
Impact of Digital Marketing on Consumer Buying Behaviour: Evidence from the Apparel Sector in Chhattisgarh

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Abstract

This study examines the influence of digital marketing strategies on consumer buying behaviour in the apparel sector of Chhattisgarh. The rapid growth of internet access, smartphones, social media platforms, and online payment systems has transformed the way consumers discover, evaluate, and purchase apparel products. The research focuses on key digital marketing dimensions such as social media marketing, online advertising, mobile marketing, personalized communication, and influencer promotion, and their effect on brand awareness and purchase intention. A quantitative research design is proposed to assess consumer responses and identify the extent to which digital marketing contributes to purchase decisions. The findings are expected to show that digital marketing significantly enhances brand awareness and positively affects consumer buying behaviour in the apparel market.

Keywords: Digital Marketing, Consumer Buying Behaviour, Apparel Industry, Brand Awareness, Purchase Intention, Social Media Marketing, Online Advertising.

Introduction

The digital transformation of marketing has reshaped consumer behaviour across industries, especially in retail and apparel. Consumers increasingly rely on online information, product reviews, advertisements, and social media content before making purchase decisions. In India, the expansion of digital infrastructure and growing use of smartphones have accelerated the shift from traditional marketing to digital marketing, making online promotion a dominant force in consumer engagement.

The apparel industry is particularly sensitive to digital influence because fashion choices are closely linked to visual appeal, brand perception, convenience, and peer influence. Online platforms allow consumers to compare prices, assess quality, read reviews, and access promotional offers without visiting physical stores. This has made digital marketing an essential strategy for apparel retailers seeking to build brand awareness and stimulate purchase intention.

The rapid expansion of digital technologies has fundamentally changed the nature of marketing and consumer decision-making. In the contemporary business environment, organizations no longer depend only on traditional promotional tools such as print media, television, and outdoor advertising. Instead, they increasingly use digital channels such as social media platforms, websites, mobile applications, influencer partnerships, search engine advertising, and personalized promotional messages to attract and retain customers. This transformation has made digital marketing a central part of modern business strategy, particularly in sectors where consumer preferences are highly dynamic and visually.

The apparel industry is one of the most affected sectors in this digital environment because fashion-related buying decisions are strongly influenced by brand image, visual presentation, peer opinions, and online engagement. Consumers often search for product information, compare prices, read reviews, and observe social media trends before making a purchase. Digital platforms allow apparel brands to communicate directly with consumers, build brand awareness, and create a more interactive shopping experience. As a result, consumer buying behaviour in the apparel sector is increasingly shaped by online content and digital brand communication.

In India, the growth of internet access, affordable smartphones, digital payment systems, and e-commerce platforms has accelerated the shift toward online shopping. This trend is especially visible among younger and digitally active consumers, who are more likely to respond to social media advertisements, influencer recommendations, and personalized offers. The rise of social commerce has further blurred the line between marketing and purchasing, making online platforms not only channels of information but also direct points of sale. This shift has important implications for apparel retailers seeking to compete in a highly crowded and fast-moving market.

Chhattisgarh provides an interesting regional context for this study because digital adoption is expanding, yet consumer behaviour in the apparel sector remains underexplored. Understanding how digital marketing influences brand awareness and purchase intention in this region can help businesses design more effective promotional strategies. It can also contribute to the academic literature by offering region-specific evidence on the relationship between digital marketing and consumer buying behaviour. Therefore, this study examines the impact of digital marketing on consumer buying behaviour in the apparel sector with special reference to Chhattisgarh.

The study is significant because it explores not only the visibility of digital promotion but also its practical influence on consumer response. Digital marketing may affect the consumer journey at multiple stages, beginning with awareness creation and extending to evaluation, purchase decision, and post-purchase engagement. By examining these effects in the apparel industry, the research aims to identify which digital strategies are most effective in shaping consumer choices. This makes the study relevant for marketers, retailers, and researchers interested in the evolving role of digital communication in consumer markets.

Research Gap

Despite the growth of digital marketing, many apparel businesses still face uncertainty about which online strategies most effectively influence consumers. While social media, online ads, and influencer marketing are widely used, their actual impact on purchase behaviour varies across regions and consumer groups. There is a need to examine how these strategies work in the context of Chhattisgarh, where digital commerce is expanding but consumer behaviour remains underexplored.

Objectives

1. Examine the influence of digital marketing on consumer buying behaviour.
2. Assess the role of digital marketing in building brand awareness.
3. Identify the effect of online promotion on purchase intention.
4. Analyze consumer perceptions of digital marketing strategies in the apparel sector.

Hypotheses

- H1: Digital marketing has a significant positive influence on consumer buying behaviour.
H2: Digital marketing has a significant positive influence on brand awareness.
H3: Digital marketing has a significant positive influence on purchase intention.

Review of Literature

The studies suggest that digital marketing has become an integrated strategy rather than a supplementary promotional tool. Research indicates that personalized communication, mobile marketing, social media engagement, and influencer recommendations can improve customer interaction and strengthen purchase intention. Scholars also note that consumers are more responsive to marketing messages when they are relevant, timely, and permission-based.

The literature further shows that digital channels support brand awareness by increasing product visibility and repeated consumer exposure. Social media platforms and mobile applications have changed how consumers collect information and evaluate alternatives before making purchases. However, the effect of these strategies is likely to differ by industry and geography, which justifies the present study's focus on the apparel sector in Chhattisgarh.

According to Shareef et al. (2019), social media marketing refers to the marketing techniques used by savvy businesses as a platform for interacting with certain people and fostering their loyalty. Facebook, YouTube, Twitter, etc. were eagerly involved in business to advertisers as a useful marketing tool.

A study on social media marketing campaigns and brand loyalty was conducted by Rai and Dahal (2024). Researchers discovered that certain aspects of "social media marketing" had a big impact on consumers' loyalty to brands. "Social media marketing" is the term for the marketing techniques used by astute businesses to use social media as a forum for connecting with target consumers and building brand loyalty. Research conducted on the influence of digital marketing on customer purchasing behaviour was carried out by Francis et al. (2023).

They discovered that social media marketing significantly affects customer behaviour. Hosain and Mamun (2023) assert that social media has developed into a useful instrument for actively fostering and improving customer interactions as well as fortifying already existing bonds and endeavours.

It is often known that social media marketing works well for growing a business and reaching a wider audience (Azhari et al., 2022). Social media, which includes email, social networks, online journals, and microblogs, is a very powerful marketing tool. An organization's objectives help advertisers and customers accomplish marketing and social goals in several ways (Kaur & Kaur, 2022). Kurdi (2022) examined how the traits of social media influencers affected consumer intention and attitude about buying Keto products, and they discovered that "social media marketing" plays a bigger influence on the choice to buy. Researchers Al-Azzam and Al-Mizeed (2021) revealed that "social media marketing" significantly influences consumer decisions after looking at the influence of "digital marketing" on purchasing behaviour.

An investigation on the effect of digital marketing on purchase intention was carried out by Nawaz and Kaldeen (2020). They discovered that social media marketing significantly influences consumers' intentions to make purchases. Sanny et al. (2020) conducted a study on Indonesian men's skincare purchase intentions and the impact of social media marketing on brand image and trust. They discovered that social media marketing significantly affects brand trust and image. Puspaningrum (2020) carried out a study on brand loyalty and social media marketing. Researchers found that consumers' brand loyalty is greatly impacted by social media marketing.

A study was carried out by Ebrahim (2020) to identify the significance of trust in determining how social media marketing affects brand equity and brand loyalty. Researchers discovered that brand equity and brand loyalty are more significantly impacted by social media marketing.

According to Hennink et al. (2020), further investigation is required to fully comprehend how social media marketing affects consumers' opinions of businesses and products as well as their propensity to make a purchase.

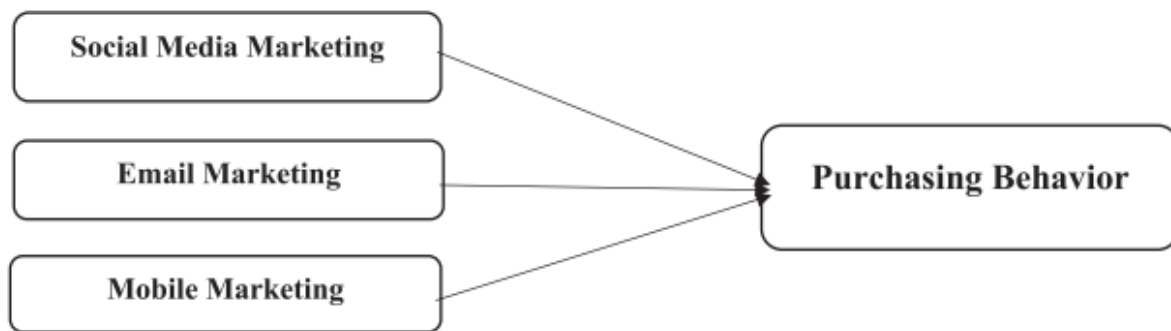
Shareef et al. (2019) recognize the continued rise in social media penetration and the growing social element of the Internet in contrast to traditional marketing strategies. Under this arrangement, customers look for information first on social media and then through traditional channels. It is crucial to recognize

the importance of brands in this effective communication medium, despite the possible risks and uncertainties (Siang et al., 2018).

Social media's ascent has completely changed how marketers interact with consumers (Yi et al., 2018). Customers are greatly affected by this occurrence because it immediately affects their inclination to purchase. Because "social media" has such an influence on consumer purchase decisions, it has become an essential communication route for advertising. Communication between advertisers and customers has inevitably changed. Social media platforms enable consumers and the network to share their experiences with people worldwide. Consumers today depend more and more on social media for communication, which affects their decision-making and purchase intents (Yixin et al., 2018).

Zhang and colleagues (2017) emphasized the efficacy of utilizing social media as an independent means of product promotion. Siguencia et al. (2016) defined "social media" more precisely by emphasizing how it produces individualized content in interactions between people and businesses. Locally, social media marketing has grown in popularity and drawn a wide spectrum of artists. However, others contend that SMM is essential to accomplishing company objectives, especially when it comes to consumer value, engagement, contentment, and intent to purchase (Choi et al., 2016).

Figure 1: Conceptual Framework



Research Methodology

This study adopts a quantitative research design to examine the relationship between digital marketing and consumer buying behaviour. Primary data may be collected through a structured questionnaire from apparel consumers in Chhattisgarh. A descriptive and analytical approach is suitable because it allows the researcher to measure consumer attitudes and test the proposed hypotheses using statistical tools. The major variables include digital marketing strategies as the independent variable, and consumer buying behaviour, brand awareness, and purchase intention as dependent variables. Data can be analyzed using descriptive statistics, correlation analysis, and regression analysis to determine the strength and significance of relationships among the variables.

Table 1 *Questionnaire on flexible job arrangements.***Social Media Marketing**

1. I used to explore products on social media.
2. I always visit the websites of online retailers and explore information about products.
3. I usually click on social media advertisements.

Email Marketing

1. I take an interest in e-mail promotions of online retailers regarding consumer apparel.
2. I visit online retailers through emails sent by them for consumer apparel.
3. Email from online retailers sometimes makes me buy consumer apparel.

Mobile Marketing

1. Price offers via Mobile marketing are clear and affordable.
2. There's a great deal of interest in messages disclosing discounts and special offers upon clicking on the links provided via Mobile marketing.
3. It is a pleasure when websites send me a notification of their marketing.
4. Receiving new offers and promotions about the website that I visit often makes me stay connected to the website.
5. I make purchase decisions based on mobile marketing.

Purchasing Behaviour

1. Selection of goods on Internet is very broad.
2. It's convenient to shop online
3. Online shopping offers greater discounts and rewards.
4. Shopping on Internet saves time.
5. I intend to continue shopping online after positive online buying experiences.

Out of the selected participants, 185 respondents provided accurate and complete responses. Table 1 presents the pertinent details of the 185 participants who accurately completed the survey questionnaires and provided their perspectives on the study.

Therefore, the sample size of the study was 185 in the study. A causal effect research design has been used in the study. The internal consistency was identified to examine the reliability of data. The correlation coefficient was used to examine the relationship between independent variables and purchase intention. Regression analysis was carried out to examine the effect of digital marketing on purchasing behaviour for buying consumer apparel.

Table 2**Respondents Profil**

Variables	Nos	%
Age Groups:		
Below 20	66	17.1
21--30	128	33.2
31-40	122	31.7
Above 41	69	17.9
Gender:		
Male	146	37.9
Female	239	62.1
Total	385	100

The major objective of the study was to examine the effect of digital marketing on consumer purchasing behaviour towards buying consumer apparel. The deductive approach and quantitative technique have been used in the study. Before analysing the data, the internal consistency of the variables must be

identified. The internal consistency of the variables was identified through the Cronbach's Alpha which is as follows;

Table 2

Reliability Test Results

S.N.	Variables	Cronbach's Alpha	Number of Items
1	Social Media Marketing	.883	3
2	Email Marketing	.964	3
3	Mobile Marketing	.903	5
4	Purchasing Behaviour	.960	5

Reliability tests were conducted on both the dependent and independent variables. Cronbach's Alpha was used to gauge the study constructs' internal consistency. Taber (2018) stated that reliable estimates of internal consistency are provided by coefficient values larger than the minimum criterion of 0.7. The results of the reliability test are indicated by Cronbach's Alpha values for each variable over 0.7. This suggests that the instruments were sufficiently reliable.

Descriptive and Correlation Insights

Variables	Mean	S.D	SMM	EM	MM	PB
SMM	5.77	1.29078	1			
EM	5.94	1.01727	.347**	1		
MM	5.40	1.16659	.750**	.491**	1	
PB	4.80	1.59303	.536**	.309**	.523**	1

****.** Correlation is significant at the 0.01 level (2-tailed).

Social media marketing, mobile promotions, personalized offers, and influencer content are likely to increase brand awareness and encourage purchase intention. The consumers who are more exposed to digital marketing shows stronger preferences for online shopping and greater responsiveness to promotional campaigns.

Conclusion

Digital marketing has become a decisive factor in influencing consumer buying behaviour in the apparel industry. In a digitally connected market, consumers rely heavily on online content, social influence, and personalized communication before making purchase decisions. This research paper draft highlights the growing importance of digital strategies in building brand awareness and driving purchase intention in Chhattisgarh's apparel sector. The conclusive findings of the research will pay to the theory of consumer behaviour. Theoretically, it supposes that consumers have more trust in social media marketing and mobile marketing but not they have no trust in email marketing for buying consumer apparel. Therefore, policy makers of the manufacturers and distributors should consider social media marketing, and mobile marketing communication channels for marketing but email marketing communication channels should not be considered in the marketing.

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