



DIGITAL MARKETING AND ITS IMPACT ON CONSUMER'S ONLINE BUYING BEHAVIOR WITH REFERENCE TO FASHION

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ABSTRACT: In 2021 traditional businesses after covid-19 scenario, have incorporated Digital marketing as a main platform of selling and marketing. This has also impacted on consumer buying behavior and has also an impact on Businesses to change their strategies and approaches according to consumer needs. Businesses are now shaping themselves to improve consumer shopping experience by incorporating all kind of Digital Marketing platforms into their businesses. To gain a better understanding of marketing expectations, this research of consumer behavior allows the businesses to know their consumers better.

In order to make more informed purchasing decisions, this research assists them in making improvements in the same. The research also includes data on how covid-19 and has impacted customer's on where they buy, what they buy, and when they buy. With excess time being spent online, social media platforms, Apps, etc., Digital marketing are being personalized with ads to engage customer to buy online. This also on one side has forced businesses to assure their customers with proper security for the consumers to shop securely.

For online purchases customers are now demanding of online store, where they get a presence of secure payment methods, fast delivery, and clear return policy which is a part of consumer rights and is essential for businesses to survive. Consumer's trust in your brand is one of the biggest assets of the businesses. The information obtained by customers is a wealth; as a result, Digital Marketing has a significant impact on customers buying behavior.

Index Terms - Digital marketing, Buying behavior, Fashion Businesses, Digital Marketing Platforms.

I. INTRODUCTION

Digital marketing is the component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. (Financial Times, 2017)[13][14]. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops,[15][16], digital marketing campaigns have become current, employing combinations of hunt machine optimization (SEO), hunt machine marketing (SEM), content marketing, influencer marketing, content robotization, crusade marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optic disks and games have come commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones [17]. The extension to *non*-Internet channels differentiates digital marketing from online marketing. [18]

II. IMPACT OF DIGITAL MARKETING ON CONSUMERS' BEHAVIOR

Consumers today are researchers because of the convenience of accessing the internet; they are more educated and are motivated. Every day they are overwhelmed with digital content. It is now easy for customers to check and compare prices while purchasing products online, as almost each and every company is now marketing their products digitally. The connections of consumers with companies and brands as well as online influencers, the choice of shopping are strongly influenced by this. The digital world has customer feedback, influencer suggestions, scores, testimonials, etc., which are considered to be word of mouth for consumers. Before making a purchase decision, customers ensure about what are the current fashion trends or what influencers suggest buying. Customers are now very cautious about modifying the labels that they have been using for the past few years, but as and when fashion changes, new trends are always for consumers to buy new clothing. Consumers with changing trends also have open to choose new

brands for themselves which offer better quality than ever before. Because of the ease of reaching out to customers and finding their needs and choices, digital marketing has played a vital role for brands. Consumers have now an open platform where they have easy to make choices with a lot of product options given to them. This point often affects the brand loyalty amongst customers and of course on another hand the competitors of the brand's increase. Customers today do not focus on the bargaining or negotiating, but their ultimate goal is the best value and quality of the product to be given to them from the brands they trust. Consumers also need good customer service, where they expect an immediate response to any queries regarding the product. Consumers now have a tendency to share their thoughts and reviews about a particular brand or product which in seconds goes viral to lakhs of people. This factory typically affects the purchase decision of the consumers.

III. REVIEW OF LITERATURE

In this period of marketing difficulty, some marketers have augmented above the dispute and are accelerating the results of their digital marketing campaigns. They have a complete view of the market and their place in it, and have developed strategies and plans that work. They are not confused at all about the types of campaigns that are available, and they have complete confidence in the ads, messages, offers, and content they are producing. Most marketers, however, don't live life this way. They struggle with their campaigns and live in a perpetual state of confusion, wishful thinking, and risk-taking. Along with their professional frustrations, they experience negative emotions and are never totally happy with their work. Digital Marketing in the Zone breaks through the clutter and provides a clear blueprint to enable marketers to be confident and successful in Digital Marketing. [8]

The key to the success of any company offering a product or service understands what customers want and how they make purchasing decisions. While it is important to be aware of and understand consumer behavior, research-based perspectives on purchasing patterns and consumption habits remain limited in emerging nations. Developing countries are often overlooked as potential markets for driving consumer demand and interest, as outlined in The Handbook of Research on Consumerism and Buying Behavior in Developing Nations. With a focus on the role of the consumer market in emerging economies and their overall impact on global markets, this edited volume offers research-based perspectives on consumer perception, behavior, and relationship management within a variety of sectors. In its timely publication, marketing professionals, consumer researchers, international business strategists, scholars, as well as graduate students will find valuable information. [9]

As a result of social media (e.g., Facebook, LinkedIn, Groupon, and Twitter), consumers and advertisers have adopted new behaviors. Understanding how consumers think, feel, and act in relation to social media, online advertising, and online shopping is crucial. Practitioners, students, and marketers are studying online consumer experiences to build brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior. [10]

By now, the statistics of online shopping as seen with clients in India are distinct & several segmental variables are also considered being the introductory premise of the business division for retail. The primary purpose of this disquisition is to understand the influence of perceived hazard, perceived pleasure, apparent value, and presumed comfort factors on client online shopping behavior in india. Exploration searching also shows that the obvious pitfall negatively affects consumers' desire to buy digitally while seeing comfort, seeing availability, and seeing satisfaction have little impact on consumers' minds regarding online shopping. (12)

Internet shopping has gained a huge part in the 21st century, as the inviting maturity of consumers are active, filled with a robust schedule. In these situations, online shopping has been the least taxing and most suitable form of shopping. The Internet has converted the system for the purchaser's request, which has swiftly come a indigenous point of view. An online store evokes the outside likeness of the buying of wares much as. Internet store directors and this purchasing practice is called online purchasing. The current composition is predicated on the presumption of conventional model conduct. This paper evaluates the behavior and experience of Aizawl's online guests. (12)

IV. RESEARCH METHODOLOGY

Secondary data is explored with the help of books, disquisition papers, news, papers, reports etc. All the secondary data is mentioned in the Review Literature. For collecting primary data check system was used, with the help of questionnaire as an instrument. In total 14 questions were asked to the responders. Out of the 14 questions two questions asked are double, one question is open- concluded, and remaining eleven questions asked are multiple choice questions.

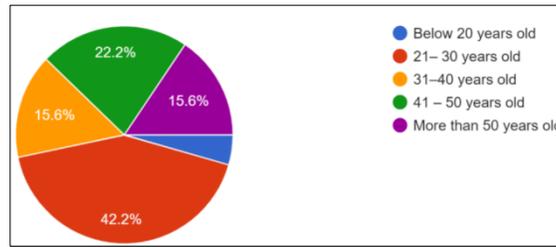
V. DATA ANALYSIS

5.1 Results of Descriptive Statics Of Consumers' Behavior

Table 5.1: Age

What is your Age?	Below 20 years old	21– 30 years old	31–40 years old	41 – 50 years old	More than 50 years old
Percentage of the respondents	4.4%	42.2%	15.6%	22.2%	15.6%
Number of respondents	2	19	7	10	7

Table 5.1.2: Age, Data Analysis

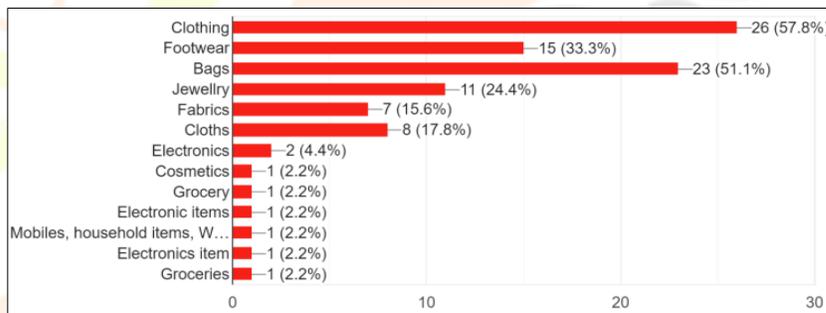


Analysis - From the above data table1, out of 45 respondent's 4.4% of them are below 20 years old, 42.2% of them are between 21-30 years old, 15.6% of them are between 31-40 years old, 22.2% of them are between 41-50 years old, 15.6% of them are 50 years old and above.

Table 5.2: What do you prefer to buy online?

What do consumers prefer to buy Online	Clothing	Footwear	Bags	Jewelry	Fabrics	Others
Percentage of the respondents	57.8%	33.3%	51.1%	24.4%	15.6%	36.6%
Number of respondents	26	15	23	11	7	16

Table 5.2.1: Data Analysis

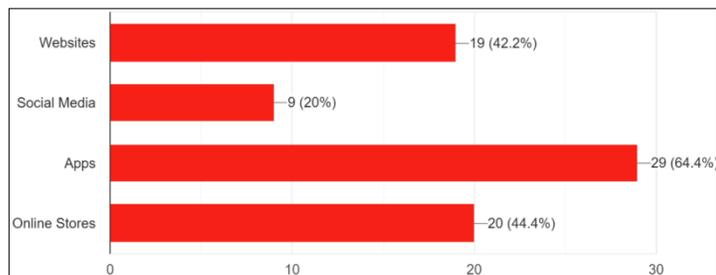


Analysis - From the above data table2, out of 45 respondent's 57.8% of them prefer to buy clothing online, 33.3% of them buy footwear, 51.1% of them buy bags, 24.4% of them prefer to buy Jewelry, 15.6% of them buy Fabrics online, and 36.6% of respondents buy other goods (Electronics, Cosmetics, Groceries) online.

Table 5.3: From where do you prefer to shop online?

From where do you prefer to shop Online?	Websites	Social Media	Apps	Online Stores
Percentage of the respondents	42.2%	20%	64.4%	44.4%
Number of respondents	19	9	29	20

Table 5.3.1: Data Analysis

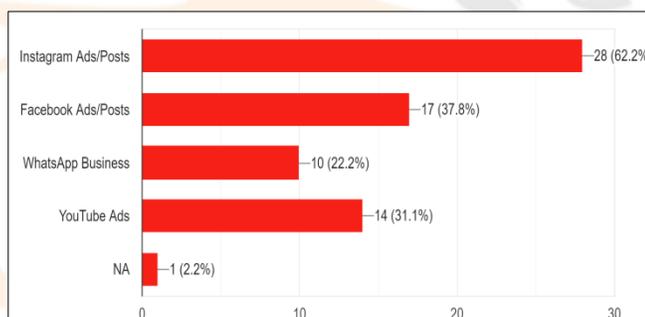


Analysis - From the above data table3, out of 45 respondents 42.2% respondents' shop from websites, 20% of them shop through social media platform, 64.4% of them shop from Apps and 44.4% of them shop from Online Stores.

Table 5.4: Which is the most used social media platform by you that impacts you to shop online?

From where do you prefer to shop Online?	Instagram Ads/Posts	Facebook Ads/Posts	WhatsApp	YouTube Ads
Percentage of the respondents	62.2%	37.8%	22.2%	31.1%
Number of respondents	28	17	10	14

Table 5.4.1: Data Analysis

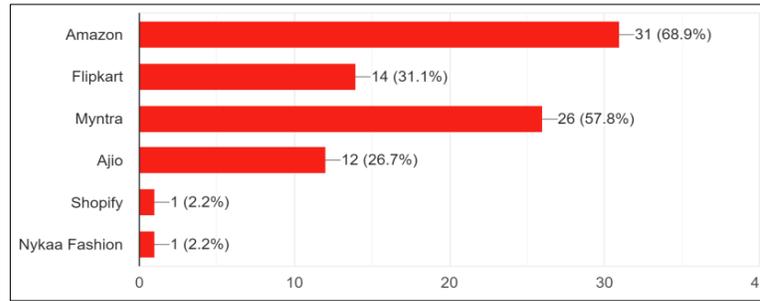


Analysis - From the above data table 4, out of 45 respondents 62.2% of them have impact to shop online through Instagram Ads/Posts, 37.8% of them get impacted by Facebook Ads/Posts, 22.2% of them have impact to shop through WhatsApp Business, 31.1% of them have impact to shop online through YouTube Ads.

Table 5.5: Which is the Online Store from where you shop most frequently?

Which is the Online Store from where you shop most frequently?	Amazon	Flipkart	Myntra	Ajio	Shopify	Others
Percentage of the respondents	62.2%	37.8%	22.2%	31.1%	2.2%	2.2%
Number of respondents	28	17	10	14	1	1

Table 5.5.1: Data Analysis

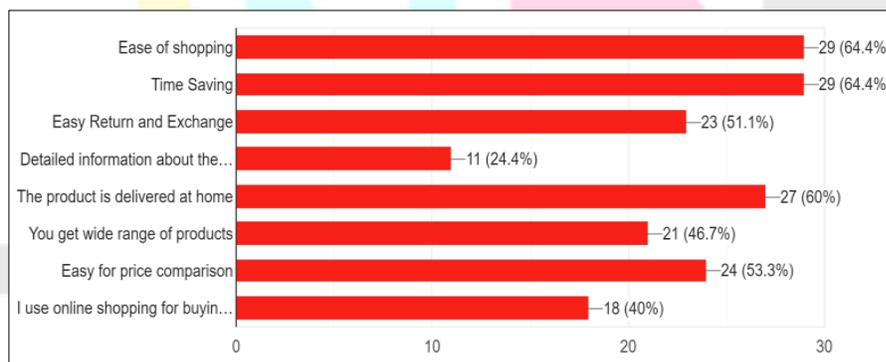


Analysis - From the above data table 5, out of 45 respondents 68.9% of them shop from Amazon frequently, 31.1% of them shop from Flipkart, 57.8% prefer Myntra to shop from and 26.7% shop from Ajio, 2.2% respondents prefer Shopify, and 2.2% shop from other store (Nykaa Fashion).

Table 5.6: Why do you prefer to shop Online?

Why do you prefer to shop Online?	Ease of shopping	Time Saving	Easy Return and Exchange	Detailed information about the product	The product is delivered at home	You get wide range of products	Easy for price comparison	I use online shopping for buying products which are otherwise not easily available in the nearby market
Percentage of the respondents	64.4%	64.4%	51.1%	24.4%	60%	46.7%	53.3%	40%
Number of respondents	29	29	23	11	27	21	24	18

Table 5.6.1: Data Analysis

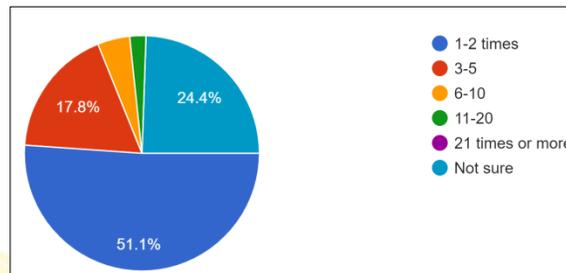


Analysis - From the above data table 6, out of 45 respondents 64.4% of them shop online because of ease of shopping, 64.4% of them shop online for time saving, 51.1% feel it is easy return and exchange, 24.4% of them get detailed information of product online, 60% of them shop online because they get product delivered at home, 46.7% of them get wide range of product, 53.3% of respondents have easy price comparisons, 40% of the respondents prefer shopping online because they get the product online which is otherwise not available in the nearby market.

Table 5.7: How many times have you shop online (In a month)?

How many times have you shop online?	1-2	3-5	6-10	11-20	21 above	Not sure
Percentage of the respondents	51.1%	17.8%	4.4%	2.2%	-	24.4%
Number of respondents	23	8	2	1	-	11

Table 5.7.1: Data Analysis

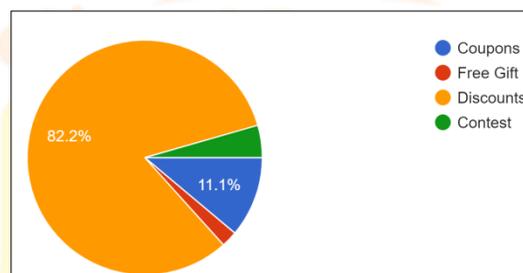


Analysis - From the above data table 7, Out of 45 respondents 51.1% of them shop 1-2 times in a month, 17.8% shop 3-5 times, 4.4% of them shop 6-10 times and 2.2% of them 11-20 times, 24.4% of respondents are not sure about how many times they shop in a month.

Table 5.8: Does any factor from the following effect your purchase decision?

Does any factor from the following effect your purchase decision?	Coupons	Free Gifts	Discounts	Contest
Percentage of the respondents	11.1%	2.2%	82.2%	4.4%
Number of respondents	5	1	37	2

Table 5.8.1: Data Analysis

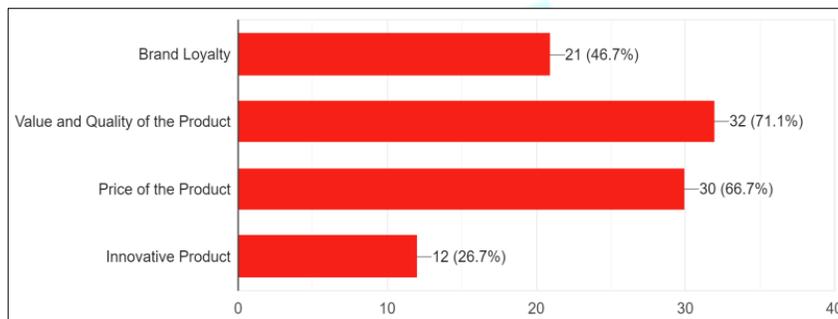


Analysis - From the above data table 8, out of 45 respondents 11.1% of them have effect on their purchase decision because of coupons offered, 2.2% of them because of free gifts, 82.2% of the respondents have effect of Discounts on their Purchase Behavior and 4.4% of them because of contest.

Table 5.9: From the following, which are the things that you primarily considered while online shopping?

From the following, which are the things that you primarily considered while online shopping?	Brand Loyalty	Value and Quality of the Product	Price of the Product	Innovative Product
Percentage of the respondents	46.7%	71.1%	66.7%	26.7%
Number of respondents	21	32	30	12

5.9.1: Data Analysis

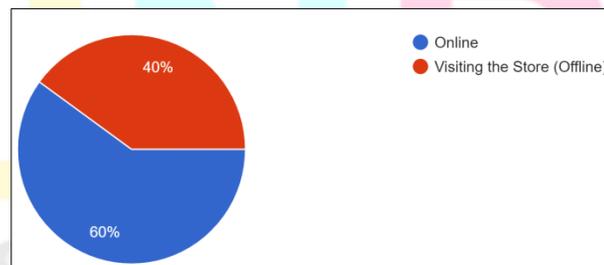


Analysis - From the above data table 9, out of 45 respondents 46.7% of them primarily consider Brand Loyalty while shopping online, 71.1% of them consider value and quality of the product, 66.7% of them consider Price and 26.7% of them consider product to be innovative while shopping online.

Table 5.10: What do you think is better option for Shopping?

What do you think is better option for Shopping	Online	Offline (Visiting Store)
Percentage of the respondents	60%	40%
Number of respondents	27	18

5.10.1: Data Analysis

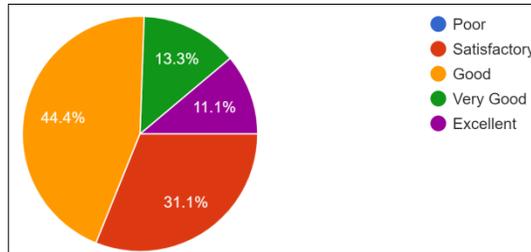


Analysis - From the above data table 10, out of 45 respondents 60% of them think that online shopping is better and 40% of them think that Offline shopping i.e., by visiting to stores is better option for shopping.

Table 5.11: What is your satisfaction level of online shopping?

What is your satisfaction level of online shopping?	Poor	Satisfactory	Good	Very Good	Excellent
Percentage of the respondents	-	31.1%	44.4%	13.3%	11.1%
Number of respondents	-	8	2	1	27

Table 5.11.1: Data Analysis

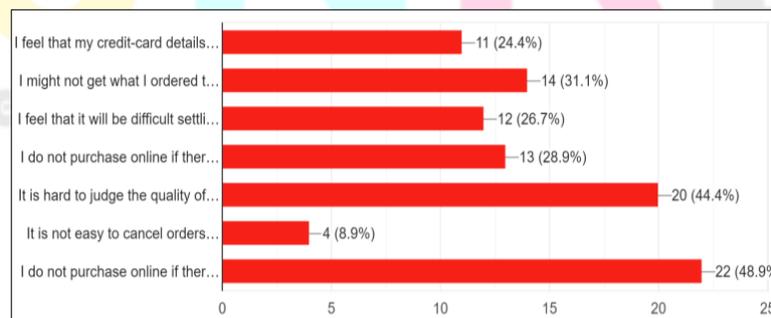


Analysis - From the above data table 11, out of 45 respondents 31.1% of them feel satisfactory shopping online, 44.4% of them have a good satisfaction level, 13.3% of them have a Very Good satisfactory level of online shopping and 11.1% of them have an Excellent level of online shopping.

Table 5.12: Does any of the following risks of online shopping stop you from buying the products?

Does any of the following risks of online shopping stop you from buying the products?	I feel that my credit-card details may be compromised and misused if I shop online	I might not get what I ordered through online shopping	I feel that it will be difficult settling disputes when I shop online	I do not purchase online if there is no free return shipment service available	It is hard to judge the quality of product over Internet	It is not easy to cancel orders when shop online	I do not purchase online if there is no money back guarantee
Percentage of the respondents	24.4%	31.1%	26.7%	28.9%	44.4%	8.9%	48.9%
Number of respondents	11	14	12	13	20	4	22

Table 5.12.1: Data Analysis

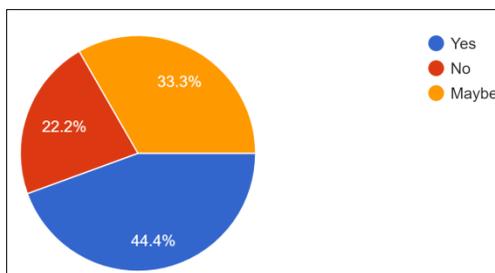


Analysis- From the above data table 12, out of 45 respondents 24.4% of them do not shop online because they feel that their card details could be misused, 31.1% of them feel that they might not get what they have ordered, 26.7% feel difficulty in solving disputes, 28.9% of them do not purchase online if there is no free return shipment service available, 44.4% of the respondents stated that it is hard to judge the quality of product online, 8.9% of them feel that is hard to cancel orders, 48.9% of them do not shop online if there is no money back guarantee.

Table 5.13: If you were not an online shopper, did Covid-19 crisis make you shop online?

If you were not an online shopper, did Covid-19 crisis make you shop online?	Yes	No	Maybe
Percentage of the respondents	44.4%	22.2%	33.3%
Number of respondents	20	10	15

Table 5.13: Data Analysis



Analysis- From the above data table 13, out of 45 respondents 44.4% of them stated that Covid-19 crisis made them an online shopper, 22.2% of them have denied becoming an online shopper and 33.3% of them Maybe doing online shopping.

VI. SUGGESTIONS

- The financial information and passwords stored in your computer are at risk of being stolen (and each and everything that is stored in your computer or done online) if your computer is not protected from potentially baleful software. So firstly, while shopping online see that your computer is the firewall is on.
- While shopping online using a wireless network, the network should be encrypted so that the outside person trying to control the system will not be a threat. You may not know about the security of the public networks, so avoid making any financial transactions using those networks.
- When an e-store is selling too much at a low price they seem to be suspicious, so every time you receive items from such stores check if the products are actually branded or are not cheap and damaged.
- When an online store offers you a gift card make sure you read the terms and conditions on it, and check if there are any loops in it created by the store.
- When an e-store asks you for excess information than required like asking for bank details or license number or social account information, just walk away. Some stores try to assure you that the information you give them is secure but could misuse it. So, stick to the companies that respect your privacy.
- Online stores or even websites, ask you to create an account for purchasing goods. But till you are not a regular member do not create an account. But still, if an account is created, make sure you have a very strong and unique password.
- When entering the final personal and credit details into a shopping site, you should always pay keen attention to the web address on the page that begins with " HTTPS:" and not with "HTTP:." The "missing's" tell you if the site is secured or not to protect your personal information.
- Thoroughly check the shipping details provided by the sites, also look into it if they are providing you with insurance and tracking details try and understand what carriers they use, be particularly cautious if the shipment doesn't arrive within 10 days.

VII. RECOMMENDATIONS – AS TO THE DIGITAL MARKETERS

- Digital marketers should know the availability of the digital installations that they're offering to the consumers before the product is launched online.
- A pre-check should be conducted, especially in digital marketing so that the digital marketers could identify the need of consumers. Guests should also be given proper knowledge regarding the pitfalls associated with Digital shopping.
- Digital marketing systems can add further individualized services to make a better relationship between buyers and merchandisers. Principally, digital marketing systems should work as a problem listener and should be epitomized, as the technologies are evolving hence should these systems also should be evolved.
- Digital marketing services also need to look into the point to give fast delivery, at the same time easy return and exchange services, hence to keep the guests more trusted towards the brand.
- The fashion brands should also look into the part where they give their pious guests regular abatements and gift validations to have a good relationship with their consumers. • The main thing that the client buys the product, the fashion assiduity should look into these effects where Product quality needs to be checked and looked into it for guests trust towards the brand.
- As a futuristic part and as Digital Marketing from the environment of Fashion assiduity keeps evolving, they should include Magic Mirror conception to make a further client-friendly system.

VIII. AREA FOR FURTHER STUDY

- In the future, studies may be conducted based on completely different diligence and could also be based on specific associations, brands, or even guests.
- Based on a limited number of variables, the present study analyzes how consumers behave when they shop online. Experimentalists can use different variables such as website design, trustworthiness, internet traits, and attitudinal traits, etc. to study consumer behavior regarding online shopping.
- In addition, unborn experimenters may also examine the concept of consumer protection, targeting a particular product order and brand.

IX. CONCLUSION

To conclude, knowing about consumers, their purchasing behavior, the awareness amongst the consumers regarding the product, etc. Has an influence on the changing digital marketing systems. It is now a challenge for Digital Marketers to recognize customer behavior on a commercial platform and have to improve their performance as customers have adopted the technology and use of the internet. It's also observed that there's a significant gap in consumer service with the buying of products online. Also taking into consideration the factors that affect the consumers and accordingly those affect their purchase decision are price, quality of the product as well as they need trust and convenience while shopping online. Also, results show that if consumers are satisfied with a purchase preliminarily, they will surely stay pious to the brand. But then as well they consider easy returns and exchanges and delivery timings to be looked into crucially.

The concluding statement could be, nowadays as we know digital marketing platforms have revolutionized the economy in general, with which also comes threats and challenges of the competitors within the markets. So, a fashion brand or a fashion business could survive in the competition with usage and implementations of Digital Marketing as a primary factor because from this category they will know their customer wants.

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