

Impact of Digitalization on Women's Purchase Intentions for Clothing Apparel: An Analytical Study

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Abstract

The study tries to find the impact of digital marketing strategies such as social media campaigns, recommendations from social media influencers, personalized email marketing, use of search engines and campaigns through mobile applications on women's purchase intentions for clothing apparel. Survey method was being adopted in which about 500 women respondents were being considered, the sampling technique used was convenience sampling technique. The findings confirm that personalized email marketing, social media campaigns, mobile application campaigns, recommendations from social media influencers, and search engines like Google significantly impact women's purchase intentions for clothing apparel. Social media campaigns and search engines are particularly influential, with high to very high ratings from many respondents. Recommendations from influencers and mobile app campaigns also show substantial influence. Overall, these digital marketing strategies effectively shape women's purchase decisions for clothing apparel.

Keywords: Digitization, Marketing Strategies, Social Media Marketing

Introduction

The fashion industry, renowned for its dynamic and ever-evolving nature, stands at the cusp of a revolutionary transformation driven by digitalization. As technology continues to permeate every facet of modern life, the integration of digital tools and platforms is reshaping how fashion is designed, produced, marketed, and consumed. From the implementation of advanced manufacturing processes and supply chain optimizations to the rise of e-commerce and digital marketing, the convergence of fashion and technology is creating unprecedented opportunities for innovation and efficiency. This digital revolution is not only enhancing customer experiences through personalized and interactive shopping journeys but also fostering sustainable practices and ethical standards. By embracing digitalization, the fashion industry is poised to navigate the challenges of the 21st century, paving the way for a more agile, inclusive, and sustainable future.

The digital era has ushered in a transformative wave across various industries, and the fashion sector is no exception. As digitalization continues to advance, it significantly influences consumer behaviours, particularly in the realm of clothing apparel. This study aims to explore the impact of digitalization on women's purchase intentions for clothing, examining how digital tools, online platforms, and technological innovations are reshaping shopping experiences and decision-making processes. With the proliferation of e-commerce, social media marketing, virtual fitting rooms, and personalized recommendations, women's interactions with fashion brands have evolved, potentially altering their purchasing behaviors and preferences. This analytical study seeks to investigate whether digitalization enhances women's inclination to purchase clothing apparel and to what extent these technological advancements play a role in their buying decisions. By understanding this relationship, fashion brands can better strategize their digital efforts to cater to the evolving demands of female consumers, ultimately driving growth and customer satisfaction in a highly competitive market.

Literature Review

Campaniolo (2019) work, focuses on the consumption process of fashion consumers within online and multichannel contexts. Daniel emphasizes the dynamic nature of the consumption experience in the digital age, noting that this approach enables a deeper understanding of the steps in the process that provide value to users. By exploring how digitalization has reshaped the fashion business, author highlights the evolving interaction between consumers and fashion brands, particularly in how consumers engage with products and make purchasing decisions online.

Miah et al. (2022) conducted a study to investigate the impact of social media on online shopping behaviour. Their research demonstrated that advertisements and promotional activities conducted by business organizations on social media platforms play a crucial role in guiding consumers. The study highlighted that these marketing strategies effectively motivate consumers to make purchases through social media by leveraging positive

online reviews and building trustworthiness. The findings provide practical guidelines for businesses to optimize their social media presence and marketing efforts to enhance consumer engagement and drive online sales.

Thaker et al. (2022) focused their research on understanding the reasons behind the shift in consumer buying behaviour from traditional shopping to online shopping among respondents in the Saurashtra region of Gujarat State. Their study contributed to the existing knowledge of online shopping by identifying various factors influencing this transition. The findings shed light on the motivations and preferences of consumers in the region, offering valuable insights for businesses and policymakers aiming to cater to the evolving shopping habits in the digital age. Their research underscores the regional dynamics and specific consumer trends within the context of online shopping.

Norman et al. (2022) aimed to understand the factors influencing customers to continue online shopping after governments began relaxing restrictions imposed during the COVID-19 pandemic. Their study found that convenience, efficiency, and security are significant factors contributing to the sustained preference for online shopping. By identifying these key drivers, the research provides a comprehensive understanding of consumer behaviour in the post-pandemic era. The findings offer practical implications for e-commerce platforms and retailers to enhance their services, ensuring that these critical factors are prioritized to maintain and grow their online customer base.

Arshad(2019) conducted qualitative research to explore how social media marketing influences customer behaviour, focusing on factors such as information satisfaction, vividness, and entertaining content. The study suggested that marketers should create engaging, colourful, and informative social media posts rather than plain and casual content to attract and retain customers.

Ioanasand Stoica(2014) examined the influence of psychosocial characteristics on customers' decision-making processes during purchases. They identified factors such as income, purchase motivation, company presentation, brand presence on social networks,

demographic variables, workplace, payment methods, and types of stores as significant influencers.

Kim and Ko (2012) investigated the attributes of social media marketing and their effects on relationships among perceived activities, value equity, relationship equity, brand equity, customer equity, and purchase intention, specifically in the context of luxury fashion brands. Using a structural equation model, their study highlighted the challenges in measuring customers' future behaviour while emphasizing the importance of social media marketing for luxury brands. The research suggests that luxury brands should engage more in social media activities to enhance brand value and customer equity by providing new luxury experiences to consumers.

Research Methodology

Research methodology is a way to systematically solve the research problem. In this various step are adopted in studying the research problem along with the logic behind them. Methodology is designed to know which of the methods or techniques are relevant and which are not, and what would they mean and indicate and why and to decide which techniques and procedures is applicable to certain problems (Aggarwal, 2011). In other words, Research methodology is the specific procedure or technique used to identify, select, collect, process, analyse, and interpret the data of a specific topic. The research study is conducted to measure the impact of digitalization on women's purchase intentions for clothing apparel.

Objectives:

1. To examine the influence of digital marketing strategies on women's purchase intentions for clothing apparel.
2. Identify the impact of recommendations from social media influencers on women's purchase intentions for clothing apparel.

Hypotheses:

- H₀1: Digital marketing strategies have no significant influence on women's purchase intentions for clothing apparel.
- H_a1: Digital marketing strategies have a significant influence on women's purchase intentions for clothing apparel.

The hypothesis H1 is further subdivided into five hypotheses as mentioned below:

- H₀1.1: There is no significant impact of personalized email marketing on women's purchase intentions for clothing apparel.
- H_a1.1: There is significant impact of personalized email marketing on women's purchase intentions for clothing apparel.
- H₀1.2: There is no significant influence of social media campaigns on women's purchase intentions for clothing apparel.
- H_a1.2: There is significant influence of social media campaigns on women's purchase intentions for clothing apparel.
- H₀1.3: There is no significant influence of campaigns through mobile applications on women's purchase intentions for clothing apparel.
- H_a1.3: There is significant influence of campaigns through mobile applications on women's purchase intentions for clothing apparel.
- H₀1.4: There is no significant influence of recommendations from social media influencers on women's purchase intentions for clothing apparel.
- H_a1.4: There is significant influence of recommendations from social media influencers on women's purchase intentions for clothing apparel.
- H₀1.5: There is no significant impact of search engines like Google on women's purchase intentions for clothing apparel.
- H_a1.5: There is significant impact of search engines like Google on women's purchase intentions for clothing apparel.

Sample Design:

Sample Size & Technique: 500 women from different age groups and work profiles participated in the study. The appropriate standardized psychological test being identified from amongst them a quota sample of 500 women's digital clothing apparel buying behaviour. Appropriate standardized psychological tests being administered to them to assess the psychological characteristics of digital buying behaviour of women.

Data Analysis

Demographic Details Respondents:

Age Wise Classification:

The demographic aspect age was being classified into seven groups as shown below in the figure. The majority of the respondents about 120 were between the age group 18-24 years followed by 100 respondents between the age group 35-44 years, 75 above 65 years, 70 women respondents between age group 25-34 years whereas respondents between the age group 45-54, 55-64 were smaller but still significant groups.

Educational Qualification:

A significant emphasis on undergraduate education is evident with 160 individuals holding bachelor's degrees,

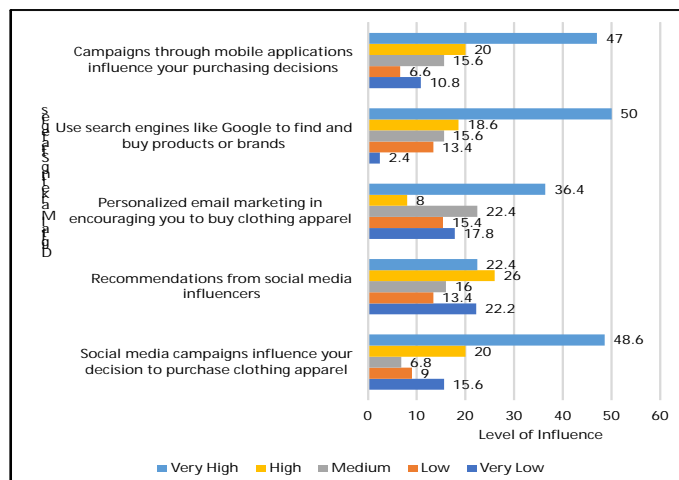
making up the largest subset of the group. Simultaneously, 120 individuals had either completed less formal schooling or held a high school diploma, indicating a substantial portion with basic educational backgrounds. Furthermore, 110 individuals pursued postgraduate studies and earned master's degrees, reflecting a noteworthy number of individuals aiming to continue their education beyond a bachelor's degree. Additionally, 74 members demonstrated intermediate levels of education by having some experience with college coursework or vocational training programs. Finally, 36 individuals held doctoral degrees or higher qualifications, representing a smaller yet remarkably educated group who achieved the highest levels of academic study.

Influence of Digital Marketing Strategies:

Table 4.1

Type of Digital Marketing Strategy	Level of Influence				
	Very Low (1)	Low (2)	Medium (3)	High (4)	Very High (5)
Social media campaigns influence your decision to purchase clothing apparel	78	45	34	100	243
Recommendations from social media influencers	111	67	80	130	112
Personalized email marketing in encouraging you to buy clothing apparel	89	77	112	40	182
Use search engines like Google to find and buy products or brands	12	67	78	93	250
Campaigns through mobile applications influence your purchasing decisions	54	33	78	100	235

Figure 4.1



The impact of various digital marketing strategies on purchase decisions for clothing apparel varies significantly. Social media campaigns exhibit a notable influence, with 243 respondents rating their influence as very high.

E-marketing and Purchase Intentions:

H01.1: There is no significant impact of personalized email marketing on women's purchase intentions for clothing apparel.

Table 4.2

Cross Tabulation: E-marketing and Purchase Intentions:							
Count							
		Personalized Email Marketing					Total
		Very Low	Low	Medium	High	Very High	
Purchase	Very Low	78	0	0	0	0	78
	Low	11	34	0	0	0	45
	Medium	0	43	12	0	0	55
	High	0	0	100	0	0	100
	Very High	0	0	0	40	182	222
Total		89	77	112	40	182	500

Table 4.3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1296.536 ^a	16	.000
Likelihood Ratio	1183.193	16	.000
Linear-by-Linear Association	448.278	1	.000
N of Valid Cases	500		

a. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 3.60.

The Chi-Square test result confirm that the calculated Pearson Chi-Square value is found to be 1296.536 at degree

of freedom 16 and the corresponding p-value is found to be 0.00. As p-value (0.00) is less than the standard alpha value of 0.05 interpreting that the null hypothesis H01.1 is being rejected and concluding that there is significant impact of personalized email marketing on women's purchase intentions for clothing apparel.

Social Media Campaigns and Purchase Intentions:

H01.2: There is no significant influence of social media campaigns on women's purchase intentions for clothing apparel.

Table 4.4

Cross Tabulation: Social Media Campaigns Purchase Intentions							
Count							
		Social Media Campaigns Influence Purchase Clothing Apparel					Total
		Very Low	Low	Medium	High	Very High	
Purchase	Very Low	78	0	0	0	0	78
	Low	0	45	0	0	0	45
	Medium	0	0	34	21	0	55
	High	0	0	0	79	21	100
	Very High	0	0	0	0	222	222
Total		78	45	34	100	243	500

Table 4.5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1627.096 ^a	16	.000
Likelihood Ratio	1185.972	16	.000
Linear-by-Linear Association	482.074	1	.000
N of Valid Cases	500		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 3.06.

Given the p-value is less than 0.05 for all tests (actually, it is .000, indicating a highly significant result), we reject the null hypothesis (H01.2) which means that there is significant influence of social media campaigns on women's purchase intentions for clothing apparel.

Campaigns through Mobile Applications and Purchase Intentions:

H01.3: There is no significant influence of campaigns through mobile applications on women's purchase intentions for clothing apparel.

Table 4.6

Cross Tabulation: Campaigns through Mobile Applications and Purchase Intentions							
Count							
		Campaigns through Mobile Applications					Total
		Very Low	Low	Medium	High	Very High	
Purchase	Very Low	54	24	0	0	0	78
	Low	0	9	36	0	0	45
	Medium	0	0	42	13	0	55
	High	0	0	0	87	13	100
	Very High	0	0	0	0	222	222
Total		54	33	78	100	235	500

Table 4.7

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1245.274 ^a	16	.000
Likelihood Ratio	1107.586	16	.000
Linear-by-Linear Association	468.667	1	.000
N of Valid Cases	500		

a. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 2.97.

The Chi-Square test result confirm that the calculated Pearson Chi-Square value is found to be 1245.274 at degree of freedom 16 and the corresponding p-value is found to be 0.00. As p-value (0.00) is less than the standard alpha value of 0.05 interpreting that the null hypothesis H01.3 is being rejected and concluding that there is significant influence of campaigns through mobile applications on women's purchase intentions for clothing apparel.

Recommendations from Social Media Influencers and Purchase Intentions:

H01.4: There is no significant influence of recommendations from social media influencers on women's purchase intentions for clothing apparel.

Table 4.8

Cross Tabulation: Recommendations from social media influencers and Purchase Intentions							
Count							
		Recommendations from Social Media Influencers					Total
		Very Low	Low	Medium	High	Very High	
Purchase	Very Low	78	0	0	0	0	78
	Low	33	12	0	0	0	45
	Medium	0	55	0	0	0	55
	High	0	0	80	20	0	100
	Very High	0	0	0	110	112	222
Total		111	67	80	130	112	500

Table 4.9

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1271.958 ^a	16	.000
Likelihood Ratio	1122.024	16	.000
Linear-by-Linear Association	444.421	1	.000
N of Valid Cases	500		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.03.

Given the p-value is less than 0.05 for all tests (actually, it is .000, indicating a highly significant result), we reject the null hypothesis (H01.4) which means that there is a significant influence of recommendations from social media influencers on women's purchase intentions for clothing apparel.

Search Engines and Purchase Intentions:

H01.5: There is no significant impact of search engines like Google on women's purchase intentions for clothing apparel.

Table 4.10

Cross Tabulation: Use Search Engines and Purchase Intentions							
Count		Use of Search Engines (Google etc.)					Total
		Very Low	Low	Medium	High	Very High	
Purchase	Very Low	12	66	0	0	0	78
	Low	0	1	44	0	0	45
	Medium	0	0	34	21	0	55
	High	0	0	0	72	28	100
	Very High	0	0	0	0	222	222
Total		12	67	78	93	250	500

Table 4.11

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1185.865 ^a	16	.000
Likelihood Ratio	1039.801	16	.000
Linear-by-Linear Association	464.350	1	.000
N of Valid Cases	500		
a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.08.			

The Chi-Square test result confirm that the calculated Pearson Chi-Square value is found to be 1185.865 at degree of freedom 16 and the corresponding p-value is found to be 0.00. As p-value (0.00) is less than the standard alpha value of 0.05 interpreting that the null hypothesis H01.5 is being rejected and concluding that there is significant impact of search engines like Google on women's purchase intentions for clothing apparel.

Conclusions

The main objective of the study was to examine the influence of digital marketing strategies on women's purchase intentions for clothing apparel. In order to address the mentioned objective, the hypotheses H1.1 to H1.5 were being framed. The findings confirm that personalized email marketing, social media campaigns, campaigns through mobile applications, recommendations from social media influencers, and search engines like Google all significantly impact women's purchase intentions for clothing apparel. Social media campaigns exhibit a notable influence, with 48.6% of respondents rating their influence as very high. Recommendations from social media influencers also play a crucial role, with 26% and 22.4% of respondents indicating high to very high influence levels, respectively. Personalized email marketing shows a mixed influence, with 36.4% of respondents rating their influence as very high. Search engines like Google are highly influential, with 50% of respondents rating their influence as very high. Lastly, campaigns through mobile applications also have a significant impact, with 47% of respondents indicating very high influence. Overall, these digital marketing strategies are particularly effective in shaping purchase decisions for clothing apparel.

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