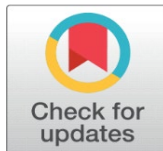
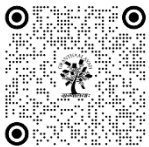


INFLUENCE OF DIGITAL MARKETING TOOLS ON APPAREL PURCHASE DECISIONS OF YOUNG WOMEN IN NAGPUR

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ABSTRACT

The changing digital world has seen a shift in marketing strategy where it has moved towards online media and this behaviour has changed consumer behaviour especially in fashion and apparel markets. In this research, we will look at how digital marketing tools including social media marketing, influencer marketing, personalization marketing, and e-commerce usage influence the buying behavior of young women in Nagpur with regard to purchase of apparel. With the help of a descriptive research design and structured questionnaire, 200 respondents between the age of 18 to 35 were sampled through the use of a rectilinear questionnaire. The analysis shows that price discounts, the visual element of the adverts as well as influencer marketing are the most prevailing variables that influence purchase decisions. Social media, in particular, Instagram occupy the central position in preferences and purchase behaviour formation. Results indicate that young women Nagpur are highly active in the digital scene and their online experiences are highly prone to positive involvement in value- or picture-driven marketing approaches. The research offers valuable information that can guide clothing companies to customize their online marketing practices in a way that they can reach this category of clients.

Keywords: Digital Marketing, Social Media, Influencer Marketing, Online Apparel Shopping, Consumer Behaviour, Young Women, Purchase Decisions, Etc



1. INTRODUCTION

Marketing in the current digital age is a game changer since it has propelled many traditional media to vibrant and interactive digital media. The rapid growth in the use of smartphones, high internet speeds, and social media use have considerably influenced consumer habits towards brands, especially the use of clothing application. Apparel brands are ramping up the use of digital marketing tools, such as YouTuber collaborations, social media campaigns, personalized adverts, and email marketing, to capture a particular customer focus. One of the most engaging and responsive groups is the young women who have become active through their heavy utilization of digital and having a sense of fashion.

The city of Nagpur, located in the state of Maharashtra in India is an expanding city in terms of urbanity and digitalization, particularly the younger generation. As the officials of many countries reveal, a greater number of young women are connected to the internet to find fashion ideas, compare prices and make purchases, which explains the need to understand the impact of digital marketing strategies on their consumer behaviors. The study entails examining the effect of different digital marketing tools on the purchase behaviour of the apparel of young women in Nagpur, particularly psychological triggers, perceived value and the buying behaviour.

The present research will add to the body of academic and practical works in the marketing field as it examines the impact of online marketing tools, namely, targeted advertising, influencer marketing, email marketing, UX/UI on a website and social media content on the attitude and decisions to make a purchase of apparel. The experiences gained using this research can guide the apparel brands with the strategy of ensuring that their online campaigns target the young women in places like this better.

2. LITERATURE REVIEW

With the arrival of digital marketing, consumer behaviour has changed, particularly fashion and clothing industry. Chaffey and Ellis-Chadwick (2019) describe digital marketing tools as the effective solution in the industry that has dynamically changing customer profiles, including apparel, because their time-efficiency, features of precise advertising and engagement, and low costs attract more customers. The online fashion retail business is strictly dependent on the aesthetic qualities and the emotion felt by the audience, which are both greatly supported by a digital environment.

2.1. SOCIAL MEDIA MARKETING AND APPAREL BUYING BEHAVIOUR

Digital marketing tools may be the most influential on fashion decisions with social media being one of the most structured. Phua, Jin, and Kim (2020) support this point of view regarding the Instagram and Facebook platforms that allow sharing the brand identity visually and communicate with customers and influence purchasing decisions based on trends and peer activity. Specifically, young women have also been discovered to be more vulnerable to peer pressure and social influences through fashionable trends depicted by social media influencers and their colleagues in these sites.

According to a study by Sharma and Verma (2018), 68 percent of the Indian female consumers aged between eighteen and thirty-six years indicated that they rely on online reviews and social media suggestions to shop his or her clothes. Likewise, Djafarova and Rushworth (2017) found out that social media influencers have a huge impact on fashion purchases of young women because they are perceived to be genuine and relatable.

2.2. INFLUENCER MARKETING AND CONSUMER TRUST

Fashion marketing is adopting the trend of influencer marketing, based on the endorsement of people with high social audience. This, according to Lou and Yuan (2019), results in the elevated brand trust and a desire to buy because the influencers build a parasocial relationship with their followers. Visual endorsements (e.g., outfit of the day posts), especially the ones in the apparel context, prove to be very effective in the sale of young consumers.

Besides, according to a study by De Veirman, Cauberghe, and Hudders (2017), influencer credibility, and congruence between the influencer and the product category strengthen the messages. This may result in their buying more and on impulse and loyalty to the brand among young women in urban Indian situations such as Nagpur.

2.3. EMAIL MARKETING AND PERSONALIZED COMMUNICATION

The use of email marketing, which most people would treat as an old technology, can be very effective when integrated with personalization. Ellis-Chadwick and Doherty (2012) affirm that personalized mails which contain unique deals, fashion suggestions and notifications play a significant role in e-commerce clothing sales. Women, particularly the younger ones, tend to be receptive towards special offers and personalized information that would make them feel valued by the brand.

2.4. WEBSITE EXPERIENCE AND DIGITAL STOREFRONTS

The experience of the users on online shopping is also important. The smooth interface of the site, graphic presentation of goods, convenient navigation, safety of payments are factors that affect the experience of a buyer (Pappas et al., 2017). Even a good marketing campaign can be canceled if there is a low level of digital interface. As it was noted by Rose, Hair and Clarke (2011), a beautiful and easy to navigate web portal can lead to rise in consumer satisfaction and loyalty, particularly, in fields of fashion e-retail.

2.5. ONLINE CONSUMER BEHAVIOUR IN TIER-II INDIAN CITIES

Though, most of studies focus on metros but isn't there a growing interest in studying the behavior of online consumer into tier 2 cities. Youth consumers in cities like Nagpur are shifting towards digital platforms for fashion shopping, but their behavior is different due to cultural, economical or infrastructure reasons, says Patil and Wasnik (2019). Elements of digital literacy, confidence with online payments and general familiarity with international trends all play a role in their decision-making.

2.6. GAPS AND RATIONALE

Despite the abundance of research regarding consumer behaviour being influenced by digital marketing, there are minimal studies that place this phenomenon in context of managing business operations within tier-II Indian cities as well as the apparel industry in particular. In addition, behavioural inclinations of young women who constitute the major consumer group of the fashion brands are under-represented in non-metros. The present study attempts to fill that gap by taking into consideration the city of Nagpur and exploring the role of digital marketing tools in influencing apparel purchasing behaviour of the segment.

3. OBJECTIVES

The first research (analysis) question is to determine how behaviours of young women in Nagpur respond to digital marketing-related tools (social media marketing; influencer endorsements; personalized email; e-commerce platforms) with respect to their purchase decisions regarding apparel products.

3.1. METHODOLOGY

In this research study, a descriptive research method is chosen to discuss the effect of digital marketing tools on apparel purchases by young women in Nagpur. A structured questionnaire was offered to respondents aged 18-35 to allow data to be obtained. Non-probability convenience sampling was adopted to get a sample size of 200 with the awareness to make it accessible and relevant to the target demographic of online fashion purchasers who are eager to participate.

4. DATA ANALYSIS AND DISCUSSION

To analyze the influence of digital marketing tools on apparel purchase decisions of young women in Nagpur, responses from 200 participants were collected and statistically interpreted.

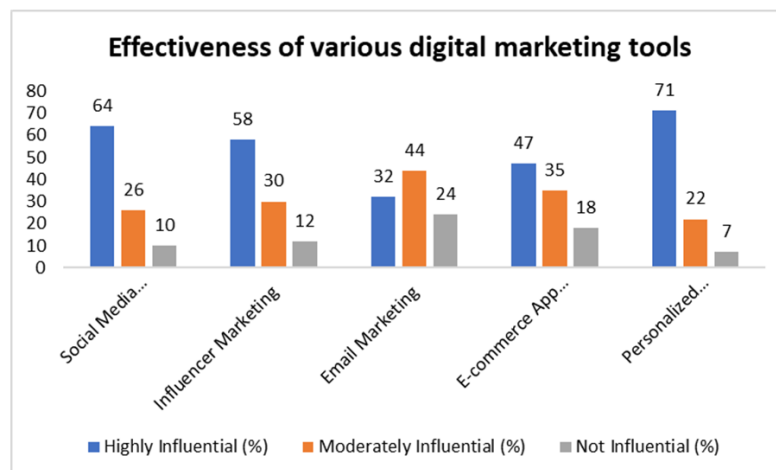


Figure 1 Effectiveness of various digital marketing tools in influencing purchase decisions

Most of the respondents (56%) belonged to the 21-25 years age brackets; 26-30 years (28%), which depicts a high rate of digital activity within these ages. Instagram was by far the most powerful tool in digital marketing since 64% of respondents claim that they frequently learn about new apparel brands from Instagram ads or posts by influencers. There was a meaningful effect on influencer marketing as 58 percent of respondents indicated that they are probable to buy products that are suggested by fashion influencers.

The statistics also reflected that 71 percent of young women were more likely to purchase the products on an online site that could provide what recommendations to them, indicating the great liking of the algorithm-based marketing. Email advertising, nonetheless, had a light impact: just 32 percent of interviewees noted that they received and interacted with advertising emails when it came to the attire.

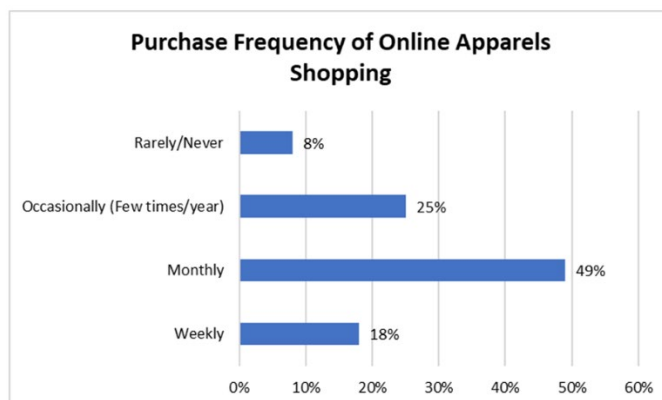


Figure 2 Purchase Frequency

Fig. 2 shows how often young women in Nagpur make purchases of apparel online. As the data indicates, one can note that nearly half of the respondents or 49 percent of the total do actively shop online when purchasing clothes, at least once in a month. It can be stated that they are greatly inclined towards online shopping platforms. Also, the level of engagement is high, shown by 18 percent of the respondents performing weekly purchases, and it was a constant consumption pattern. The other 25% will shop infrequently throughout the year and this is a sign of occasional or need-based purchases, with only 8% responding that they rarely or never shopped online and therefore adoption was limited to the segment. On the whole, the table has shown a regular and increasing trend of online clothes buying by young women.

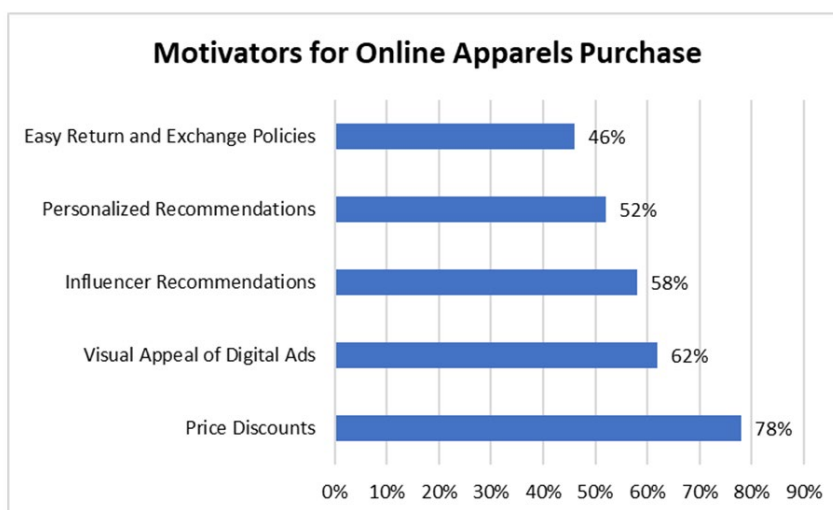


Figure 3 Motivators for Online Apparels Purchase

Fig. 3 identifies the main motivators in online shopping experience of young women in Nagpur when it comes to buying apparel. The price discount is the greatest consideration with maximum 78 percent of the people mentioning it

as the strong motivation to online purchase behaviour. This is seconded by visual attractiveness of digital advertisements (62%), which proves the necessity of captivating and appealing promotion materials. The second factor is also worth mentioning, which is influencer recommendations, as they affect 58% of the interviewed, possibly indicating an increasing influence of social media personality, who influence consumer behaviour. Moreover, recommendations (52%) and simple return and exchange policies (46%) are also part of the positive shopping experience. These results indicate that youth oriented, aesthetically pleasing and convenient marketing tactics have the best chance of attracting young female apparel customers.

5. CONCLUSIONS

Through study, it is found out that digital marketing tools play a big role in the purchase behavior of young women in Nagpur when it comes to apparels. Influencer marketing and personalized recommendations became very effective because of social media and Instagram in particular. The results show that a price reduction is the most effective incentive, next to visually attractive advertisement and creation celebrity alignment. Many of the respondents visit online stores at least once per month, which is an established and persistent pattern of online involvement in the sphere of clothes shopping. On the whole, the research findings indicate that young women in Nagpur are extremely sensitive to digital marketing solutions incorporating the value, appearance, and convenience factors and that such tools should be indispensable among apparel brands addressing the audiences of these women.

6. RECOMMENDATIONS

Recommendations are based on the findings that the fashion feature of digital content should be visual and appealing to the young women in Nagpur, partnering with relatable social media stars and lastly adhering to price discounts attractive to the young women to facilitate engagement and conversion. The data analytics should also be used to enable brands to offer recommendations on personalized products and enhance the customer experience with simplicity in e-commerce systems and easy returns. The brand loyalty can be increased even more through strengthening the position on such platforms as an Instagram and establishing the consistent value-driven communication that will define the quality of purchase decision making.

CONFLICT OF INTERESTS

None.

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