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IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR WITH PARTICULAR REFERENCE TO FASHION PRODUCTS

Aswathi S[1], Dr. Balaji Vignesh R[2], Dr.A.Giriprakash[3]
[1]*Final Year, MBA*
[2] *Associate Professor*
[3]*Assistant Professor*
Sakthi Institute of Information and Management Studies, Pollachi

ABSTRACT
The rapid evolution of digital marketing has revolutionized consumer buying behavior across various industries, particularly in the fashion sector. This research examines the impact of digital marketing strategies on consumer purchasing decisions, focusing on fashion products. Digital marketing tools such as social media, influencer marketing, search engine optimization (SEO), email marketing, and online advertising have reshaped how fashion brands interact with their target audience, enhancing their reach, engagement, and sales. The study explores the role of online platforms in shaping consumer perceptions, preferences, and purchasing habits in the fashion industry. Factors like ease of access, personalized experiences, user-generated content, and social proof are found to significantly influence consumer behavior. Additionally, the rise of e-commerce and mobile shopping has led to shifts in purchasing patterns, with consumers increasingly relying on digital channels for fashion product research, comparison, and purchase. This research aims to provide insights into how fashion brands can leverage digital marketing tools effectively to influence consumer choices and boost brand loyalty. Through a detailed analysis of consumer behavior trends, the paper emphasizes the importance of adapting digital strategies to meet the dynamic needs of modern consumers in the fashion market.
KEYWORDS: *Digital Marketing, consumer buying behavior, fashion products, social media, Influence-commerce, Influencer Marketing*

I.INTRODUCTION

A consumer is someone who uses a product or service, plain and simple. Regardless of whether they're the ones who bought it or not, consumers are the end users, they get their hands on what has been offered in the market. It's about the experience, the functionality, and the satisfaction derived from using a particular item. Take a kid playing with a toy, the parent might be the customer who bought it, but the child is the consumer, enjoying and interacting with the toy. Consumers aren't just buyers; they're the individuals or entities getting value from what's been purchased. Their preferences and contentment are crucial because, in the end, a product's success is determined by how well it meets consumer needs and expectations.

II. REVIEW LITERATURE

1.Kumar, R., et al. (2021). Indian consumers rely on online reviews and ratings when making fashion purchasing decisions. Positive reviews increase consumer trust and are a powerful tool for fashion brands to build credibility. Conversely, negative reviews can deter potential buyers.

2.Sharma, S., & Sood, S. (2020). Influencers, particularly in the fashion industry, significantly affect consumer attitudes and behavior. In India, influencers on platforms like Instagram and YouTube promote brands by showcasing products, which often leads to increased sales.

3.Jain, P., et al. (2021). " The surge in e-commerce platforms like Myntra, Flipkart, and Amazon has made fashion more accessible to consumers. Digital marketing through these platforms has reshaped consumer buying behavior, offering convenience and extensive product selection.

4.Rai, R., & Gupta, A. (2020). Brands use data analytics to personalize marketing efforts, delivering targeted ads, promotions, and recommendations based on consumer behavior. This approach increases engagement and conversion rates among consumers, making personalized digital marketing a critical tool for fashion brands.

5.Singh, H., & Arora, P. (2020). India's mobile-first trend is transforming consumer behavior, particularly in fashion. Brands optimize their digital campaigns for mobile users, making it easier for consumers to browse and purchase fashion products on the go.

6.Gupta, R., & Kumar, S. (2020) Augmented Reality (AR) tools allow consumers to virtually try on clothing and accessories before making a purchase, improving the online shopping
7.Pandey, A., & Sharma, R. (2021). Bollywood celebrities have a significant influence on fashion in India. Digital marketing campaigns featuring these celebrities often drive consumer engagement and increase sales by tapping into their fan base.
8.Choudhary, P. (2020). Flash sales and discounts are widely used in fashion e-commerce platforms like Myntra, Flipkart, and Amazon to attract price-sensitive consumers. These promotions encourage impulse purchases and are a key part of digital marketing strategies.
9.Rajput, R., et al. (2021). User-generated content, such as customer reviews, photos, and videos, serves as powerful social proof in the fashion industry. Indian consumers trust UGC over traditional advertisements, influencing their purchasing behavior.
10.Singh, H., & Sood, P. (2020). Impulse buying is a significant aspect of online shopping in the fashion industry in India. Digital marketing strategies such as time-limited discounts, flash sales, and notifications drive spontaneous purchases among consumers.

III. RESEARCH OBJECTIVE

1 To study on the consumer behaviour towards digital marketing
2 To study on the influence of digital marketing on consumer buying decision
3 To study the consumer opinion on various digital marketing practices

VI. SCOPE OF RESEARCH

Digital Marketing today has more scope for growth as internet shopping is on the rise and people prefer online shopping more as compared to conventional shopping. This online shopping leads to more exposure to Digital Marketing by consumers. It also helps consumers to compare their prices and also compare the specifications of the product according to their needs and wants. Digital coupons and cash backs are the lucrative point for the consumers which help both in customer acquisition and retention and many a times they are the reason for repeated purchase. This study helps in studying the determinants of the shopper's buying behaviour in Fashion industry in a Digital Marketing environment.

V. HYPOTHESIS

1) There exists no association between age and trends in digital media influencing purchase decision of consumers.
2) There exists no association between gender of the respondents and review given in digital medias influence the consumer purchase decision.
3) There exists no association between educational qualification of the respondents and product information in digital medias influence the consumer purchase decision.

VI. RESEARCH METHODOLOGY

Data collection:
Data are the bricks with which the researcher has to make a house. While the quality of research findings depends on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective.
a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.
b) Secondary data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.
Sample Size: 121 customers in Pollachi

Analysis Technique
Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.
Sample Unit
The target population in this study was the consumers who belong to Pollachi Area. Non-probability, convenience sampling method is used in the study. The survey was conducted from June to July 2024.

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VIII. DATA ANALYSIS AND INTERPRETATION

1.Age of the Respondents and Trends on Social Media

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.548	12	.032
Likelihood Ratio	22.072	12	.037
Linear-by-Linear Association	10.658	1	.001
N of Valid Cases	121		

H_0: There exists no association between age and trends in digital media influencing purchase decision of consumers. Calculated $\chi 2$ Value: 22.548, Degree of freedom: 12, Signification level: .032

2.Gender of the Respondents and Review in Digital Media influence Purchase Decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.574	4	.334
Likelihood Ratio	4.958	4	.292
Linear-by-Linear Association	2.302	1	.129
N of Valid Cases	121		

H_0: There exists no association between gender of the respondents and review given in digital medias influence the consumer purchase decision. Calculated $\chi 2$ Value: 4.574, Degree of freedom: 4, Signification level: .334

3.Educational Qualification of the Respondents and Product Information Available in Digital Media

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.216	20	.019
Likelihood Ratio	37.497	20	.010
Linear-by-Linear Association	12.923	1	.000
N of Valid Cases	121		

H_0: There exists no association between educational qualification of the respondents and product information in digital medias influence the consumer purchase decision. Calculated $\chi 2$ Value: 35.216, Degree of freedom: 20, Signification level: .019

IX. FINDINGS

- This Study As the calculated $\chi 2$ value (22.548) is significant (.032) at five percent level, there exist an association between age of the respondents and trends in digital media influencing purchase decision of consumers. Hence the null hypothesis is rejected.
- As the calculated $\chi 2$ value (4.574) is not significant (.334) at five percent level, there exist no association between gender of the respondents and review given in digital medias influence the consumer purchase decision. Hence the null hypothesis is accepted.
- As the calculated $\chi 2$ value (35.216) is significant (.019) at five percent level, there exist an association between educational qualification of the respondents and product information in digital medias influence the consumer purchase decision. Hence the null hypothesis is rejected.

X. SUGGESTIONS AND RECOMMENDATIONS

- The study shows that, Blog posts on fashion styling tips and techniques influences consumers to try new products. Nowadays, blogs play a major role in promoting a product. Fashion blogs are many and the brands can consider creating blogs to register various consumer reviews which are good in star rating. This will influence consumers to buy the product.
- When it comes to the quality of products promoted through digital media, consumers are in a neutral state. This shows that, they are confused on the quality of the product promoted through digital media. Hence, the brands should create trust in the minds of consumers that, the products that are promoted through digital media will have the same quality that of the product being sold in physical stores.
- Majority of the respondents registered a neutral state of mind with regard to the purchase of new product that is recommended on social media. This shows the level of influence is less with considerable number of audiences. hence, influencer marketing may be considered by the brands for a better reach among those type of audience.
- With regard to the age of the respondents, most of the youngsters find it convenient to purchase the product online and among them female respondents are found to be the majority. With regard to fashion products, when appropriate digital marketing strategies are used, it will connect the brand with audience and will increase the sales to maximum.

- While drafting the positioning statement or any message related to fashion products, brands should give much importance for the content writing as the study shows that there exist a close association between the qualification of the respondents and the production information given in the digital marketing platform.

XI. CONCLUSION

The study focused on the impact of digital marketing on consumer buying behaviour towards fashion products. Consumers across different demographic characteristics have involved themselves to purchase fashion products based on digital marketing communication. The wealth of information that will be made available by the impact of digital marketing communication on many areas of the consumer buying process when fashion products will be extremely beneficial to the maker and potential customers. Modern ways of communicating for business promotion have adopted digital approaches leading to the formulation of the idea of digital marketing communication. Digital marketing uses different online technologies that specifically cater for online marketing challenges. As can be expected, this toolkit will keep changing with time as new technologies keep emerging. Taking this in to consideration, the fashion brands have to continuously update their digital marketing strategies to stay ahead of competition and cover maximum market share.

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