

**The Impact of Digital Marketing on Purchase Intention and Consumer Buying Behavior in
Apparel Industry in Pakistan**



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DEDICATION

Dedicated to my Loving Parents, My Wife, My Kid and All my Family Members

For their moral support and encouragement

and

To all my Friends/Peers

For giving their constant support and strong motivation through tough times

ACKNOWLEDGEMENT

After completing my research and writing my master's thesis in Business studies, I am extremely delighted with the results and find the process to be extremely informative. I choose this topic as it is relevant in today's marketing communication.

In this preface, I would really like to express my gratitude to various people whose contributions made this dissertation possible.

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ABSTRACT

Today companies fight for consumers' attention. Competition has compelled digital marketers to pursue innovative and effective methods to communicate with the market and gain customer attention. The study examined how the rise of digital media has altered marketing techniques, as well as whether digital marketing approaches are linked to consumer buying behavior. The main objective of this study was to investigate the benefits of digital media marketing, as well as its impact on consumer buying behavior in apparel sector, while purchase intention acts as a mediator between digital media and consumer buying behavior. The data was collected from 108 respondents based in the Pakistan. With the help of regression analysis, results indicated that digital marketing has a significant positive impact on purchase intention and buying behavior of consumers. Findings also indicate that purchase intention significantly positively mediates the relationship between digital marketing and consumer buying behavior. The findings have significant implications for marketers that use digital media to market their goods and services. It is highly recommended that marketers and advertisers should recognize the value of digital media as well as deliberately plan a strong strategy for doing so to positively influence consumer buying behavior.

Key words: *Digital media marketing, Digital media, Purchase intention, Consumer Buying Behavior.*

CHAPTER I

INTRODUCTION

1.1 Background of the study

Over time, new digital technology modes and trends have begun to infringe on established business practices. As is evident in the commercial world these days, the rapid growth of technology has transformed the communication landscape, having a significant impact on marketing communication (Toor & Husnain, 2017). The shift has had a dramatic impact on the current marketing landscape, leading to the formation of new connections between marketers and various types of customers. This evolution has developed unique potentials and opportunities within trade and commerce to such an extent that it is trying to change the way that customers respond when making purchases as exposure to a variety of brands of products and services becomes accessible (Shaw, 2012).

In this day and age, when technology is rapidly evolving and we are also becoming more and more reliant on technology for our work, marketing through digital media has become an absolute requirement because the vast majority of people spend a significant amount of time on these platforms. At a time when many businesses are shifting their marketing strategies toward digitalization, they can not only reach a wider audience, but they can also more specifically target the segment of buyers who are most likely to purchase their products. This is done by using data trends to determine which buyer segment is interested in which product category and then showing

them only those products by analyzing their purchasing behavior and changing their purchase preferences (Gawas, Kulkarni, & Mehendale, 2018).

There is no doubting that the proliferation of digital media has changed the ways in which people relate to one another and communicate with one another; as a result, the marketing industry is facing both new opportunities and new obstacles. The marketing communication hub for organizations, sellers, advertising, and customers has evolved to become social media platforms. Marketers use these platforms in an effort to mold the opinions and admiration that customers have of their brands and to influence the decisions they make regarding their purchases. In addition, customers are increasingly turning to digital platforms to search for information about goods and services (Sudha & Sheena, 2017).

There are currently 3,484 billion social media users worldwide, a 9% rise from the previous year. This equates to approximately 45% of the global population using social media. Changes in habits, platform evolution, and the emergence of new platforms are constants. All of these aspects have an effect on the ways in which users interact with and use social media marketing, as well as the ways in which marketers can reach the audiences they are trying to reach (Johana, 2019).

As a result of the growth of social media websites, consumers now have significant opportunity to communicate and exchange information or content about something like a relevant service or company that they have utilized. These opportunities are made possible by the growth of social media websites. Buyers as a direct result of this are becoming more aware and cautious in their pursuit of information on product features prior to making any decision (Ahmed & Zahid, 2014). This event exemplifies the crucial role that consumer participation and marketing via digital

media play in the distribution of information to other users, consequently contributing to the formation of their preferences and selections of products to purchase.

1.2 Context analysis

The digitalization of marketing has resulted in a positive shift in consumer behavior. When compared to traditional marketing, marketing through digital marketing is an entirely new undertaking that requires a new strategy to consumers and also a clear insight of how consumers perceive. This is because digital marketing requires customers to interact with businesses in a completely different way.

To begin, the research will incorporate a variety of digital media channels, with the goal of determining how the use of these various marketing platforms influences the purchasing patterns of customers. This exploratory study will focus on the overall notion of digital marketing, which aims to modify the perception of customers. With regards to how well digital marketing may change the consumer's intention, this study will concentrate on the various channels, or modes, of digital marketing, via which businesses can communicate with their target audiences to advertise any type of goods or services. The most popular digital marketing tools worldwide are social media and email marketing. Therefore, this body of research will include independent factors such as digital media, specifically including social media and email marketing, as well as how it brings an impact on dependent variable such as Consumer buying behavior while purchasing intention acts as mediator between both of the variables.

1.3 Gap analysis

Behavioral shifts relating to activities, habitats, and human connections have been accelerated by the rise of online platforms, resulting in considerable alterations in human interactions of all kinds. The use of social networks has had a profound impact on human interactions, which have been dramatically transformed as a result. Because of shifts in the manner in which customers behave, businesses need to re-strategize their digital marketing initiatives in order to remain competitive (Tiago & Verissimo, 2014). Nevertheless, businesses must acknowledge that digital and social media marketing influences customers' purchase decisions (Powers & Advincula, 2012).

Digital marketing and consumer purchasing behavior are investigated from a variety of theoretical viewpoints by IT professionals and Marketers but very few studies have explored the impact of new digital marketing trends specifically in the area of the apparel industry. The goal of the current research is to evaluate the end-to-end impact of Digital Marketing on consumer buying Behavior and to study the mediating role of purchase intention. Therefore the main purpose is to fill this gap and make difference in prospects.

1.4 Problem statement

The impact of social media on customer engagement has increased its importance for firms, particularly online, despite the scant study on this area of corporate marketing. Due to the paucity of research in this particular area, the goal of the present study is to examine the effect that digital marketing and specifically social network marketing has on the purchase intentions of Pakistani customers. In addition, the primary objective of this study is to assess the role of purchase intention as a mediator between social network marketing and customer purchasing behavior.

1.5 Research questions

1. What is the impact of digital marketing on consumer buying behavior?
2. To what extent is digital marketing effective in influencing the purchasing behavior of consumers?
3. Does purchase intent mediate the relationship between digital marketing and clients' buying behavior?

1.6 Research objectives

1. To examine the impact of digital marketing on consumer buying behavior
2. To explore whether purchase intention mediates the relationship between consumer buying behavior and digital marketing
3. To examine the relationship between effective digital marketing techniques and consumer buying behavior in the apparel industry

1.7 Significance of the study

With so many people devoting so much time to social media, it's no surprise that, marketing through these channels has become an absolute necessity in this modern era, when technology is continuously advancing and we are also becoming more and more dependent on technology for our work. The way in which technology and digital marketing are utilized for marketing purposes by brands and enterprises has been altered as a result of the development that has taken place in digital marketing since the 1990s and 2000s. Digital marketing efforts are becoming increasingly popular as digital channels are added to promotional campaigns and as more individuals use digital gadgets instead of traditional stores (Sudha & Sheena, 2017).

One of the most innovative and forward-thinking approaches to marketing, social network marketing, is a subset of social media marketing that has transformed customers into active players rather than passive onlookers. Because in contrast to more traditional methods of marketing, this innovative technique makes it easier to communicate in both directions, rather than only in one, there are no restrictions placed on time, location, or means of communication when it comes to connecting brands and consumers. This is because the approach connects them without any limitations (Kim & Ko, 2012).

Based on these characteristics, this study tries to expand on purchase intentions. The purpose is to interpret digital marketing's impact on customer purchase intent and behavior. The study is significant to the people involved in online purchasing. Along with gaining an insight into their customers' behaviors, it will be beneficial for companies and stores to gain an awareness of the fundamental components that are necessary for expanding and growing their sales through the use of digital marketing.

CHAPTER II

LITERATURE REVIEW

2.1 Digital marketing

The traditional definition of marketing refers to the process by which a company engages with, communicates with, and links its target audience in order to express the value of the things and services it offers and, eventually, sell those products and services. The practice of marketing dates back many, many years. When businesses wanted to get the word out about their goods or services in the past, they utilized traditional marketing methods such as word of mouth and printed publications like newspapers.

The evolution of digital marketing in today's world has brought about a change in the manner in which brands and enterprises engage in marketing activities using technological and digital channels. Because of the proliferation of digital marketing in today's world, the promotion of products has emerged as one of the most critical aspects of modern business. The traditional form of marketing is falling farther behind its digital counterpart, which offers individuals innovative possibilities such as individualized texts or replies to a search field (Ištvančić, Milić, & Krpić, 2017).

As digital platforms become more integrated into marketing tactics and daily life, and as people use online technology instead of inventory purchase, digital marketing campaigns grow more prevalent and trustworthy. This is because more and more individuals utilize digital devices.

It makes use of digital technology and mass media devices like television, radio, and the Internet, digital marketing is the most innovative form of marketing in the 21st century. This is because digital marketing can reach a broad range of consumers in a way that is relevant, significant, and personalized. Today, search engine optimization (SEO) is the digital marketing tool that is employed the most frequently (SEO). It is designed to improve the visibility of your website in search results on websites such as Google (Wikipedia, 2019).

The promotion of a company's wares and services to potential customers can be accomplished through the use of electronic communication channels, which are referred to as digital marketing. Customers are the primary focus of digital marketing, and interaction between customers and products is enabled through the use of various forms of digital media (Sathya, 2017).

It is also acknowledged that the use of technologies to aid marketing efforts in enhancing customer understanding by better matching products and services to the needs of specific customers is widespread (Chaffey, 2013).

Internet marketing is a subcategory of digital marketing that uses web - based technologies. Other names for internet marketing are online marketing and e-marketing. Because the bulk of actions associated with digital marketing may be categorized as Internet marketing, this aspect of marketing is, in point of fact, the most crucial one. Throughout the world, companies are investing more money in online marketing and engaging in it themselves at a rate that is higher than at any

time in the past. It is essential to have a solid understanding of the customer behavior aspects that determine the effectiveness of e-marketing (Gabriel & Kolapo, 2015). How businesses advertise their products or services has been revolutionized by the advent of digital marketing, which will ensure its continued relevance in businesses because it is a must both now and in the foreseeable future.

Digital marketing is replacing traditional marketing since it is more cost-effective, has a deeper and more quantifiable reach, and helps businesses to monitor the performance of marketing operations. To illustrate, the budget to target 2,000 customers via newspaper or direct mail is between \$200 and \$900, whereas the cost of advertising via digital marketing is between \$50 and \$75 (Bhargava, 2015). More choices for products and services, more bargaining power since customers can compare prices and convenience because they can shop whenever they want, take advantage of deals or offer comments and reviews when employing digital marketing.

2.2 Digital marketing channels

Some of the digital marketing channels used to reach out to consumers include:

E-Mail Marketing

One of the strategies utilized in digital marketing is known as e-mail marketing, and it is one of the approaches that is used to send orders or target letters to the same persons at the appropriate moment. Businesses can send emails that are tailored to the requirements of their consumers using email (Ugonna & Okolo, 2017). In addition, email marketing is a sort of direct marketing in which audiences are connected and promoted through the use of email to deliver messages or promote finances (Lodhi & Shoaib, 2017).

Email marketing, in the broadest sense of the term, can be understood to include any emails sent to potential or existing customers (Rai, 2018). E-mail is a crucial method of communication within marketing tools, and it is the medium via which companies may connect suggestions regarding their brand's worth to the audience that they desire. In addition, customers communicate their requirements to companies in the upstream direction via e-mail (Reimers, Chao, & Gorman, 2016).

Email marketing can be made more effective through the use of personalized email letters, which ensure that recipients are exposed to favorable advertising messages. Having a positive attitude regarding email advertisements, which are reminiscent of difficulties faced by practitioners, can be helped by gaining an awareness of the demands of consumers, the amount of time they have available, and the types of correspondence they find fascinating (Bokde & Seshan, 2019).

Search Engine Optimization (SEO)

Organic search engine optimization (SEO) and paid advertising are two distinct approaches to search engine optimization (SEO). The algorithms that are used by search engines are constantly being modified, which is one of the reasons why search engine optimization (SEO) is such an important component of a successful online business. Since the beginning of search engines, the algorithms that are used by those engines have continued to develop.

In the days before the Internet became oversaturated, it would simply take the important information from a webpage and then award a favorable grade to the page. These days, algorithms evaluate a webpage based on several factors, including the user experience, the design, and the overall quality of the page (Zhang & Cabage, 2017).

Online advertising

Advertising on the internet is a sort of promotion that informs audiences while also persuading them to commit to certain purchasing decisions. When the information is presented pleasantly, it is much simpler for people to accept the content (Mishra & Mahalik, 2017). Online advertising is also a method that uses the Internet to bring more people to a website and send ads to potential customers who would be a good fit for the business (Budiman, 2021).

The promotion of items across international boundaries is the primary benefit of using the internet for advertising rather than traditional methods (Khan & Islam, 2017). Therefore, advertising on the internet is a very important component of digital marketing. Internet advertising is another term for the process by which businesses can disseminate informational mail regarding their goods or services. The idea is that internet advertising can seize the opportunity to contact customers through multiple online platforms, raise product awareness, and improve future purchases (Dhore & Godbole, 2019).

Since there is a wide variety of goods and services, as well as an increase in the expectations and wishes of consumers, producers need to find solutions that are both quick and efficient to win their buyers' loyalty (Aqsa & Kartini, 2015). Last but not least, today's users are quite accustomed to online advertising, and they have a positive outlook on online advertising. This contributes to the effectiveness of online advertising in influencing purchasing decisions. The Internet is becoming increasingly recognized as a platform for advertising since it provides constant interaction between users and advertisers.

Social media marketing

The use of social media in marketing is a relatively recent practice that is gaining popularity rapidly as a simple and effective way to communicate with specific consumers. In addition, one definition of social media marketing is simply the advertising of a company or its wares through the use of various social media platforms (Bansal & Masood, 2014).

As a result of this new approach to marketing, commercial organizations are creating new and improved channels of communication. It is now possible for social media marketers to gain insights that are both more accurate and more powerful as a consequence of the availability of advanced analytics by the main online community (Nur, 2021).

The word social media refers to any technology channel that facilitates and encourages involvement in online conversations and can be used interchangeably with social networking sites. Consequently, examples of generic kinds of social media include platforms such as Facebook, Twitter, LinkedIn, and YouTube. At this time, two-way contact between customers and marketers can take place via social media platforms, which serve as a space for such interactions. In addition, the usage of social media by companies to communicate with their target audiences is becoming increasingly widespread (Budiman, 2021).

In conclusion, Kaplan (2010) found that digital media applications make it possible to create and share information. Additionally, social media investigated websites and programs that were developed to let users quickly and effectively share content in real-time with one another.

2.3 Role of digital marketing in the apparel industry

One industry that is frequently viewed as being well suited to and an ideal match for digital platforms is the fashion industry. The apparel industry, which is a subset of the fashion industry, makes use of digital media to research trends and uncover patterns of contemporary style. As a result of the proliferation of social networking websites such as Facebook and Instagram, fashionists and various clothing businesses now have access to a new wellspring of ideas for their designs. Customers are introduced to an extensive range of points of view and opinions via social media platforms such as Snapchat and Instagram, as well as other digital channels such as email campaigns and web pages, amongst others. This ranges from blogging to live broadcasts of apparel shows, from large-scale fashion campaigns to online purchasing. It is now widely considered the most important runway show in the history of the apparel industry. Bloggers who focus on fashion also play a significant role in this industry. They are recognized as influential thought leaders in the garment industry and wield a significant amount of influence over the bulk of the people that follow in their footsteps. Influencers and bloggers play the role of a bridge between firms and their target buyers, with the brands relying on them for feedback about their products (Ahmad & Salman, 2015).

In 2009, the usage of digital technology by premium apparel firms surged. Social media applications increase consumers' likelihood of engaging with apparel brands. These interactions with consumers contribute to the growth of the brand by improving brand identification, engagement, and commitment, resulting in higher brand familiarity and revenue. Despite the fact that many fashion apparel companies first feared that social media would weaken their relationship with customers, it is now viewed as an opportunity to strengthen such relationships and, as a result, reach more viewers.

According to Prabhakar (2010), showing the general public what is visible outside of the screen of social influencers has made it possible to interact with a completely new audience. The users that are made available to designers through social media platforms help give marketing opportunities that cannot be bought with marketing budgets.

Every single day, there are around 3.5 billion word-of-mouth conversations taking place all over the world, with almost two-thirds of these conversations supposedly discussing fashion, styles, or items (Ahlberg, 2010; Evans, 2008).

According to Ziv (2010), the fashion industry is profoundly based on traditional organizational processes. Almost all aspects of the fashion industry, from couture designs to advertising and the purchasing decision, rely significantly on individuals for their reliability and quality, rather than on technology. The emergence of social media, on the other hand, has allowed fashion corporations to depend more on digital media than on people, which is certainly a sharper medium for establishing brand recognition among customers and forecasting fashion trends.

2.4 Purchase intention

After assessing the various available choices, the next phase of the decision-making process for customers is to settle on a course of action for the purchases they will make. Customers develop preferences regarding the brands, products, and services that they are thinking about purchasing at this time, and their goal is to purchase the brand that they favor the most (Spinler, 2019).

In addition, even though earlier stages of the decision-making process have already affected purchase decisions, marketing professionals still have the power to persuade buyers even

when they've reached the stage where they are making purchases. This is because earlier stages of the decision-making process have already had an impact on purchase decisions (Iblasi & Al-Qreini, 2016). At this point, marketers must supply their clients with the things that they offer and to make the purchasing method for their customers as straightforward and uncomplicated as is humanly possible (Bui, 2021).

One method digital marketing channels can enhance the purchasing experience of clients is by using digital technology to ease the buying, ordering, and transaction of products, thereby saving customers time and money (Qazzafi, 2019).

The utilization of a test program to evaluate the creation of a new distribution service can make use of purchase intentions as a data point. This information might be helpful for managers in assessing whether the concept deserves further development and in evaluating which geographical locations and user types to approach through the channel (G.Morwitz & Gupta, 2007).

The concept is applied at the pre-purchase stage, and it identifies the factors of client behavior that are motivated by various factors (Armitage, 2010). To forecast the actions of consumers, it is vital to have an understanding of the attitudes, evaluations, and internal elements that ultimately lead to the intention to make a purchase. According to Pavlou (2003) purchase intention refers to the extent to which a buyer is willing to acquire a product from an online retailer.

In conclusion, it is essential to keep in mind that even though customers may have methodically gone through each stage in the process, their ultimate purchase decisions frequently depend on the degree to which store management can influence them.

2.5 Consumer behavior

Consumers acquire consumable things, which they subsequently consume based on their requirements, preferences, and financial means. These commodities might be classified as consumables, specialized products, durable products, or industrial goods. According to Kotler & Keller (2012), consumer behavior is the study of how people, businesses, and groups select, purchase, and utilize goods, services, experiences, or ideas to fulfill their requirements and wants.

According to Rami (2012), a consumer's decision-making process, shopping habits, purchasing behavior, the brands he buys, or the merchants he goes to can be influenced in a variety of ways by a wide range of aspects, specificities, and characteristics. Rami also explain that these influences can come from a variety of different directions. The decision to buy something represents the culmination of all of these different factors and things to think about. The individual's own culture, subculture, socioeconomic status, membership organizations, family, personality, psychosocial factors, and so on all have an impact on the customer's purchasing decisions. Some of the decisions that customers make are made under situations with a low level of engagement, and the environment has an impact on these kinds of choices (Solomon, 2009).

According to the findings of Rami's (2012) research on the factors that drive consumer behavior, ethnic, sociocultural, personal, and behavioral characteristics have a significant impact on the purchasing behavior of consumers as well as the decisions that follow from those behaviors. If marketers want to develop effective marketing strategies that appeal to the demographics of their target audience, they need to have a comprehensive understanding of the impact that each of these characteristics has. He then went on to outline the four main variables in further detail. A person's characteristics, such as age and stage in life, occupation, financial situation, and way of life (including hobbies, interests, and demographics), are all considered cultural factors. There are three types of groups that make up social factors: peer group, and ideal groups. Also included are

families, social roles and status, and member groups. In conclusion, the psychological components consist of desire, vision, cognition, ideas, and emotions among other things.

2.5 Factors that influence consumer buying Decisions in the Digital Era

Customers in today's digital age have access to a vastly increased number of search engines and other sources of information, from which they might derive inferences on the products or services they intend to acquire. The amount of information that is easily accessible has dramatically increased as a result of several factors, including the proliferation of social networks, the development of full-text search engines, the growth of the Internet, and advances in mobile technology. These factors have all worked together to bring about this change (Miklošík, 2015).

Customers are now able to analyze their desire to make a purchase in a much higher depth and in a significantly shorter amount of time than they were previously able to do so in the past as a result of this condition. On the other side, information noise may be negative because it makes buyers uncertain about which source to choose and how trustworthy it is.

According to Solík & Višňovský (2013), it is possible to become overwhelmed and confused when exposed to an abundance of information from the internet as well as other information sources. According to the conclusions of a study conducted by Bertilsson (2009), it is feasible to conclude that diverse marketing channels influence the consumer's purchasing decision, especially in the context of internet purchases. The study's findings also suggest that electronic media can serve as a tool to increase consumer awareness during the purchasing process.

Even so, the way people decide what to buy is always changing. Cost, product perception, delivery performance, accessibility, brand recognition, buying power, relevant data, client service,

web access, confidentiality, and integrity are some of the things that affect a consumer's buying decision.

2.6 The Influence of Digital Marketing on Consumer Decision-Making Process

The understanding of buying behavior illuminates the psychology of how a customer thinks, believes, argues, and chooses among available options (e.g., brands, products, and retailers), as well as how the user's surroundings (e.g., culture, family, media) influences him/her, and how buyer desire and decision strategies differ among product lines (Stankevich, 2017).

Customers must complete five steps according to the traditional model of the consumer decision-making procedure while making a purchase. In 1910, John Dewey created the five-stage model of consumer decision-making which comprises need recognition, information search, and evaluation of alternatives, purchase, and post-purchase behavior (Bruner & Pomazal, 1988).

Need recognition

Each consumer's decision-making process begins when a need arises. When confronted with a mismatch between the current and desired state, a customer recognizes a need. There are two distinct types of consumer requirements. An immediate need may be a very basic want, such as hunger. A consumer's reaction to an outside stimulus, such as receiving a discount from his or her preferred retailer, might have an effect on the level of demand for a product (Kotler & Keller, 2012).

Marketers now have a method to communicate with their customers thanks to digital marketing and other technological advances. Customers are able to obtain the information they need at any time and from any location, regardless of whether they are at their place of

employment, in a store, or online. Marketers can adjust their products and services to their client's specific needs as a result of this technology. Digital marketing communications might serve as external cues that help individuals realize that they need a product or service. There is a potential for this to lead to a purchase. Because of digital marketing and technology, customers may begin the purchasing process with less work and expense (Netmera, 2015).

Information search

The second step is the consumer's quest for knowledge, during which they look into the various options that may be acquired to fulfill the requirement (Kotler & Keller, 2012).

In contrast to more conventional methods of advertising like radio, TV, and newspaper, digital technology gives users the ability to access and distribute information whenever and wherever it's most convenient for them. Customers now have instantaneous access to a wealth of information and feedback pertaining to a wide range of goods and services, courtesy to the proliferation of mobile internet, which enables them to make more informed judgments on their purchases (Badenhorst, 2015).

During the stage of information search, marketers have the opportunity to connect with their intended audience through the use of a variety of digital marketing methods. Online marketing tackles are extremely important for sellers that want to affect the stage of information gathering of the customer journey, and the successful application of these tools can prompt a consumer to make a purchase (Netmera, 2015).

Evaluation of alternatives

According to Kotler and Keller (2012), customers assess items and brands to determine whether or not they meet their needs and whether or not they provide any benefits. Customers,

after performing an information search, will then assess several different options to conclude. When making a final choice, customers take a variety of factors about the good or service into account, including its price, its quality, its location, and so on (Netmera, 2015).

To combine online and offline purchasing, an increasing number of people are opting to utilize their cellphones in physical establishments. As a result, mobile devices such as smartphones are an essential platform for both online and offline marketing. Therefore, digital marketing tools have the potential to be very effective if they are employed in proper mobile channels to target clients who are weighing their many alternatives, and effective digital marketing campaigns can lead to successful acquisitions (Netmera, 2015).

Purchase

The following step in the process of consumer decision-making is the examination of the available options, which is followed by the choice to purchase. The consumer has arrived at a preference among the brands, products, or services under consideration and has the intention of purchasing the brand that has been chosen (Kotler & Keller, 2012).

In this stage, marketers are responsible for making their products accessible to their target consumers and ensuring that the purchasing process is straightforward and enjoyable for those consumers. Through the use of digital technology, online and digital marketing, as well as mobile services, can enhance the purchase phase of the customer buying experience. This is accomplished by making it easier for customers to order products, make purchases, and make payments, which results in the customers saving both time and money (Netmera, 2015).

Post-purchase

According to Kotler and Keller (2012), post-purchase behavior reveals the extent of consumer discontent or happiness with the experience. Customers who are pleased with a product are more likely to promote that product to their friends and family and make additional purchases, whereas unsatisfied consumers might return the product and lodge complaints.

Digital marketing can help boost after-sale customer support. Consumers, for instance, are able to obtain up-to-date information regarding the progress of their purchases and offer feedback regarding the functionality of the products they have purchased. Giving customers greater opportunity to interact with material (such as photographs and videos) and allowing them to do so on social media platforms can improve customer service. Using digital marketing strategies such as personalized ads, push notifications, and social interactions, as well as other marketing incentives such as promotions, free trials, and discounts, marketers can enhance the post-purchase experience (Netmera.com, 2015).

2.7 Research hypotheses

Several hypotheses were developed and derived from the above literature

1. Digital Marketing has a significant impact on consumer buying behavior
2. Purchase intention mediates the relationship between digital marketing and consumer buying behavior
3. Digital marketing has a positive impact on the purchase intention of consumers

2.8 Research model

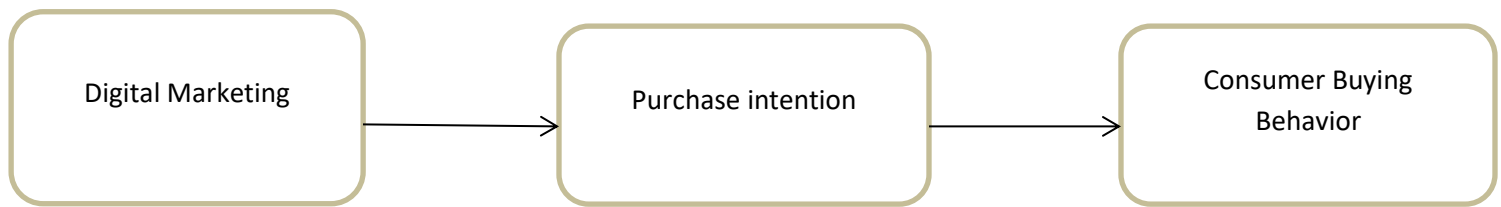


Figure 1.1 conceptual model of the study

CHAPTER III

MATERIALS AND METHOD

3.1 Research philosophy

The research philosophy is concerned with defining the sources of data collection, the nature of the information collected, and the progression of the data throughout the study (Venkateswaralu & Mylvaganam, 2020). Positivism and interpretivism are the two main kinds of philosophical approaches that have been studied in depth. None of the research philosophies is

superior to the others; nonetheless, they are superior at various things, which depend on the research questions under investigation (Saunders, et al., 2003).

It is suitable to apply the positivism research philosophy in the current study since it is objective, there is a sufficient amount of knowledge about the subject matter, and the inquiry is quantitative in nature, making it appropriate to utilize this philosophy. The positivism philosophy is most often used in the context of primary quantitative research, which is conducted via the use of a highly organized data-gathering procedure (Venkateswaralu & Mylvaganam, 2020).

3.2 Research approach

According to Leary (2013), the research method and the research philosophy of a study go hand in hand since they are both interrelated with one another. The development of theories may take place at both the abstract conceptual level and the empirical level of investigation (Zigmond, 2010). As a result, research may be done using either an inductive or a deductive strategy, depending on the context of the study. Alternatively, a mixture of the two approaches may be used (Saunders & Thornhill, 2003).

The deductive approach requires building a theory and hypothesis, as well as an empirical component to evaluate the hypothesis in light of a previously established theory (Saunders et al., 2003). In the context of the inductive approach, one would gather data and, as an outcome of the data analysis, build a hypothesis (Saunders & Thornhill, 2003).

The positivism research philosophy and the deductive research method are inextricably linked, and hence the study used the deductive research approach while adhering to the positivism research philosophy. This research was primarily concerned with the theoretical foundations

necessary to use a deductive approach in order to perform the investigation efficiently. The deductive approach enabled the research to go from theoretical analysis to hypothesis testing, confirmation, and observation. Effective hypotheses were developed using data gathered from many sources.

3.3 Research design

The research design, according to Pannerselvam (2014), is a framework for how a study will be carried out. It has been shown that research design may be split into two primary types: exploratory research design, and descriptive research design. Exploratory research is a study that is undertaken to clarify and identify the nature of an issue, while descriptive research is research that is aimed to characterize the features of a population or phenomena. Each study has a unique research strategy since it is tailored to the particular application being investigated.

Because of the nature and purpose of the study, the descriptive research design was utilized in the study to gather information. According to the research design, it was possible to analyze the in-depth influence of digital marketing on purchase intention and buying behavior of consumers, and it also contributed to the improvement of knowledge and comprehension of the subject matter. With the aid of a descriptive research design, the primary objective of this study was to comprehend and collect information about the influence of online marketing on the purchase intentions of buyers.

3.4 Research method

The current study was conducted quantitatively, since it includes numerical data, and was examined using effective techniques. Basias & Pollalis (2018) discovered that quantitative data

collection methods are less expensive to implement and need less time for processing. This is due to the fact that measurable data is analyzed using statistical methods, resulting in conclusions with a high degree of credibility and accuracy.

3.5 Sample and data collection

After deciding to conduct the study using a deductive approach and a quantitative method, it was chosen how to proceed with the research using the data gathering method. The information might be gathered from primary or secondary sources, or a combination of the two, depending on the requirements of the study (Chitharanjan, 2016). The current study made use of primary data that was acquired via the use of a simple survey method. The questionnaire approach was used in this study to gather primary data for the research. Since the present study is mainly concerned with the viewpoints toward digital marketing, it was necessary to understand the perspectives of the people on these subjects to a significant amount, so this strategy was utilized to gather data from the respondents in a more efficient way. Furthermore, the research utilized the convenience sampling technique. It is the strategy that has been deemed the most successful due to its ease of use and convenience.

During the process of compiling the demographic information, several participant characteristics were taken into consideration. It is crucial to comprehend how many males and females are included in the analysis, as well as whether or not they make use of social media, the frequency with which they access digital platforms, and the frequency with which they shop online using digital channels.

The initial phase in the sampling procedure was to determine the population size, which began at 50 and aimed to reach 150. Initially, 150 individuals were approached; of the 150

respondents, 108 provided complete responses, assisting in the accurate interpretation of the data in this study. A questionnaire was created on Google form and a link to the questionnaire was sent to people based in Pakistan only. Readily available individuals were asked to fill the survey forms that were actively following any brands on social media sites. Individuals were contacted through email, and after receiving the first email, they received two rounds of reminders, each sent five days apart. Through the use of email, a total of 30 responses were obtained. Individuals were sent a link to the questionnaire over WhatsApp, and they were asked to complete it. A total of 50 responses were gathered from WhatsApp. Lastly, the questionnaire was shared on the group's timeline related to the retail sector on Facebook after securing the permission of the group's moderator. This led to 28 fully completed responses from people who answered it.

3.6 Instrument

The questionnaire had several sorts of close-ended questions that were grouped to allow a smoother flow through the survey. As part of the survey's design and distribution, a Google Form link was created and shared with participants. To ensure that only legitimate responses were received, the option "Allow only one response per user." was activated. According to Roche (2019), the purpose of this technique is to prevent the submission of duplicate entries from the same respondent.

The questionnaire is divided into two categories of questions, the first of which contained demographic information and personal preferences such as gender, frequency of social media usage, which social media platform was most frequently used, and so on. The second section included a total of 15 items pertaining to digital marketing, purchase intention, and customer buying behavior. There are five items allocated to digital marketing, five to purchase intention,

and five to buying behavior. The items for digital marketing were adopted from (Omar & Atteya, 2020). The items for purchase intention and buying behavior of customers were adopted from Wand, Minor & Wei (2011), and Godwin (2019). Some of the measurement items were modified to fit the context of the study. Aside from that, the items were carefully added to avoid using confusing or unfamiliar phrases or presenting unclear notions; the questions were provided in a straightforward, explicit, and brief way; and double-barreled questions and difficult syntax were avoided (Tourangeau & Rips, 2000). To give the benefit of standardizing and quantifying relative effects, all of the constructs were generated using the multiple item technique and assessed using a five-point Likert scale, which ranges from 1 to 5 (1=Strongly agree, 2= Agree, 3= neutral, 4=Disagree, 5= Strongly disagree).

Online surveys are being used by an increasing number of academics to collect data from their participants (DeFranzo, 2021). While this is an excellent approach to evaluating customer perception, it is vital to ensure the surveys are secure and the data collected is preserved. First and foremost, participants were assured of their anonymity to get honest responses. It is possible that sharing your login credentials can lead to the misuse of respondents' survey data (Huang, 2019), which is why login information was kept confidential and safe. It was also necessary to use the email connect option. To access the survey, respondents had to join in using their Google accounts. If they did not, the survey was not accessible. "Limit just one answer" was enabled as a technique of slowing down spammers and thus, decreasing the number of spams.

3.7 Data analysis

This research employed a statistical approach of analysis by using the SPSS statistics tool. The analytical technique was used to explain the relationship between independent factors such as

digital marketing and dependent variable consumer buying behavior and mediating factor purchase intention. The information gathered from the questionnaire was coded and entered into an excel spreadsheet. The coded data was then loaded into the SPSS software, for analysis of the various variables chosen for the study. Numerous quantitative analyses were conducted using SPSS, including descriptive statistics, frequency distribution, and so on. To test the hypothesis and acquire a better understanding of the connection between the two separate variables, a regression analysis was performed on the data. Relationships between variables are measured using regression analysis, which is a prominent statistical tool for testing the hypothesized relationships. Tables are used in the process of displaying the combined data to get a clear and concise look at the information.

3.8 Ethical consideration

For the purpose of this study, ethical considerations were taken into account by distributing consent forms to participants before the start of the survey. It was of the utmost importance to make certain that the facts or information would not be conveyed erroneously or unfavorably. In addition to this, the consent of the respondents was taken into account, and they were given the assurance that the confidentiality of their information would be maintained as they filled out the questionnaire. In the event that a respondent did not choose to take part in the study, they were offered the opportunity to opt-out. They were informed about the survey along with the goal of the research, and they were given the freedom to ask any questions and have any reservations about the research cleared up that they had.

CHAPTER IV**RESULTS AND INTERPRETATION****4.1 Table no 1**

Frequencies and Percentages of the Demographic characteristics of sample

Demographics	Characteristics of participants	(f)	(%)
Gender	Male	77	71.3
	Female	31	28.7

Do you use Social Media?	Yes	91	89.8
	No	1	0.9
	sometimes	10	9.3
Frequency of using digital media website	Regularly	83	76.9
	Rarely	8	7.5
	Often	17	15.7
Do you follow any apparel brands on Digital Media (Sapphire, Levis, Adidas, etc?)	Yes	55	50.9
	No	53	49.1
Which social media website you use more often for advertisements	facebook	49	45.4
	Twitter	6	5.6
	instagram	33	30.6
	Others	20	18.5
When do you shop online?	At leisure	13	12.0
	During promotions	35	32.4
	On need	51	47.2
	Regularly	9	8.3

Table no 1 shows demographic analysis of the participants. Based on demographic analysis, 74 (71.3%) of total respondents were male and 31 (28.7%) were females. They all use social media in their everyday lives, however, based on the outcome males are greater users than females. 91 (89.8 %) respondents replied yes implies they use social media on daily basis and 1(0.9 %) answered no and finally, 10 (9.3 %) respondents said that they use social media occasionally. According to demographic analysis, 83 people (76.9 %) use digital media regularly, while 17 people (15.7 %) use digital media platforms often and 8 people (7.5 %) use digital media rarely. The majority of respondents, 55 (50.9 %), follow apparel brands on digital media platforms, while 53 (49.1%) do not follow any apparel brand on digital media. The results indicate that 33 (30.6%)

of respondents use Instagram, 49 (45.4%) use Facebook, and only 6 (5.6%) use Twitter while 20 (18.5%) uses other social networking platforms. Lastly, 13 (12.0%) of the respondents shop online for leisure purposes, 35 (32.4%) shop online during promotions and 51 (47.2%) shop online on need while only 9 (8.3%) shop online on a regular basis.

4.2 Table no 2

Psychometric properties of study variables

Variables	N	M	S.D	Cronbach's alpha
Digital marketing	108	3.62	0.61	.67
Purchase intention	108	3.70	0.65	.81
Consumer buying behavior	108	3.4	0.67	.76

Table No 2 shows the psychometric features of digital marketing, purchase intention, and customer buying behavior. The mean for digital marketing is 3.62 (S.D=0.61), and its Cronbach's alpha reliability is 0.67, which is considered to be good on average. The mean of individuals' purchasing intentions is 3.70 (S.D=0.65), and their reliability according to Cronbach's alpha is 0.81, which is good enough. Lastly, research indicates that consumer purchasing patterns have a mean 3.4 (S.D=0.67) and Cronbach's alpha reliability of 0.76, both of which are good enough.

4.3 Table no 3

Correlation analysis of digital marketing, purchase intention, and consumer buying behavior

Variables	N	M	S.D	1	2	3
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Digital Marketing	108	3.62	0.61	-	0.60**	0.46**
Purchase Intention	108	3.70	0.65	-	-	0.61**
Consumer Buying Behavior	108	3.4	0.67	-	-	-

Table no 3 shows the results of the correlation analysis conducted between digital marketing, consumers' purchase intentions, and consumer behavior. According to the data in the table, there is a significant positive correlation between digital marketing and the intention to make a purchase ($r = 0.60$, $p 0.05$). Consumers' purchasing patterns have been shown to have a significant positive correlation with the use of digital marketing. It speculates that customers' purchasing intentions and actual buying patterns are significantly impacted by digital marketing in a profound manner. In addition, there is a considerable positive association between the consumer's intention to make a purchase and their actual conduct when making a purchase (consumer buying behavior), which implies that both factors have a substantial influence on one another.

4.4 Table no 4

Mediation analysis of Purchase intention

	Coefficient	T values	P values
Digital marketing->Purchase intention -> Buying behavior	0.40	5.10	0.00

Table no 4 shows the mediation analysis which indicates that purchase intention significantly positively mediates the relationship between digital marketing and consumer buying behavior ($t=5.10$, $p<0.05$).

4.5 Table no 5

Simple linear Regression analysis of digital marketing and consumer buying behavior

Variables	B	B	t	F	SE
Constant	1.64		4.56		.35
Digital marketing	0.49	.45	5.12	26.24	0.96
R^2	.20				
ΔR^2	.19				

Table no 5 shows the linear regression analysis. It was administered to test the impact of independent variable i.e., digital marketing on dependent variable i.e., consumer buying behavior. The outcomes showed that digital media has directly predicted consumer buying behavior means that digital media marketing has a positive impact on consumer behavior (R^2 adjusted= 0.20, $p < .000$). This model accounts for a 20% variance in consumer behavior. Hence, the analysis revealed that digital media has a significant impact on the overall model.

4.6 Table no 6

Simple linear Regression analysis of digital marketing and purchase intention

Variables	B	B	t	F	SE
Constant	1.42		5.73		.31
Digital marketing	0.63	.59	7.53	56.65	.08
R^2	.59				
ΔR^2	.35				

Table no 6 shows the linear regression analysis. It was administered to test the impact of digital marketing on purchase intention. The outcomes showed that digital media marketing has directly predicted purchase intention means that digital media marketing has a positive impact on

purchase intention (R^2 adjusted= 0.59, $p < .000$). This model accounts for a 59% variance in consumer behavior. Hence, the analysis revealed that digital media has a significant impact on the overall model.

CHAPTER V

FINDINGS AND CONCLUSION

5.1 Discussion

The present study's primary objective was to determine the influence of digital media marketing on purchase intention and consumer buying behavior in the apparel sector. To accomplish this goal, a quantitative technique was used, and data were acquired from respondents who were digital media users.

The study's first hypothesis was that digital media marketing influences buying behavior of customers significantly. The analysis of the study demonstrates that digital media marketing has a favorable influence on consumer buying behavior. The findings of (Rahman & Islam, 2018) who demonstrated the effect of digital media activities on purchasing behavior were similar to the results of the current research.

Aside from that, the study by Nagra & Gopal (2014) examined the connection between digital marketing and consumer buying and found out that there is a solid positive connection among online marketing and user behavior of buying.

Tuten & Solomon (2017) agreed that digital media marketing enables firms to reach their target customers and influence them more successful in their respective sectors. This is done in a timely and economical manner, as well as it is easily accessible to worldwide customers, making it very beneficial to all individuals involved.

According to Ouwersloot and Duncan (2008), the utilization of social media is one of the most essential means of marketing communication approaches that are being utilized in the modern-day to establish brands. This assertion is based on the fact that the use of social media has become increasingly widespread in recent years. In recent years, social media has gained widespread popularity among marketers, and as a result of the one-of-a-kind qualities and advantages it offers, it has been progressively included in the marketing plans of various companies. In this online environment, businesses have the opportunity to cultivate personal relationships with their audience which results in noteworthy influence on the buying decisions made by those clients. In addition, the purpose of the communication that takes place via online marketing is to form an image of the goods and products in the awareness of the spectators that is

being targeted. With this environment in place, businesses have a better chance of increasing their customers' faith in the products and services they offer while also stimulating the growth of their customers' attachment to the company. This, in turn, will have the effect of increasing the buying attitudes of customers toward products and services (Orzan & Platon, 2016).

In addition, Nizar & Janathanan (2018) discovered that there is a substantial positive correlation between digital marketing and the purchasing attitudes of consumers. This finding supports the hypothesis that the two are related. Customers have the potential to reduce the amount of time and effort they spend making decisions thanks to the environment of online purchasing, which provides a vast selection, information filtering, reliability, and product comparison.

The second hypothesis, which stated that the consumer's purchase intention acts as a mediator between digital marketing and consumer buying behavior, was validated with the assistance of analysis. This is supported by the study by Lim, Osman, & Salahuddin (2016) who examined the relationship between online marketing and buying behavior while mediated by purchase intention. The results of the research showed that the likelihood of making a purchase has a substantial impact on internet marketing and can serve as a mediator between the two factors. The study also reveals that the theory of planned behavior (TPB) that was implemented indicated that the primary intent to purchase online was most prone to be impacted by perceived behavioral control and subjective norm, which is the sum of the attitudes of the people surrounding them.

According to a previous study Pavlou & Fygenson (2006) the high influence of purchase intention on online shopping behavior supported the assumption that intention was a key predictor of actual online shopping behavior.

According to the conclusions of another study, one of the most essential functions is played by the mediator, which is the intention to make a purchase. Digital marketing has a significant influence on the consumer's desire to make a purchase, and as a result, it has led to the ongoing development of new marketing methods that aim to establish a more favorable relationship with the client. These new marketing methods aim to make the consumer more inclined to make a purchase. According to the findings of research carried out by Ahmad & Zulkurnain (2016) digital marketing that is mediated by purchase intentions has a positive effect on the consumer buying attitude.

The findings of another study by Lim, Osman, & Salahuddin (2016) demonstrated conclusively that a customer's purchasing intention has proven to be an excellent mediator between the customer's buying attitude and online shopping. This study contributes to the dynamics of the causal links between the analyzed variables and underlines the role of online marketing and customer behavior in determining the intention to buy a product or service.

The study also hypothesized that digital marketing has a significant positive impact on the purchase intention of consumers. The findings of Omar & Atteya (2020) validated the conclusions of current research, which revealed that customers' purchasing intentions are significantly impacted by digital marketing. Another study reveals the fact that digital marketing including email marketing and social media marketing has a favorable impact on the purchase intention of consumers (Samsudeen & Kaldeen, 2020).

According to the findings of the research that was carried out by Toor & Hussain (2017), there is a considerable association between the application of social network marketing strategies and the level of interest shown by consumers in making a purchase decision. It was discovered

that digital media has a significant effect on the likelihood that customers will make a purchase when applied to the country of Pakistan. The research indicates that word-of-mouth communication that takes place on online platforms can affect the buying choices of Pakistani customers.

The environment of social network marketing, in contrast to the approach taken by conventional methods of marketing, provides customers with an interactive platform that can be used not only with the people they already know but also with those they have never met before. During these interactions, customers talk to one another and share information about their knowledge and interests surrounding particular items and services that are provided by the different businesses. It is possible to make the case that these interactions have an effect on the consumers' decision-making processes regarding their intent to make a purchase.

This finding was also supported by earlier empirical research carried out in Western countries (Baird & Parasnis, 2011; Dehghani, 2015) as well as in Pakistan (Bilal, 2014). The one-of-a-kind platforms given by social networking websites such as Facebook can often generate viral effects, which can aid in introducing Pakistani consumers to specific products or services, hence fostering positive views toward buy intentions. In addition, the growing trend among young Pakistanis to use social media for educational purposes may motivate them to use internet to research specific products and services. In a similar vein, the existence of this opportunity can influence shoppers' intentions to make a purchase.

5.2 Implications

Because of the lightning-fast pace at which technology is developing, the research that marketers conduct on social media marketing and customer intent will be the central focus of their

decision-making. It has been demonstrated that online marketing has a large and favorable influence on both the level of customer involvement and the intention to make a purchase. A high level of flexibility, in addition to the capacity to produce new marketing values, is required of businesses in today's world in order for them to be able to assure their continued existence in the market. The vast majority of people in Pakistan are well-prepared to experience new marketing strategies like as social media marketing, which has been shown to be influential in enhancing customer engagement and purchase intention. In other words, they are ready to embrace change. Thus, marketers must acknowledge the growing significance of online marketing channels. The websites have the potential to influence consumers' intentions to buy. Making consistent adjustments to one's online marketing strategy in order to accommodate shifting preferences among customers is one way to facilitate the development of more effective marketing methods.

The outcomes of this research can serve as a roadmap for researchers in the years to come. It would be beneficial for academics in the future to conduct additional research on factors such as customer involvement, which can favorably influence the purchasing behavior of customers. Managers can improve their marketing tactics by taking advantage of the fresh insights provided by this research, which reveals novel approaches to attracting customers. In addition, it is anticipated that the current research will open up new opportunities for future academics, allowing them to pay a greater amount of attention to the purchasing behaviors of customers.

5.3 Limitations and future recommendations

The current study reveals noteworthy results; yet, similar to other types of research, the present study has several limitations. The scope of the project is limited to a certain sector, which will be analyzed as part of the process. The research focused on a single industry in a world that

incorporates many other industries. Similarly, this limitation affects the generalizability of the findings because they are restricted to the apparel industry and may not apply to other industries or brands. In other words, the findings can only be generalized within the context of the apparel industry. Customers that engage with a brand that is not typically connected with the selected industry might have a different view of things, according to one line of reasoning. In the future, research should investigate the influence of digital marketing on the buying behavior and intention of customers in other industries, such as restaurants, autos, and other businesses that are comparable, to gain a solid comprehension of how customers think.

Another research weakness is the study's limited sample size. According to Faber and Fonseca (2014), the primary disadvantage of employing a small sample size is that it raises the likelihood of accepting a faulty premise as true. Small samples increase the likelihood of false positives for substantial differences, and the findings cannot be applied to a large population. According to the investigation of these findings, it is suggested that future research use a bigger sample size to strengthen the accuracy of the research and, as a consequence, acquire more reliable results.

Last but not the least, socio-demographic characteristics such as gender, age, and educational level were not emphasized in the study. These variables may have a substantial impact, or a moderating effect, on the conceptual model. Women's attitudes toward a brand advertised and purchase intentions are different from men's attitudes toward the same brand advertised and purchase intentions. Consequently, in the future study, socio-demographic aspects should be addressed and examined to acquire a deeper understanding of people's preferences for digital channels and marketing strategies.

According to the conclusions of this study, dealers need to investigate the strategic role that marketing tactics have in increasing consumers' intentions to make a purchase. In addition, they must work diligently to improve their internet marketing communication in order to maximize their client contact. The design of a company's social media pages should take into consideration the possibility of providing additional assistance to customers as part of the marketing strategy. This assistance could take the form of enabling customers to discuss their personal encounters with particular goods or services with other customers on the page. This kind of information can be helpful to other shoppers when it comes to making decisions about their own purchases. Further consumers will have their purchasing decisions influenced if comments and ratings regarding products or services are posted online. The adoption of this strategy will make it possible for marketers to gain important information regarding the consuming behavior of users of online platform, which can afterwards applied to enhance marketing methods. Therefore, sellers must acknowledge the growing significance of online communities. The sites can affect consumer buying intent.

Making consistent adjustments to their online marketing techniques in response to the issues that are being raised by customers is one method that can be used to improve marketing efforts. Additionally, marketers must devise an activity that may interest clients in the digital realm. It is because the online environment enables customers to engage with one another directly and uninhibitedly, regardless of the time of day, the topic of the conversation, the frequency of their interactions, or their geographical location. It is necessary to maintain an open mind when considering the adaptability provided by social media sites. When all of these factors can be attained, then advertisers operating for various firms will eventually be able to comprehend how to shape the engagement of users in such a manner that it is compatible with the goals and strategies

of each individual business. When marketers gain a better understanding of their target customers, they also gain insight into the expectations and goals they have for those customers.

CHAPTER VI

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ORIGINALITY REPORT

16%	12%	3%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.researchgate.net Internet Source	1%
2	Submitted to Management Development Institute Of Singapore Student Paper	1%
3	Submitted to University of Technology, Mauritius Student Paper	1%
4	Submitted to Anglia Ruskin University Student Paper	1%
5	Submitted to Kuala Lumpur Infrastructure University College Student Paper	1%
6	Submitted to University of Northampton Student Paper	1%
7	Submitted to Higher Education Commission Pakistan Student Paper	1%
8	Submitted to Napier University Student Paper	<1%

Annexure I
Informed consent

The main purpose of this survey is to collect data for my research project “Effect of Digital Marketing on Customer Purchase Intention and Consumer Buying Behavior”. I ensure that the information taken from you will be kept confidential and will be used only for research purpose. Your involvement to take part in my research project is completely voluntary. You may discontinue your participation at any time without any penalty.

Annexure II
Demographic information

Gender:

- Male
- Female

Do you use Social Media?

- Yes
- No
- Sometimes

Frequency of using digital media websites

- Regularly
- Often
- Rarely

Do you follow any apparel brands on digital Media (Sapphire, Levis, Adidas, etc?)

- Yes
- No

Which social media website you use more often for advertisements

- Facebook
- Instagram
- Twitter
- Snapchat
- Other

When do you shop online?

- At leisure
- During offers/promotions
- On need
- Mood
- Regularly

Annexure III
Instrument

Digital Marketing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like to use digital networking sites to increase my knowledge about the products, services and brands					
Contents shown on digital networking sites of brands are interesting					
It is easy to deliver my opinion on brands digital media.					
I like to use digital media channels to increase my knowledge about the brands performance					
Digital marketing plays an important role in building a relationship between the customers and the brands					
Customer purchase intention					
Using digital channels of brands help me make decisions better before purchasing goods and services					
social media marketing helps in easy comparison of products					
I am very likely to buy products or services recommended by my friends on social networking sites					
I intend to buy products advertised on the brand's digital channels, which I follow					
Digital media facilitates better decision making					
Consumer Buying Behavior					
I would prefer doing an online purchase rather than going to the outlet					
I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique new					
I will definitely buy products as marketed on brand's social networking sites					
It is likely that I will purchase products as marketed on brand's social networking sites					
Using digital networking sites of brands increase my interest in buying products					

