

Synopsis
on
A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMERS’
BUYING BEHAVIOUR FOR BRANDED FASHION PRODUCTS IN MAJOR
CITIES OF GUJARAT

submitted to

Gujarat Technological University



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Abstract

The Indian fashion industry's global potential lies in its ethnic designs, necessitating a thorough grasp of consumer behaviour across diverse demographics. In today's digital era, online shopping has revolutionized marketing strategies, highlighting the importance of a strong online presence. To stay competitive, companies must continually innovate in digital marketing, adapting to evolving trends and consumer behaviours. However, there is a lack of research on digital marketing's influence on consumer behaviour, especially in regions like Gujarat. This study fills that gap, empirically examining digital marketing's impact on consumer behaviour in fashion across Gujarat's major cities. Analysing consumer behaviour towards digital marketing for branded fashion products the study found that, respondents generally hold positive views on digital marketing channels and heavily influence purchase decisions. The study's sample comprises young people under 35 who work in a variety of areas and are mostly from the middle class. Ahmedabad - Gandhinagar, vadodara, Rajkot and Surat have a significant representation in this group. Instagram is the most popular social media site, with WhatsApp, YouTube, Facebook, and LinkedIn coming in close second and third, respectively. LinkedIn and Telegram are less popular. Everyday social media usage ranges from three to five hours, and fashion purchases for oneself and one's family are not uncommon.

The study's analysis of customer behaviour toward digital marketing for branded fashion goods revealed that, overall, respondents had favourable opinions about these channels. Influencer marketing—especially with celebrity endorsements—is seen as reliable, while content marketing—especially with reviews—is more popular. Perusing fashion advertisements is best done on social media, particularly Facebook and Instagram. Short fashion videos, affiliate programs, and mobile marketing are useful tools for promoting brands and encouraging sales. Customized messaging via email marketing, search engine optimization, and online public relations is appreciated. Email and video marketing are the next most influential channels on consumer decisions, behind mobile marketing. Email, social media, video, and mobile are among the preferred ad mediums. Purchase decisions are often influenced by user suggestions, reviews, ratings, and banner ads seen online. According to the survey, most respondents had favourable opinions of fashion product digital marketing. Digital fashion marketing improves product discovery and brand awareness by providing consumers with dependable brand information, trends, and promotions. While they think it's user-friendly, they recommend improved URL navigation. Although they find advertisements enjoyable, they do take up some time. Though perceptions on novelty, believability, and brand effect are mild, the visuals are favourably welcomed. They rely on it to make wise and well-informed decisions, yet its efficacy in communicating costs and advantages is just mediocre. Overall, a favourable assessment with potential for increased appeal, utility, and dependability.

Customers' perceptions of fashion brands are significantly impacted by digital marketing, which raises brand recognition but presents difficulties for brand distinctiveness. While it influences consumer purchasing behaviour and brand choice, it may not be able to completely meet their demands. Digital marketing increases brand loyalty and recall while having little effect on brand switch-over. Although its influence on brand switching is still complex and neutral, respondents acknowledge that it has a major impact on brand memory, image, awareness, preference, and loyalty in the fashion industry. According to the survey, respondents strongly preferred fashion businesses because they interacted with digital advertisements and promotions well, especially those promoted by social media influencers. Uniqueness in branded products is aimed to develop personal style, and as contentment is the main goal, this results in a strong desire to keep buying fulfilling brands. Social relationships have a big influence on brand selection and purchasing motivation, especially with superstars. Overall, there is a strong

desire to express personal style through branded fashion goods, which is reflected in the evident intention to purchase.

For branded fashion items, consumers behave differently across digital marketing channels. Their most popular channel is email marketing, which is closely followed by mobile and video marketing. Although views of digital marketing usually reveal little gender-based variations, the impact of age and gender on customer behaviour vary across different channels. Views on digital fashion marketing are greatly influenced by age, apart from support and impression of value. While educational attainment has no bearing on consumer behaviour, occupational variations do. Brand-switching behaviour is influenced by gender, and consumers' choices for fashion brands are greatly shaped by characteristics such as fashion involvement, uniqueness, satisfaction, social comparison, and celebrity endorsement. Age and educational attainment also play important roles in this respect.

Important insights were found from the multivariate research of customer behaviour toward digital marketing channels for branded fashion goods. Nine important components that account for 77% of the variation were found using exploratory factor analysis (EFA). Most of the variables showed substantial correlations; three should be ruled out. A well-fitting model was revealed using Confirmatory Factor Analysis (CFA) using 46 endogenous and 9 latent variables. Each variable had a positive correlation with its construct, indicating strong convergent and discriminant validity. According to Structural Equation Modelling (SEM), 28% of the variability in purchase intentions may be attributed to customer behaviour. Notably, purchase intention was impacted by content, social media, affiliate, email, and search engine marketing, but not by influencer, mobile, video, or online PR. After conducting a multivariate study on consumers' perceptions of digital marketing for branded fashion goods, EFA found eight factors that were significantly correlated with most variables and explained 76% of the variation. With 39 observable and nine latent variables, CFA verified the model and found substantial relationships (weights ranging from 0.587 to 1.191). Notable were high internal consistency, discriminant validity, and convergent validity. According to SEM, 20% of branded fashion purchase intentions are influenced by perceptions of digital marketing, with trust being a key factor. While efficiency and support had negative effects on intention, reliability, usefulness, and value had favourable effects. The SEM model showed a good overall match.

Six factors were found to account for 82% of the variation in the multivariate study of customer behaviour toward fashion companies by EFA, with high correlations between the variables and factors. These variables were confirmed using CFA, suggesting a satisfactory model fit. Strong correlations were found by standardizing regression weights, and great internal consistency was indicated by reliability metrics. According to SEM, customer behaviour accounted for 6% of the variation in buy intentions. Purchase intention was highly impacted by factors including brand awareness and identification, while loyalty and brand switching did not. Six factors with good model fit were found to account for 76% of the preference variance in the multivariate study of the factors influencing consumers' choice for fashion brands by EFA. Using 23 endogenous variables and five latent variables, CFA verified this fit. Strong relationships were shown by the standardized regression weights, and 44% of the variability in purchase intentions was explained by the preference for fashion brands, according to SEM. Purchase intention was positively affected by characteristics such as social comparison, distinctiveness, and fashion engagement, but satisfaction level did not. The study lays the framework for further investigations into the effects of internet marketing on consumer behaviour, particularly regarding branded fashion items outside of Gujarat. It also creates opportunities to investigate how digital marketing affects more goods and services than simply clothing.

Keywords: Digital Marketing, Branded Fashion Products, Consumer Behaviour, Purchase intention

1. Background of the study

India's rich tapestry of cultures manifests in a vibrant array of traditional attire, each state boasting its unique styles. With a legacy spanning millennium, India's fashion landscape is steeped in heritage, offering a kaleidoscope of sewn garments that have evolved through the ages. The textile industry stands as a cornerstone of India's economy, constituting a significant portion of its capital goods sector. Renowned as the world's second-largest textile exporter, India's prowess in this domain is underscored by its substantial contribution to the global market.

According to the Indian Brand Equity Foundation (IBEF), the Indian apparel market is poised to reach \$59.3 billion by 2022, rivalling the stature of fashion powerhouses like the UK and Germany. This burgeoning market, particularly for women's fashion, offers immense potential and diversity, propelling India's fashion industry to international acclaim. Fuelling this growth is India's youthful demographic, coupled with rising disposable incomes, fostering a culture of heightened consumerism. As the middle class burgeons and manufacturing capabilities strengthen, India emerges as a pivotal hub for the global fashion fraternity. However, navigating this dynamic landscape requires a nuanced approach, given the market's inherent complexities. With an eclectic mix of demographics ranging from the educated and tech-savvy to the economically disadvantaged, fashion stakeholders must adopt adaptive strategies to thrive in this diverse and ever-evolving market.

In recent decades, technology has catalyzed a rapid transformation in our world. The omnipresence of the Internet has fundamentally altered how we consume information, becoming an indispensable resource for knowledge acquisition. Its global reach empowers consumers to effortlessly explore a vast array of offerings from companies worldwide with minimal time and exertion. A mere click grants access to a plethora of products, swiftly delivered to their doorsteps, while brands' information remains accessible 24/7. The advent of the digital era and the ascent of online commerce have heralded an unprecedented evolution in marketing practices, transitioning from traditional mass communication to digital strategies. Digital marketing and advertising have been refined to facilitate easy measurement of marketing endeavors and return on investment (ROI). Traditional channels such as radio and newspapers have ceded prominence to this interactive medium, which transcends the confines of conventional computer screens to encompass diverse digital devices like mobile phones, tablets, and smart TVs. This digital revolution has compelled companies to overhaul their marketing strategies, particularly in communication, to effectively engage with existing and potential customers. **(Dahiya, 2014; Dahiya, 2015a; Gay et al., 2007).**

Digital marketing is integral to businesses of all kinds, offering a versatile toolkit to achieve a myriad of objectives, from real-time customer communication to bolstering sales, enhancing brand recognition, and managing brand reputation. Leveraging digital platforms such as smartphones, tablets, smart TVs, and computers, businesses can showcase their products and services to both current and prospective customers, transcending geographical limitations and temporal constraints. Various forms of marketing content, including images, videos, text, animations, and interactive games, can be disseminated across the internet, ensuring diverse engagement opportunities. Through a multitude of digital channels such as social media, email, blogs, and websites, companies can actively listen to, promptly respond to, and meaningfully engage with their customer base, fostering relationships and addressing concerns effectively. In this rapidly evolving landscape, market participants are compelled to adapt their

strategies and operations to embrace digital innovations, lest they succumb to the forces of 'Digital Darwinism' (Schwartz, 2002; Wertime and Fenwick, 2008).

Online marketing has emerged as a pivotal force, with a multitude of businesses gravitating towards digital platforms. Leveraging websites and internet-enabled applications, companies are actively engaging with customers in unprecedented ways. According to a Forbes study encompassing 250 retail executives, a staggering 82% of consumers now initiate product research online.

The ubiquity of brand websites and social media presences underscores the profound influence of the internet and social platforms on consumer behavior. In an era where "Google it" has become a reflexive response, consumers heavily rely on digital channels for brand exploration, product evaluation, and decision-making. Indeed, for an increasing number of customers, the journey toward a purchase commences with online research; a Bazaarvoice study in 2020 found that 85% of smartphone owners consult the internet before making purchases.

The trajectory of digital marketing is marked by continuous ascent, demanding that companies stay abreast of evolving strategies to maintain competitiveness. Professionals in the field must exhibit agility and adaptability, keeping abreast of emergent tools, trends, and algorithmic shifts in search engines. Remaining vigilant is imperative, as being caught off-guard is a luxury no digital marketer can afford.

Innovative approaches are reshaping the landscape of conventional retail in the Indian fashion sector, as players strive to invigorate the brick-and-mortar experience through technological integration. Retailers are harnessing the power of technology to elevate in-store engagement, employing digital marketing displays and streamlining checkout processes. A prime example is Madura Fashion & Lifestyle's introduction of the "Van Heusen Style Studio," which employs augmented reality to showcase outfits to customers, enhancing their shopping experience. Concurrently, leaders in e-commerce are embracing AI-driven solutions, recognizing the pivotal role of personalization and curation based on individual tastes in the retail sphere.

At its core, marketing is about discerning and satisfying consumer needs profitably. Achieving this entails a deep understanding of consumer behavior—the intricate interplay of motivations, preferences, and decision-making processes that govern purchasing habits. Consumer behavior encompasses an analysis of what products and services individuals purchase, why they opt for specific offerings, when and how frequently they make purchases, their post-purchase evaluations, and ultimately, their disposal practices. Recognizing the significance of this knowledge, retailers and marketers must delve into the personal and group factors influencing consumer decisions, thereby comprehending their impact on the consumer decision-making journey (Nethravathi, 2021).

Consumer behavior is a multifaceted phenomenon, influenced by a myriad of factors beyond mere benefit maximization. Impulse purchases, peer recommendations, advertising, promotions, and aspirational figures like celebrities all play a role in shaping consumers' decisions. Additionally, individuals' mood, emotions, and situational context contribute to the selection and procurement of products and services, resulting in a complex interplay of influences.

This intricate tapestry of influences underscores the multidimensional nature of consumer behavior, which is often categorized into cultural, social, personal, and psychological factors. Despite its complexity, consumer behavior remains a focal point for marketers and researchers, a domain continually under scrutiny and likely to retain its prominence in the future.

The advent of digital marketing has catalyzed a paradigm shift in consumer behavior in the digital age. Today's consumers are discerning and empowered, bombarded with digital communications from diverse brands on a daily basis. Consequently, they demand personalized service experiences and crave relevant, valuable content from brands. In this tech-savvy landscape, consumers are averse to intrusive or irrelevant marketing tactics, instead seeking input from various sources such as friends, influencers, experts, and past users before making purchase decisions. The era of brand loyalty is waning, with modern consumers embracing product experimentation and brand switching with alacrity.

Marketers have recognized and adapted to this technological revolution, acknowledging its profound impact on both their strategies and consumer behavior. This transformation reverberates throughout the lives of marketers and consumers alike, shaping interactions and consumption patterns in tangible ways.

As consumer behavior continues to evolve within the digital landscape, ongoing research becomes imperative to capture its dynamic nature and provide timely insights. This research serves to expand our understanding, refine existing theories, and shed light on emerging trends. Retail managers, too, must stay abreast of these developments, continuously updating their knowledge to discern the factors shaping consumers' final purchase decisions.

Given the intensifying competition driven by globalization, the transient nature of fashion trends, and the significant impact of digital advertising on consumer behavior, marketers and fashion retailers face mounting challenges in attracting and retaining customers. Achieving these goals necessitates a deep understanding of consumers' expectations, perceptions, needs, desires, psychological triggers, and overall purchasing behavior, particularly in the realm of fashion.

Despite the critical importance of this intersection between fashion and consumer behavior, the existing literature lacks comprehensive research on the subject. This underscores the pressing need for further exploration and scholarly inquiry into this pivotal aspect of the fashion industry.

In above context, during the contemporary time it has become imperative for marketers and companies in fashion industry,

- to gain an in-depth understanding of psychology of consumers of fashion products
- to know the level of importance given by the consumers to various factors while buying the fashion products
- to be aware about the role of digital marketing in influencing consumer behaviour towards fashion products and fashion brands
- to understand the perception of consumers towards various digital marketing channels and
- to know the level of importance given by consumers to various factors while deciding to buy a fashion brand.

However detailed review of literature indicates lack of organized studies conducted to examine the impact of various latest digital marketing channels on consumers' behaviour towards fashion products and fashion brands especially in Gujarat state. This creates research interest to examine the impact of various digital marketing channels on consumer behaviour towards fashion products and fashion brands in Gujarat.

Driven by the research gap and research interest in the area of role of role of digital marketing in influencing consumer behaviour towards fashion products the present study is aimed,

1. To study the impact of different digital marketing channels on consumers' buying behavior towards branded fashion products

2. To study consumers' level of preference for various digital marketing platforms while buying branded fashion products
3. To study consumers' perception towards digital marketing of branded fashion products
4. To study the extent to which various factors of digital marketing appeal the consumers' while buying branded fashion products
5. To study the level of importance given by consumers to various factors while choosing a fashion brand
6. To study the consumers' perception towards digital marketing strategies like social media marketing, influencer marketing, affiliate marketing and content marketing of branded fashion products.

This study delves into the impact of seven prominent digital marketing channels—Content marketing, Influencer marketing, Social media marketing, Affiliate marketing, Online public relations, Search engine marketing, and Email Marketing—on consumers' purchasing decisions regarding fashion products. Additionally, it assesses the influence of various digital marketing tools such as Online banners, In-stream ads, Product Reviews, User Recommendations, Ratings, Promotional SMS, Info graphics, and Marketing blogs.

Adopting a descriptive research design and a quantitative research approach, this study combines both primary and secondary data sources. Primary data was collected through a structured questionnaire distributed to respondents, while secondary data was sourced from literature including books, journals, websites, and other relevant secondary sources. The sample comprised 1538 respondents selected via non-random convenience sampling method, drawn from four major cities in Gujarat—Ahmedabad - Gandhinagar, Vadodara, Surat, and Rajkot.

The whole study has been organized into five major chapters. The first chapters provide conceptual overview and facts and figures about the Indian fashion industry, digital marketing and consumer buying behaviour. In second chapter research scholar has carried out an extensive review of existing literature concerning conceptual framework of digital marketing, role of digital marketing in shaping and influencing consumer behaviour towards fashion products and consumers' buying behaviour towards fashion products. The third chapters describes detailed methodology followed to carry out this study, by highlighting the research design, Sampling design, survey instrument, data collection method etc. Fourth chapter consist of extensive data analysis carried out from multiple dimensions though various analytical tools and techniques to achieve the research objectives. Finally, the last chapter discusses major research outcomes and delivers marketing implications as well as research limitations and directions for future study.

2. Research Gap

The extensive review of literature concerning the consumer behaviour and impact of digital marketing on consumers' buying behaviour reveals that substantial research work has been undertaken in India and across the countries to examine the impact of digital marketing on consumers' buying behaviour for various type products and services. However it has also been observed that the area of impact of digital marketing on consumers buying behaviour towards fashion products in India has largely remained out of the focus of research scholar. Hence very limited research work has been undertaken in India to study the influence of different digital marketing channels on consumers buying behaviour towards fashion products. Specifically no organized study has yet been undertaken to diagnose the impact of various digital marketing channels on consumers' buying behaviour towards fashion products in Gujarat state. While reviewing literature researcher also found lack of research work studying the perception of

consumers towards various digital marketing channels in Gujarat. Motivated by the existence of research gap this study is aimed at examining the impact of different digital marketing channels on consumers' buying behaviour towards fashion products in Gujarat.

3. Research Questions

This study is aimed at examining and evaluating the impact of various digital marketing channels on consumers' behaviour towards fashion products and fashion brands in Gujarat. Outcomes of this study would categorically answer the following research questions,

1. What is the impact of digital marketing on consumers, buying behaviour towards fashion products?
2. What is the consumers' level of preference for various digital marketing channels while buying the fashion products?
3. What are consumers, perception towards various digital marketing channels?
4. How do various factors of digital marketing appeal the consumers' while buying branded fashion products?
5. How does digital marketing affect consumers' behaviour towards fashion brands?
6. What is the level of importance given by the consumers to various factors while choosing a fashion brand?

4. Objectives of the study

The primary objective of this study is to examine the influence of different digital marketing channels on consumers' buying behaviour towards fashion products in Gujarat. The secondary objectives of the study are as follows,

1. To study consumers' level of preference for various digital marketing platforms while buying branded fashion products

Hypothesis: The level of preference for digital marketing social media platforms varies among consumers when buying branded fashion products.

2. To study consumers' perception towards digital marketing of branded fashion products

Hypothesis: Consumers have different perceptions towards digital marketing of branded fashion products.

3. To study the extent to which various factors of digital marketing appeal the consumers' while buying branded fashion products

Hypothesis: Consumers have different levels of appeal towards various factors of digital marketing while buying branded fashion products.

4. To study the level of importance given by consumers to various factors while choosing a fashion brand

Hypothesis: Consumers have different levels of importance given to various factors while choosing a fashion brand.

5. To study the consumers' perception towards digital marketing strategies like social media marketing, influencer marketing, affiliate marketing and content marketing of branded fashion products.

Hypothesis: Consumers have different perceptions towards various digital marketing strategies used for branded fashion products.

5. Scope of the study

This study is aimed at examining the influence of digital marketing channels on consumers' buying behaviour towards fashion products. The study also examines consumers' perception towards various digital marketing channels. The scope of this study is limited to examining the influence of digital marketing on consumers' buying behaviour towards fashion products among the selected respondents chosen from four metro cities of Gujarat state i.e. Ahmedabad - Gandhinagar, Vadodara, Surat and Rajkot. The scope of the study is also restricted to sample of 1500+ respondents selected from four metro cities of Gujarat. Being cross sectional study, this study examines the impact of digital marketing on consumers buying behaviour towards fashion products only at one point of time. The scope of the study is also confined to the variables and constructs selected by the researcher.

6. Study Variables

Driven by research gap depicting the lack of organized study undertaken to examine the impact of modern digital marketing channels especially on consumers buying behaviour for fashion products in Gujarat, this study empirically examines the impact of Digital marketing on consumers' buying behaviour fashion products in major cities of Gujarat state. The thesis specifically,

- Examines the impact of various digital marketing channels on consumers' buying behaviour for fashion products
- Studies consumers' level of preference for various digital marketing platforms while buying branded fashion products
- Evaluates the extent to which various factors of digital marketing appeal the consumers' while buying branded fashion products
- Examines the level of importance given by consumers to various factors while choosing a fashion brand
- Studies consumers' perception towards different digital marketing channels

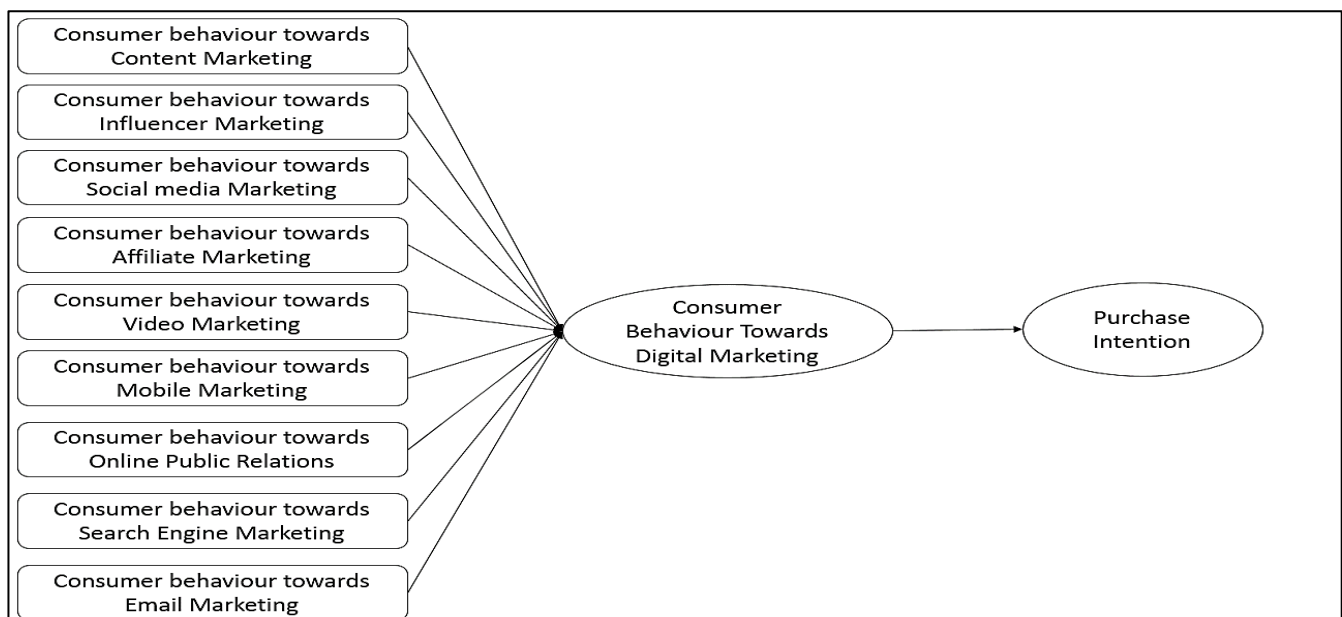
The study specifically focuses on seven major digital marketing channels i.e.

- Content marketing
- Influencer marketing
- Social media marketing
- Affiliate marketing
- Mobile marketing
- Display-video marketing
- Online public relations

- Search engine marketing
- Email Marketing

Theoretical Framework - Model examining the impact of consumer behaviour towards various digital marketing channels on consumers' intention to purchase fashion products

This model examines the relationship between consumer behaviour towards various digital marketing channels and consumers' intention to purchase fashion products. The model examines the impact of selected nine marketing channels (i.e. Content marketing, Influencer marketing, Social media marketing, Affiliate marketing, Video marketing, Mobile marketing, Online public relations, Search engine marketing and Email marketing) on consumers' intention to purchase fashion products. The model would identify the impact of each digital marketing channel as well as collective impact of all the channels on consumers' intention to purchase fashion products.



Summary of Hypothesis

Hypothesis	Statement of Hypothesis
H ₀	Consumer behavior towards content marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards influencer marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards social media marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards affiliate marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards video marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards mobile marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards online public relations significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards search engine marketing significantly influence consumers' intention to purchase fashion products
H ₀	Consumer behavior towards email marketing significantly influence

	consumers' intention to purchase fashion products
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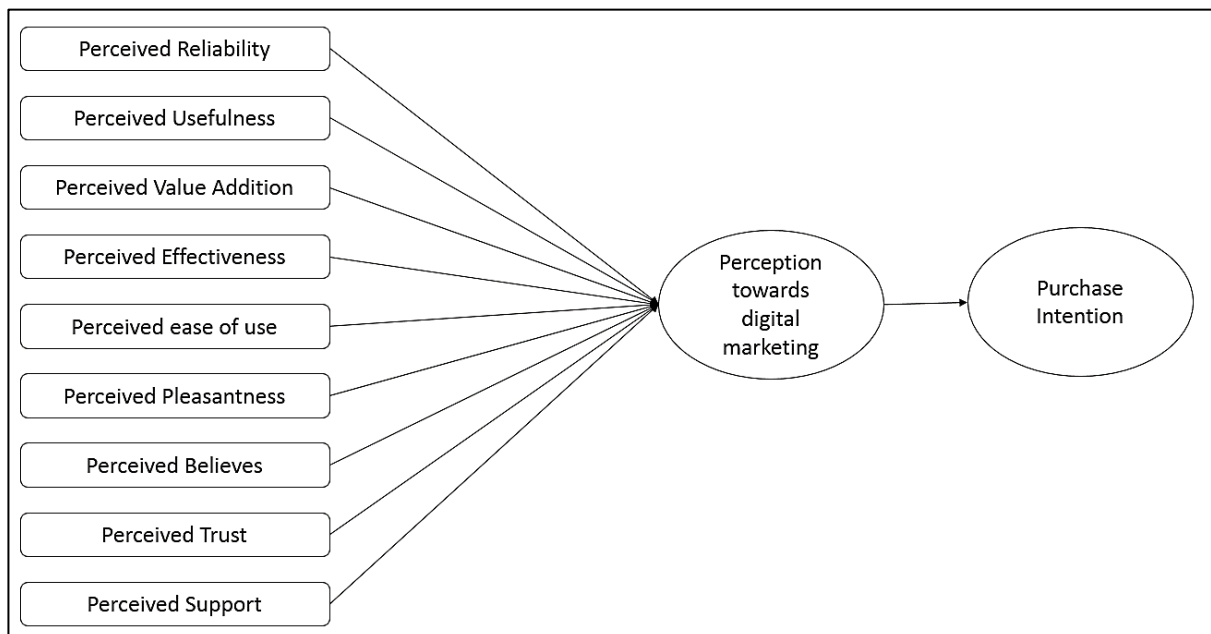
The study also evaluates the influence of various digital marketing tools like Online banners, In-stream ads, Product Reviews, User Recommendations, Ratings, Promotional SMS, Infographics, Marketing blogs etc. on consumers' buying decision for fashion products.

The perception of respondents towards digital marketing has been studied on the following parameters,

- Perceived Reliability
- Perceived Usefulness
- Perceived Value Addition
- Perceived Effectiveness
- Perceived Ease of use
- Perceived Pleasantness
- Perceived Believes
- Perceived Trust
- Perceived Support

Theoretical Framework - Model examining the relationship between consumers' perception towards digital marketing and consumers' intention to purchase fashion products

This model examines the relationship between consumers' perception towards digital marketing and consumers' intention to purchase fashion products. The model studies consumers' perception towards fashion digital marketing on the parameters of Perceived reliability, Perceived usefulness, Perceived value addition, Perceived effectiveness, Perceived ease of use, Perceived beliefs, Perceived trust and Perceived support. The model examines the impact of each parameter on overall perception and the impact of overall perception on consumers' intention to purchase fashion products.



Summary of Hypothesis

Hypothesis	Statement of Hypothesis
H ₀	Perceived reliability of digital marketing significantly influence consumers intention to purchase fashion products

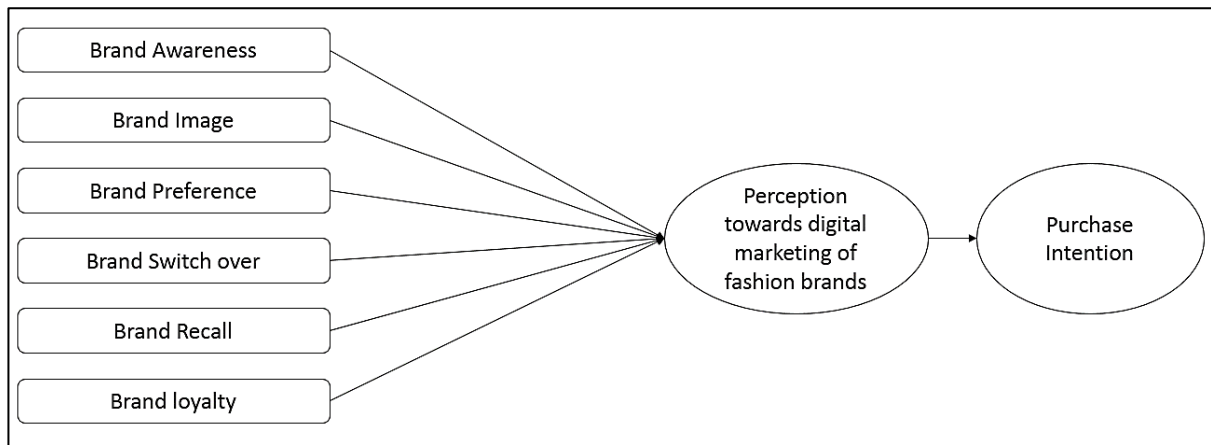
H ₀	Perceived usefulness of digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived value of digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived effectiveness of digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived ease of use of digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived pleasantness of digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived believes for digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived trust on digital marketing significantly influence consumers intention to purchase fashion products
H ₀	Perceived support of digital marketing significantly influence consumers intention to purchase fashion products

The study also examines impact of online marketing on consumers' behaviour towards fashion brands on the following parameters,

- Brand Awareness
- Brand Image
- Brand Preference
- Brand Switch Over
- Brand Recall
- Brand Loyalty

Theoretical Framework - Model examining the relationship between consumers' perception towards digital marketing of fashion brands and consumers' intention to purchase fashion brand

This model focuses on understanding the relationship between consumers' perceptions of digital marketing strategies employed by fashion brands and their intention to purchase those brands. It assesses consumers' perceptions of digital marketing across various dimensions specific to fashion brands, including Brand awareness, Brand image, Brand preference, Brand switch over, Brand recall, and Brand loyalty. Each of these parameters is carefully evaluated to determine its influence on consumers' intentions to purchase fashion brands. By examining how consumers perceive digital marketing efforts in terms of brand awareness, image, preference, switch over behavior, recall, and loyalty, the model aims to uncover the impact of these perceptions on their willingness to engage with and ultimately purchase fashion brands. Through this analysis, the model provides insights into the effectiveness of digital marketing strategies in shaping consumer perceptions and driving purchase intentions within the competitive landscape of the fashion industry.



Summary of Hypothesis

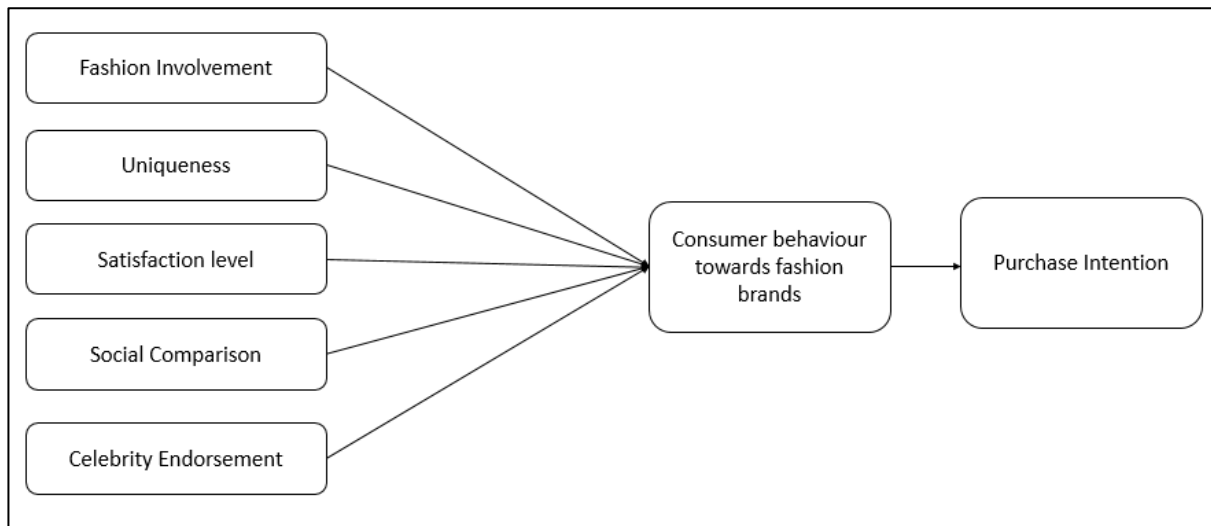
Hypothesis	Statement of Hypothesis
H ₀	Consumers' Brand awareness significantly influence consumers' intention to purchase fashion brand
H ₀	Consumers' perceived Brand image significantly influence consumers' intention to purchase fashion brand
H ₀	Consumers' Brand preference significantly influence consumers' intention to purchase fashion brand
H ₀	Consumers' Brand switchover behavior significantly influence consumers' intention to purchase fashion brand
H ₀	Consumers' Brand loyalty significantly influence consumers' intention to purchase fashion products

The study evaluates the impact of following factors on consumers 'preference for a fashion brand,

- Fashion Involvement
- Uniqueness
- Satisfaction level
- Social Comparison
- Celebrity Endorsement
- Purchase Intention

Theoretical Framework - Model examining the relationship between consumer behaviour towards digital marketing of fashion brands and consumers' intention to purchase fashion brand

This model is centered on examining the relationship between consumer behavior towards fashion brands and their inclination to purchase those brands. It undertakes a comprehensive examination of how consumers interact with fashion brands, considering a range of factors that influence their behavior. These factors encompass a diverse spectrum, including the depth of consumers' engagement with fashion (fashion involvement), their inclination towards uniqueness and individuality in their choices, their satisfaction levels derived from past brand experiences, the influence of social comparisons on their brand preferences, and the impact of celebrity endorsements within the fashion sphere. By delving into these multifaceted dimensions, the model seeks to gain a holistic understanding of how consumer behavior is shaped by various influences and motivations, ultimately shedding light on the underlying drivers behind consumers' intentions to purchase fashion brands.



The study has been undertaken by deploying descriptive research design and quantitative research approach. The study deploys primary as well secondary data. Primary data required for the study has been collected from the respondents using a structured questionnaire and secondary data has been collected from books, journals, websites and other secondary sources. The study has been undertaken on a sample of 1538 respondent's selected using non-random convenience sampling method. The sample has been selected from four major cities of Gujarat i.e. Ahmedabad - Gandhinagar, Vadodara, Surat and Rajkot.

The whole study has been organized into five major chapters. The first chapters provide conceptual overview and facts and figures about the Indian fashion industry, digital marketing and consumer buying behaviour. In second chapter research scholar has carried out an extensive review of existing literature concerning conceptual framework of digital marketing, role of digital marketing in shaping and influencing consumer behaviour towards fashion products and consumers' buying behaviour towards fashion products. The third chapters describe detailed methodology followed to carry out this study, by highlighting the research design, Sampling design, survey instrument, data collection method etc. Fourth chapter consist of extensive data analysis carried out from multiple dimensions though various analytical tools and techniques to achieve the research objectives. Finally, the last chapter discusses major research outcomes and delivers marketing implications as well as research limitations and directions for future study.

The results of this study contribute to the existing literature related to digital marketing and consumer behaviour in the fast industry. Outcomes this study would help fashion marketers in understanding the efficiency level of various digital marketing channels in terms of their influence on consumers buying behaviour for fashion products. The outcomes would help fashion marketers in gaining in-depth understanding of consumers' perception towards various digital marketing channels that in turn would help them design more effective and efficient marketing campaigns and marketing strategies for fashion products. The findings of the study would also assist fashion retailers in knowing the level of importance given by consumers while selecting a fashion brand. Overall the outcomes of the study would provide very valuable insights about the role of digital marketing in shaping consumer behaviour towards fashion products. The study would set the ground to undertake an exhaustive study with very larger sample size consisting of respondents selected from across the India.

7. Methodology

7.1 Justification of Research Approach

The choice of research philosophy should align with the research problem at hand. According to **Saunders et al. (2012)**, fitting the research problem into a single philosophical position can be challenging. Nonetheless, determining the research philosophy is crucial as it delineates the approach used by the researcher to address the research questions. In this study, the focus is on understanding banking customers' behavior and their satisfaction levels regarding Internet and mobile banking services across selected private and public sector banks in the Porbandar district of Gujarat state. Additionally, the study investigates the influence of consumer behavior and satisfaction on their intention to use Internet and mobile banking services.

To achieve this objective, the research adopts a deductive approach and follows its sequential steps. However, it diverges from a purely deductive approach. The researcher acknowledges the importance of building upon existing knowledge and considers the interactive role of social actors in shaping their social environment. This perspective allows for the incorporation of additional factors beyond those identified in existing literature to elucidate the social phenomenon. Consequently, the adopted approach aims to address criticisms directed towards the deductive approach, which often neglects the influence of social actors and adheres to a rigidly structured methodology.

7.2 Research Design

Research design encompasses the array of methods and procedures delineating how, when, and where data are collected and analyzed (**Churchill, Brown, and Suter, 2009**). It serves to elucidate and rationalize the types and methodologies of data collection, information sources, sampling strategies, and constraints related to time and cost (**Easterby-Smith et al., 2008**). In a broader sense, research design, as per **Malhotra (2010)**, constitutes the researcher's framework for seeking answers to research questions or testing research hypotheses. This design can be classified using various criteria, such as methods of data collection, temporal dimension, researcher involvement, and study purpose (**Blumberg et al., 2008**).

At a fundamental level, research design is typically categorized into two primary forms: qualitative and quantitative. Qualitative studies rely on unstructured and non-numerical data sourced from diverse primary and secondary sources (**Ankiewicz et al., 2006**). Conversely, when precision and actionable insights are paramount, quantitative research is often preferred. This approach entails the collection of numerical data through structured instruments such as surveys, polls, observations, and secondary sources. The data thus acquired are then subjected to analysis using statistical, mathematical, or computational techniques, with the aim of producing objective results that can be extrapolated to a broader population (**Given, 2008**).

Given the subject's nature and the overarching objective of this study, it is imperative to select a research approach that can provide impartial facts while yielding actionable insights for business decision-making. Furthermore, the impact of digital marketing tools on consumer purchase decisions has already been extensively explored and tested through prior quantitative studies, which have established robust constructs applicable to this study. Consequently, the present thesis adopts a quantitative approach.

The most commonly employed classification of research design is based on the study's purpose, encompassing three types: exploratory, descriptive, and causal (**Chisnall, 2001**). This study aligns with a descriptive research design to investigate the influence of digital marketing on consumer buying

behavior regarding fashion products, as well as to explore consumers' perceptions of various digital marketing channels. Descriptive research design is widely favored in social science studies (**Cavana et al., 2001**), aiming to systematically describe a phenomenon, situation, or population. It seeks to address what, when, where, and how questions regarding the research problem, focusing on characterizing the studied individuals, predicting behavior in specific scenarios, identifying research questions and problem statements, and analyzing hypotheses. A quantitative research approach is particularly suited to descriptive research design (**Cavana et al., 2001**), making it the most appropriate choice for this study. This research constitutes a cross-sectional study, as data collection from respondents occurs at a single point in time, providing a snapshot of the variables under investigation.

7.3 Sources of Data

This study employs a combination of primary and secondary data sources, with a predominant emphasis on primary data. The questionnaire method serves as the primary means of data collection, recognized for its prominence and popularity. Primary data is gathered from respondents who are customers of branded fashion products. A structured questionnaire, tailored to capture the necessary data for measuring study variables and attaining research objectives, serves as the primary tool for data collection. Additionally, secondary data is utilized, sourced from various international journals, research papers, web content, and relevant books pertaining to the topic. These secondary sources, including books and book reviews, have significantly contributed to shaping the thesis.

7.4 Data Collection Instrument

Quantitative research employs two primary methods for data collection: experiments and surveys. Survey research involves gathering information from a sample of the population through their responses to questions (**Check and Schutt, 2012**). Its primary aim is to efficiently obtain information describing the characteristics of a large sample of individuals (Ponto, 2015). Surveys are commonly used for exploratory and descriptive studies, with analyzed quantitative data serving to test and provide explanations for specific relationships between variables, often resulting in the creation of models based on these relationships (**Saunders et al., 2012**).

To fulfill the study objectives, a cross-sectional survey design is utilized to collect data. In this design, data is collected from multiple cases at a single point to gather quantifiable data and examine patterns of associations with two or more variables (**Bryman and Bell, 2011**). Various techniques can be employed to conduct surveys, including structured observations and questionnaires. However, questionnaires are commonly preferred for their suitability in descriptive and analytical research (**Saunders et al., 2012**).

A questionnaire is a form of survey method, defined as "a set of standardized questions, often called items, which follow a fixed scheme to collect data from individuals about specific topics" (**Lavrakas, 2008**). Designing a questionnaire entails several necessary considerations to ensure accurate responses (**Chisnall, 2001**). Firstly, the researcher must determine the type of information required, guided by research hypotheses that specify variables, question types, and respondents (**Churchill, 1995**). Secondly, the questions should be structured using simple language and familiar words relevant to the topic, avoiding lengthiness and memory pressure on respondents. A clear questionnaire design fosters respondent willingness to participate (**Chisnall, 2001**).

Hence a structured questionnaire was designed to collect the primary data from respondents. In the beginning, respondents are briefly introduced to the purpose of the study and assured that their answers

will be kept confidential to minimize the response bias and sampling error. The questionnaire has been structured in six major sections to collect the primary data for different aspects as below,

- Section A: Demographic Details
- Section B: Consumer Behavior towards Digital Marketing of Fashion Products
- Section C: Perception towards digital marketing of Fashion Products
- Section D: Importance of various factors of digital marketing
- Section E: Impact of online marketing on consumer behavior towards fashion brands
- Section F: Impact of different factors on preference for fashion brand

Questions concerning demographic and employment details were constructed using the Nominal scale. Statements assessing consumers' behavior towards digital marketing, perception of digital marketing, perceived importance of various digital marketing factors, impact of online marketing on consumer behavior towards fashion brands, and influence of different factors on preference for fashion brands were framed on a five-point Likert scale. Respondents' opinions and perceptions about the impact of digital marketing on consumer buying behavior towards fashion products were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

All questions in the questionnaire are closed-ended, as they are readily accepted by respondents and facilitate quick and easy responses (Cavana et al., 2001). Closed-ended questions offer respondents a fixed number of alternative responses to choose from (Lavrakas, 2008).

The type of questionnaire can be determined by the method of communication (Churchill, 1995), categorized into self-administered questionnaires, personal interviews, and telephone interviews (Blumberg et al., 2008). Self-administered questionnaires can be distributed electronically to respondents (web-based questionnaire), sent by mail (mail questionnaires), administered in public places such as shopping malls (intercept or mall questionnaires), or hand-delivered and collected later (delivery and collection questionnaires) (Blumberg et al., 2008; Churchill, 1995; Saunders et al., 2012).

This study utilizes a self-administered questionnaire delivered electronically to respondents and collected at a later time. This method was chosen to ensure broader reach, enabling the survey to reach more individuals regardless of their location and availability (Blumberg et al., 2008; Churchill, 1995; Saunders et al., 2012).

7.5 Sampling Design

After determining the methods of data collection, the next step is to determine the elements from which the data will be collected (Churchill, 1995).

- **Targeted Population**

Population refers to the entire set of units from which the sample is drawn (Bryman and Bell, 2011). When determining the target population, it must be convenient, aligned with the research objectives, and consider the appropriate sampling unit (Aaker et al., 1997; Hair et al., 2003). In this study, the population comprises all consumers of fashion products in the Gujarat state. To ensure feasibility, a sample has been selected from this population.

- **Sampling Frame**

The sampling frame refers to the list of all units in the population from which the sample will be selected (Bryman and Bell, 2011). Sampling frame for this study consist of all the consumers of fashion products in four metro cities of Gujarat state, i.e. Ahmedabad, Baroda, Surat and Rajkot.

- **Sampling Unit**

A sampling unit refers to a specific object or entity that can be selected with a known probability from a sampling frame, which is essentially a list of all the units in the population. In the context of this study, the sampling unit is each individual consumer of fashion products in Gujarat. To elaborate, imagine the population of Gujarat consists of thousands of individuals who purchase fashion products. Each of these individuals represents a potential sampling unit. When selecting a sample from this population, researchers would identify and choose specific consumers as sampling units to participate in the study. These sampling units could be selected randomly or through another predetermined method, ensuring that each consumer has a known probability of being included in the sample. By defining the sampling unit as a consumer of fashion products in Gujarat, the study focuses on understanding the behaviors, preferences, and perceptions of this specific group within the larger population. This approach allows researchers to gather targeted data relevant to their research objectives while maintaining a manageable and representative sample size.

- **Sampling Technique**

Sampling techniques can be broadly classified into two categories: probability sampling and non-probability sampling. Probability sampling ensures that each element in the population has a known chance of being selected, whereas non-probability sampling lacks this property, making it difficult to estimate the probability of selecting any particular element (Churchill, 1995).

Probability sampling encompasses four main types of samples: simple random sample, systematic sample, stratified random sampling, and cluster sampling. In a simple random sample, each element in the population has an equal chance of being selected. Systematic sampling involves selecting every n th element from a list of the population. Stratified random sampling divides the population into subgroups or strata based on certain characteristics, and then random samples are drawn from each stratum. Cluster sampling involves dividing the population into clusters or groups, and then randomly selecting entire clusters to be included in the sample.

On the other hand, non-probability sampling methods include convenience sampling, quota sampling, and snowball sampling (Bryman and Bell, 2011). Convenience sampling involves selecting the most readily available individuals as participants. Quota sampling involves selecting participants based on specific characteristics to ensure that the sample reflects certain proportions present in the population. Snowball sampling involves recruiting participants through referrals from existing participants.

In the current study, a non-random convenience sampling method is employed. This method involves selecting participants based on their convenience and accessibility, without ensuring that each element in the population has an equal chance of being included in the sample. While non-random convenience sampling may lack the statistical rigor of probability sampling methods, it is often chosen for its practicality and feasibility in certain research contexts.

- **Sample Size**

Determining the suitable sample size involves considering factors such as the desired margin of error, confidence level, population size, and statistical techniques (Saunders et al., 2012). In this study, Cochran's formula is applied to determine the sample size.

Cochran's formula facilitates the calculation of an optimal sample size based on specified precision and confidence levels, as well as the estimated proportion of the attribute being studied within the population. Particularly effective for large populations, Cochran's formula ensures adequate representation in the sample. However, it's crucial to recognize that a sample of a given size provides more informative results for smaller populations than larger ones. Consequently, there is a corrective factor to adjust the sample size derived from Cochran's formula when dealing with relatively smaller populations..

The Cochran formula is:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q is $1 - p$

95% level of confidence is used, so $z = 1.96$. Next, the $p = q = 50\%$ situation is customarily assumed as it is the worst possible case of variability. Let's take a $\pm 2.5\%$ sample error. Using the sample size formula, the sample size, n , is calculated as follows. Sample size computed with $p = 50\%$, $q = 50\%$, and $e = 3.1\%$

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.025^2} = 1536$$

$$n = 1536$$

With the aim of achieving the required confidence and precision levels, a sample size of 1538 respondents from the target population was deemed sufficient. To gather responses, an online questionnaire was distributed to 2000 potential respondents. Among them, 1595 questionnaires were filled out, resulting in an 80% response rate. However, upon review, it was found that 57 of the questionnaires were improperly filled and thus deemed unusable. Consequently, these were excluded from the analysis, leaving a total of 1538 usable questionnaires. So the final sample for this study comprises 1538 respondents. Given the study's focus on comparing the behaviour and satisfaction levels of customers between public sector and private sector banks, the sample was further classified and selected accordingly.

City	Population	Questionnaire was distributed	Accurate Sample	Proportion
Ahmedabad - Gandhinagar	8,224,217 + 1,586,598 = 9810815	914	724	45.69
Surat	6,932,707	639	532	31.94
Vadodara	4,748,814	253	158	12.67
Rajkot	4,337,196	194	124	9.67
Total	25829532	2000	1538	100

(Source:- [https://www.census2011.co.in/census/state/gujarat.html#:~:text=no%20correct%20answer,-.The%20last%20census%20of%20Gujarat%20was%20done%20in%202011%20and,population%20is%](https://www.census2011.co.in/census/state/gujarat.html#:~:text=no%20correct%20answer,-.The%20last%20census%20of%20Gujarat%20was%20done%20in%202011%20and,population%20is%20)

20approximately%207.27%20Crores. , <https://worldpopulationreview.com/territories/gujarat-population>
.
<https://www.populationu.com/in/gujarat-population>
<https://statisticstimes.com/demographics/india/gujarat-population.php>)

7.6 Analytical Tools and Techniques

Data collected from the respondents was analyzed by using various univariate, bivariate and multivariate analytical tools and techniques. Univariate analysis was carried out for examining consumers' perception towards various digital marketing of fashion products with respect to various channels of digital marketing. Specifically one variable analysis has been carried out to

- Study Consumers' behavior towards various digital marketing channels
- Study consumer's perception towards digital marketing of fashion products with respect to various digital marketing channels
- Study consumers' preference for branded fashion products
- Study consumer behaviour towards branded fashion products

One variable analysis has been carried out using tabular and graphical presentation accompanied by descriptive statistics.

Bivariate analysis has been undertaken to examine the relationship between selected two variables of the study. Bivariate analysis has been undertaken to,

- Examine the impact of demographic variables on consumer behaviour towards digital marketing of fashion products
- Examine the impact of demographic variables on consumers' perception towards digital marketing of fashion products
- Examine the impact of demographic variables on consumers' perception towards digital marketing of fashion products
- Study the impact of demographic variables on consumers' preference for fashion products
- Study the impact of digital marketing on consumers' buying behavior towards branded fashion products with respect to various digital marketing cannels
- Study the impact of digital marketing on consumer behavior towards fashion brands

Bivariate analysis involves examining the relationship between two variables through tabular and graphical presentation as well as statistical tests. The selection of appropriate statistical tests is based on considering the data type (nominal, ordinal, interval, and ratio) of variables and assessing the normality of each variable's data. To determine whether to use parametric or non-parametric statistical tests, the dependent variables were assessed for normality using the Kolmogorov-Smirnov test and Shapiro-Wilk test. Since normality assumptions were not met for all variables, non-parametric tests were employed for the bivariate analysis. For assessing the significance of differences between two independent samples, the Mann-Whitney U-Test was utilized. Meanwhile, for examining the significance of differences between more than two independent samples, the Kruskal-Wallis test was employed.

Multivariate analysis plays a crucial role in dissecting the intricate relationships among multiple independent variables and their impact on various aspects of consumer behavior and preferences. In this study, the multivariate analysis aims to delve deeply into the correlation between several independent variables and consumers' perceptions towards digital marketing of fashion products, their behavior towards digital marketing, and their preferences for branded fashion products. The objective of multivariate analysis is to elucidate the extent of influence exerted by different determinants on the overall satisfaction levels of smart city citizens, employees, and employers. To achieve this goal, several

advanced statistical techniques are employed, including Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM).

Exploratory Factor Analysis (EFA) serves as a powerful tool for identifying the underlying structure or latent factors within a set of observed variables, thereby unveiling the key dimensions influencing consumers' perceptions and behavior towards digital marketing and branded fashion products. Confirmatory Factor Analysis (CFA) builds upon the findings of EFA by validating the hypothesized relationships between observed and latent variables, thus ensuring the robustness and reliability of the identified factors. Structural Equation Modeling (SEM) provides a comprehensive framework for assessing the complex interplay among multiple variables and constructs, allowing researchers to test and refine theoretical models elucidating the relationships between consumers' perceptions, behaviors, and preferences.

Through these multivariate analyses, researchers gain valuable insights into the intricate dynamics shaping consumers' attitudes and actions in the realm of digital marketing for fashion products, paving the way for informed decision-making and strategic planning in the fashion industry.

Summary of used statistics techniques in main survey

Analysis	Purpose	Technique	Software	Cut-off points	Source
Normality	Univariate Normality	K-S test and Shapiro Wilk	SPSS Statistics	Significant < 0.05	Pallant, 2010
Bivariate Analysis	Testing of hypothesis for two independent samples	Mann-Whitney U-Test	SPSS Statistics	Significant < 0.05	Mann HB 1947
	Testing of hypothesis for more than two independent samples	Kruskal Wallis, Friedman ANOVA, Kendall's W test	SPSS Statistics	Significant < 0.05	Kruskal 1952
Exploratory Factor Analysis	Factorability of data	Bartlett's test	SPSS Statistics	Significant < 0.05	Pallant, 2010
		KMO	SPSS Statistics	Value > 0.6	Pallant, 2010
	Factor extraction	Eigenvalues	SPSS Statistics	Eigenvalue ≥ 1	Pallant, 2010
		Scree test	SPSS Statistics	Factors before inflection point	Hair et al., 2010
	Factor rotation	Communality	SPSS Statistics	Communality ≥ 0.5	Hair et al., 2010
		Factor loading	SPSS Statistics	Factor loading ≥ 0.4	Hair et al., 2010
Confirmatory factor analysis/ Structural Equation	Measurement and structural model goodness of fit	CMIN/DF	SPSS AMOS	< 5 (Sometimes Permissible)	Hair et al., 2009
		CFI	SPSS AMOS	> 0.9	Bentler, 1990
		RFI	SPSS AMOS	> 0.9	Meyers et al., 2005

Modelling		NFI	SPSS AMOS	> 0.9	Bentler & Bonett, 1980
		IFI	SPSS AMOS	> 0.9	Meyers et al., 2005
		RMSEA	SPSS AMOS	< 0.08	Meyers et al., 2005
		SRMR	SPSS AMOS	< 0.08	Meyers et al., 2005
		PNFI	SPSS AMOS	> 0.5	Meyers et al., 2005
		PCFI	SPSS AMOS	> 0.5	Meyers et al., 2005
	Measurement model validity	Convergent validity	SPSS AMOS	AVE > 0.05	Hair et al., 2010
			SPSS AMOS	CR > 0.05	Hair et al., 2010
		Discriminant validity	SPSS AMOS	AVE > correlation between two constructs	Hair et al., 2010

The Exploratory Factor Analysis (EFA) involves three key stages: first, assessing the suitability of the data, followed by factor extraction and rotation. Suitability of data is determined by factors like sample size and the interrelationship strength among items (**Pallant, 2010**). Statistical measures such as Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) are utilized to gauge the factorability of the data (**Pallant, 2010**).

Next, factor extraction entails determining the number of factors that adequately describe the underlying structure of the variables under analysis (**Hair et al., 2010**). Principal Component Analysis, a widely-used method renowned for its efficacy in data reduction, is adopted in this study (**Pallant, 2010; Hair et al., 2010**). The number of factors extracted is determined using criteria such as eigenvalues and the scree test (**Pallant, 2010**).

Subsequently, in the third stage, factor rotation is carried out. There are two primary approaches: orthogonal and oblique rotation. While there are no definitive guidelines for choosing between them, **Hair et al. (2010)** recommend orthogonal rotation for data reduction purposes. Among orthogonal rotation methods, Varimax rotation is frequently employed (**Pallant, 2010**). Lastly, to assess the reliability of the constructs, Cronbach's alpha test is utilized (**Pallant, 2010**).

Confirmatory factor analysis (CFA) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. In confirmatory factor analysis (CFA), researchers can specify the number of factors required in the data and which measured variable is related to which latent variable. The confirmatory factor analysis has been run using SPSS AMOS. The fitment of model is assessed on various fitment indices. The reliability of constructs in CFA model is assessed by computing Composite Reliability value for each construct. The validity assessment of the model is made by examining the convergent validity and discriminant validity. The convergent validity has been

assessed by computing the Average Variance Extracted value for each construct and by comparing AVE value with CR value. The discriminant validity has been assessed by Fornell Larcker criterion.

SEM is a multivariate technique that combines the aspects of factor analysis and regression to examine the interrelationships among constructs (Hair et al, 2010). SEM is selected for number of reasons. It can effectively gauge interconnected dependency relationships and assess how various independent variables uniquely influence a dependent variable. Furthermore, it can analyze scenarios where the dependent variable acts independently in another equation, thus exploring a network of interrelated dependencies (Hair et al, 2010). In defining the model, SEM tests the theory and the hypotheses (Tabachnick and Fidell, 2006). Therefore, it can investigate the relationships between consumers' perception towards f digital marketing and can measure its impact on consumers' preference for braded fashion products.

Testing of Dependent variables for Normality

In social science research, assessing the normality of dependent variables is a customary practice aimed at ensuring the reliability and appropriateness of statistical analyses. Normality pertains to the distribution of data points within a variable, typically resembling a bell-shaped curve. This characteristic, rooted in the principles of the normal distribution, holds paramount importance within the social sciences. Evaluating the normality of dependent variables enables researchers to choose between two broad categories of statistical tests: parametric and non-parametric tests. Parametric tests rely on the assumption of normality and may necessitate larger sample sizes to ensure the validity of this assumption, along with homogeneity of variance. Conversely, non-parametric tests offer robust alternatives, particularly effective with smaller sample sizes, and are less reliant on stringent assumptions regarding the distribution of data. By scrutinizing the normality of dependent variables, researchers can make informed decisions regarding the selection of appropriate statistical methods, thereby enhancing the rigor and validity of their analyses in social science inquiry.

There are two primary statistical tests utilized to assess the normality of dependent variables: the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test. The Shapiro-Wilk Test is particularly suitable for smaller sample sizes (typically fewer than 50 observations), although it can also be applied to larger samples. Conversely, the Kolmogorov-Smirnov Test is preferred for larger sample sizes, typically defined as $n \geq 50$. These tests serve as valuable tools in determining whether the distribution of data closely aligns with a normal distribution, offering researchers insights into the fundamental characteristics of their datasets. For both of the above tests, null hypothesis states that data are taken from normal distributed population. By selecting the appropriate test based on sample size, researchers can ensure the accuracy and reliability of their assessments of normality, thereby enhancing the validity of subsequent statistical analyses.

Testing of Dependent Variables for Normality

Tests of Normality							
Construct	Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Consumer behavior towards various digital marketing channels	CBCM	0.242	1538	0.000	0.755	1538	0.000
	CBIM	0.166	1538	0.000	0.854	1538	0.000
	CBSMM	0.243	1538	0.000	0.757	1538	0.000
	CBAM	0.263	1538	0.000	0.735	1538	0.000
	CBMM	0.220	1538	0.000	0.744	1538	0.000

	CBVM	0.234	1538	0.000	0.741	1538	0.000
	CBOPR	0.261	1538	0.000	0.767	1538	0.000
	SBSEM	0.226	1538	0.000	0.745	1538	0.000
	CBEM	0.270	1538	0.000	0.651	1538	0.000
Consumer Perception towards digital marketing of branded fashion products	DMPR	0.290	1538	0.000	0.641	1538	0.000
	DMPU	0.153	1538	0.000	0.883	1538	0.000
	DMPVA	0.280	1538	0.000	0.803	1538	0.000
	DMPE	0.213	1538	0.000	0.710	1538	0.000
	DMPEU	0.234	1538	0.000	0.817	1538	0.000
	DMPP	0.208	1538	0.000	0.758	1538	0.000
	DMPB	0.230	1538	0.000	0.677	1538	0.000
	DMPT	0.194	1538	0.000	0.762	1538	0.000
	DMPS	0.340	1538	0.000	0.633	1538	0.000
Impact of online marketing on consumer behavior towards fashion brands	CBFB_BA	0.201	1538	0.000	0.773	1538	0.000
	CBFB_BI	0.293	1538	0.000	0.506	1538	0.000
	CBFB_BP	0.283	1538	0.000	0.552	1538	0.000
	CBFB_BSO	0.438	1538	0.000	0.622	1538	0.000
	CBFB_BRC	0.377	1538	0.000	0.437	1538	0.000
	CBFB_BL	0.406	1538	0.000	0.444	1538	0.000
Impact of different factors on preference for fashion brand	FI	0.290	1538	0.000	0.653	1538	0.000
	UNI	0.311	1538	0.000	0.714	1538	0.000
	SAT	0.447	1538	0.000	0.568	1538	0.000
	SC	0.197	1538	0.000	0.819	1538	0.000
	CE	0.308	1538	0.000	0.638	1538	0.000
	PI	0.398	1538	0.000	0.412	1538	0.000
a. Lilliefors Significance Correction							

The table provided summarizes the outcomes of the Kolmogorov-Smirnov and Shapiro-Wilk tests, which were conducted to assess the normality of the dependent variables under examination. Both of these tests are widely employed in statistical analysis to determine whether a dataset conforms to a normal distribution. The results revealed that, at a significance level of 5%, the null hypothesis, positing that the data are normally distributed, was rejected. This rejection implies that the dependent variables do not exhibit a Gaussian or bell-shaped distribution. Consequently, the assumption of normality necessary for the validity of many parametric statistical tests is not met. Given this deviation from normality, the appropriate course of action is to conduct bivariate analysis using non-parametric tests. Unlike parametric tests, which rely on the assumption of normality, non-parametric tests make fewer distributional assumptions, making them well-suited for analyzing data that does not adhere to the normality assumption. By employing non-parametric tests, the analysis can proceed robustly, ensuring reliable results despite the non-normal distribution of the dependent variables.

8.Thesis Organization

This study is organized into **Six chapters** in addition to references and appendices. The **first chapter** is an introductory chapter. The chapter provides a detailed overview of Indian fashion industry, concept and paradigms of digital marketing, influence and role of digital marketing with respect to consumer

behaviour towards fashion products. The chapter also discusses rationale for study, problem statement, research questions, and overview of the study.

Second chapter is on literature review. Before embarking on any research journey, it is essential to recognize that the body of existing literature, research, and theory in our chosen field constitutes the foundation upon which research work is built. This chapter builds the theoretical foundation of the research by reviewing the extant literature. The chapter in serves as the critical foundation of the research study, helping to establish the context and rationale for the study. The chapter reviews different research papers, articles, thesis and dissertations related to various dimensions of digital marketing and branded fashion products and consumers' behaviour and purchase intention towards these new edge. Literature concerning theoretical framework of the topic, factors affecting consumer behavior, Outcomes of other studies concerning customers' behaviour towards digital marketing of branded fashion products. Conceptual Models and customers' buying behaviour towards branded fashion products through digital marketing. Review of each literature presents the background of the study, methodology and research design deployed by the author and major outcomes of the paper. Learning outcomes from this chapter have been deployed for designing a strong research design for this study and for designing of questionnaires.

The **third chapter** consist conceptual framework which is an analytical tool with several variations and contexts. It is used to Make conceptual distinctions and organize ideas. Strong conceptual framework captures something real and does this in a way that is easy to remember and apply. From the literature review, a theoretical framework can be developed for this study.

The **fourth chapter** consist of a detailed description of research methodology followed for carrying out this study. The heart of every research endeavor lies in the methodical pursuit of knowledge and the careful orchestration of the tools, techniques, and strategies employed to explore the research questions at hand. The chapter begins with portrayal of background of the study and rationale for perusing the study. The next section of the chapter narrates the research gap that served as core motivational factor for undertaking the study on chosen topic. Followed by it, chapter portrays objectives of the study, research design, scope of the study and a brief overview of sources of data. The research design outlines the research methodology and act as a guide to the researcher through the phases of data collection and analysis. The subsequent section of the chapter unfolds the detailed description of analytical tools and techniques used for data analysis and interpretation.

The **fifth chapter** is the most significant chapter of the thesis containing in-depth analysis of data carried out for achieving the research objectives. This pivotal chapter embarks on a comprehensive exploration and analysis of the data collected throughout the course of this study. The chapter represents the empirical foundation upon which research findings, conclusions, and contributions to the field are constructed. The whole analysis has been bifurcated into three major parts viz. Univariate - One variable analysis, Bivariate analysis and Multivariate analysis.

The **last chapter** consists major findings of the study and conclusion of the study. This chapter plays a pivotal role in tying together the entire thesis, making a strong case for the significance of the research work, and offering insights for future research. The findings of the study are divided into three major categories viz. findings based on univariate - one variable analysis, findings based on bivariate analysis and findings based on multivariate analysis. The chapter ends by exhibiting the recommendations and conclusion.

9. Major Findings and Outcomes of the Study

This topic consists of meticulous examination and interpretation of the primary data collected from the respondents using a systematically designed structured questionnaire. The primary dataset, gathered from the respondents has thoroughly been analyzed spanning various dimensions. The analysis process employs a combination of tabular and graphical presentations, accompanied by the use of appropriate statistical tools. These methods are strategically chosen to extract meaningful insights about the study variables. Through this comprehensive analysis, the chapter endeavors to contribute significantly towards achieving the objectives outlined in the study, thereby enriching the understanding of the research domain

The chapter predominantly centers around conducting an extensive examination of the primary data, focusing keenly on following broad categories:

- **Demographic Profiling:** This segment involves a comprehensive exploration into the demographic characteristics of the respondents such as age, gender, income, occupation etc. It aims to provide valuable insights into the composition and traits of the participant pool, offering a detailed understanding of who they are.
- **Consumer behaviour towards digital marketing of branded fashion products:** In this portion, the study thoroughly investigates how respondents perceive and engage with a diverse array of digital marketing channels. The focal point is on understanding the attitudes and behaviors of participants concerning various avenues within the digital marketing landscape. The channels under scrutiny encompass a comprehensive spectrum, including content marketing, influencer marketing, social media marketing, affiliate marketing, mobile marketing, display video marketing, online public relations, search engine marketing, and email marketing. The examination aims to shed light on how individuals react to and interact with these different digital marketing methods. It delves into their preferences, responses, and overall engagement with content presented through these channels.
- **Consumers' perception towards digital marketing of braded fashion products:** This part of the study seeks to investigate how participants perceive digital marketing strategies for branded fashion products. The analysis focuses on evaluating respondents' views based on several key dimensions, including their perceived reliability, perceived usefulness, perceived value addition, perceived effectiveness, perceived ease of use, perceived pleasantness, perceived beliefs, perceived trust, and perceived support concerning the digital marketing initiatives for branded fashion products.
- **Buying behaviour towards branded fashion products:** In this part of the study, an examination was conducted into how respondents make purchasing decisions regarding branded fashion products. The investigation considered several dimensions, including their awareness of the brand, the overall image associated with the brand, their preferences for the brand, tendencies

to switch to other brands, the ability to recall the brand, and the extent of loyalty maintained towards the brand. This multifaceted analysis aimed to provide insights into the diverse factors influencing consumers' buying behavior in the realm of branded fashion products.

- **Impact of different factors on preference for branded fashion products:** In this part of the study, an investigation is conducted into the impact of various factors on the preference for branded fashion products. The analysis specifically delved into factors such as the level of engagement with fashion, the perception of uniqueness, satisfaction levels, tendencies for social comparison, and the influence of celebrity endorsements. The aim was to understand how these diverse elements contribute to shaping consumers' preferences for branded fashion products.

The data analysis process is structured across three distinct levels to ensure a comprehensive exploration:

- **Univariate Analysis:** At this level, each variable is scrutinized in isolation. The aim is to understand the individual characteristics and patterns of each variable on its own. This deep dive into individual variables helps unveil unique insights and trends specific to each factor being examined.
- **Bivariate Analysis:** Moving beyond individual variables, this stage explores the relationships and connections between pairs of variables. By examining how variables relate to each other, this analysis uncovers potential correlations or associations between different aspects of the data. It's like looking at how two variables might change together, revealing potential connections that may be impacting one another.
- **Multivariate Analysis:** The focus at this level shifts towards examining the collective impact and interdependencies among multiple variables. This stage allows for a more nuanced understanding of how multiple variables collectively influence the data. By considering the combined effects of various factors, it provides a holistic perspective on the interplay and complexities within the dataset.

In summary, this structured approach to data analysis ensures a thorough exploration at each level, starting with a deep dive into individual variables, progressing to the examination of relationships between pairs of variables, and culminating in a comprehensive understanding of the collective impact and interdependencies among multiple variables.

Part-A: Findings based on one variable analysis

9.1 Findings concerning demographic profile of the respondents

- A substantial 71% of the respondents are individuals aged less than 35 years. This concentration underscores a noteworthy prevalence of young individuals in the surveyed sample.

- A notable majority of the respondents accounting for 75.2% of the sample are male and 24.7% are female.
- A substantial majority of respondents, accounting for 48.6% of the total sample are employees, following closely behind by businessmen and students.
- Middle-class respondents make up the majority of the sample, comprising 58.4% of the total sample size.
- A significant majority, comprising 47.1% of the respondents, hail from Ahmedabad and Gandhinagar, followed closely by respondents from Surat, accounting for 34.6% of the sample size
- Instagram emerged as the most favored platform among the respondents closely followed by WhatsApp, YouTube, and Facebook. The preference is lowest for LinkedIn and Telegram.
- A significant majority, comprising 48% of the sample size, buy fashion products both for themselves and their family members.
- A significant portion of respondents constituting 60% of the sample dedicate between 3 to 5 hours daily to engaging with social media platforms.
- The surveyed respondents exhibit diverse patterns of social media usage, varying from frequent and heavy users to more occasional or sporadic ones.
- There's a strong preference for fashion products among the majority of respondents. Respondents accounting for 89.3% of the sample, make frequent purchases of fashion products or do so very frequently.
- Fashion products hold significant value and importance for the surveyed individuals, influencing their purchasing decisions.
- Majority of respondents rely on online platforms, websites, and digital resources when seeking details about fashion products.

9.2 Findings based on consumer behaviour towards digital marketing of branded fashion products via various digital marketing channels

• Content Marketing:

- Majority of the respondents hold positive perception towards content marketing of branded fashion products.
- Respondents express agreement with several aspects, including their preference for reading online content about fashion products, actively searching and comparing fashion items and referring and listening to online reviews.
- Respondents strongly agree that content marketing significantly influences their decisions to buy branded fashion products

• Influencer Marketing:

- Respondents hold a positive perception towards influencer marketing in the context of branded fashion products
- Respondents strongly agree that celebrity endorsements in fashion brand ads catch their attention, motivate them to purchase endorsed products, and they find such ads more credible and persuasive.
- Respondents express a strong consensus that influencer marketing notably impacts their decisions to purchase branded fashion products.

• Social Media Marketing:

- Respondents exhibit favourable views on different facets of social media marketing of branded fashion products.

- Respondents strongly agree that they actively use social media platforms like Facebook, Instagram, etc., often click on social media ads, and frequently browse fashion products on these platforms.
- The study found that social media marketing is highly effective in capturing consumer attention, generating interest in products, and influencing purchasing decisions in the fashion industry
- **Affiliate Marketing:**
 - Study found overall positive perception among respondents towards different aspects of affiliate marketing in the context of branded fashion products.
 - Respondents frequently utilize online coupons for fashion purchases, click on product links in online content (e.g., blogs, YouTube reviews), and visit fashion retailer pages through links shared by experts or online communities.
 - Respondents firmly acknowledge that affiliate marketing has a substantial impact on their decision to buy branded fashion products.
- **Mobile Marketing:**
 - Study found highly positive perception among respondents toward various aspects of mobile marketing within the branded fashion products context.
 - Respondents prefer mobile communication, trust marketing texts from reputable companies, prioritize brands with mobile websites for better service, and view mobile ads positively.
 - Respondents strongly affirm that mobile marketing significantly influences their decision to purchase branded fashion products.
- **Video Marketing:**
 - Study found remarkably positive sentiment among respondents towards various facets of video marketing within the realm of branded fashion products
 - Respondents strongly agree that short fashion videos effectively convey brand image, frequently watch such videos, and are often impressed by the brand content within them.
 - Respondents strongly affirm that video marketing significantly influences their decision to purchase branded fashion products.
- **Online public relations:**
 - Study found positive sentiment among respondents toward various aspects of Online Public Relations in relation to branded fashion products
 - Respondents strongly prefer personalized communication via email, along with prompt responses from online marketers and comprehensive purchase and return information from online retailers.
 - Respondents strongly assert that Online Public Relations plays a significant role in shaping their decisions to purchase branded fashion products.
- **Search Engine Marketing:**
 - Study found notably positive sentiment among respondents towards various aspects of Search Engine Marketing within the branded fashion products domain
 - Respondents strongly click on relevant search engine links, relying on them to research fashion products before purchasing, demonstrating trust in the top results for valuable information.
 - The study reveals a widespread agreement among respondents regarding the significant impact of Search Engine Marketing on their purchasing decisions in the branded fashion products sector.
- **Email Marketing:**

- Study found significantly positive sentiment among respondents towards different facets of Email Marketing within the branded fashion products sector
- Respondents actively engage with fashion retailer emails, finding them informative and persuasive, showing interest in fashion-related promotions, and regularly reading emails from retailers.
- The study shows widespread agreement among respondents about Email Marketing's significant impact on their purchasing decisions in branded fashion products.
 - Mobile marketing has the highest perceived impact on respondents decision to purchase branded fashion products, closely followed by email marketing and video marketing
 - Influencer marketing is perceived to have the lowest impact, followed by online public relations and affiliate marketing
 - Mobile marketing is the most preferred channel for watching advertisements and promotional offers of branded fashion products closely by social media marketing, video marketing, and email marketing, in that order
 - Online banners wield the greatest influence on respondents' decisions to buy branded fashion products, closely trailed by product reviews, ratings, and user recommendations.

9.3 Findings about consumers' perception towards digital marketing of fashion products

- **Perceived Reliability:**
 - Respondents perceive a notably high level of reliability in digital marketing efforts within the branded fashion sector
 - Respondents strongly agree that digital ads effectively inform them about fashion brands, keep them updated on developments, offer brand-related offers, and aid brand recognition amid competition.
- **Perceived Usefulness:**
 - Respondents demonstrated a significantly high level of perceived usefulness in digital marketing efforts within the branded fashion sector.
 - Respondents strongly agree that digital marketing is beneficial for informing them about lifestyle-appropriate products, discovering unique items, and staying updated on current fashion trends and promotions.
- **Perceived Value Addition:**
 - Study found strong positive perception among respondents regarding the value addition facilitated by digital marketing within the branded fashion industry
 - Respondents strongly agree that digital marketing effectively promotes desirable values and is highly credible for branded fashion products.
- **Perceived Effectiveness:**
 - The study revealed a robustly positive perception among respondents regarding the effectiveness of digital marketing strategies concerning branded fashion products.
 - Respondents strongly favour digital fashion ads, finding them innovative, convincing, brand-awareness boosting, and generally more appealing than other marketing approaches.
- **Perceived ease of use:**
 - The study uncovered a strongly favorable perception among respondents regarding the user-friendliness of digital marketing strategies for branded fashion products.
 - Participants appreciate digital ads' clarity, accessibility, and user-friendliness but see room for improvement in directing users to intended URLs or websites.
- **Perceived pleasantness:**

- Respondents perceive a high level of pleasantness regarding digital marketing efforts in the branded fashion sector.
- Participants find Digital Advertisements/Promotional Offers highly enjoyable and interactive, but only moderately consider them a good means of spending time.
- **Perceived Beliefs:**
 - Respondents hold strongly positive beliefs regarding the digital marketing of branded fashion products.
 - Participants find digital ads visually appealing but moderately agree about their uniqueness, credibility, and impact on brand image.
- **Perceived Trust:**
 - Respondents exhibit a strong level of trust in the digital marketing of branded fashion products.
 - Participants strongly believe that Digital Advertisements/Promotional Offers reliably promote top-notch fashion products, offer genuine information, and serve as trustworthy platforms for informed decision-making.
- **Perceived Support**
 - Respondents demonstrate robust support for the digital marketing of branded fashion products.
 - Participants strongly believe that Digital Advertisements/Promotional Offers assist in finding fashion products that reflect their personality and promote superior items.
 - However, their agreement is only moderate regarding the effectiveness of these offers in communicating price, benefits, terms, and customer reviews for brand evaluation.
- Overall respondents view digital marketing positively for promoting branded fashion products, although they see room for improvement in areas like reliability, usefulness, and appeal.

9.4 Findings about perceived impact of digital marketing on consumer behaviour fashion brands

- **Brand Awareness :**
 - Respondents view digital marketing as significantly impactful in enhancing their awareness of fashion brands
 - Respondents strongly agree that digital ads are effective in enhancing their awareness of fashion brands, providing comprehensive information and keeping them updated.
 - However, respondents are less convinced about the effectiveness of digital marketing in distinguishing specific brands, suggesting a need for improved recognition strategies amidst competition.
- **Brand Image :**
 - Respondents consider digital marketing to have a substantial impact on shaping the image of fashion brands perceived by them.
 - Respondents strongly favor digital ads for conveying fashion brand identity, finding them more realistic and valuable, but are less certain about digital ads claiming brand ownership, showing a nuanced perspective on their impact.
- **Brand Preference :**
 - Respondents consider digital marketing to have a substantial impact on enhancing their preference for fashion brands.
 - Respondents strongly favor digital ads for shaping their fashion brand preferences, leading to increased loyalty and purchasing behavior.

- However, respondents are unsure if digital promotions fully meet customer needs, suggesting a nuanced view of digital marketing's effectiveness in the fashion industry.
- **Brand switch over :**
- Respondents hold a neutral opinion about the impact of digital marketing on their tendency to switch from one brand to another.
- **Brand recall :**
- Respondents believe digital marketing significantly enhances their ability to recall fashion brands.
- Respondents strongly agree that digital ads improve long-term brand memory, reducing forgetfulness and enhancing recall, highlighting digital marketing's pivotal role in reinforcing brand recall in the fashion industry.
- **Brand Loyalty :**
- Respondents perceive digital marketing as a significant contributor to their loyalty towards fashion brands.
- Respondents strongly prioritize brand loyalty, consistently opting for familiar fashion brands due to their perceived quality.
- Overall respondents perceive digital marketing to have a significant impact on brand recall, image, awareness, preference, and loyalty for fashion brands, but are neutral regarding its influence on brand switching.

9.5 Findings based on Factors affecting preference for branded fashion products

- **Fashion Involvement**
 - The study found remarkably high level of involvement that respondents perceive with fashion brands.
 - Respondents show strong agreement in utilizing digital ads/promotions to stay updated on branded fashion, preferring to shop via these channels.
 - Respondents exhibit unwavering loyalty to branded fashion, influenced by admired individuals on social media.
- **Uniqueness**
 - Respondents attribute a notably high level of uniqueness to these fashion items.
 - Participants believe that branded fashion items possess qualities or characteristics that set them apart from other products in the market, thereby elevating their appeal and desirability
 - Participants seek new branded fashion items for uniqueness, preferring unconventional products to cultivate personal style, enjoying originality, and favouring brands with exceptionally unique offerings.
- **Satisfaction level**
 - Participants attribute a considerable influence to their satisfaction levels on their preference for branded fashion items.
 - Respondents perceive their level of satisfaction with branded fashion products as a crucial determinant in guiding their preferences
 - Participants strongly agree that they prioritize fashion brands providing maximum satisfaction, are likely to repurchase satisfying brands, and base their brand choices on satisfaction levels.
- **Social Comparison**
 - Participants ascribe a significant impact of social comparisons in shaping their preference for branded fashion items.

- Participants strongly prioritize fashion brands favored by close connections, including relatives, friends, and celebrities, but hold a neutral stance towards brands used by colleagues.
- **Celebrity endorsement**
 - Participants attribute considerable importance to celebrity endorsements in shaping their preferences for branded fashion items
 - Participants strongly favor celebrity-endorsed fashion brands for differentiation, acceptance, and purchase motivation, especially if endorsed by their favorite star.
 - However, the absence of a celebrity endorsement only moderately affects perceptions of a brand's trendiness.
- **Purchase intention**
 - Study found strong inclination among participants towards purchasing these branded fashion items.
 - There is considerable preference for branded fashion products among the respondents, suggesting a significant market demand for such items.
 - Participants express a strong desire to purchase branded fashion products, highlighting their willingness for such transactions and the importance of fashion decisions for personal style expression.

Part-B: Findings based on bivariable analysis

9.6 Consumer behaviour towards digital marketing channels

- Consumers exhibit diverse behavior across digital marketing channels for promoting branded fashion products, with statistically significant difference.
- There are notable differences in consumer behavior depending on the specific digital marketing channel used.
- The study reveals a strong overall preference for all digital marketing. Channels. Email marketing stands out as the most favored channel, followed closely by video and mobile marketing.
- The Friedman test confirms significant differences in preference levels across digital marketing channels, indicating distinct consumer preferences in engaging with branded fashion products through various digital avenues
- Study found significant gender-based differences in behavior towards content, affiliate, video, and search engine marketing.
- Study found a statistically significant difference in consumer behavior towards different digital marketing channels among respondents from various age groups.
- With the exception of email marketing, consumer behavior towards all other digital marketing channels displays variations across respondents engaged in diverse types of occupations.
- While most digital marketing channels show no significant difference in consumer behavior among respondents with varied educational levels, social media marketing stands out as an exception.

9.7 Consumer perception towards digital marketing

- There exists a significant difference in consumer perception concerning digital marketing across various perceptual parameters.

- There's no significant difference in how male and female respondents perceive digital marketing across all measured parameters
- The study revealed significant age-related differences in perceptions of digital fashion marketing, except for perceived support and value addition.
- Age plays a significant role in shaping how individuals perceive various aspects of digital marketing strategies within the fashion industry.
- Except for perceived efficiency, consumers' perceptions of digital marketing in the fashion industry do not significantly differ across various educational levels.

9.8 Perceived Impact of digital marketing on consumer behavior towards fashion brands

- Study found statistically significant variance in the perceived impact of digital marketing among respondents across multiple parameters.
- Except for brand switch over, males and females perceive the impact of digital marketing similarly across different parameters.
- Gender may play a role in shaping consumer tendencies to switch between fashion brands based on digital marketing stimuli.
- Apart from brand involvement and preference, there's little statistically significant difference in how digital marketing impacts consumer behavior towards fashion brands across age groups.
- No significant differences were found in perceptions of digital marketing's influence on brand involvement, switch over, and loyalty across various occupations. However, disparities emerged in brand awareness, preference, and recall among respondents from different occupational backgrounds.

9.9 Impact of various factors on consumers' preference for the fashion brands

- Study found statistically significant diversity in the influence of various factors on consumers' preference for fashion brands.
- Factors such as Fashion Involvement, Uniqueness, Satisfaction level, Social Comparison, and Celebrity Endorsement exert differing impacts on consumers' brand preferences within the fashion realm
- There exists no significant difference in the influence of various factors on the preference for fashion brands between male and female respondents.
- There exists a statistically significant difference in how various factors affect the preference for fashion brands among respondents across diverse age categories
- Significant variations in the influence of various factors on fashion brand preference exist among respondents with different education levels, except for uniqueness and satisfaction levels.

Part-C: Findings based on Multivariate Analysis

9.10 Multivariate analysis of Consumer behavior towards digital marketing channels

○ Findings based on factor analysis

- Exploratory Factor Analysis was used to reduce the data and identify the variables explaining each construct studying consumer behaviour towards digital marketing of branded fashion products. Results of KMO and Bartlett's test suggested adequacy of sample and factorability of data.

- EFA extracted nine factors with eigenvalue of more than one, accounting for 77% of variance of consumer behaviour towards digital marketing of branded fashion products.
- Majority of the observed variables have communality value of more than 0.7 indicating that extracted nine factors explain very high proportion of variance of each observed variable studying consumer behaviour digital marketing of branded fashion products.
- All observed variables, excluding CBCM, CBIM4 and CBOPR5, demonstrate factor loadings exceeding 0.5, indicating a positive association with the extracted factors characterized by a moderate to strong degree of correlation.
- Each observed variable representing a specific construct is loaded exclusively onto a distinct factor, underscoring the strong fitment of the data with the model.
- After evaluating the communalities and rotated component matrix, it was recommended to exclude the observed variables CBCM, CBIM4, and CBOPR5 from further analysis.
- **Findings based on Confirmatory Factor Analysis (CFA)**
 - The confirmatory factor analysis is run for nine latent variables and 46 endogenous variables.
 - Majority of fitment indices indicated good fitment of the model to data
 - Observed variables in each construct was positively associated with the construct. The relationship of each observed variable with their construct was statistically significant. The value of standardized regression weights lie in the range of 0.65 to 0.957.
 - The value of composite reliability indicated higher level of internal consistency among the observed variables measuring the constructs.
 - For all the constructs value of average variance extracted (AVE) was above 0.5 and CR value of each construct was more than the AVE suggesting good convergent validity of model.
 - AVE values for all the constructs surpass the MSV values, indicating a robust level of discriminant validity.
 - The result of Fornell and Larcker criterion indicated high level of discriminant validity among all the constructs.
- **Findings based on structural equation modelling**
 - The output of SEM indicates that consumer behavior toward various digital marketing channels can elucidate approximately 28% of the variability observed in consumers' purchase intention regarding branded fashion products.
 - Upon conducting the SEM analysis, the results demonstrated a robust level of fit, as evidenced by the majority of fit indices falling within the acceptable range
 - Consumer behaviour towards marketing of branded fashion products through all the digital marketing channels except mobile marketing and search engine marketing is positively associated with their intention to buy the branded fashion products.
 - Consumer behaviour towards content marketing, social media marketing, affiliate market, email marketing and search engine marketing has statistically significant influence on their intention to purchase branded fashion products.
 - Consumer behaviour towards influencer marketing, mobile marketing, video marketing and online public relations doesn't have statistically significant influence on their intention to purchase branded fashion products.

9.11 Multivariate analysis of Consumers' perception towards digital marketing of branded fashion products

- **Findings based on factor analysis**

- Exploratory Factor Analysis was used to reduce the data and identify the variables explaining each construct studying consumers' perception towards digital marketing of branded fashion products. Results of KMO and Bartlett's test suggested adequacy of sample and factorability of data.
- EFA extracted eight factors with eigenvalue of more than one, accounting for 76% of variance of consumers' perception towards digital marketing of branded fashion products.
- Majority of the observed variables have communality value of more than 0.7 indicating that extracted eight factors explain very high proportion of variance of each observed variable studying consumers' perception towards digital marketing of branded fashion products.
- All observed variables, excluding DMPU3, demonstrate factor loadings exceeding 0.5, indicating a positive association with the extracted factors characterized by a moderate to strong degree of correlation.
- Each observed variable representing a specific construct is loaded exclusively onto a distinct factor, underscoring the strong fitment of the data with the model.
- After evaluating the communalities and rotated component matrix, it was recommended to exclude the observed variables DMPU3, DMPS5, DMPS6 and DMPS7 from further analysis.

o Findings based on Confirmatory Factor Analysis (CFA)

- The confirmatory factor analysis is run for nine latent variables and 39 endogenous variables.
- Majority of fitment indices indicated good fitment of the model to data
- Observed variables in each construct was positively associated with the construct. The relationship of each observed variable with their construct was statistically significant. The value of standardized regression weights lie in the range of 0.587 to 1.191.
- The value of composite reliability indicated higher level of internal consistency among the observed variables measuring the constructs.
- For all the constructs value of average variance extracted (AVE) was above 0.5 and CR value of each construct was more than the AVE suggesting good convergent validity of model.
- AVE values for all the constructs surpass the MSV values, indicating a robust level of discriminant validity.
- The result of Fornell and Larcker criterion indicated high level of discriminant validity among all the constructs.

o Findings based on structural equation modelling

- The output of SEM indicates that consumers' perception toward digital marketing can elucidate approximately 20% of the variability observed in consumers' purchase intention regarding branded fashion products.
- Upon conducting the SEM analysis, the results demonstrated a robust level of fit, as evidenced by the majority of fit indices falling within the acceptable range
- Except perceived level of trust, consumers' perception towards digital marketing of branded fashion products measured on all other parameters doesn't have statistically significant impact on their intention to buy branded fashion products.

- Level of reliability, usefulness, value addition, ease of use, pleasantness, believes and trust of digital marketing perceived by the consumers are positively associated with consumers' intention to purchase branded fashion products.
- Level of efficiency and support of digital marketing perceived by the consumers are negatively associated with consumers' intention to purchase branded fashion products.

9.12 Multivariate analysis of Consumer behaviour towards fashion brands

- **Findings based on factor analysis**
 - Exploratory Factor Analysis was used to reduce the data and identify the variables explaining each construct studying consumer behaviour towards fashion brands. Results of KMO and Bartlett's test suggested adequacy of sample and factorability of data.
 - EFA extracted six factors with eigenvalue of more than one, accounting for 82% of variance of consumer behaviour towards fashion brands.
 - Majority of the observed variables have communality value of more than 0.7 indicating that extracted six factors explain very high proportion of variance of each observed variable studying consumer behaviour towards fashion brands.
 - All observed variables demonstrate factor loadings exceeding 0.5, indicating a positive association with the extracted factors characterized by a moderate to strong degree of correlation.
 - Each observed variable representing a specific construct is loaded exclusively onto a distinct factor, underscoring the strong fitment of the data with the model.
- **Findings based on Confirmatory Factor Analysis (CFA)**
 - The confirmatory factor analysis is run for six latent variables and 26 endogenous variables.
 - Majority of fitment indices indicated good fitment of the model to data
 - Observed variables in each construct was positively associated with the construct. The relationship of each observed variable with their construct was statistically significant. The value of standardized regression weights lie in the range of 0.543 to 0.985
 - The value of composite reliability indicated higher level of internal consistency among the observed variables measuring the constructs.
 - For all the constructs value of average variance extracted (AVE) was above 0.5 and CR value of each construct was more than the AVE suggesting good convergent validity of model.
 - AVE values for all the constructs surpass the MSV values, indicating a robust level of discriminant validity.
 - The result of Fornell and Larcker criterion indicated high level of discriminant validity among all the constructs.
- **Findings based on structural equation modelling**
 - The output of SEM indicates that consumer behaviour towards fashion brands elucidate approximately 6% of the variability observed in consumers' purchase intention regarding branded fashion products.
 - Upon conducting the SEM analysis, the results demonstrated a robust level of fit, as evidenced by the majority of fit indices falling within the acceptable range
 - All the parameters of consumer behaviour towards fashion brands including level of brand awareness, brand identity, brand preference, brand switch over behaviour, brand recall and brand loyalty are positively associated with their intention to purchase fashion brands.

- The level of brand awareness, brand identity and brand preference have statistically significant impact on consumers' intention to purchase fashion brands.
- Whereas brand switch over behaviour, brand recall and brand loyalty doesn't have statistically significant impact on consumers' intention to purchase fashion brands.

9.13 Multivariate analysis of factors affecting consumers' preference for fashion brands

- **Findings based on factor analysis**
 - Exploratory Factor Analysis was used to reduce the data and identify the variables explaining each construct studying consumers' preference for fashion brands. Results of KMO and Bartlett's test suggested adequacy of sample and factorability of data.
 - EFA extracted six factors with eigenvalue of more than one, accounting for 76% of variance of consumers' preference for fashion brands.
 - Majority of the observed variables have communality value of more than 0.7 indicating that extracted six factors explain very high proportion of variance of each observed variable studying consumers' preference for fashion brands.
 - All observed variables excluding FI6, demonstrate factor loadings exceeding 0.5, indicating a positive association with the extracted factors characterized by a moderate to strong degree of correlation.
 - Each observed variable representing a specific construct is loaded exclusively onto a distinct factor, underscoring the strong fitment of the data with the model.
 - After evaluating the communalities and rotated component matrix, it was recommended to exclude the observed variables FI6, SC2 and CE5 from further analysis.
- **Findings based on Confirmatory Factor Analysis (CFA)**
 - The confirmatory factor analysis is run for five latent variables and 23 endogenous variables.
 - Majority of fitment indices indicated good fitment of the model to data
 - Observed variables in each construct was positively associated with the construct. The relationship of each observed variable with their construct was statistically significant. The value of standardized regression weights lie in the range of 0.69 to 0.962.
 - The value of composite reliability indicated higher level of internal consistency among the observed variables measuring the constructs.
 - For all the constructs value of average variance extracted (AVE) was above 0.5 and CR value of each construct was more than the AVE suggesting good convergent validity of model.
 - AVE values for all the constructs surpass the MSV values, indicating a robust level of discriminant validity.
 - The result of Fornell and Larcker criterion indicated high level of discriminant validity among all the constructs.
- **Findings based on structural equation modelling**
 - The output of SEM indicates that consumers' preference for fashion brands elucidate approximately 44% of the variability observed in consumers' purchase intention regarding branded fashion products.
 - Upon conducting the SEM analysis, the results demonstrated a robust level of fit, as evidenced by the majority of fit indices falling within the acceptable range
 - All the parameters of consumers' preference for fashion brands including level fashion involvement, uniqueness, satisfaction level, social comparison and celebrity

endorsement are positively associated with consumers' intention to purchase fashion brands.

- Fashion involvement, uniqueness, social comparison and celebrity endorsement, have statistically significant impact on consumers' intention to purchase fashion brands.
- Satisfaction level doesn't have statistically significant impact on consumers' intention to purchase fashion brands.

Conclusion

The Indian fashion industry, though nascent, possesses significant global potential, with its ethnic designs and materials being acclaimed by fashion houses worldwide. Navigating this industry requires intensified efforts due to its diverse consumer base, ranging from the educated to the economically challenged. The digital era and online shopping surge have reshaped marketing strategies, making a strong online presence essential for brands. To stay competitive, companies must adapt and innovate in digital marketing, remaining vigilant about emerging trends and consumer behavior shifts. However, there's a research gap concerning the impact of digital marketing on consumer behavior, especially in regions like Gujarat. Thus, this study aims to empirically assess the influence of digital marketing on consumer behavior regarding fashion products in major cities of Gujarat. It studies consumer behaviour towards digital marketing channels, consumer preferences, factors influencing purchasing decisions, and perceptions towards digital marketing of branded fashion products. The study, employing a descriptive and quantitative research approach, involves primary and secondary data collection from 1538 respondents across Ahmedabad, Baroda, Surat, and Rajkot. The data analysis is carried out using various univariate, bivariate and multivariate analysis techniques. The thesis comprises five chapters, covering conceptual overviews, literature reviews, methodology, data analysis, and research outcomes. The study's findings are expected to enrich existing literature on digital marketing and consumer behavior in the fashion industry, providing insights for fashion marketers to enhance their strategies and campaigns effectively. Additionally, it sets the stage for broader nationwide studies in the future.

The study shows a predominance of young respondents, especially those under 35, with males comprising the majority. Most are employed, including a notable presence of businessmen and students. Additionally, the majority belong to the middle class, and there's a notable concentration from Ahmedabad, Gandhinagar, and Surat. Instagram is the top choice among respondents, followed closely by WhatsApp, YouTube, and Facebook, with lower preference for LinkedIn and Telegram. Many respondents buy fashion products for themselves and family, dedicating 3 to 5 hours daily to social media. Usage patterns vary widely, from heavy to occasional users. Fashion products are highly valued, influencing purchasing decisions, and online platforms are the go-to for product details.

Analysing consumer behavior towards digital marketing for branded fashion products the study found that, respondents generally hold positive views on digital marketing strategies. Content marketing is favored, with respondents actively seeking fashion-related online content, relying on reviews for purchases. Influencer marketing, especially celebrity endorsements, is seen as attention-catching and credible. Social media marketing, particularly on Facebook and Instagram, is popular for browsing fashion ads. Affiliate and mobile marketing are well-received, with respondents using coupons and preferring mobile-friendly websites. Short fashion videos are effective in shaping brand image and influencing purchases. Online PR, search engine, and email marketing are valued for personalized communication. Mobile marketing has the highest impact on purchasing decisions, followed by email and video marketing. Preferred channels for ads are mobile, social media, video, and email. Online banners were found to have the highest influence on respondents' decisions to purchase branded fashion products, followed closely by product reviews, ratings, and user recommendations.

The study found that overall respondents hold positive perceptions towards digital marketing of fashion products. Consumers view digital fashion marketing favorably, finding it reliable for brand information, trend updates, and promotions. They appreciate its value in discovering products and enhancing brand recognition. Despite acknowledging its user-friendliness, they suggest improvements in directing users to URLs. While they enjoy digital ads and promotions, they see them only moderately as time-consuming. Respondents hold positive views on visual appeal but are moderate in agreement about uniqueness, credibility, and impact on brand image. They trust digital marketing for promoting quality products and making informed decisions, though they're moderately convinced about its effectiveness in communicating price and benefits. Overall, they see digital marketing positively but suggest improvements in reliability, usefulness, and appeal.

Findings concerning impact of digital marketing on consumers' perception towards fashion brands highlight several key points. Firstly, it enhances brand awareness through effective dissemination of brand information via digital ads. However, there's uncertainty about its ability to distinguish between brands in competitive settings. Secondly, it shapes brand image realistically but uncertainty exists about claims of brand ownership in digital ads. Thirdly, it influences brand preference, fostering loyalty and purchasing behavior, though its ability to fully meet customer needs is unclear. Regarding brand switch-over, there's a neutral stance, yet digital marketing significantly boosts brand recall, improving long-term memory. Additionally, it contributes to brand loyalty by prioritizing familiar brands for perceived quality. Overall, respondents acknowledge digital marketing's significant impact on brand recall, image, awareness, preference, and loyalty within the fashion industry. However, they remain neutral regarding its influence on brand switching, suggesting a complex relationship between digital marketing and consumer behavior in this context.

Several key findings emerged while analysing factors influencing respondents' preference for fashion brands. Firstly, respondents show high engagement with fashion brands, favoring digital ads and promotions to stay updated on trends and displaying loyalty influenced by social media figures. Secondly, respondents attribute distinctiveness to branded fashion items, actively seeking out unique products to cultivate personal style. Thirdly, satisfaction levels play a crucial role, with participants prioritizing brands that provide maximum satisfaction and expressing a strong inclination to repurchase satisfying brands. Social connections significantly influence brand preference, particularly those favored by close connections and celebrities. Celebrity endorsement holds considerable importance, particularly for differentiation and purchase motivation. Lastly, there's notable purchase intention among participants, indicating a strong willingness to buy branded fashion items, reflecting the significance of fashion decisions for personal style expression.

Consumers show diverse behavior across digital marketing channels for branded fashion products, with significant differences observed. Email marketing emerges as the top-preferred channel, followed closely by video and mobile marketing. Gender-based variations are notable in content, affiliate, video, and search engine marketing. Significant differences across age groups are also observed, except in email marketing. Occupations influence consumer behavior in all channels except email marketing, while educational levels don't significantly affect behavior except for social media marketing.

There exists a significant difference in consumer perception concerning digital marketing across various perceptual parameters. Male and female perceptions of digital marketing show no notable difference across parameters. Age impacts views on digital fashion marketing, except for support and value perception. Age shapes perceptions of digital marketing in fashion, with minimal variance by education level except in perceived efficiency.

Study found statistically significant variance in the perceived impact of digital marketing among respondents across multiple parameters. With the exception of brand switching, both genders perceive digital marketing's impact on fashion similarly. Gender might affect brand-switching behavior due to digital marketing. Other than brand preference, digital marketing's effect on consumer behavior doesn't vary much by age. Occupational differences show up in brand awareness, preference, and recall, but not in brand involvement, switch over, or loyalty.

Study found statistically significant diversity in the influence of various factors on consumers' preference for fashion brands. Various factors like Fashion Involvement, Uniqueness, Satisfaction, Social Comparison, and Celebrity Endorsement have varying impacts on consumers' fashion brand preferences. Gender doesn't significantly alter these influences. However, age and education level do affect preferences, with notable differences in how factors like Uniqueness and Satisfaction influence choices among different demographics.

The multivariate analysis of consumer behavior towards digital marketing channels for branded fashion products revealed insightful findings. Exploratory Factor Analysis (EFA) indicated the adequacy of the sample and extracted nine factors, explaining 77% of the variance. Most observed variables showed strong correlation with the factors. After assessment, three variables were recommended for exclusion. Confirmatory Factor Analysis (CFA) with nine latent and 46 endogenous variables showed good model fit. Each observed variable positively correlated with its construct, with standardized regression weights ranging from 0.65 to 0.957. Composite reliability and Average Variance Extracted (AVE) values indicated high internal consistency and convergent validity. Furthermore, discriminant validity was robust, as AVE values surpassed Mean Variance Extracted (MSV) values. Structural Equation Modeling (SEM) revealed that digital marketing channels explained 28% of the variability in consumers' purchase intention for branded fashion products. Notably, content marketing, social media marketing, affiliate marketing, email marketing, and search engine marketing significantly influenced purchase intention, while influencer marketing, mobile marketing, video marketing, and online public relations did not.

Multivariate analysis of concerning Consumers' perception towards digital marketing of branded fashion products revealed significant insights. EFA identified eight factors explaining 76% of the variance, with most variables strongly associated with these factors. CFA validated the model fit with nine latent and 39 endogenous variables, showing positive correlations between observed variables and constructs. The analysis indicated robust associations with standardized regression weights ranging from 0.587 to 1.191. Internal consistency and convergent validity were high, and discriminant validity was robust, supported by various criteria. Structural Equation Modeling (SEM) revealed that digital marketing perception explains around 20% of the variability in purchase intention for branded fashion, with trust significantly impacting purchase intention. Other factors like reliability, usefulness, and value addition positively influenced intention, while efficiency and support had negative effects. Overall, the SEM exhibited a strong fit.

Multivariate analysis of concerning consumer behaviour towards fashion brands revealed significant insights. EFA revealed six factors explaining 82% of the variance, with high communalities (>0.7) indicating strong relationships between observed variables and factors. Factor loadings (>0.5) indicated moderate to strong correlations. Each observed variable loaded exclusively onto a distinct factor, affirming model fit. CFA confirmed the six latent variables and demonstrated good model fit, with significant positive associations between observed variables and constructs. Standardized regression weights ranged from 0.543 to 0.985, indicating strong relationships. Composite reliability and average variance extracted (AVE) values suggested high internal consistency and convergent validity. SEM showed that consumer behavior towards fashion brands explained approximately 6% of variability in

purchase intention. The model fit was robust, with parameters such as brand awareness, identity, and preference significantly influencing purchase intention. However, brand switch behavior, recall, and loyalty did not significantly impact purchase intention.

Multivariate analysis of concerning factors affecting consumers' preference for fashion brands revealed significant insights. In Exploratory Factor Analysis (EFA), results indicated sample adequacy and data factorability. Six factors, explaining 76% of variance in consumers' preference for fashion brands, were extracted. Most variables showed high communality (>0.7) and strong factor loadings (>0.5), supporting model fit. After evaluation, FI6, SC2, and CE5 were excluded. Confirmatory Factor Analysis (CFA) with five latent variables and 23 endogenous variables showed good model fit. Observed variables were positively associated with constructs, with significant relationships. Standardized regression weights ranged from 0.69 to 0.962. Composite reliability and Average Variance Extracted (AVE) indicated internal consistency and convergent validity. Discriminant validity was robust, surpassing the Maximum Shared Variance (MSV) values. SEM revealed that consumers' preference for fashion brands explained 44% of variability in purchase intention. Fit indices were satisfactory. Parameters like fashion involvement, uniqueness, social comparison, and celebrity endorsement positively impacted purchase intention, with statistical significance. However, satisfaction level didn't significantly influence purchase intention.

The study lays the foundation for future research endeavors aimed at exploring the influence of digital marketing on consumer behavior regarding branded fashion products beyond the borders of Gujarat. Additionally, it provides a platform for investigating the effects of digital marketing on consumer behavior towards a broader range of products and services, not limited to branded fashion items.

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