

THE NEXUS BETWEEN DIGITAL MARKETING AND CONSUMER PURCHASE INTENTION OF APPAREL ITEMS – A MULTI-REGRESSION APPROACH

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ABSTRACT

This research investigates the impact of digital marketing on consumer purchase intention of apparel items. The main purpose of the research is to analyze the implication of digital marketing in consumer purchase intention & to find out that the willingness to purchase apparel items. Due to globalization the shifting marketing trends are getting digitalized. With this digital marketing online purchase got a boost especially among the young generation. The study holds much significance for the consumer attitude to determine the main factors influencing for digital marketing on the consumer purchase intention, to retain the customer by providing information of apparels items to keep them satisfy and to make them trustworthy. A non-probability convenience sampling technique used to collect data. Questionnaire instrument was used to collect data. A correlation and regression used to analyze the relationship between the variables. The overall model extended successfully explained the effect of the predictors on willingness to purchase apparel items. These factors individually and together predict on willingness to purchase apparel items.

Keywords: Consumer Attitude, Price, Social Media, Advertisement, Website Quality, Purchase Intention

INTRODUCTION

In simple terms, digital marketing (computerized showcasing) can be called as the strategy of advancing brands or items utilizing the electronic media (Nawaz & Kaldeen, 2020). It primarily takes place on the Internet. Other stages incorporate cell phone, digital display (advanced shows) & few other digital mediums. As the title proposes, it makes utilize of the digital technologies the primitive way of promoting included trade proprietors to publicize their administrations or items on print media comparative to radio & TV advertisements, hoardings, trade cards and in numerous other comparative ways where online or Web organizing locales were not utilized for limited time activities. Normal promoting techniques had constrained customer reach-ability & degree of driving purchasing model.

This study on informational responses online shopping on consumer purchase intention of apparels are an individual's personal view on, website quality, advertisement, price, social media & consumer attitude, towards digital marketing on the consumer purchase intension of apparels. This research examines the different factors that influence digital marketing on the consumer buying intention and their power on the customer's informational response (Dunakhe & Panse, 2021).

Social network (Social arrange) online communities, such as Myspace.com & Facebook.com serve as stages where millions of clients all over the world are associated with one another & replace considerations, supposition, & data. Online communities are picking up impressively in ubiquity around the globe (Dash & Chakraborty, 2021).

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Within the business to consumer (B2C) e-commerce cycle development, customers utilize Internet for an assortment of reasons such as: Looking for item for consumption highlights, reviews or costs, selecting administrations & goods through Web (internet), making payments, setting the arrange, or any other implies which is at that point followed by conveyance of the specified products through social platform, or extra implies & final is deals benefit through Web (internet) or extra cruel. Over the history few decades, the Web has created into an endless universal advertise put for the exchange of merchandise & administrations (Cho, 2012). And other in created nations, the networking of internet has embraced as a noteworthy ground of medium, advertising a wide range of items with the “24 hour” accessibility and wide-ranging zone scope.

Problem Statement

Due to globalization the shifting marketing trends are getting digitalized. With this digital marketing online purchase got a boost especially among the young generation. Youth is inclined for the online purchase of various products through social platform. Many factors influence the purchase from this digital arena which this study will explore. In earlier studies of digital marketing deny the role of price variable on consumer purchasing intention; they focus on social media, advertising, website quality and many more (Zhang N. L., 2002). Price has a significant on consumer purchase to, this research fills the research gap that how quality and price impact on consumer purchase intention of apparels.

Research Objectives

- To ascertain the effect of website Quality on willingness to purchase apparel items
- To determine the effect of advertising on willingness to purchase apparel items
- To define the effect of price on willingness to purchase apparel items
- To examine the effect of social media on willingness to purchase apparel items
- To determine the effect of consumer attitude on willingness to purchase apparel items

Research Questions

- How website quality effect on willingness to purchase apparel items?
- In what ways advertising effects on willingness to purchase apparel items?
- What is the effect of price on willingness to purchase apparel items?
- How social media effect on willingness to purchase apparel items?
- What is the effect of consumer attitude on willingness to purchase apparel items?

REVIEW OF LITERATURE

In outline a determination of components connected to website quality have been confirmed to essentially impact consumer’s online shopping attitudes and behavior. Progressed website quality can lead the consumer’s full exchanges effectively and pull in them to return toward this Web advertise. In compare, more awful quality would obstruct their online shopping moves Consumers deliberate towards online shopping is considered in thirteen papers out of thirty-five papers. Consumer’s intention make customer to buy it from Internet store. For the most part, this issue is considered by consumer’s readiness to purchase and also to return for satisfied buys (Dar & Tariq, 2021).

Consumers’ attitude towards acquiring physical merchandise (for case attire) from end to end the internet is not that much positive as their behavior & attitude to obtaining the other goods e.g., books and also the computer software (Shim, et al., 2000). Clients are utilized to moderator & assess apparel items at the position of deal, which is inside the store (Brown & Rice,, 1998) on the online system, tangible item qualities of investigate items gotten to be insubstantial, as within the case of clothing properties e.g., quality of fabric. The need of expertise to tangibly weigh up apparel items by the internet makes a major hazard for apparel internet customers. Within a distinctive, internet shopping gives customers with straightforward get to other item information such as product details, consumers’ fulfillment evaluations, and customer feedback. According to (Keen, et al., 2004), contends that indeed in case researchers had plan investigated the customer choice- making prepare in selling store, additional research is about required to recognize the drivers so they utilize the internet as the shopping stage (Nawaz & Kaldeen, 2020).

Purchase intention explains “what we think we’ll buy”. Buying intention could be a mixture of consumers intrigued in the item and the opportunity of buying made merchandise. It is also observed that the attitudinal variable for measuring customers’ upcoming offerings to a brand (Kim; Ko, E, 2012). It is essential for marketers to get it consumer’s wants and needs, also that what impacts their buy &

consumption. In arrange to meet customers' needs successfully, remain before the competition & raise buy eagerly marketers got to reflect the marketing mix, and change each component to make the generally image and a special offering point that produces their products stand out (Karbala; Wandebori, 2012). It has been observed in previous study that the buying intention of a buyer is emphatically associated to the attitude and also inclination that the consumer has towards the brand (Kim; Ko, E, 2012). Past research found that recognizable brand names and solid also positive brand awareness of a brand are predictable to decrease the consumer's perceived danger with respect to getting from that brand. In this manner this describe us that the supplementary noteworthy the (level) rank of brand recognition and information, the more prominent the consumers buying intentions (Erlangga, 2021).

Identify the Theory

“Theory of Reasoned Action”

Basically, personal's etiquette of any buyers which are choose by their intention to explain the behavior and such type of intention is belong in rotate a work of their feelings in the direction of the behavior and goal standard, recommended by the TRA, (Fishbein & Ajzen, 1975) This theory is supporting by research as my independent variables are Websites quality, advertising, Customer attitude, Social media, and price. All these independent variables are depending on Willingness to purchase apparel items. That how consequences impact on internal motivation and how it is changes the perception of the consumer. Purposeful and instrumentally are the two best assessor of that behavior (It should be belief that the result will be expected through the direction of behavior). Instrumentally is selected through the three things that are their supposed behavior control, their attitude in the direction of the particular behavior, as well as their straight standard which is recommended as more efficient and favorable attitude along with the subjective, standard with more exceptional the perceived power, furthermore, stranded person's intention for explain the behavior.

Relationship of Each Variable as per Conceptual Framework

- **Willingness to purchase apparel items and website quality**

Website service quality is defined as “service that is helpful, approachable, & offered willingly, & in which consumers' investigations responded to promptly” (Wolfenbarger, 2003). The service quality efforts prepared by the organization are to be without a doubt reflected in the website, as it is entry to ensure consumer satisfaction, develop trust, & induce a constant purchase (Shin, 2013). Previous study has shown with the purpose of service quality is the main factor influencing consumer trust & loyalty intention towards e-commerce (Agustin, 2005); (Fassnacht, 2007), &, in turn the 6 engagement online (Song, 2012) In our study framework, specifically-tailing, we have mostly targeted website service quality that previous literature initiate directly affecting trust (Fassnacht, 2007); (Hwang, 2007); (McKnight, 2002). Furthermore, the risks connected with fashion clothing websites have been newly studied in relation to trust (Chui, 2014); (Naoui, 2014). According to (Aladwani & P., 2002), Web quality as the users' estimation of a website's features meeting users' needs, reflecting in general excellence of the website. Based on the investigative factor analysis, they provided 4 dimensions of Web quality: exact (service) content, technical adequacy, perceived quality, and content quality.

H1: Websites quality has significant impact on willingness to purchase apparel items.

- **Willingness to purchase apparel items and advertising**

According to (Alalwan & Ali, April 2018;) Digital marketing is being progressively more utilized as a stage to perform promoting exercises. Organizations have gone through a bundle of cash, time, & assets on social network advertisements. From another point of view there's for all time a challenge in how business is able to plan social media promoting to profitably attract clients & stimulate those people to acquire their brands. Subsequently, that way inquire about points to know & verify the major components related to social communication advertising that can forecast purchase intention. Facebook publicity provide audience / users the opportunity to connected actually with the adverts on your page authorizing them to ‘share’ & ‘like’ while other than see any more else otherwise which companions shared either liked the similar advert. Agreeing to certain research, social media as for example Facebook do something as a check on the validity of brands. (Lee, 2011)) found that customers view consumer-generated SMS on social media, not at all like advertising produced by promoters, as being incited by altruism. Presently a day's corporate advertises the failure or victory of any enterprise pivots on public recognition. The victory of advertising is backed to measure taking under consideration

consumers' assessments of the interest stimulated by the advertisements. Facebook makes wide stage (platform) for viral online suggestion (Dar & Tariq, 2021).

H2: Advertising has positive impact on willingness to purchase apparel items.

- **Willingness to purchase apparel items and price:**

Consumers' perceptions of product value (price) are characterized by quality considerations, the pricing of the products & the level of risk involved. These past histories are used to explain perceived value, which then directly persuade consumers' willingness to buy the brand (Beneke J. & Carter., 2015). Studies show that price has an unenthusiastic effect on perceived value & willingness to buy (Dodds, 1991). Anyway, pricing can additionally raise both felt effectiveness & the authentic worth of goods, as reveal (Shiv, 2005). Insufficient of stability in the special effects of price on consumer behavior guarantee further experiential analysis in an online frame, particularly while pricing turn out to be a most important product element like customers cannot feel, tap, & try on other products online. That study is on consideration to goal-driven boosts for occasion price offers that task significance is dependent on chore requests (Erlangga, 2021).

H3: Price has significant impact on willingness to purchase apparel items.

- **Willingness to purchase apparel items and consumer attitude:**

Online shopping has remarkable characteristic (Huseynov, 2014). Emphasize that need dealings of physical be inclined to be the basic obstacle in online retail sales taken after by the security of individual exclusively data & protection of financial transactions in excess of the Internet (Mohammad Anisur Rahman, 2018). The client and the online shop there is no relationship between them within it being there of apparent online hazard indeed in the event that customer went through hours on the Internet (Zuroni, 2012). Day-by-day flavor, choices & inclination are untrustworthy with respect to distinctive components such as the Internet appearance. Be that as it may, those advancement requirements a few additional awareness linked with the client's behavior. Purchaser behavior study about recognizes common model of the buying purpose this portrays the operation utilized with clients in the creation a obtain choice (mr.Vrender, 2016). Arranged a design of attitude, behavior, & shopping intent in the direction of Web shopping in by and large. The idea of incorporates a small number of indicators confidential into 4 wide range of categories e.g., item prize value, the shopping experience, quality services advertised through the site, & the exposure identification of the internet shopping. (Mohammad Anisur Rahman, 2018)

H4: consumer attitude has positive impact on willingness to purchase apparel items.

- **Willingness to purchase apparel items and social media:**

Gradually, in all position of our lives the social media is further finding a position for itself. The clients which are in such kind of manner additionally perceptually along with behaviorally locked within the most important social media steps for instance Google+, YouTube, Snapchat with Twitter and Facebook, (Alalwan & Y. K., 2017); (Kim N. &, 2018); (Rana, 2017). This is the key role which basically become a main reason that in fact changes the temperament of our interactions besides along with our companions (friends) or also among private and civic organizations. In fact, the stages of social media mean unused some of the place where individuals, & indeed governments administrations be able to commercially, organizations, politically, socially, & educationally associated with each other & trade data, considerations, (items) products, & services (Hawkins, 2013); (Dwivedi, 2016); (Usher, 2014); (Zeng, 2014); (Zhu, 2015). Thus, organizations around the world have begun considerations almost how utilizing these stages may offer assistance in providing clients & developing a profitable marketing connection with such types of buyers (Alalwan A. A., 2016) (Braojos-Gomez, 2015); (Kamboj, 2018); (Lin, 2016); (Oh, 2015). Amid the final five a long time, the social media has advanced changed selling & buying procedures. Such type of buyers which are linked with stages like Twitter & Facebook, YouTube, are able to comment on their experiences with these items & companies & be able to share these experiences with their links or companions (friends). It can increase the sum of purchasing of web store, as it may be interfacing the client clearly to the place of purchase (Alalwan A. A., 2018).

H5: Social media has significant impact on willingness to purchase apparel items.

Independent variable

- Web sites Quality
- Advertising
- Price

- Consumer attitude
- Social media

Dependent variable

- Willingness to purchase apparel items

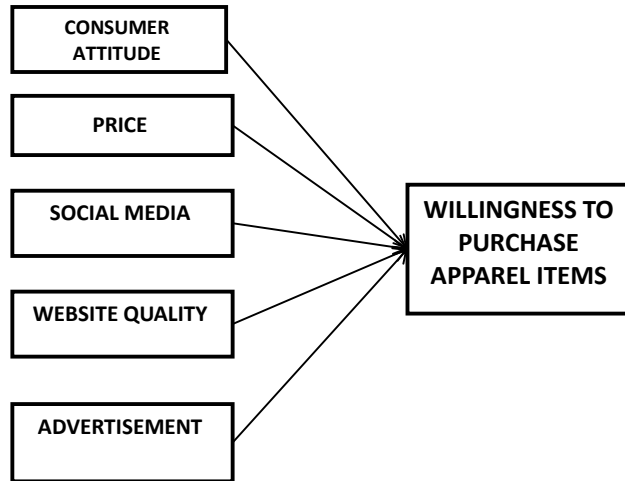


Figure 01: Conceptual Framework

METHODOLOGY

The research is conducted on a survey of individuals into validated proposed model. The research survey conducted through online through Facebook email and WhatsApp by questionnaires, The research members are frequently resident in the Karachi, Pakistan (95%), although, the research also attracted to some international participant. The focused-on sample size was 384 and convenience-sampling method was utilized to choose possible respondents in this study. Convenience sampling strategy was received on the grounds that the exploration searches for cross-cultural differences in consumer behavior. Since it was developed in a conceptual framework project based on literature reviews and theoretical foundations, the project has been tested by collecting responses from interviewees and results derived from empirical and empirical assumptions, so it falls into the following category: deductive research methods.

Data Analysis

We use test of pilot for the reliability testing According to the law the ratio of Cronbach's Alpha 0.725 which is greater than 0.7 so the reliability is perfect with the count of reliability.

Reliability Statistics

Cronbach's Alpha	N of Items
.725	5

Table No. 1 Respondent's Profile

Variable		Number	Percentage
Age	Less than 21	65	8.5
	21-30 years	223	29.0
	31-40 years	60	7.8
	41-50 years	37	4.8
	51 and above	0	0
Marital Status	Single	297	38.6
	Married	88	11.4
Qualification	Up to Intermediate	86	11.2
	Graduation	221	28.7
	Masters	55	7.2

Profession	M.S/M.Phill	15	2.0	
	Doctoral	8	1.0	
	Marketing	40	5.2	
	Banking	35	4.6	
	Engineering	37	4.8	
	Teacher	39	5.1	
	Doctor	19	2.5	
	Student	160	20.8	
Income of the family	Other	55		7.2
	Up to – 20,000	31	4.0	
	21,000 – 30,000	50	6.5	
	31,000 – 40,000	71	9.2	
	41,000 & Above	233	30.3	
Which sites do you use for online purchasing of apparels?	Official sites	121		15.7
	Instagram	44	5.7	
	Facebook	142	18.5	
	Other	78	10.1	
Gender	Male	185		24.1
	Female	200		26.0

Descriptive Analysis

The purpose of descriptive statistics is to measure the normality of the study.

Table No. 2 Descriptive Statistics

Construct	Mean	Std. Deviation	Skewness	Kurtosis
Willingness to purchase apparel items	3.78	1.037	-.750	.130
Social Media	3.71	1.144	-.770	-.105
Web Quality	3.75	1.106	-.707	-.173
Consumer attitude	3.75	1.084	-.735	-.028
Advertisement	3.77	1.101	-.479	1.410
Price	3.78	1.077	-.785	.092

Table 2 shows the descriptive statistic in which skewness and kurtosis was used to calculate the univariate normality. This table shows that Advertisement (Mean=3.77, S.D=1.101) has a highest skewness of (SK=-.479) while on the other hand Price (Mean=3.78, S.D=1.077) has a lowest skewness of (SK=-.785). According to the kurtosis analysis, Advertisement (Mean=3.77, S.D=1.101) has a highest kurtosis (KT= SK=-.479) while WEB Quality (Mean=3.75, S.D=1.106) has a lowest kurtosis with (KT=-.173). Since all the constructs adopted for this study are within the range of ± 2.5 therefore, all of them fulfill univariate normality requirements.

Correlation Analysis

Correlation analysis describes that either there is an issue of multi-collinearity in the study or not. It also gives the surety that whether the variable used for the study or research is unique and distinctive or not.

Table No. 3 Correlation Analyses

Construct	1	2	4	5	6
Social Media	1				
Web Quality	.322	1			

Advertisement	.406	.368 1		
Consumer Attitude	.342	.372 .380	1	
Price	.335	.358 .361	.357	1
Willingness to purchase apparel items	.348	.384 .337	.392	.356 1

In Table 3, the correlation of the following construct has been measured. From the correlation of the construct, the highest correlation is between Social Media and Advertisement. On the other hand, the lowest correlation is between social Media and Web Quality. Hence, there is no issue of multi-collinearity as all the correlation is between 0.3 to 0.9 and the all the construct is distinctive and unique.

Hypotheses Testing

According to the multiple regression result, independent variable has a significant relation on the consumer purchasing behavior. Its mean that the construct has a significant relation or effect towards consumer purchasing behavior.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	502.929	5	100.586	124.837	.000 ^b
	Residual	1502.698	1865	.806		
	Total	2005.627	1870			

a. Dependent Variable: WILLINGNESS TO PURCHASE APPAREL ITEMS

b. Predictors: (Constant), PRICE, SOCIAL MEDIA, WEB QUALITY, CONSUMER ATTITUDE, ADVERTISEMENT

Table:4 Multiple Regression

Construct	Beta (Std)	T	Sig.
CONSTANT		12.582	.000
Social Media	.158	6.852	.000
Web Quality	.058	2.508	.000
Advertisement	.116	4.894	.000
Consumer Attitude	.216	9.267	.000
Price	.154	6.688	.000

The multiple regression shows that all the independent variable such as (PRICE, SOCIAL MEDIA, WEB QUALITY, CONSUMER ATTITUDE, ADVERTISEMENT) explain the variance in WILLINGNESS TO PURCHASE APPAREL ITEMS (F(124.837), $p < 0.05$). It is also discovered that Social Media ($\beta = .158$, $p < .000$) has a significant effect on willingness to purchase apparel items as p value of social media is less than 0.05 along with web quality ($\beta = .058$, $p < .000$) which also has a significant effect on willingness to purchase apparel items. The Advertisement ($\beta = .116$, $p < .000$) has a significant effect on willingness to purchase apparel items. The consumer attitude ($\beta = .216$, $p < .000$) has also a significant effect on willingness to purchase apparel items. The price ($\beta = .154$, $p < .000$) has also a significant effect on willingness to purchase apparel items.

DISCUSSION AND CONCLUSION

The hypothesis stating that predictors (social media, Consumer attitude, web Quality, price and advertisement) have combined effect on willingness to purchase apparel items was accepted. It answers the research question 1: What is the impact of digital marketing on the consumer purchase intention of apparels? This finding is consistent to earlier studies, which also found that purchase intention effects on willingness to purchase apparel items.

The hypothesis stating that the predictor social media positively effects on willingness to purchase apparel items. This answer to Research Question R1: What is the effect of social media on willingness to purchase apparel items? Social media provides consumers with the latest opportunities to participate in social interactions on the Internet. Consumers use social media (such as online communities) to produce content and connect with other users. Social media research can also recognize

the compensation that companies should get. Nowadays, many social media platforms have been developed, which can calm the progress of age groups participating in information and content online. There are a large number of social media that can make these operations possible, such as Facebook, Wikipedia, and YouTube and Twitter. Those who use different social media devices (such as online opportunities and social, ratings, recommendations and reviews) act together with other online users. In fact, people are paying attention online to replace information and get social support.

The hypothesis stating that the predictor Web Quality positively effects on willingness to purchase apparel items. This answer to Research Question R2: What is the effect of web Quality on willingness to purchase apparel items? In support of many previous studies and the fourth hypothesis of this study, it was found that website quality significantly affects online shopping willingness. Usability and information quality are the most important predictors of online shopping intentions. It emphasizes the importance of user-friendly websites and appropriate and effective information in increasing online sales. You can improve usability by creating page layouts and labels that are easy to read and understand. In addition, the information quality of the clothing website can be improved by providing more accurate virtual colour samples, clearly showing the details of the clothing, and providing precise dimensions to determine the fit and tailoring method. Visual appeal and images are also important, but they are nowhere near the usability and information quality. (Kim C. J., 2010) The interactive and innovative factors proved to be insignificant. Interactive and innovative websites may effectively produce strong first impressions, but they are not necessary to encourage clothing shopping. In order to persuade visitors to wander and shop on the site, the site in question should be able to effectively provide all necessary product information and minimize the difficulty for visitors to browse and search the site. (Ling, The Effects of Shopping Orientations, Online Trust and Prior Online, July 2010).

The hypothesis stating that the predictor PRICE positively effects on willingness to purchase apparel items. This answer to Research Question R3: What is the effect of price willingness to purchase apparel items? It improves Internet marketing, which leads to customers' buying intentions. Pricing is just a clear factor that generates revenue and provides the correct signal of failure or success of products and services. This is the highlight of some strategies retailers are using to make prices attractive to customers, even odd pricing, bundle pricing and discount pricing. It also guides marketing managers and R&D managers to have a better understanding of pricing strategies, which have a positive impact on consumers' purchase intentions (Al-Salamini, 2016).

Consumer Attitude is predicted to have a direct significant impact on willingness to purchase apparels based on the study Therefore, those who have a positive attitude towards online shopping will drive them to shop online. Previous research has shown that attitudes toward online shopping are an important predictor of online purchases. Consumers' attitudes towards purchase intentions are defined as consumers' positive or negative feelings when making purchase decisions (Chiu YB, 2005). The attitude of customers is often related to emotions and changes according to the model of attitude (Fishbein & Ajzen, 1975) Consumers' attitudes are affected by their purchase intentions. The relationship between intention and attitude is based on the assumption that consumers are trying to make rational decisions based on available information. Therefore, a person's intention to perform or not perform a certain attitude is the direct determinant of the person's actual behaviour (Sylvester1, 2009). The hypothesis stating that the predictor Advertisement positively effects on willingness to purchase apparel items. These answers the Research Question R4: What is the effect of Advertisement on willingness to purchase apparel items? According to the results of this research, it provides evidence to prove that online advertising is useful, hedonism and materialism are important for dealers to think about when making online advertising. By understanding all the issues or factors that affect consumers' purchase of online advertising, sales staff can improve the production of effective advertisements to manipulate consumer feedback.

This study has not measured the variations in purchaser approval by demographic factors, Future studies should consider demographic factor. The focal point of this study was the effect of digital marketing on the consumer purchase intention of apparels. This study was limited to one area; further studies should be relative studies on two/extra domains. This study only pays attention on measuring willingness to purchase apparel items with chosen variables. Other variables (credibility, price, promotion, promotional offer, interest etc.) were not included in the scope of the current research.

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