experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- Bolton, R. N., McColl-Kennedy, J. R., Cheung, L., Gallan, A., Orsingher, C., Witell, L., & Zaki, M. (2018). Customer experience challenges: bringing together digital, physical and social realms. *Journal of Service Management*, 29(5), 776–808.

<https://doi.org/10.1108/JOSM-04-2018-0113>

- Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2018). *Service Management: Operations, Strategy, Information Technology*. McGraw-Hill Education.
<https://books.google.co.id/books?id=RyrptgEACAAJ>
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, *61*(4), 309–314.
<https://doi.org/10.1016/j.jbusres.2007.06.017>
- Cachero-Martínez, S., & Vázquez-Casielles, R. (2021). Building consumer loyalty through e-shopping experiences: The mediating role of emotions. *Journal of Retailing and Consumer Services*, *60*(October 2020), 1–10.
<https://doi.org/10.1016/j.jretconser.2021.102481>
- Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing. *Journal of Interactive Marketing - J INTERACT MARK*, *23*, 4–10. <https://doi.org/10.1016/j.intmar.2008.10.001>
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, *59*, 102345. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102345>
- Følstad, A., & Kvale, K. (2018). Customer journeys: a systematic literature review. *Journal of Service Theory and Practice*, *28*(2), 196–227.
<https://doi.org/10.1108/JSTP-11-2014-0261>
- Gao, L.-X., Melero, I., & Sese, F. J. (2019). Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence. *Journal of Service Research*, *23*, 109467051985611. <https://doi.org/10.1177/1094670519856119>
- Gibson, S., Hsu, M. K., & Zhou, X. (2022). Convenience stores in the digital age: A focus on the customer experience and revisit intentions. *Journal of Retailing and Consumer Services*, *68*(December 2021).
<https://doi.org/10.1016/j.jretconser.2022.103014>
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, *68*(April).
<https://doi.org/10.1016/j.jretconser.2022.103000>
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, *8*, 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020). Transforming the Customer Experience Through New Technologies. *Journal of Interactive Marketing*, *51*, 57–71. <https://doi.org/10.1016/j.intmar.2020.04.001>
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, *7*(2), 35–43.
<https://doi.org/10.5539/ijms.v7n2p35>

- Kapoor, A. P., & Vij, M. (2020). How to Boost your app Store Rating? An Empirical Assessment of Ratings for Mobile Banking Apps. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1), 99–115. <https://doi.org/10.4067/S0718-18762020000100108>
- Kumar, P., Mokha, A. K., & Pattnaik, S. C. (2022). Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry. *Benchmarking*, 29(2), 551–572. <https://doi.org/10.1108/BIJ-10-2020-0528>
- Lee, S. M., & Lee, D. H. (2020). “Untact”: a new customer service strategy in the digital age. *Service Business*, 14(1), 1–22. <https://doi.org/10.1007/s11628-019-00408-2>
- Lesnussa, R., Pramarta, V., Carlof, C., Putri, R. D., Desara, M. M., Sangga, U., & Ypkp, B. (2023). Strategi Pengembangan Kapabilitas Organisasional Dalam Era Digital Fokus Pada Adaptasi Dan Inovasi. *JMCBUS : Journal of Management and Creative Business*, 1(3), 101–114. <https://doi.org/10.30640/jmcbus.v1i3.1161>
- Lou, C., & Xie, Q. (2021). Something social , something entertaining ? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Martínez-Domínguez, M., & Mora-Rivera, J. (2020). Internet adoption and usage patterns in rural Mexico. *Technology in Society*, 60(June 2019), 101226. <https://doi.org/10.1016/j.techsoc.2019.101226>
- Massi, M., Piancatelli, C., & Vocino, A. (2023). Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity. *Psychology and Marketing*, 40(7), 1280–1298. <https://doi.org/10.1002/mar.21815>
- Mayayise, T. (2018). *Development of an intelligent e-commerce assurance model to promote trust in online shopping environment*. January, 175. <https://core.ac.uk/download/pdf/187147274.pdf>
- Miyazaki, A. D., & Fernandez, A. (2001). Consumer Perceptions of Privacy and Security Risks. *The Journal of Consumer Affairs*, Vol. 35.
- Moore, S., Bulmer, S., & Elms, J. (2022). The social significance of AI in retail on customer experience and shopping practices. *Journal of Retailing and Consumer Services*, 64(July 2021), 102755. <https://doi.org/10.1016/j.jretconser.2021.102755>
- Neves, C., Santini, F., & Ladeira, W. (2024). A digital payment generalisation model: a meta-analytic structural equation modelling (MASEM) research. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09795-1>
- Nichifor, E., Lixândriou, R. C., Sumedrea, S., Chițu, I. B., & Brătucu, G. (2021). How can smes become more sustainable? Modelling the m-commerce consumer behaviour with contingent free shipping and customer journey’s touchpoints optimisation. *Sustainability (Switzerland)*, 13(12). <https://doi.org/10.3390/su13126845>
- Parise, S., Guinan, P. J., & Kafka, R. (2016). Solving the crisis of immediacy: How

- digital technology can transform the customer experience. *Business Horizons*, 59(4), 411–420. <https://doi.org/10.1016/j.bushor.2016.03.004>
- Patro, C. S. (2023). Consumers' Digital Shopping Experience: A Study of the Factors Influencing Purchase Decision. *International Journal of E-Business Research*, 19(1), 1–17. <https://doi.org/10.4018/ijebr.318475>
- Sanchez-Loor, D. A., & Chang, W. S. (2023). Experimental study of the effects of structural assurance, personal experiences, and product reviews on repurchase behavior in e-commerce platforms. In *Electronic Commerce Research* (Vol. 23, Issue 3). Springer US. <https://doi.org/10.1007/s10660-021-09525-5>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67.
- Singh, R. (2019). Why do online grocery shoppers switch or stay? An exploratory analysis of consumers' response to online grocery shopping experience. *International Journal of Retail and Distribution Management*, 47(12), 1300–1317. <https://doi.org/10.1108/IJRDM-10-2018-0224>
- Singh, R., & Söderlund, M. (2020). Extending the experience construct: an examination of online grocery shopping. *European Journal of Marketing*, 54(10), 2419–2446. <https://doi.org/10.1108/EJM-06-2019-0536>
- Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology*, 13(August), 1–16. <https://doi.org/10.3389/fpsyg.2022.941058>
- Song, C., & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS): "Digital Societies and Industrial Transformations: Policies, Markets, and Technologies in a Post-Covid World,"* 1–18. <http://hdl.handle.net/10419/238054>
- Stein, A., & Ramaseshan, B. (2016). Towards the identification of customer experience touch point elements. *Journal of Retailing and Consumer Services*, 30, 8–19. <https://doi.org/10.1016/j.jretconser.2015.12.001>
- Tan, T. Le, Nguyen Chau Ngoc, K., Thanh, H. L. T., Thu, H. N. T., & Hoang, U. V. T. (2024). Enhancing Repurchase Intention on Digital Platforms Based on Shopping Well-Being Through Shopping Value, Trust and Impulsive Buying. *SAGE Open*, 14(3), 1–25. <https://doi.org/10.1177/21582440241278454>
- Tupikovskaja-Omovie, Z. (2022). Enhancing User Experience in Fashion m-Retail: Mapping Shopping User Journey Using Google Analytics, Eye Tracking Technology and Retrospective Think Aloud Interview. *Fashion Practice*, 14(3), 352–375. <https://doi.org/10.1080/17569370.2022.2129466>
- Vargo, S. L., & Lusch, R. F. (2014). Evolving to a new dominant logic for marketing. *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*, January 2004, 3–28.
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of

service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23. <https://doi.org/10.1007/s11747-015-0456-3>

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>

Wan Jusoh, W. A., Mohd Ishar, N. I., Sjahrir, M. I., & Hussin, N. F. S. (2022). Strategies to Improve Customer Experience: A Case of an Online Shopping Platform in Indonesia. *Jurnal Manajemen Teori Dan Terapan / Journal of Theory and Applied Management*, 15(3), 330–346. <https://doi.org/10.20473/jmtt.v15i3.40294>

Wingreen, S. C., Mazey, N. C. H. L., Baglione, S. L., & Storholm, G. R. (2019). Transfer of electronic commerce trust between physical and virtual environments: experimental effects of structural assurance and situational normality. *Electronic Commerce Research*, 19(2), 339–371. <https://doi.org/10.1007/s10660-018-9305-z>

Yasav, S. (2015). The impact of digital technology on consumer purchase behavior. *Journal of Financial Perspectives*, 3(3), 166–170. <https://ssrn.com/abstract=3084041> Electronic copy available at: <https://ssrn.com/abstract=3084041>

Zhang, M., Ren, C., Wang, G. A., & He, Z. (2018). The impact of channel integration on consumer responses in omni-channel retailing: The mediating effect of consumer empowerment. *Electronic Commerce Research and Applications*, 28, 181–193. <https://doi.org/https://doi.org/10.1016/j.elerap.2018.02.002>

Authors' Contribution

Both authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

How to cite this article (APA):

Rohman, F., Firdausiah, R. A., & Parwati, K. Y. UNVEILING THE DIGITAL BOUTIQUE EXPERIENCE: AN EXPLORATORY FACTOR ANALYSIS IN THE FASHION INDUSTRY. Veredas Do Direito, e223294. <https://doi.org/10.18623/rvd.v22.n3.3294>