



The Impact on Digital Advertising on Consumers Purchase Decisions in Epic Clothing Co Coimbatore

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ABSTRACT: Intense competition in the business environment has generated an organization on promotion and digital advertisements through social media platforms because of their important role in shaping the relationship with customers, and accordingly, this study aimed to investigate the impact of digital advertising networks through its sub-variables on customer engagement by sub-variables (perception, emotional attachment, and interaction) of garment products. The results indicate that there is a statistical effect for digital advertising through their sub-variables on customer engagement through its sub-variables for outlets selling fashion products via Internet. Finally, the most important recommendation is to expand the use of digital advertising networks due to the technical capabilities of advertising to upload videos and images to effectively engage customers towards fashion products and their brands.

Keywords: Digital advertisements, Customer's Engagement, garment products

I. INTRODUCTION:

The term "digital advertising" refers to a type of marketing that employs digital media to disseminate promotional messages to acquire and retain consumers. If marketers could figure out what makes consumers buy certain things, they could stock stores with the proper inventory, phase out obsolete items, and showcase their wares in the most appealing light possible. Most companies see the web as a suitable customer service medium. Marketers are investing money into online advertising since consumers' internet usage is rising. Internet-based advertising, or "digital advertising," is a method of reaching a specific demographic with promotional content. The product's unique functionality and numerous potential uses make it ideal for defining markets.

American Marketing Association defined marketing is the motion, set of association and processes for create, communicate, deliver and

exchange aid that have value for customers, clients, allies, and society at large. Throughout the history, it has always been important to market the product to its audience and it's the best way to get the brand name out and make sales. Though promotion can be made through many ways, but it's necessary to satisfy the objectives of the organization by minimize the expenses. Digital marketing is the way to satisfy. The application of the internet and related digital technologies in combination with conventional communication to accomplish marketing objectives

II. LITRATURE REVIEW:

Aindrila-Biswas et al., (2020) In her paper, aims to look the influence of Digital advertising on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. A equation modelling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

Dr. SourbhiChaturvedi et al., (2020) In their study indicated that there may be 100 crore members present in Digital advertising; social media sites became an important medium for firms and consumers to meet each us for the exchange of information about products. They also suggest that the influence of Digital advertising on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.,

Gupta (2019) In her paper analysed the influence of Digital advertising on apparel product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with



respect to social media.

STATEMENT OF PROBLEM

In this present study is to investigate the impact of Digital advertising on individuals' attitudes and perceptions. More specifically, this study will examine the perceptions of social media marketing and how it affects purchasing decisions. Although several researches that have been conducted on the effects of social media marketing on financial gains, the study's interests are specifically geared towards the examined effects of the use of social media on brand awareness and customer loyalty, which essentially could lead to an increase in business revenue.

OBJECTIVES

- To study the influence of Digital advertising on Consumer's Purchase Intention.
- To study the factor, influence of Digital advertising among consumers for cloth and apparel products
- To examine the effectiveness of Digital advertising techniques among consumers.

III. RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled "The impact on digital advertising on consumers purchase decision in epic clothing co". The Data was taken through primary data and also secondary data. However, institution and product profiles were taken for reference. A structured un-disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information. The aggregate elementary units in the survey are referred to as the population. Here it covers the entire customers of the Epic clothing at Coimbatore. Convenience sampling techniques have been used. This includes the list of 172 respondents.

METHODS OF COLLECTION

The Data was taken through primary data and also secondary data. However, institution and product profiles were taken for reference. A structured un- disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

The commonly used statistical tools for analysis of collected data are:

- Simple percentage analysis
- Anova
- Chi-square test
- correlation

SIMPLE PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data. Percentage is used to describe relationship. Percentage can also use to compare the relationship.

ANOVA

ANOVA is a solid measurable method that is utilized to show distinction between at least two methods or segments through importance tests. It likewise shows us an approach to make various correlations of a few population implies.

CHI-SQUARE TEST

Rate estimation, connections are the measurable apparatuses utilized for examination on this task. There are momentarily clarified in the accompanying. A rate investigation is utilized to decipher information by the utilization of rate. The information are decreased in the norm from with base equivalent to 150 which actuality offices relative examination. Straightforward rate investigation.

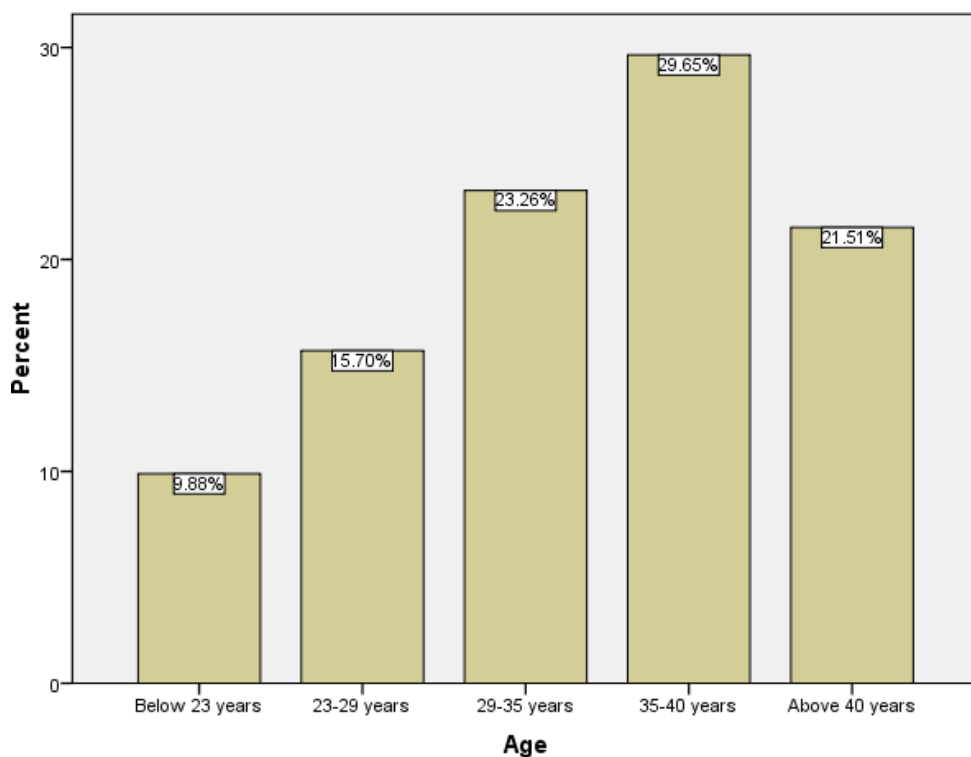
LIMITATIONS

Most papers only analyze the effectiveness of traditional media in the cloth and apparel sector and neglect the comparison with digital and social media advertising. Moreover, there are few types of research on digital advertising, and hence comparable papers are finite.



IV. DATA ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

Age of the respondents			
		RESPONDENTS	PERCENTAGE
Valid	Below 23	17	9.9%
	23-29yrs	27	15.7%
	29-35yrs	40	23.3%
	35-45yrs	51	29.5%
	Above 40yrs	37	21.7%
	Total	172	100.0



INTERPRETATION

From the above table, 29.7% of the respondents age group between 35 – 40 years, 23.3% of the respondents age group between 29- 35 years, 21.5% of the respondents age group of above 40 years, 15.7% of the respondents age group between 23- 29 years and remaining 9.7% of the respondents are belong to Below 23 years.

ANOVA

ANOVA					
A					
Monthly income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.748	3	1.249	.989	.399
Within Groups	212.130	168	1.263		
Total	215.878	171			



INTERPRETATION

From the above analysis, we find that calculated value of the F-value is a positive 33.02 value. There is a significant relationship between Monthly income and Digital advertising information search in consumer decision making process.

CHI-SQUARE TEST

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.133 ^a	12	.185
Likelihood Ratio	15.328	12	.224
Linear-by-Linear Association	.978	1	.323
N of Valid Cases	172		

Interpretation

The significant value (2.27) is > greater than the P value (0.000). Hence null hypothesis is accepted so there is no significant relationship Age of the respondents and Various facilities using for digital advertising.

V. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

- The mostly 29.65% of the respondents come under the age group of 35-45 years.
- The P value 0.000 is less than < 0.05 regarding there is a significant relationship between monthly income and digital advertising information.
- There is relationship between Age of respondents and the various facilities using for digital advertising.

SUGGESTION

For future research, this study is expected to be one of references, should the researcher would like to study regarding variables such as Social Media Marketing, Customer Relationship, and Purchase Intention or similar studies. This study is limited because the majority of samples were students or university students. Furthermore, the result does not represent the whole population of the users of social media. Future research may divide proportion of samples properly based on research's object. It is also suggested for future research, to deepen and examine the influence of different marketing channel in social media on the intention to purchase of different segment, whether one channel is more effective compared to others on specific segment. For example, the study can inspect the impact of Social Media Marketing in Instagram on Purchase Intention of

Generation Y through Customer Relationship.

CONCLUSION

The best way to evaluate the importance of applying digital advertising is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users. In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits.

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