



IMPACT OF DIGITAL MARKETING ON WOMEN CONSUMERS BUYING BEHAVIOUR TOWARDS APPAREL

Dr.M.Ganesan* **C.Nandhini****

**Associate Professor, Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet, Tamilnadu.*

***Ph.D.,(Part Time) Scholar, Department of Commerce, Vidyasagar Colege of Arts and Science, Udumalpet.*

Introduction

The firms are increasing digital power to expand their business operations with least cost. The industries and business firms are increasing relying on e-marketing advertisements in association with the traditional advertising. Consumers are becoming more linked digital revolution. Consumers buying behaviour are shifting due to the digital marketing. The life style of consumers is altered as a result of digital marketing and it also changes the consumer's perception. Purchase intent, prior experience and customer attitude are a few factors impact behaviour.

Review of Previous Studies

Akter and Sultana (2020) mentioned that the digital marketing have a significant impact on consumer buying behaviour which included trending strategies have proven to be very effective. The digital marketing technology is introduced to interact with the customers in real time and deliver the required quality at reasonable price. Ratnasingam et al., (2021) stated that the digital marketing is a dynamic approach to influence the potential customers through multiple channels. The digital marketing have significant higher impact at Covid-19. Tien et al., (2020) noticed that the frequent digital marketing strategies during covid-19 have changed the perception of people purchasing services and products. The people prefer to buy products through online compared to physical shopping. Salem and Salem (2021) found that the brand loyalty of emerging brands is due to their digital presence and high engagement on trendy social media platforms. The brand loyalty can be developed through engagement. Munir et al., (2023) found that the social media marketing in digital marketing plays an important role for enhancing the marketing capability of a firm. The important content preferences in digital marketing are pictures and videos. The important products purchased through the digital marketing are apparels and clothing. Kebede et al., (2023) noticed the importance of shifting to the digital marketing mix from the traditional marketing mix in order to increase the organizational profitability. Barbosa et al., (2022) identified that the digital marketing have a significant impact on the performance of an entrepreneur who are in the global trade especially clothing and apparels.

Problem Statement

The digital marketing helps both organization and consumers regarding the provision of information on product, price and other aspects. Nowadays, the consumers have more option for searching information before buying a product. At present, there is no need to go anywhere physically or buying a product. Only through one click, consumers can buy product easily and they can compare the product by quality wise, price wise after sales services wise, etc. Digital marketing has created new opportunities to both sellers and buyers. The consumers behaviour in the market has significantly influenced by the digital marketing aspects (Vrender, 2016). In the case of apparel market, the degree of influence of digital marketing on consumer behaviour is at a higher level (Pinaki et al., 2016) since it is highly linked with innovation and digital technology. The present study focuses this aspect as an important problem in



order to make future policy implications. Through this research work, the stimuli factors and are identified and how these factors influence customers to go for digital marketing in apparel market.

Objectives of the Study

The confined objectives of the present study are:

1. To interrogate the impact of digital marketing among women consumers
2. To study the women consumers preference of digital market to buy products through online.
3. To bring out the brand choice among the women consumers’.

Research Design of the Study

The present study employs the descriptive and diagnostic research design to discuss and analyse the research problem of the study service the study examines the buyer behaviour.

Limitations of the Study

This study area chosen is first and for most limitation, second, limitation is that sampling method, time and resource constraints is the third limitation.

Table-Level of Awareness on Digital Marketing

Sl. No.	Level of Awareness	No. of consumers	Cumulative total	Percent to the total
1.	Very High	102	102	24.23
2.	High	117	219	27.79
3.	Moderate	89	308	21.14
4.	Low	71	379	16.86
5.	Very Low	42	421	10.01
	Total	421	—	100.00

Source: Primary Data

As a maximum of 27.79 per cent of the consumers are highly aware of digital marketing. It is followed by very high level of awareness on digital marketing which constitutes 24.23 per cent to the total. Only 10.01 per cent of the consumers are very low in their level of awareness on digital marketing. The analysis reveals that the almost 70 per cent of the consumers are moderate and above moderate regarding their level of awareness on digital marketing.

Table-Products bought through Digital Marketing

Sl. No.	Products	Mean	Standard deviation	Co-efficient of variation in %	‘t’ value
1.	FMCG	3.7643	0.5024	13.35	3.4517*
2.	Apparels	3.8947	0.4084	10.49	3.8044*
3.	Electronics	3.4022	0.6179	18.16	2.8088*
4.	Medicine	3.2179	0.5496	17.08	2.8644*
5.	Housekeeping products	3.3088	0.6848	20.69	2.6117*
6.	Eatables	3.3244	0.7024	21.12	2.4088*
7.	Electricals	3.3117	0.6118	18.47	2.7081*

Source: Primary Data

*Significant at five per cent level.



The highly bought products through the digital marketing among the consumers are apparels and FMCG with the mean score of 3.8947 and 3.7643 respectively. The next two products through the digital marketing among them are electronics and eatables since it constitute 3.4022 and 3.3244 respectively. The higher consistency in the case of frequency of buying products through digital marketing is noticed in the case of apparels and FMCG since its C.Vs are 10.49 and 13.35 per cent respectively. The ‘t’ values are significant at five per cent level which represent the significant representation of mean of all seven products through digital marketing.

Table-Validity and Reliability of variables in IPVDM

Sl. No.	IPVDM	Range of standardized factor loading	Composite reliability	Cronbach alpha	Average variance extracted in %
1.	Ease of use	0.6773*- 0.8738*	0.8084	0.7547	53.92
2.	Timeliness	0.6118*- 0.9244*	0.7969	0.7617	54.32
3.	Branding	0.6304*- 0.8966*	0.8117	0.7703	55.11
4.	Economy	0.6541*- 0.9099*	0.8248	0.7828	56.05
5.	Latest Technology	0.6179*- 0.8896*	0.7962	0.7544	53.28

*Significant at five per cent level.

The content validity in each IPVDM is proved since the standardized factor loading of variables in each IPVDM are greater than 0.60. The convergent validity is confirmed since the composite reliability and average variance extracted of each IPVDM are greater than its standard minimum of 0.50 and 50.00 per cent respectively. The cronbach alpha of all five IPVDM are greater than 0.60 which reveals the overall reliability of all five IPVDM. These results indicate the reliability and validity of variables in IPVDM.

Table-Platforms used in Digital Marketing (PDM) among the Consumers

Sl. No.	Platforms	Mean	Standard deviation	Co-efficient of variation in %	‘t’ value
1.	Youtube	3.6141	0.4088	11.31	2.8991*
2.	Instagram	3.6979	0.5173	13.99	2.6911*
3.	Fackbook	3.7344	0.5346	14.31	2.5908*
4.	Twitter	3.5142	0.7142	20.32	2.1733*
5.	e-mail	3.5088	0.6088	17.35	2.3886*

Source: Primary Data

*Significant at five per cent level.

The highly used platforms by the consumers in their digital marketing are facebook and instagram since it’s mean scores are 3.7344 and 3.6979 respectively. The next two platforms noticed by the consumers are youtube and twitter with the mean of 3.6141 and 3.5142 respectively. The higher consistency is noticed in the case of usage of youtube and instagram since it’s co-efficient of variations are 13.99 and



11.31 per cent respectively. The significant ‘t’ values indicate the significant representation of mean of all five platforms used in digital marketing among the consumers.

Table-Level of variables in Consumer Characteristics

Sl. No.	Variables in CC	Mean	Standard deviation	Co-efficient of variation in %	‘t’ value
1.	Information seeking behaviour of consumers	3.6166	0.5049	13.66	2.9033*
2.	Technology savvy among consumers	3.5842	0.5373	14.71	2.8682*
3.	Trend following behaviour	3.5089	0.5801	16.53	2.1711*
4.	Attitude on digital marketing	3.4189	0.5944	17.39	2.0899*
5.	Branding behaviour	3.4643	0.5133	14.81	2.6433*
6.	Potentially educated	3.4542	0.5079	11.82	2.8083*
7.	Trying to go for new solutions and channels	3.4088	0.5402	15.85	2.5569*
8.	Regular usage of digital marketing	3.5242	0.5676	16.11	2.1603*
9.	Value seeking behaviour	3.5886	0.5842	16.27	2.1884*
10.	Ease of use	3.6116	0.6117	16.93	2.1011*
11.	Ease of evaluation	3.6042	0.4786	13.28	2.6173*
12.	Brand loyalty	3.5089	0.4399	12.54	2.8084*
13.	Convenient shopping	3.5144	0.5175	14.73	2.7033*
14.	Involvement in decision making	3.5589	0.5082	14.28	2.7176*
	Overall Score	3.5262	0.5403	15.32	2.7341*

Source: Primary Data

*Significant at five per cent level.

The highly rated variables in CC by the consumers are information seeking behaviour of consumers and ease of use since its mean scores are 3.6166 and 3.6116. The lesser rated variables are ‘trying to go for new solutions and channels’ and ‘attitude on digital marketing’ since its mean scores are 3.4088 and 3.4189 respectively. The higher consistency is noticed in the case of view on potentially educated and brand loyalty since is C.Vs are 11.82 and 12.54 per cent respectively. The significant ‘t’ values indicate the significant representation of mean of all 14 variables in CC.

Level of Consumer Perception (CP) on Digital Marketing

The consumer perception on digital marketing represents the consumers view on the usage of digital marketing. It is highly essential to shape the consumer behaviour in digital marketing. In the present study, the consumer perception is examined with the help of ten variables which are rated at five point scale. The mean, S.D. and C.V. of variables in CP have been estimated separately.



Table-Level of Consumer Perception (CP) on Digital Marketing

Sl. No.	Variables in CC	Mean	Standard deviation	Co-efficient of variation in %	't' value
1.	Perception on digital marketing principals	3.3886	0.4789	14.13	2.7996*
2.	Usage of digital marketing media	3.4117	0.6244	18.30	2.1173*
3.	Trust on digital marketing	3.6082	0.5803	16.08	2.6086*
4.	Rely more on paper free marketing	3.5411	0.5179	14.63	2.8089*
5.	Ease for evaluation in digital marketing	3.5828	0.5845	16.31	2.6828*
6.	Usage of Online media for shopping	3.5433	0.6393	18.04	2.1889*
7.	Ease of mobile connection in digital marketing	3.4737	0.5173	14.89	2.8049*
8.	Susceptible to digital marketing	3.4842	0.6738	19.34	2.0414*
9.	Freedom to go look for the information in digital marketing	3.5656	0.6082	17.06	2.2456*
10.	Expectation on online presentation of the product / services	3.5081	0.5179	14.76	2.8204*
	Overall Score	3.5107	0.5799	16.52	2.6633*

Source: Primary Data

*Significant at five per cent level.

The above table shows the mean, S.D. and C.V. of variables in CP along with its 't' values. The highly perceived variables in C.P. are trust on digital marketing and ease for evaluation in digital marketing since its mean scores are 3.6082 and 3.5828 respectively. The lesser perceived variables are usage of digital marketing media and perception on digital marketing principles since its C.Vs are 3.4117 and 3.3886 respectively. The higher consistency is noticed in the case of view on perception on digital marketing principles since its C.V. is 14.12 per cent. The overall view on the C.P. is at a higher level since its mean score is 3.5107.

Findings, Conclusions and Suggestions

The dominant level of awareness on digital marketing among the consumers are high and very high. The first two amount spent on internet usage per month among them are Rs.301 to 400 and Rs.201 to 300. The dominant hours spent on internet usage per day among them are 2.01 to 3 hours and above 3 hours per day. The dominant smart phone speed of connectivity among the consumers are high and very high.

The role of DM in consumer behaviour at apparel market is discussed by consumer characteristics, consumer perception, consumer choice, DM on consumer behaviour, consumer network behaviour and consumer buying decision process.



The consumer characteristics due to the DM is examined by 14 variables. The highly rated variables in CC are ‘information seeking behaviour of consumers’ and ‘ease of use’. The lesser rated variables are ‘trying to go for new solutions and channels; and attitude on digital marketing. The higher consistency is noticed in the case of view on potentially educated and brand loyalty.

DM on Consumer Behaviour

The role of DM in consumer behaviour is analysed with the use of ten variables. The highly rated variables are interaction on brand related digital platforms and value icons on digital marketing. The lesser rated variables are usage of digital media as a way of life and usage of mobile phone on decision making in marketing. The higher consistency is noticed in the case of view on behaviour towards social media campaigns.

Role of DM in Purchase (PU)

The PU is analysed by four variables. The first two variables in PU rated by consumers are ‘DM gives current real market prices’ and ‘DM provides access of multiple suppliers’. The lesser rated variables is ‘DM provides the stock and store management details’, The higher consistency is identified in the case of view on ‘DM clarifies the tempting deals’.

Role of DM in Past Purchase Evaluation (PPE)

The PPE is examined with the help of five variables. The highly rated variables in PPE are ‘increase the consumption of same product through DM’ and ‘possibility to tell the feedback through DM’. The lesser rated variables are ‘creation of brand loyalty by DM’ and ‘suggest the product to others through DM’. The higher consistency is noticed in the case of view on ‘increase the consumption of same product through DM’.

Impact of Determinants on Consumer Behaviour in Apparel Market

The included determinants for the impact analysis are consumer characteristics, consumer perception, consumer choice, digital marketing on consumer behaviour, consumer network behaviour and consumer buying decision process. The significantly influencing determinants on the consumer behaviour in apparel market are consumer characteristics, consumer choice, digital marketing on consumer behaviour, consumer network behaviour and consumer buying decision process. The higher influence is made by consumer characteristics and consumer buying decision process. The change in included determinants explains the changes in consumer behaviour at apparel market to an extent of 81.84 per cent.

Concluding Remarks

The present study concluded that the role of digital marketing in shaping the consumer characteristics, consumer perception, consumer choice, consumer behaviour, network behaviour and their buying decision process in apparel market. The profile of the consumers is significantly associated with their level of view on the above said determinants of the consumer behaviour in apparel market. The significantly influencing determinants are consumer characteristics, consumer choice, consumer behaviour, net work behaviour and their buying decisions process. The higher influence is made by consumer characteristics and consumer buying decisions process. Hence, it is imperative to prepare appropriate strategy to promote the role of DM in the determination of consumer behaviour in apparel market especially the consumer characteristics and their buying decision process.



References

1. Rai, M., (2018), “A study of efficacy of digital marketing on consumer purchase behaviour in Allahabad District”, *International Journal for Research in applied science & Engineering Technology*, 6(11), pp.1136-1144.
2. Rafiq, M. and Malik, A., (2018), “Impact of social media on purchasing decision of consumer with special reference to Lahore, Pakistan”, *Journal of Social Sciences*, 4(2), pp.268-273.
3. Morgan, R., Mioceric, D., Herhausen, D., and Kleijessen, H.P.M., (2020), “The digital marketing capabilities gap”, *Industrial Marketing Management*, 90(1), pp.276-290.
4. Dhore, A., and Godbole, S., (2019), “A descriptive study of the effectiveness of Internet advertising on consumer buying behaviour in Nagpur City”, *SSRN Electronic Journal*, 4(1), pp.22-26.
5. Rajiv Kaushik, (2019), “Influence of digital marketing on consumer buying behaviour for electronic products: An empirical study of Indian Urban consumers”, *International Journal of Advanced Science and Technology*, 28(6), pp.234-245.
6. Bala, M., and Verma, D., (2018), “A critical review of digital marketing”, *International Journal of Management, IT & Engineering*, 8(10), pp.321-339.
7. Guilbeault, D., (2018), “Digital Marketing in the disinformation age”, *Journal of International Affairs*, 71(15), pp.33-42.
8. Gupta, P.S., (2019), “Impact of Digital Strategies on Consumer Decision Journey: Special”, *Academy of Marketing Studies Journal*, 23(1), pp.27-32.
9. Gawas, A., Kulkarni Pand Mehendale, S., (2018), “The role of social media marketing in customer purchase intent – A methodological and thematic review”, *Asian Journal of Management*, 9(1), pp.761-766.