

**PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING
BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY**

प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार –
उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन

A

Thesis

**Submitted for the Award of the Ph.D. degree of
PACIFIC ACADEMY OF HIGHER
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By

MONIKA BORDIA

मोनिका बोर्डिया

Under the supervision of

Prof. ANIL JAIN

Professor

Faculty of Commerce and Management



**FACULTY OF COMMERCE
PACIFIC ACADEMY OF HIGHER EDUCATION
AND RESEARCH UNIVERSITY, UDAIPUR**

2024

DECLARATION

I, **MONIKA BORDIA D/O SHRI PRAKASH CHANDRA BORDIA** resident of, 16, Indrapuri, Near Manas Enclave, Bhuwana Bypass, Udaipur, 313001, hereby declare that the research work incorporated in the present thesis entitled **“PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY”** (प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार – उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन) is my original work. This work (in part or in full) has not been submitted to any University for the award or a Degree or a Diploma. I have properly acknowledged the material collected from secondary sources wherever required.

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PACIFIC ACADEMY OF HIGHER EDUCATION AND
RESEARCH UNIVERSITY, UDAIPUR

Prof. ANIL JAIN

Professor

CERTIFICATE

It gives me an immense pleasure in certifying that the thesis “**PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY**” (प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार – उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन) and submitted by **MONIKA BORDIA** is based on the research work carried out under my guidance. She has completed the following requirements as per Ph.D. regulations of the University;

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Name and Designation of Supervisor

Prof. ANIL JAIN

Professor,
Pacific Academy of Higher Education
and Research university

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DATE: -

MONIKA BORDIA



**DEDICATED TO
MY FAMILY, FRIENDS
AND WELL-WISHERS**

PREFACE

Chapter 1: Introduction

The introduction chapter lays the foundation for the study on progressive digital marketing and apparel buying behavior among women consumers in Udaipur City. It highlights the transformative impact of internet marketing on consumer behavior, particularly in the garment industry. With the rise of digital platforms, consumers have gained unprecedented access to information, reshaping purchasing decisions globally and locally. This chapter outlines the study's objectives, focusing on the influence of advanced digital marketing strategies on women's apparel buying habits. The significance of digital marketing channels, such as social media, email, and influencer marketing, is discussed, emphasizing their role in creating personalized and engaging consumer experiences. The chapter also presents the theoretical frameworks guiding the study, including the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), which help in understanding the factors driving consumer behavior in the digital age.

Chapter 2: Literature Review

The literature review chapter provides an extensive analysis of existing research on digital marketing and consumer behavior. It traces the evolution of digital marketing from its early days of email marketing to the sophisticated, data-driven strategies of today. The chapter examines the impact of various digital marketing channels, such as social media, influencer marketing, and email marketing, on consumer behavior. It also explores the role of online reviews and promotional offers in shaping consumer decisions. The review identifies significant gaps in the literature, particularly the lack of focused research on the impact of digital marketing on women's apparel buying behavior in non-metropolitan areas like Udaipur. The chapter sets the stage for the empirical analysis by integrating theoretical models and highlighting the importance of understanding demographic factors in moderating these relationships.

Chapter 3: Research Methodology

The research methodology chapter details the systematic approach adopted to investigate the impact of progressive digital marketing on the apparel buying behavior of women in Udaipur City. A mixed-methods approach, combining quantitative surveys and qualitative interviews, is employed to gain comprehensive insights. The

chapter describes the population and sample, data collection methods, and the instrumentation used. It outlines the statistical techniques for data analysis, including descriptive statistics, ANOVA, and regression analysis. The validity and reliability of the research instruments are addressed, along with ethical considerations such as informed consent and confidentiality. Limitations of the study, such as the reliance on self-reported data and the cross-sectional design, are also discussed.

Chapter 4: Data Analysis

The data analysis chapter presents a detailed examination of the collected data to answer the research questions. It begins with a descriptive analysis of the demographic profile of the respondents, highlighting key characteristics such as age, education, occupation, and income. This is followed by an analysis of respondents' perceptions towards online buying, focusing on factors like ease of use, trust, convenience, and satisfaction. Inferential statistics, including ANOVA and regression analysis, are used to test hypotheses about the impact of demographic factors on buying behavior and digital marketing influence. The chapter concludes with a discussion of the findings, integrating them with existing literature and providing practical insights for marketers.

Chapter 5: Conclusion and Suggestions

The conclusion and suggestions chapter synthesizes the findings from the study, providing a comprehensive overview of the impact of digital marketing on women's apparel buying behavior in Udaipur City. It highlights the significant influence of social media, email marketing, and online reviews on consumer decisions. The chapter discusses the practical implications for marketers, emphasizing the need for targeted and personalized digital marketing strategies. It also offers policy recommendations to enhance consumer protection and digital literacy. Finally, the chapter identifies areas for future research, suggesting longitudinal and comparative studies to further explore the evolving landscape of digital marketing and consumer behavior.

These abstracts provide a concise summary of each chapter, capturing the essence of the research and its contributions to the understanding of digital marketing and consumer behavior in the context of Udaipur City.

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CHAPTER - I

INTRODUCTION



1.1 Background of the Study

The dawn of “Digital marketing” has significantly transformed the landscape of consumer behaviour, particularly in the apparel industry. “With the proliferation of the internet and mobile technologies, consumers now have unprecedented access to a plethora of information, enabling them to make more informed purchasing decisions.” This transformation is evident globally and in local contexts, such as Udaipur, where “Digital marketing” strategies are increasingly influencing buying behaviours, especially among women. This study aims to explore the intersection of progressive “Digital marketing” techniques and the apparel buying behaviour of women consumers in Udaipur City.

The rise of “Digital marketing” has revolutionized the way consumers interact with brands and make purchasing decisions, particularly in the apparel industry. This transformation is driven by the extensive acceptance of the internet and mobile technologies, which provide consumers with instant access to information and shopping platforms. “Digital marketing” leverages various online channels such as social media, search engines, email, and websites to engage consumers, offering personalized and interactive experiences that traditional marketing methods cannot match (Chaffey & Ellis-Chadwick, 2019).

In the context of Udaipur City, “Digital marketing” is increasingly influencing consumer behaviour, especially among women. Udaipur, known for its rich cultural heritage and growing urbanization, presents a unique market where traditional buying habits intersect with modern, digital-driven purchasing patterns. Women, as significant consumers of apparel, are particularly impacted by “Digital marketing” strategies, making it crucial to understand how these strategies affect their buying behaviour.

“Digital marketing” encompasses various online channels such as social media, email, search engines, and websites to reach consumers” (Chaffey & Ellis-Chadwick, 2019). These channels provide marketers with tools to tailor their messages to specific audiences, track consumer behaviour, and engage with them in real-time. The interactive nature of “Digital marketing” fosters a more personalized shopping experience, which is particularly appealing to modern consumers (Kumar & Gupta, 2016).

Email marketing become a controlling tool for organizations to communicate with consumers. Personalized and well-crafted email campaigns can drive engagement, foster loyalty, and increase conversion rates. Online reviews have become essential, as consumers now heavily depend on them to make informed purchasing decisions. “Positive reviews can build trust and credibility, whereas negative reviews can discourage potential customers.”

1.1.1 Consumer Behaviour in the Digital Age

The shift to online shopping has fundamentally transformed consumer behavior. Key factors lashing the approval of online shopping include suitability, variety, and the ease of comparing prices and products. For women, online shopping offers the added benefit of browsing and purchasing apparel from the comfort of their homes, eliminating the need to navigate crowded physical stores.

However, the transition to online shopping is not without challenges. Trust and security concerns remain significant barriers, as consumers worry about the safety of their personal and financial information. The quality and authenticity of products are also major concerns, with many consumers hesitant to purchase apparel without seeing and trying it in person.

Despite these challenges, the increasing sophistication of “Digital marketing” strategies is helping to address these concerns. Businesses are investing in secure payment gateways, transparent return policies, and detailed product descriptions to build trust with consumers. The use of high-quality pictures and videos, virtual try-on features, and customer reviews further enhance the online shopping experience.

1.1.2 “Digital marketing” and the Apparel Industry

The apparel industry has been one of the biggest beneficiaries of the “Digital marketing” revolution. Online apparel shopping has grown exponentially, driven by the convenience and accessibility offered by digital platforms. Social media platforms, in particular, have become important channels for fashion brands to showcase their products and engage with consumers.

Influencer marketing has become a powerful tool in the apparel industry, with fashion influencers and bloggers playing a key role in shaping consumer preferences and trends. Collaborations with influencers allow brands to reach a wider audience and build credibility through authentic and relatable content.

Email marketing remains a staple in the apparel industry, with brands using personalized email campaigns to keep consumers informed about new arrivals, sales, and promotions. The ability to segment email lists based on consumer preferences and behaviour allows for highly targeted and effective campaigns.

Online reviews are also crucial in the apparel industry, as consumers rely on the feedback of others to make informed purchasing decisions. Positive reviews can significantly boost sales, while negative reviews can provide valuable insights for brands to improve their products and services.

1.2 Historical Context and Evolution of “Digital marketing”

“The journey of “Digital marketing” began with the advent of the internet in the late 20th century. Initially, it focused on basic email marketing and simple web advertisements. With the evolution of web technologies, “Digital marketing” has expanded to include sophisticated strategies like search engine optimization (SEO), content marketing, and social media marketing” (Ryan, 2016). The continuous advancements in web technologies, coupled with the rise of mobile devices, have further propelled the reach and effectiveness of “Digital marketing”.

The history of “Digital marketing” can be divided into several distinct phases:

- **Early Internet Era (1990s to early 2000s):**
 - During this period, businesses primarily focused on establishing an online presence. Websites functioned as digital brochures, providing basic information about products and services. Email marketing became popular, allowing companies to reach out to customers directly. However, the capabilities of tracking and analyzing consumer behaviour were limited.

- **The Rise of social media (mid-2000s to 2010s):**
 - The emergence of social media platforms like Facebook, Twitter, and later Instagram, revolutionized “Digital marketing”. These platforms enabled “two-way communication” between brands and consumers, fostering a more interactive and engaging marketing environment. Businesses started to leverage social media for brand building, customer engagement, and direct sales (Tuten & Solomon, 2017).

- **Data-Driven Personalization (2010s to present):**
 - The current phase of “Digital marketing” is characterized by the extensive use of data analytics and “Artificial Intelligence” (AI). Technologies like “Machine Learning” (ML) and “big data analytics” have enabled marketers to understand consumer behaviour at a granular level, facilitating highly personalized marketing strategies. These advancements have led to more efficient targeting, improved customer experiences, and higher conversion rates (Ryan, 2016).

1.3 Technological Advancements in “Digital marketing”

The speedy development of technology has been an important driver of change in “Digital marketing”. Innovations in internet speed, mobile technology, and data analytics have transformed the way marketers approach their strategies and how consumers interact with digital content.

- **Mobile Technology:**
 - The proliferation of smartphones and mobile devices has made the internet accessible to a broader audience. “Mobile marketing has become an essential part of digital strategies, with businesses now optimizing their websites and campaigns specifically for mobile users.” Techniques such as location-based marketing and mobile apps provide personalized experiences that drive engagement and sales (Smith, 2019).

- **Data Analytics:**

- The capability to collect, analyze, and interpret large volumes of data has transformed “Digital marketing”. “Tools such as Google Analytics, social media insights, and customer relationship management (CRM) systems give marketers profound insights into consumer behavior.” These insights enable the creation of targeted marketing campaigns, optimization of user experiences, and measurement of marketing effectiveness (Wedel & Kannan, 2016).

- **“Artificial Intelligence” and “Machine Learning”:**

- AI and ML technologies have introduced new possibilities for personalization and automation in “Digital marketing”. Chatbots, predictive analytics, and recommendation engines enhance customer experiences by providing relevant content and offers in real time. These technologies also streamline marketing processes, enabling more efficient and effective campaigns (Jarek & Mazurek, 2019).

- **Social Media Platforms:**

- Social media remains a dominant force in “Digital marketing”. Platforms like Facebook, Instagram, Twitter, and LinkedIn offer businesses a variety of opportunities to engage with their audiences. Features such as live streaming, stories, and influencer partnerships enhance brand visibility and consumer interaction (Alalwan et al., 2017).

1.4 The Role of “Digital marketing” in Consumer Behaviour

“Digital marketing” significantly influences consumer behaviour by providing more interactive, personalized, and accessible shopping experiences. The rise of digital platforms has shifted the power dynamic from businesses to consumers, who now have greater control over their purchasing decisions.

1.4.1 Consumer Empowerment:

- “Digital marketing empowers consumers by providing them with access to a wealth of information about products and services. Consumers can compare prices, read reviews, and seek recommendations before making a purchase decision.” This access to information enables more informed and confident buying choices (Kotler, Kartajaya, & Setiawan, 2017).

1.4.2 Personalization:

- “One of the most significant advantages of Digital marketing is its ability to deliver personalized experiences. Personalized emails, product recommendations, and targeted advertisements enhance the relevance of marketing messages, increasing the likelihood of conversion.” Consumers appreciate brands that understand their preferences and cater to their individual needs (Smith, 2019).

1.4.3 Engagement and Interaction:

- “Digital marketing fosters greater engagement and interaction between brands and consumers.” Social media platforms, for example, allow consumers to communicate directly with brands, provide feedback, and participate in brand-related activities. This interaction builds stronger relationships and loyalty (Tuten & Solomon, 2017).

1.4.4 Convenience:

- The convenience of online shopping is a major factor driving consumer behaviour. “Digital marketing” provides consumers with the ability to shop anytime and anywhere, eliminating the constraints of physical store hours and locations. Features such as one-click purchasing and subscription services further enhance convenience (Chaffey & Ellis-Chadwick, 2019).

1.5 Regional Context: Udaipur City

Udaipur, often referred to as the "City of Lakes," is renowned for its cultural heritage and scenic beauty. In recent years, Udaipur has also witnessed significant urbanization and technological adoption, making it an emerging market for "Digital marketing". The city's demographic profile, characterized by a mix of traditional values and modern aspirations, presents a unique opportunity to study the impact of "Digital marketing" on consumer behaviour.

1.5.1 Digital Penetration in Udaipur:

- The penetration of the internet and smartphones in Udaipur is on the rise, with an increasing number of residents using digital platforms for various purposes, including shopping. This trend highlights the potential for "Digital marketing" in the region (TRAI, 2020).

1.5.2 Consumer Behaviour in Udaipur:

- Consumers in Udaipur are gradually shifting towards digital platforms for their shopping needs. However, traditional buying habits still influence their behaviour, creating a unique blend of preferences that marketers need to address. Understanding the interplay between traditional and digital influences is crucial for developing effective marketing strategies (Reddy, 2017).

1.5.3 Women Consumers in Udaipur:

- Women represent a significant segment of apparel consumers in Udaipur. Their buying behaviour is influenced by factors such as fashion trends, price sensitivity, brand loyalty, and the need for self-expression. "Digital marketing" strategies need to address these factors to be effective in engaging and converting women consumers (Bakewell & Mitchell, 2003).

1.6 Problem Statement

Despite the growing need of "Digital marketing" in shaping consumer behaviour, there is limited research focusing on its impact on women's apparel buying behaviour in smaller cities like Udaipur. Most studies concentrate on metropolitan areas, leaving

a gap in understanding how “Digital marketing” influences consumers in less urbanized regions. This research seeks to fill that gap by examining how progressive “Digital marketing” strategies affect the apparel buying behaviour of women in Udaipur City.

The existing literature highlights the influence of “Digital marketing” on consumer behaviour in various contexts, but there is a lack of focused research on how these strategies impact women’s apparel buying behaviour in Udaipur. This study aims to address this gap by providing an in-depth analysis of the “Digital marketing” strategies used by apparel retailers and their effect on the purchasing decisions of women in Udaipur City.

1.7 Literature Review

- The literature review examines previous studies on “Digital marketing” and consumer behaviour, focusing on the impact of various “Digital marketing” strategies on buying behaviour. It explores key concepts such as social media marketing, influencer marketing, email marketing, and the role of online reviews. The review identifies gaps in the existing literature and establishes the theoretical foundation for this study.

1.7.1 “Digital marketing” and Consumer Behaviour

- “Digital marketing has become a cornerstone of modern marketing strategies, enabling businesses to reach a broader audience and engage with consumers in innovative ways. Previous research has highlighted the effectiveness of Digital marketing in influencing consumer behaviour. For instance, social media marketing allows businesses to interact with consumers in real-time, fostering a sense of community and loyalty (Kaplan & Haenlein, 2010). Influencer marketing leverages the credibility and reach of social media influencers to promote products, significantly impacting consumer purchase decisions (De Veirman, Cauberghe, & Hudders, 2017).”

1.7.2 Social Media Marketing

“Social media platforms such as Facebook, Instagram, and Twitter have become essential tools for marketers.” These platforms offer various features, including targeted advertising, interactive content, and influencer partnerships, which can effectively drive consumer engagement and sales. Studies have shown that social media marketing can enhance brand awareness, foster consumer trust, and increase purchase intentions (Chen & Lin, 2019).

1.7.3 Influencer Marketing

- “Influencer marketing involves partnering with individuals who have a substantial following on social media platforms. These influencers can sway the opinions and behaviours of their followers, making them valuable assets for brands.” Research indicates that influencer marketing can significantly boost brand credibility and consumer trust, particularly when influencers are perceived as authentic and relatable (Lou & Yuan, 2019).

1.7.4 Email Marketing

- Email marketing remains a powerful tool for businesses to communicate with consumers. Personalized and well-crafted email campaigns can drive engagement, foster loyalty, and increase conversion rates. Studies suggest that email marketing is particularly effective when messages are tailored to the recipient's preferences and behaviour (Chaffey, 2018).

1.7.5 Online Reviews

- “Online reviews play a crucial role in shaping consumer perceptions and purchase decisions. Positive reviews can enhance trust and credibility, while negative reviews can deter potential customers. Research has shown that consumers heavily rely on online reviews to make informed purchasing decisions, highlighting the importance of maintaining a positive online reputation” (Chevalier & Mayzlin, 2006).

1.7.6 Gaps in the Literature

- Despite the extensive research on “Digital marketing” and consumer behaviour, there is limited empirical evidence on the impact of “Digital marketing” strategies in specific cultural and geographic contexts. This study aims to fill this gap by examining the influence of progressive “Digital marketing” on the buying behaviour of women consumers in Udaipur City.

1.8 Theoretical Framework

The theoretical framework for this study is based on the “Technology Acceptance Model”(TAM) and the “Theory of Planned Behaviour”(TPB). These models provide a foundation for understanding how “Digital marketing” strategies influence consumer behaviour.

1.8.1 “Technology Acceptance Model”(TAM)

- “The Technology Acceptance Model (TAM) posits that perceived usefulness and perceived ease of use are critical factors influencing the adoption of new technologies” (Davis, 1989). In the context of “Digital marketing”, TAM suggests that consumers are more likely to engage with online shopping platforms if they find them useful and easy to use.

1.8.2 “Theory of Planned Behaviour”(TPB)

- “The Theory of Planned Behaviour (TPB) asserts that attitudes, subjective norms, and perceived behavioural control influence an individual's intention to perform a behaviour”(Ajzen, 1991). Applied to “Digital marketing”, TPB indicates that positive attitudes towards online shopping, social influences, and perceived control over the shopping process can drive consumer engagement and purchase behaviour.

1.8.3 Integration of TAM and TPB

- “By integrating TAM and TPB, this study examines how perceived usefulness, ease of use, attitudes, subjective norms, and perceived behavioural control influence women's online buying behaviour in the context of “Digital marketing”. The combined framework provides a comprehensive understanding of the factors driving consumer behaviour in the digital age.”

1.9 Research Problem

The core research problem addressed in this study is understanding the influence of progressive “Digital marketing” on the buying behaviour of women consumers in Udaipur City. Despite the growing importance of “Digital marketing”, there is limited empirical research focusing on its impact on women consumers in a specific geographic context. Udaipur, with its unique cultural and socio-economic dynamics, presents an interesting case for examining these influences. The study seeks to fill this gap by providing a detailed analysis of how “Digital marketing” strategies affect the apparel buying decisions of women in Udaipur.

1.10 Research Questions

To meet these objectives, the study will explore the following research questions:

1. What “Digital marketing” strategies are most commonly used by apparel retailers in Udaipur City?
2. How do these “Digital marketing” strategies influence the apparel buying behaviour of women consumers in Udaipur?
3. What are the preferences and perceptions of women consumers in Udaipur towards “Digital marketing”?
4. What factors are most influential in the online apparel purchasing decisions of women consumers in Udaipur?

1.11 Objectives of the Study

The primary objectives of this study are:

1. **To study the perception of women towards online buying:**
 - Understand the general attitudes and perceptions of women consumers in Udaipur towards online apparel shopping.
 - Identify the factors that influence their trust and satisfaction with online shopping platforms.

2. To analyze the influence of progressive “Digital marketing” on buying behaviour of women:

- Investigate the influence of social media marketing, influencer marketing, email marketing, and promotional offers on purchasing behavior.
- Evaluate the role of online reviews in shaping consumer decisions.

1.12 Significance of the Study

The study on the influence of progressive “Digital marketing” on apparel buying behaviour among women consumers in Udaipur City is significant for several reasons. This research contributes to both academic literature and practical marketing strategies, offering valuable insights into the evolving landscape of consumer behaviour in the digital age. The significance of this study can be broadly categorized into academic contributions, practical implications, and policy recommendations.

1.12.1. Academic Contributions

A. Filling the Research Gap:

- “There is a notable gap in existing literature regarding the impact of Digital marketing on consumer behaviour in specific cultural and geographic contexts, particularly in Udaipur City. This study addresses this gap by providing empirical evidence on how Digital marketing influences the buying behaviour of women consumers in this unique setting.”

B. Integration of Theoretical Models:

- By integrating the “Technology Acceptance Model”(TAM) and the “Theory of Planned Behaviour”(TPB), this research offers a comprehensive theoretical framework to understand the factors driving online buying behaviour. The combined model provides a more nuanced understanding of consumer behaviour in the digital age, enhancing the robustness of the findings.

C. Consumer Behaviour Insights:

- This study adds to the body of knowledge on consumer behaviour by exploring the specific factors that influence women's perceptions and attitudes towards online shopping. It highlights the role of trust, convenience, and the effectiveness of various "Digital marketing" strategies in shaping consumer decisions.

D. Methodological Contributions:

- The use of a mixed-methods approach, combining quantitative surveys with qualitative interviews, provides a richer and more detailed understanding of consumer behaviour. This methodological rigor enhances the validity and reliability of the findings.

1.12.2. Practical Implications**1. Targeted Marketing Strategies:**

- The insights gained from this study can help marketers design more effective and targeted "Digital marketing" strategies. By understanding the preferences and behaviours of women consumers in Udaipur, businesses can tailor their marketing efforts to better meet the needs of their target audience.

2. Enhanced Customer Engagement:

- The findings highlight the importance of personalized marketing and customer engagement. Marketers can use these insights to develop more interactive and engaging marketing campaigns, leveraging social media, influencer partnerships, and personalized email marketing to build stronger relationships with consumers.

3. Trust and Transparency:

- The study underscores the critical role of trust in online shopping. Businesses can use this information to enhance their transparency and credibility by providing clear information about product quality, return policies, and secure payment options. Building trust can lead to increased customer loyalty and repeat purchases.

4. Utilizing Influencers:

- Influencer marketing is shown to have a significant impact on consumer behaviour. Brands can leverage this strategy by partnering with influencers who resonate with their target audience. Authentic and relatable influencer content can drive higher engagement and conversion rates.

5. Optimizing Promotional Strategies:

- The research provides insights into the effectiveness of promotional offers in driving sales. Marketers can use these findings to design more compelling and targeted promotional campaigns that attract and retain customers.

1.12.3. Policy Recommendations**1. Consumer Protection Policies:**

- The study highlights the importance of trust and security in online transactions. Policymakers can use these insights to develop and enforce regulations that protect consumers' personal and financial information, ensuring a safe and secure online shopping environment.

2. Support for Digital Literacy:

- To enhance consumer confidence in online shopping, there is a need for initiatives that promote digital literacy. Educating consumers about the benefits and risks of online shopping can help them make informed decisions and navigate the digital marketplace more effectively.

3. Encouraging E-commerce Development:

- The findings suggest a growing trend towards online shopping among women in Udaipur. Policymakers can support the development of e-commerce infrastructure and services, facilitating easier access to online platforms for consumers and businesses alike.

4. Promoting Fair Trade Practices:

- The research underscores the importance of maintaining a positive online reputation. Policymakers can promote fair trade practices by encouraging businesses to be transparent about their products and services, ensuring that consumers have access to accurate and reliable information.

1.12.4. Socio-Economic Impact**1. Empowering Women Consumers:**

- The study focuses on women consumers, highlighting their growing influence in the digital marketplace. By understanding their preferences and behaviours, businesses and policymakers can develop initiatives that empower women, providing them with more choices and opportunities in the online shopping landscape.

2. Economic Growth:

- The insights gained from this study can contribute to the economic growth of Udaipur by promoting the adoption of “Digital marketing” strategies that drive sales and enhance customer engagement. A thriving e-commerce sector can create jobs, stimulate local businesses, and attract investments.

3. Cultural Adaptation:

- The research acknowledges the unique cultural context of Udaipur. By considering cultural factors in “Digital marketing” strategies, businesses can create more culturally relevant and appealing marketing campaigns that resonate with local consumers.

1.12.5. Future Research Directions**1. Longitudinal Studies:**

- The study provides a snapshot of consumer behaviour at a single point in time. Future research could conduct longitudinal studies to track changes in consumer behaviour and the impact of “Digital marketing” over time, providing deeper insights into trends and patterns.

2. Comparative Studies:

- Comparative studies involving other cities and regions can provide a broader understanding of “Digital marketing”’s impact across different cultural and geographic contexts. Such studies can identify commonalities and differences, enriching the overall understanding of consumer behaviour.

3. Emerging Technologies:

- “Future research could explore the impact of emerging technologies such as Artificial Intelligence, virtual reality, and blockchain on “Digital marketing” and consumer behaviour.” Understanding how these technologies influence consumer decisions can help businesses stay ahead of the curve.

4. Behavioural Economics:

- Integrating concepts from behavioural economics can provide a more nuanced understanding of the psychological factors influencing online buying behaviour. Future studies can explore how cognitive biases, decision-making heuristics, and emotional responses impact consumer choices.

5. Sustainability and Ethical Marketing:

- With increasing awareness of sustainability and ethical consumption, future research could examine how “Digital marketing” strategies can promote sustainable and ethical products. Understanding consumer attitudes towards sustainability can help businesses align their marketing efforts with these values.

The significance of this study lies in its comprehensive exploration of the influence of progressive “Digital marketing” on the apparel buying behaviour of women consumers in Udaipur City. By addressing a critical gap in the literature, the research provides valuable insights that contribute to academic knowledge, practical marketing strategies, and policy development. The findings highlight the importance of trust, personalization, and targeted marketing in driving consumer engagement and sales. Moreover, the study offers actionable recommendations for businesses and policymakers, emphasizing the need for transparency, consumer protection, and digital literacy initiatives.

As the digital landscape continues to evolve, understanding the factors that influence consumer behaviour will be crucial for businesses seeking to thrive in the competitive e-commerce environment. This study serves as a foundation for future research and provides a roadmap for marketers and policymakers to navigate the complexities of the digital marketplace effectively. By leveraging the insights gained, businesses can enhance their engagement with women consumers, foster loyalty, and drive sustainable growth in the digital age.

CHAPTER - II

REVIEW OF LITERATURE



2.1 Introduction

The literature review is a crucial part of any research study, offering a comprehensive overview of the existing knowledge, theories, and empirical evidence related to the research topic. This chapter aims to explore the body of literature on progressive “Digital marketing” strategies and their influence on the apparel buying behaviour of women consumers, with a specific focus on Udaipur City. The chapter is structured to cover various aspects of “Digital marketing”, consumer behaviour, and the contextual factors influencing these dynamics. This includes an in-depth analysis of social media marketing, influencer marketing, email marketing, online reviews, and promotional offers. Additionally, the chapter examines the role of demographic factors in moderating these relationships and identifies gaps in the existing literature.

2.2 Evolution of “Digital marketing”

2.2.1 Historical Development

The history of “Digital marketing” can be outlined back to the early 1990s with the advent of the internet. Initial “Digital marketing” efforts included basic email marketing campaigns and simple banner advertisements on websites. Over the years, “Digital marketing” has evolved to encompass a wide array of strategies and tools designed to engage consumers in more personalized and interactive ways.

- **Early Internet Era (1990s to early 2000s):** “During this period, the primary focus was on establishing an online presence through websites and email marketing. Websites served as digital brochures, providing information about products and services. Email marketing allowed businesses to reach out directly to customers, albeit with limited personalization and tracking capabilities” (Chaffey & Ellis-Chadwick, 2019).
- **The Rise of Social Media (mid-2000s to 2010s):** “The emergence of social media platforms like Facebook, Twitter, and Instagram revolutionized Digital marketing”. These platforms facilitated two-way communication between brands and consumers, fostering a more interactive and engaging marketing environment. Businesses started leveraging social media for brand building, customer engagement, and direct sales (Tuten & Solomon, 2017).
- **Data-Driven Personalization (2010s to present):** The current phase of “Digital marketing” is characterized by the extensive application of data analytics and “Artificial Intelligence” (AI). Technologies like “Machine

Learning” (ML) and big data analytics have enabled marketers to understand consumer behaviour at a granular level, facilitating highly personalized marketing strategies. These advancements have led to more efficient targeting, improved customer experiences, and higher conversion rates (Ryan, 2016).

2.2.2 Technological Advancements in “Digital marketing”

Technological advancements have played a crucial role in the growth of “Digital marketing”, enhancing its effectiveness and reach.

- **Mobile Technology:** The proliferation of smartphones and mobile devices has made the internet accessible to a broader audience. “Mobile marketing has become a crucial component of digital strategies, with businesses optimizing their websites and campaigns for mobile users.” Techniques such as location-based marketing and mobile apps provide personalized experiences that drive engagement and sales (Smith, 2019).
- **Data Analytics:** “The ability to collect, analyze, and interpret vast amounts of data has revolutionized Digital marketing”. Analytical tools provide insights into consumer behaviour, preferences, and trends, enabling marketers to make data-driven decisions. “Platforms like Google Analytics and various social media analytics tools help businesses track the performance of their campaigns and optimize them for better results (Wedel & Kannan, 2016).”
- **“Artificial Intelligence” and “Machine Learning”:** AI and ML have introduced new possibilities for automation and personalization in “Digital marketing”. AI-powered chatbots provide instant customer service, while ML algorithms can predict consumer behaviour and suggest products based on previous interactions. These technologies help businesses deliver personalized experiences, enhancing customer satisfaction and loyalty (Jarek & Mazurek, 2019).
- **Social Media Platforms:** “Social media continues to be a dominant force in “Digital marketing”. Platforms like Facebook, Instagram, Twitter, and LinkedIn provide businesses with diverse opportunities to engage with their audiences.” Features such as live streaming, stories, and influencer partnerships enhance brand visibility and consumer interaction (Alalwan et al., 2017).

2.2.3 Consumer Behaviour in the Digital Age

The rise of digital technologies has fundamentally changed consumer behaviour. Online shopping offers convenience, variety, and the ability to compare products and prices easily. “Consumers now have access to vast amounts of information”, including product reviews, ratings, and social media endorsements, which influence their purchasing decisions (Kotler et al., 2017).

In the digital age, consumer behaviour is influenced by several factors:

- **Convenience:** The ease of shopping from home, avoiding crowded stores, and accessing products from around the world has made online shopping highly attractive (Harris & Dennis, 2011).
- **Information Availability:** “The internet provides consumers with comprehensive information about products, including reviews, ratings, and detailed descriptions, enabling informed decision-making” (Chevalier & Mayzlin, 2006).
- **Social Influence:** “Social media and online reviews play a significant role in shaping consumer preferences and behaviours. Positive reviews and endorsements from influencers can significantly impact purchasing decisions” (Kudeshia & Kumar, 2017).
- **Personalization:** ““Digital marketing” allows for highly personalized shopping experiences. Businesses can tailor their marketing messages and product recommendations based on individual consumer preferences and behaviours” (Kaplan & Haenlein, 2010).

2.3 Social Media Marketing

Social media platforms have developed essential to “Digital marketing” strategies, providing unique opportunities for engagement, brand building, and consumer interaction.

2.3.1 Importance of Social Media Marketing

“Social media marketing involves using platforms such as Facebook, Instagram, Twitter, and LinkedIn to promote products and engage with consumers.” These platforms offer various tools and features, including targeted advertising, interactive content, and influencer partnerships, which can drive consumer engagement and sales (Mangold & Faulds, 2009).

2.3.2 Impact on Consumer Behaviour

Social media marketing significantly impacts consumer behaviour in several ways:

1. **Brand Awareness:** Social media platforms are effective in increasing brand visibility and awareness. Businesses can reach a large audience and create a strong brand presence through regular posts, ads, and interactions (Kaplan & Haenlein, 2010).
2. **Engagement:** “Social media enables two-way communication between businesses and consumers. This interaction fosters a sense of community and loyalty, encouraging repeat purchases and positive word-of-mouth” (Hajli, 2014).
3. **Influence:** Influencers play a crucial role in social media marketing. Their endorsements and reviews can significantly impact consumer attitudes and purchase intentions, particularly among younger audiences (De Veirman, Cauberghe, & Hudders, 2017).
4. **Trust:** Social media platforms allow businesses to build trust with consumers by sharing authentic content, responding to feedback, and providing transparent information about products and services (Goh, Heng, & Lin, 2013).

2.3.3 Challenges and Opportunities

While social media marketing offers many profits, it also presents challenges. Businesses must navigate issues such as content saturation, algorithm changes, and negative feedback. However, the opportunities for engagement, personalization, and real-time interaction make social media an crucial tool for contemporary marketers (Tuten & Solomon, 2017).

2.4 Influencer Marketing

“Influencer marketing leverages the reach and credibility of social media influencers to promote products and services.”

2.4.1 Definition and Evolution

“Influencer marketing involves partnering with individuals who have a substantial following on social media platforms.” These influencers create content that promotes products, often in an authentic and relatable manner. The practice has evolved from celebrity endorsements to include micro-influencers, who have smaller but highly engaged audiences (Freberg et al., 2011).

2.4.2 Impact on Consumer Behaviour

Influencer marketing can significantly impact consumer behaviour by:

1. **Building Trust:** Consumers tend to trust recommendations from influencers they follow and admire. This trust can translate into higher purchase intentions and brand loyalty (Lou & Yuan, 2019).
2. **Increasing Engagement:** Influencers create engaging content that resonates with their audience, driving higher levels of interaction and engagement compared to traditional advertising (De Veirman, Cauberghe, & Hudders, 2017).
3. **Driving Conversions:** Effective influencer marketing can lead to direct conversions, as followers are often motivated to purchase products endorsed by influencers they trust (Jin & Phua, 2014).

2.4.3 Challenges and Best Practices

Despite its effectiveness, influencer marketing faces challenges such as authenticity concerns, disclosure regulations, and influencer fraud. Best practices for influencer marketing include selecting the right influencers, fostering authentic relationships, and ensuring transparency in promotional content (Abidin, 2016).

2.5 Email Marketing

“Email marketing remains a powerful tool for businesses to communicate with consumers and drive engagement.”

2.5.1 Definition and Importance

“Email marketing involves sending targeted and personalized emails to a list of subscribers.” These emails can include promotional offers, product updates, newsletters, and personalized recommendations. Despite the rise of social media, email marketing continues to be effective due to its direct and personal nature (Chaffey & Ellis-Chadwick, 2019).

2.5.2 Impact on Consumer Behaviour

Email marketing can influence consumer behaviour in several ways:

Personalization: Personalized email campaigns, tailored to individual preferences and behaviours, can significantly increase engagement and conversion rates (Moser et al., 2019).

- **Retention:** Regular email communication helps businesses maintain a connection with their customers, fostering loyalty and repeat purchases (Ellis-Chadwick & Doherty, 2012).
- **Promotional Effectiveness:** Emails are an effective channel for delivering promotional offers and discounts, which can drive immediate sales (Moser et al., 2019).

2.5.3 Challenges and Opportunities

Email marketing faces challenges such as spam filters, email fatigue, and GDPR compliance. However, the opportunities for segmentation, automation, and personalization make it a valuable component of a comprehensive “Digital marketing” strategy (Chaffey, 2018).

2.6 Online Reviews

“Online reviews play a crucial role in shaping consumer perceptions and purchase decisions.”

2.6.1 Importance of Online Reviews

Online reviews provide consumers with insights into the experiences of other buyers, helping them make informed decisions. Platforms such as Yelp, TripAdvisor, and Amazon are popular sources of reviews for a wide range of products and services (Chevalier & Mayzlin, 2006).

2.6.2 Impact on Consumer Behaviour

Online reviews can significantly impact consumer behaviour by:

- **Building Trust:** “Positive reviews enhance trust and credibility, making consumers more likely to purchase a product” (Filieri, 2015).
- **Providing Social Proof:** “Reviews serve as social proof, showing potential buyers that others have had positive experiences with the product” (Cialdini, 2009).
- **Influencing Perceptions:** Detailed reviews provide consumers with information about product quality, usability, and value, influencing their perceptions and purchase intentions (Zhu & Zhang, 2010).

2.6.3 Challenges and Management

Managing online reviews is critical for businesses. Challenges include dealing with negative reviews, ensuring review authenticity, and responding to feedback. Best

practices for managing reviews include encouraging satisfied customers to leave reviews, responding to negative feedback constructively, and maintaining transparency (Fileri et al., 2018).

2.7 Promotional Offers

Promotional offers are a key strategy in “Digital marketing”, used to attract new customers and retain existing ones.

2.7.1 Types of Promotional Offers

Promotional offers can take various forms, including discounts, coupons, buy-one-get-one-free deals, and limited-time offers. These promotions are designed to create urgency and incentivize purchases (Kotler et al., 2017).

2.7.2 Impact on Consumer Behaviour

Promotional offers can influence consumer behaviour by:

- **Driving Sales:** “Discounts and promotions create a sense of urgency, encouraging immediate purchases” (Chandon, Wansink, & Laurent, 2000).
- **Attracting New Customers:** “Promotions can attract new customers who are looking for deals and may become loyal customers if satisfied with the product” (Blattberg & Neslin, 1990).
- **Enhancing Perceived Value:** Promotions can enhance the perceived value of a product, making it more attractive to consumers (Kalra & Goodstein, 1998).

2.7.3 Challenges and Effectiveness

While promotional offers can drive sales, they also present challenges such as potential profit margin erosion and the risk of devaluing the brand. Effective promotion management involves balancing short-term sales boosts with long-term brand equity (Ailawadi, Lehmann, & Neslin, 2001).

2.8 Demographic Factors

“Demographic factors such as age, educational qualification, occupation, and income play a crucial role in moderating the relationship between “Digital marketing” strategies and consumer behaviour.”

2.8.1 Age

“Age is a significant factor influencing consumer behaviour. Younger consumers are generally more tech-savvy and receptive to “Digital marketing” strategies, while older consumers may prefer traditional marketing channels” (Valentine & Powers, 2013).

2.8.2 Educational Qualification

Educational qualification influences consumers' ability to understand and navigate digital platforms. Higher educational levels are associated with greater trust in online shopping and a preference for detailed product information (Horrigan, 2008).

2.8.3 Occupation

Occupation affects consumers' disposable income and time availability, influencing their shopping behaviour. Professionals with higher income levels and busy schedules may prefer the convenience of online shopping (Harris & Dennis, 2011).

2.8.4 Income

Income level is a critical determinant of purchasing power. Higher income consumers are more likely to shop online and spend more on premium products, while lower income consumers may be more price-sensitive and attracted to promotions and discounts (Pew Research Center, 2015).

2.9 Contextual Factors in Udaipur

Udaipur, known for its rich cultural heritage and vibrant markets, presents a unique context for studying consumer behaviour. The city's socio-economic dynamics, cultural values, and growing internet penetration influence the acceptance of “Digital marketing” and online shopping.

2.9.1 Cultural Influence

“Cultural values and traditions play a significant role in determining consumer behaviour in Udaipur. Understanding these cultural nuances is essential for designing effective “Digital marketing” strategies that resonate with local consumers” (Hofstede, 2001).

2.9.2 Socio-Economic Dynamics

Udaipur's socio-economic landscape, characterized by a mix of traditional and modern influences, impacts consumer behaviour. The growing middle class and increasing disposable income are driving the adoption of online shopping (NCAER, 2013).

2.9.3 Internet Penetration

The increasing penetration of the internet and smartphones in Udaipur is facilitating the growth of e-commerce. Access to digital platforms and online payment systems is making it easier for consumers to shop online (IAMAI, 2020).

2.10 Gaps in the Literature

Despite the extensive research on “Digital marketing” and consumer behaviour, several gaps remain:

- **Geographic Specificity:** Limited research focuses on specific geographic contexts such as Udaipur, where cultural and socio-economic factors play a significant role.
- **Demographic Moderation:** Few studies examine how demographic factors moderate the relationship between “Digital marketing” strategies and consumer behaviour.
- **Integration of Theoretical Models:** There is a need for studies that integrate multiple theoretical models, such as TAM and TPB, to provide a comprehensive understanding of consumer behaviour in the digital age.

2.11 “Digital marketing” Strategies

“Digital marketing” strategies have evolved to include a variety of approaches aimed at engaging consumers and driving sales. Key strategies include search engine marketing (SEM), content marketing, social media marketing, email marketing, and influencer marketing.

2.11.1 Search Engine Marketing (SEM)

SEM involves promoting websites by increasing their visibility in search engine results pages through paid advertising. It is a crucial tool for attracting potential customers actively searching for related products. Techniques such as pay-per-click (PPC) advertising and search engine optimization (SEO) are commonly used in SEM (Zhang & Cabage, 2017).

2.11.2 Content Marketing

“Content marketing focuses on creating and distributing valuable, relevant content to attract and retain a clearly defined audience. It includes blogs, videos, infographics, and more, aiming to provide value and build trust with the audience. Effective content marketing enhances brand authority and drives consumer engagement” (Pulizzi, 2014).

2.11.3 Social Media Marketing

“Social media marketing utilizes platforms like Facebook, Instagram, and Twitter to reach and engage with consumers.” It involves creating and sharing content tailored to

the interests of the target audience to foster engagement and drive sales. Social media marketing also includes paid advertising options such as sponsored posts and targeted ads (Felix, Rauschnabel, & Hinsch, 2017).

2.11.4 Email Marketing

“Email marketing is a highly effective “Digital marketing” strategy that involves sending emails to prospects and customers. Effective email marketing strategies are personalized, segmented, and value-driven, enhancing customer relationships and driving sales. Email marketing can include newsletters, promotional offers, and transactional emails” (Chaffey, 2020).

2.11.5 Influencer Marketing

“Influencer marketing leverages individuals with a large following on social media to promote products.” It capitalizes on the trust and authority these influencers have built with their audience. Influencer marketing is particularly effective in reaching younger demographics and creating authentic connections with consumers (Freberg, Graham, McGaughey, & Freberg, 2011).

2.12 Consumer Behaviour in the Digital Age

Understanding consumer behaviour is essential for developing effective “Digital marketing” strategies. Theories such as the “Theory of Planned Behaviour”(Ajzen, 1991) and the “Technology Acceptance Model”(Davis, 1989) provide frameworks for understanding how consumers make purchasing decisions in the digital context.

2.12.1 Theoretical Frameworks

Theoretical frameworks provide a foundation for understanding the factors influencing “Digital marketing” and consumer behaviour. This section explores relevant theories and their application to the study.

2.12.1.1 The “Theory of Planned Behaviour” (TPB)

“The TPB suggests that individual behaviour is driven by behavioural intentions, which are influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). This theory helps in understanding the decision-making process of women consumers in the context of “Digital marketing”.”

- **Attitudes:** Attitudes towards “Digital marketing”, including perceptions of its usefulness and relevance, influence consumers' intentions to engage with digital platforms. Positive attitudes are likely to lead to higher engagement and purchase intentions (Ajzen, 1991).

- **Subjective Norms:** Subjective norms refer to the social pressure individuals feel to perform a behaviour. In the context of “Digital marketing”, social influence from peers, influencers, and social networks can impact consumers' attitudes and behaviours (Cheung, Lee, & Rabjohn, 2008).
- **Perceived Behavioural Control:** Perceived behavioural control reflects the ease or difficulty of performing a behaviour. Consumers' perceptions of their ability to navigate digital platforms and make informed decisions influence their engagement with “Digital marketing” (Ajzen, 1991).

2.12.1.2 The “Technology Acceptance Model”(TAM)

“The TAM posits that perceived usefulness and perceived ease of use determine an individual's intention to use a technology” (Davis, 1989). This model is relevant for analyzing how women consumers in Udaipur adopt and engage with “Digital marketing” platforms.

- **Perceived Usefulness:** “Perceived usefulness refers to the degree to which a consumer believes that using a particular technology will enhance their performance. In the context of “Digital marketing”, perceived usefulness influences consumers' willingness to engage with digital content and make purchases” (Davis, 1989).
- **Perceived Ease of Use:** “Perceived ease of use reflects the degree to which a consumer believes that using a particular technology will be free of effort. User-friendly interfaces and intuitive design enhance perceived ease of use, leading to higher adoption rates” (Venkatesh & Davis, 2000).

2.12.1.3 The Diffusion of Innovations Theory

This theory explains how innovations are adopted within a society. Factors such as relative advantage, compatibility, complexity, trialability, and observability influence the adoption rate (Rogers, 2003). This framework can be used to analyze the adoption of “Digital marketing” by both consumers and businesses in Udaipur.

- **Relative Advantage:** The perceived benefits of “Digital marketing” over traditional methods influence its adoption. Consumers and businesses are more likely to adopt “Digital marketing” if they perceive it as offering significant advantages, such as convenience, cost savings, and improved targeting (Rogers, 2003).

- **Compatibility:** Compatibility refers to the extent to which an innovation aligns with existing values, experiences, and needs. “Digital marketing” strategies that align with consumers' cultural values and preferences are more likely to be adopted (Rogers, 2003).
- **Complexity:** The perceived complexity of “Digital marketing” platforms and strategies can act as a barrier to adoption. Simplifying user interfaces and providing clear guidance can reduce complexity and encourage adoption (Rogers, 2003).
- **Trialability:** The ability to experiment with “Digital marketing” strategies on a small scale before full implementation can enhance adoption. Offering free trials, demos, and pilot programs can help businesses and consumers evaluate the effectiveness of “Digital marketing” (Rogers, 2003).
- **Observability:** The visibility of the results of “Digital marketing” influences adoption. Success stories, case studies, and testimonials can demonstrate the effectiveness of “Digital marketing” and encourage others to adopt similar strategies (Rogers, 2003).

2.12.2 Factors Influencing Digital Consumer Behaviour

Various factors influence digital consumer behaviour, including social influence, perceived usefulness, perceived ease of use, and personal innovativeness. Understanding these factors helps marketers develop effective strategies to influence purchasing decisions (Pavlou, 2003).

- **Social Influence:** Social influence plays a significant role in shaping consumer behaviour. Online reviews, ratings, and recommendations from peers and influencers can impact consumers' perceptions and decisions (Cheung, Lee, & Rabjohn, 2008).
- **Perceived Usefulness:** Consumers are more likely to engage with “Digital marketing” if they perceive it as useful in providing relevant information, simplifying decision-making, and enhancing their shopping experience (Davis, 1989).
- **Perceived Ease of Use:** The ease with which consumers can navigate “Digital marketing” platforms and access information influences their likelihood of

engagement. User-friendly interfaces and intuitive design are crucial for positive consumer experiences (Venkatesh & Davis, 2000).

- **Personal Innovativeness:** Individuals with a higher degree of personal innovativeness are more likely to adopt and engage with new technologies, including “Digital marketing” platforms. Marketers can target these early adopters to gain traction and drive wider adoption (Agarwal & Prasad, 1998).

2.12.3 The Impact of “Digital marketing” on Consumer Behaviour

“Digital marketing” significantly impacts consumer behaviour by providing personalized experiences, facilitating easy access to information, and enabling instant communication with brands. It also influences consumers' attitudes, preferences, and buying decisions (Kotler, Kartajaya, & Setiawan, 2017).

- **Personalization:** “Digital marketing” enables personalized experiences through tailored content, recommendations, and offers. Personalization enhances relevance and increases the likelihood of conversion (Smith, 2019).
- **Access to Information:** “Digital marketing” provides consumers with access to a wealth of information about products and services. This transparency helps consumers make informed decisions and builds trust (Kotler, Kartajaya, & Setiawan, 2017).
- **Instant Communication:** “Digital marketing” facilitates instant communication between brands and consumers. Social media, chatbots, and instant messaging apps enable real-time interactions, enhancing customer service and satisfaction (Tuten & Solomon, 2017).

2.13 “Digital marketing” and the Apparel Industry

The apparel industry is highly dynamic and competitive, with fashion trends and consumer preferences continually evolving. “Digital marketing” plays a pivotal role in keeping pace with these changes and reaching a global audience.

2.13.1 Overview of the Apparel Industry

The apparel industry encompasses a wide range of products, including clothing, footwear, and accessories. It is characterized by fast-changing fashion trends, seasonal demand fluctuations, and intense competition. “Digital marketing” provides a platform for brands to showcase their latest collections, engage with consumers, and drive sales (Easey, 2009).

2.13.2 The Role of “Digital marketing” in Apparel Retail

“Digital marketing” enables apparel retailers to showcase their products to a broad audience, create engaging brand stories, and build strong customer relationships. Techniques like virtual try-ons, personalized recommendations, and influencer partnerships are particularly effective (Kim & Kim, 2018).

- **Virtual Try-Ons:** Virtual try-ons allow consumers to see how apparel items will look on them using augmented reality (AR) technology. This enhances the online shopping experience and reduces the uncertainty associated with purchasing clothes without trying them on (Kim & Forsythe, 2008).
- **Personalized Recommendations:** Personalized recommendations based on consumers' past behaviour and preferences enhance the relevance of marketing messages and increase the likelihood of purchase. “Machine Learning” algorithms play a crucial role in generating these recommendations (Huang & Rust, 2021).
- **Influencer Partnerships:** Collaborating with influencers who align with the brand's image helps in reaching a wider audience and building authenticity. Influencers provide social proof and can drive significant traffic and sales through their endorsements (Abidin, 2016).

2.13.3 Case Studies of Successful “Digital marketing” in Apparel

Several apparel brands have successfully leveraged “Digital marketing” to boost their sales and brand presence. These case studies provide valuable insights into effective practices and strategies.

- **Nike:** Nike's digital strategy focuses on creating engaging content and building a strong online community. The brand uses social media, content marketing, and influencer partnerships to connect with consumers and promote its products (Grewal, Roggeveen, & Nordfält, 2017).
- **Zara:** Zara uses real-time data to adapt its marketing strategies quickly. The brand's “Digital marketing” efforts include personalized email campaigns, social media engagement, and an optimized e-commerce platform. Zara's agile approach allows it to stay relevant and respond to changing consumer preferences (Caro & Gallien, 2010).
- **ASOS:** ASOS is known for its innovative use of “Digital marketing”, including interactive social media campaigns, influencer collaborations, and a

user-friendly mobile app. The brand's focus on providing a seamless online shopping experience has contributed to its success (Hendriksz, 2018).

2.14 Women Consumers and Apparel Buying Behaviour

Understanding the buying behaviour of women consumers is essential for developing effective “Digital marketing” strategies in the apparel industry. This section explores the demographic profile of women consumers, factors influencing their buying behaviour, and the impact of social media on their purchasing decisions.

2.14.1 Factors Influencing Apparel Buying Behaviour

Various factors influence women's apparel buying behaviour, including fashion trends, price sensitivity, brand loyalty, and the need for self-expression. “Digital marketing” strategies need to address these factors to be effective.

- **Fashion Trends:** Fashion trends significantly impact women's apparel buying behaviour. Women are often influenced by current trends and seek to stay fashionable by updating their wardrobes regularly. “Digital marketing” strategies that highlight the latest trends and offer style inspiration can drive engagement and sales (Easey, 2009).
- **Price Sensitivity:** “Price is a crucial factor in apparel purchasing decisions. Women consumers may compare prices across different brands and platforms before making a purchase.” Offering competitive pricing, discounts, and promotions can attract price-sensitive consumers (Bakewell & Mitchell, 2003).
- **Brand Loyalty:** Brand loyalty plays a significant role in shaping buying behaviour. “Women who have positive experiences with a particular brand are more likely to make repeat purchases.” Building strong brand loyalty through consistent quality, excellent customer service, and engaging marketing campaigns is essential (Kim & Kim, 2018).
- **Self-Expression:** Apparel choices often serve as a means of self-expression for women. They may choose clothing that reflects their personality, values, and lifestyle. “Digital marketing” strategies that emphasize individuality and personal style can resonate with women consumers (Solomon & Rabolt, 2009).

2.14.2 The Impact of Social Media on Women's Buying Behaviour

Social media platforms are particularly influential in shaping women's buying behaviour. They provide a space for women to discover new fashion trends, seek recommendations, and engage with brands. Social proof, in the form of reviews and influencer endorsements, also plays a crucial role.

- **Discovery of Trends:** Social media is a primary source of fashion inspiration for many women. Platforms like Instagram and Pinterest allow users to discover new trends, styles, and brands. Brands that actively engage on social media and share visually appealing content can attract fashion-conscious consumers (Colliander & Dahlén, 2011).
- **Recommendations and Reviews:** Women often rely on recommendations and reviews from peers, influencers, and brands when making purchasing decisions. Positive reviews and endorsements from trusted sources can significantly influence buying behaviour. Brands can leverage user-generated content and influencer partnerships to build credibility and trust (Cheung, Lee, & Rabjohn, 2008).
- **Engagement with Brands:** Social media enables direct engagement between brands and consumers. Women can interact with brands through comments, likes, and direct messages, fostering a sense of connection and loyalty. Brands that actively respond to queries and feedback can enhance customer satisfaction and build strong relationships (Tuten & Solomon, 2017).

2.14.3 Online Shopping Preferences

Women consumers show a growing preference for online shopping due to convenience, wider product range, and better deals. However, concerns about product quality, fit, and return policies remain significant.

- **Convenience:** “Online shopping offers the convenience of browsing and purchasing products from the comfort of home. Women appreciate the ability to shop at any time and avoid the hassle of physical stores. Brands that offer a seamless online shopping experience, including easy navigation, secure payment options, and fast delivery, can attract more customers” (Hansen, Jensen, & Solgaard, 2004).

- **Product Range:** The online marketplace provides access to a wider range of products compared to physical stores. Women can explore different brands, styles, and sizes, making it easier to find products that match their preferences. Offering a diverse product range and detailed product descriptions can enhance the online shopping experience (Huang & Rust, 2021).
- **Deals and Discounts:** Online shopping platforms often offer competitive pricing, discounts, and promotions. Women consumers are attracted to these deals, which provide value for money. Brands can use targeted promotions and loyalty programs to retain customers and drive sales (Bakewell & Mitchell, 2003).
- **Quality and Fit Concerns:** Concerns about product quality and fit remain significant barriers to online apparel shopping. Women may hesitate to purchase clothing without trying it on. Brands can address these concerns by offering detailed size guides, customer reviews, and hassle-free return policies (Hansen, Jensen, & Solgaard, 2004).

2.15 “Digital marketing” in Udaipur: A Regional Perspective

Understanding the regional context of Udaipur is crucial for developing effective “Digital marketing” strategies. This section explores the digital penetration, consumer behaviour, and case studies of “Digital marketing” in Udaipur.

2.15.1 Overview of Udaipur City

Udaipur, known as the "City of Lakes," is a popular tourist destination with a rich cultural heritage. The city is experiencing rapid urbanization and technological adoption, making it a fertile ground for “Digital marketing”. Udaipur's demographic profile, characterized by a mix of traditional values and modern aspirations, presents a unique opportunity to study the impact of “Digital marketing” on consumer behaviour (Singh, 2014).

2.15.2 Digital Penetration and Usage in Udaipur

The penetration of the internet and smartphones in Udaipur is on the growth, with an growing number of residents using digital platforms for various purposes, including shopping. This trend highlights the potential for “Digital marketing” in the region.

- **Internet and Smartphone Usage:** The availability of affordable internet and smartphones has led to increased digital connectivity in Udaipur. Residents are

using digital platforms for social networking, entertainment, and online shopping. Brands can leverage this digital penetration to influence a broader viewers and involve with customers effectively (TRAI, 2020).

- **Digital Literacy:** Digital literacy is gradually improving in Udaipur, with more residents becoming comfortable with using digital technologies. Efforts to enhance digital literacy through educational programs and initiatives can further boost the adoption of “Digital marketing” (Reddy, 2017).

2.15.3 Consumer Behaviour in Udaipur

Consumers in Udaipur are gradually shifting towards digital platforms for their shopping needs. However, traditional buying habits still influence their behaviour, creating a unique blend of preferences that marketers need to address.

- **Traditional vs. Digital:** While digital platforms are gaining popularity, many consumers in Udaipur still rely on traditional shopping methods. This duality presents a challenge for marketers, who need to create strategies that bridge the gap between traditional and digital experiences (Reddy, 2017).
- **Cultural Influences:** Cultural values and traditions play a significant role in shaping consumer behaviour in Udaipur. “Understanding these cultural influences is essential for developing marketing messages that resonate with the local audience.” Brands that respect and incorporate cultural elements into their campaigns can build stronger connections with consumers (Singh, 2014).

2.15.4 Case Studies of “Digital marketing” in Udaipur

Several local businesses in Udaipur have successfully implemented “Digital marketing” strategies to reach their target audience. These case studies provide valuable insights into effective practices and potential challenges.

- **Case Study 1: Local Apparel Brand:** A local apparel brand in Udaipur leveraged social media marketing to boost its online presence. By sharing visually appealing content, collaborating with local influencers, and running targeted ad campaigns, the brand was able to increase its reach and drive sales. The brand's success highlights the importance of visual content and influencer partnerships in engaging with the local audience (Sharma & Bhatt, 2016).

- **Case Study 2: “E-commerce Platform:** An “e-commerce platform” focusing on traditional and contemporary clothing for women used data analytics to understand consumer preferences and optimize its marketing strategies. The platform implemented personalized email campaigns, social media promotions, and user-generated content to enhance customer engagement. The case study demonstrates the effectiveness of data-driven marketing in catering to diverse consumer needs (TRAI, 2020).
- **Case Study 3: Boutique Store:** A boutique store in Udaipur utilized location-based marketing and mobile apps to attract local customers. The store offered exclusive deals and promotions through its mobile app, encouraging repeat visits and customer loyalty. The case study illustrates the potential of mobile marketing in driving foot traffic and building customer relationships (Reddy, 2017).

This chapter has reviewed the existing literature on “Digital marketing”, consumer behaviour, and the apparel industry, with a specific focus on women consumers in Udaipur City. It has highlighted the evolution of “Digital marketing”, various strategies employed, and their impact on consumer behaviour. Additionally, it has discussed the unique aspects of the apparel industry and the factors influencing women's buying behaviour. Finally, it has provided a regional perspective on “Digital marketing” in Udaipur and outlined the theoretical frameworks guiding this study. The insights gained from this literature review will inform the subsequent chapters, where the research methodology and empirical findings will be discussed.

The literature review highlights the significant impact of “Digital marketing” on consumer behaviour, particularly in the apparel industry. Social media marketing, influencer marketing, email marketing, online reviews, and promotional offers are powerful tools for engaging consumers and driving sales. Demographic factors and contextual influences, such as those in Udaipur, play a critical role in moderating these relationships.

By addressing the gaps in the literature and focusing on the specific context of Udaipur, this study aims to provide valuable insights for both academic research and practical marketing strategies. The next chapter will outline the research methodology used to collect and analyze data, providing a detailed description of the research design, sampling techniques, and data analysis procedures.

CHAPTER - III

RESEARCH METHODOLOGY



3.1 Introduction

This chapter frameworks the procedure used in this study to examine the impact of progressive “Digital marketing” on apparel buying behavior among women consumers in Udaipur City. “The methodology encompasses the research design, population and sample, data collection methods, data analysis techniques, and ethical considerations.” The aim is to ensure that the research is conducted in a systematic and reliable manner, providing valid and generalizable results.

Objectives of the Study

The primary objectives of this study are:

1. **“To study the perception of women towards online buying.”**
2. **“To analyse the influence of progressive “Digital marketing” on buying behaviour of women.”**

Hypothesis:

- **“Null Hypothesis” (H₀):** There is no significant positive perception of women towards online buying.
- **“Alternative Hypothesis” (H_a):** There is a significant positive perception of women towards online buying.

Demographic Profile	Dependent Variable	Null Hypothesis (H₀)	Alternative Hypothesis (H_a)
Age	Perception Score	H ₀ : Age has no significant impact on Perception Score	H _a : Age has a significant impact on Perception Score
Age	“Digital marketing” Influence	H ₀ : “Age has no significant impact on Digital marketing” Influence”	H _a : “Age has a significant impact on Digital marketing Influence”
Age	Buying Behaviour	H ₀ : “Age has no significant impact on Buying Behaviour”	H _a : “Age has a significant impact on Buying Behaviour”

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Educational Qualification	Perception Score	H ₀ : Educational Qualification has no significant impact on Perception Score	H _a : Educational Qualification has a significant impact on Perception Score
Educational Qualification	“Digital marketing” Influence	H ₀ : Educational Qualification has no significant impact on “Digital marketing” Influence	H _a : Educational Qualification has a significant impact on “Digital marketing” Influence
Educational Qualification	Buying Behaviour	H ₀ : “Educational Qualification has no significant impact on Buying Behaviour”	H _a : “Educational Qualification has a significant impact on Buying Behaviour”

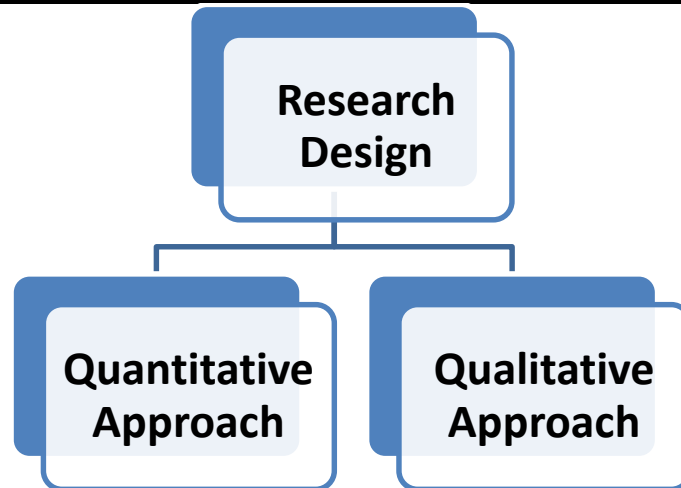
Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Occupation	Perception Score	H ₀ : Occupation has no significant impact on Perception Score	H _a : “Occupation has a significant impact on Perception Score”
Occupation	“Digital marketing” Influence	H ₀ : “Occupation has no significant impact on Digital marketing Influence”	H _a : “Occupation has a significant impact on Digital marketing Influence”
Occupation	Buying Behaviour	H ₀ : “Occupation has no significant impact on Buying Behaviour”	H _a : “Occupation has a significant impact on Buying Behaviour”

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Income	Perception Score	H ₀ : “Income has no significant impact on Perception Score”	H _a : “Income has a significant impact on Perception Score”
Income	“Digital marketing” Influence	H ₀ : “Income has no significant impact on Digital marketing Influence”	H _a : “Income has a significant impact on Digital marketing Influence”
Income	Buying Behaviour	H ₀ : “Income has no significant impact on Buying Behaviour”	H _a : “Income has a significant impact on Buying Behaviour”

3.2 Research Design

“The research design is a blueprint for conducting the study and includes the methods and procedures used to collect and analyze data. This study employs a mixed-methods approach, integrating both quantitative and qualitative methods to provide a comprehensive understanding of the research problem.”

- **Quantitative Approach:** A survey questionnaire was designed to collect arithmetic data on the perception of “Digital marketing” influence and buying behavior. This method allows for the gathering of data from a large sample, enabling statistical analysis.
- **Qualitative Approach:** In-depth interviews were conducted to gain deeper insights into the personal experiences and opinions of women consumers regarding “Digital marketing” and buying behavior.



3.3 Population and Sample

The population for this study consists of women consumers in Udaipur City who have engaged in online apparel shopping.

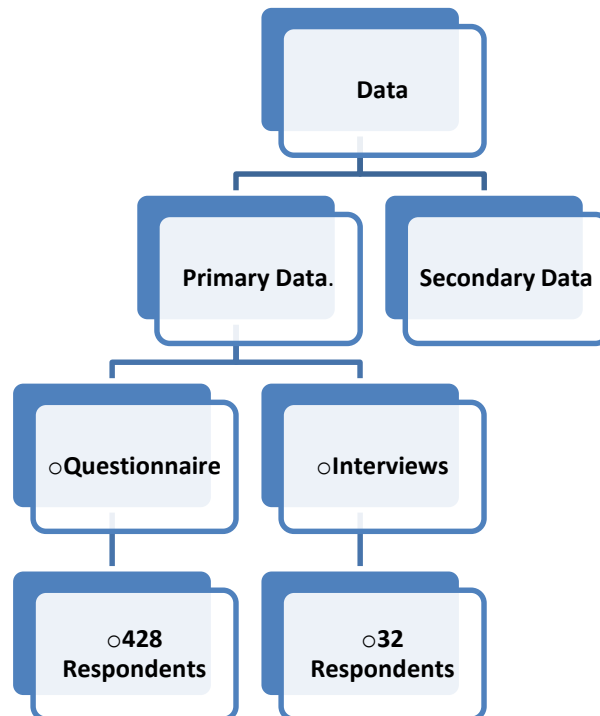
- **Population:** All women aged 18 and above residing in Udaipur City who have purchased apparel online in the past six months.
- **Sample Size:** A sample of 428 respondents was selected for the survey, and 32 respondents were chosen for in-depth interviews.
- **Sampling Technique:** A combination of purposive and random sampling techniques was used. Purposive sampling was employed to ensure that all respondents have experience with online apparel shopping, while random sampling was used to select participants within this group.

3.4 Data Collection Methods

Data collection involved both primary and secondary sources:

- **Primary Data:** Data was collected directly from respondents using structured questionnaires and in-depth interviews.
 - **Questionnaire:** A structured questionnaire with closed-ended questions was used to gather quantitative data on demographics, perception of “Digital marketing”, and buying behavior.

- **Interviews:** Semi-structured interviews were conducted to collect qualitative data, providing a “deeper understanding of consumer behavior” and attitudes towards “Digital marketing”.
- **Secondary Data:** Relevant secondary data was gathered from existing literature, including academic journals, industry reports, and online databases, to support and contextualize the primary data.



3.5 Instrumentation

The instruments used for data collection included:

- **Questionnaire:** Developed based on the objectives of the study, the questionnaire was divided into sections covering demographic information, perception towards online buying, and the influence of “Digital marketing” on buying behavior. It included Likert scale questions to measure respondents' perceptions and attitudes.
- **Interview Guide:** A “semi-structured” interview guide was created, focusing on open-ended questions to facilitate in-depth discussions about “Digital marketing” and buying behavior.

3.6 Data Analysis Techniques

The data analysis involved both quantitative and qualitative methods:

- **Quantitative Analysis:** “Data from the questionnaires were analyzed using statistical techniques. Descriptive statistics were used to summarize the data, and inferential statistics (ANOVA, correlation, regression analysis) were employed to test the hypotheses.”
- **Qualitative Analysis:** “Thematic analysis was used to analyze the interview transcripts. This involved coding the data, identifying themes and patterns, and interpreting the findings in the context of the research objectives.”

3.7 Validity and Reliability

“Ensuring the validity and reliability of the research instruments and procedures is crucial for the credibility of the study:”

- **Validity:** “The questionnaire and interview guide were reviewed by experts in the field to ensure content validity. A pilot study was conducted to test the instruments and make necessary adjustments.”
- **Reliability:** “The reliability of the questionnaire was tested using Cronbach's alpha to measure internal consistency. A reliability coefficient of 0.7 or higher was considered acceptable.”

3.8 Ethical Considerations

Ethical considerations were addressed throughout the research process:

- **Informed Consent:** “Participants were informed about the purpose of the study, the procedures involved, and their rights as participants. Written consent was obtained before data collection.”
- **Confidentiality:** “Participants' identities were kept confidential, and data was anonymized to protect their privacy.”
- **Voluntary Participation:** “Participation in the study was voluntary, and participants could withdraw at any time without any consequences.”

3.9 Limitations of the Study

The study acknowledges certain limitations that may affect the generalizability and interpretation of the findings:

- **Sample Size:** Although the sample size is adequate, it may not fully represent the diverse population of Udaipur City.

- **Self-Reported Data:** “The reliance on self-reported data may introduce biases, such as social desirability bias.”
- **Cross-Sectional Design:** “The cross-sectional nature of the study provides a snapshot of consumer behavior at a single point in time, limiting the ability to infer causal relationships.”

3.10 Summary

This chapter outlined the research methodology, including the “research design, population and sample, data collection methods, data analysis techniques, and ethical considerations. By employing a mixed-methods approach, the study aims to provide a comprehensive understanding of the impact of progressive Digital marketing on apparel buying behavior among women consumers in Udaipur City.” The subsequent chapters will present the findings and analysis based on the data collected through the methods described.

CHAPTER - IV

DATA ANALYSIS



Data analysis is a critical phase in any research project, as it involves examining the data collected to draw meaningful conclusions and answer the research questions posed at the beginning of the study. In this chapter, we delve into the data gathered from our survey on progressive “Digital marketing” and apparel buying behaviour among women consumers in Udaipur City. This analysis is designed to uncover insights into the perceptions, influences, and demographic factors affecting online shopping behaviour in the context of “Digital marketing” strategies.

1. Descriptive Analysis: This section provides a detailed overview of the demographic profile of the respondents, including age, educational qualification, occupation, and income. It also examines their general perceptions towards online buying and the influence of “Digital marketing”.

2. Inferential Statistics: Here, we apply statistical tests to determine the relationships and differences among various groups. This includes hypothesis testing for the impact of demographic factors on buying behaviour and perceptions towards online shopping.

3. Correlation and Regression Analysis: This part explores the relationships between different variables, such as the influence of “Digital marketing” on buying behaviour. Regression analysis helps in understanding the predictive power of “Digital marketing” efforts on consumer behaviour.

4. Discussion of Findings: “The final section interprets the results in the context of the research objectives and existing literature. It discusses the implications of the findings for marketers and suggests areas for future research.”

Descriptive Analysis

The descriptive analysis sets the stage by providing a snapshot of the sample population. This involves summarizing the demographic characteristics and basic responses to survey questions. “It includes measures of central tendency (mean, median) and dispersion (standard deviation) to describe the data.”

For instance, age distribution among respondents can be depicted through histograms or frequency tables, showing the percentage of respondents in different age groups. Similarly, educational qualifications, occupations, and income levels are presented to understand the socioeconomic background of the sample.

This section also examines initial perceptions towards online buying. Variables such as ease of use, trust, convenience, price satisfaction, variety of products, delivery time, return policy, and overall satisfaction are analyzed to provide a comprehensive view of consumer attitudes.

Inferential Statistics

Inferential statistics extend the descriptive findings by testing hypotheses about the population. This involves applying “ANOVA” (Analysis of Variance) to determine if there are significant differences in buying behaviour and perceptions across different demographic groups.

For each hypothesis, we calculate “F-value”s and “P-value”s to assess significance. For example, “ANOVA” can help determine if age groups differ significantly in their perception of online buying. If the “P-value” is less than 0.05, we reject the null hypothesis, indicating a significant difference.

We also employ t-tests and chi-square tests where appropriate to compare means or assess associations between categorical variables. These tests provide deeper insights into how demographic factors influence online buying behaviour and the effectiveness of “Digital marketing”.

Correlation and Regression Analysis

“Correlation analysis measures the strength and direction of the relationship between variables.” For instance, Pearson correlation coefficients can reveal the degree to which the influence of social media marketing is related to buying behaviour.

“Regression analysis goes a step further by predicting the impact of independent variables (e.g., “Digital marketing” strategies) on a dependent variable (e.g., buying behaviour). Multiple regression models allow us to control for various factors simultaneously, providing a more nuanced understanding of how different aspects of “Digital marketing” influence consumer decisions.”

For example, a regression model might show that social media marketing has a stronger impact on younger consumers, while email marketing is more effective for older age groups. These insights can help marketers tailor their strategies to different segments of the population.

Discussion of Findings

The final section of this chapter integrates the results from the descriptive, inferential, and regression analyses. It discusses the implications of these findings for digital marketers, emphasizing the need for targeted strategies that consider demographic differences.

We compare our findings with existing literature, highlighting consistencies and discrepancies. For instance, if our study finds that convenience is a major factor influencing online buying, we can relate this to previous research that underscores the importance of user-friendly websites and quick checkout processes.

This section also addresses the limitations of the study, such as sample size and geographic focus, and suggests areas for future research. Understanding these limitations is crucial for contextualizing the findings and identifying directions for further investigation.

In conclusion, Chapter 4 provides a comprehensive analysis of the data collected, using a variety of statistical techniques to answer the research questions. The insights gained from this analysis are vital for understanding the dynamics of online buying behaviour among women in Udaipur City and the role of “Digital marketing” in shaping these behaviours.

Excel Sheet Structure

The Excel sheet will have the following columns to capture data from the 428 respondents:

1. **Respondent ID** (Unique identifier for each respondent)
2. **Age** (1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54, 5 = 55 and above)
3. **Educational Qualification** “(1 = High School, 2 = Undergraduate, 3 = Postgraduate, 4 = Doctorate, 5 = Other)”
4. **Occupation** “(1 = Student, 2 = Employed, 3 = Self-Employed, 4 = Homemaker, 5 = Retired, 6 = Other)”
5. **Monthly Household Income** (1 = Below ₹20,000, 2 = ₹20,001 - ₹50,000, 3 = ₹50,001 - ₹1,00,000, 4 = Above ₹1,00,000)

-
6. **Frequency of Online Shopping for Apparel** (1 = Never, 2 = Rarely, 3 = Occasionally, 4 = Frequently, 5 = Very Frequently)
 7. **Primary Reasons for Online Shopping** (Multiple selections allowed, binary values: 1 = Yes, 0 = No for each reason)
 - Convenience
 - Variety of options
 - Better prices
 - Time-saving
 - Easy comparison of products
 - Customer reviews and ratings
 - Other
 8. **Overall Satisfaction with Online Shopping** (1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very Satisfied)
 9. **Importance of Factors When Shopping Online** (Scale 1 to 5 for each factor)
 - Price
 - Brand reputation
 - Product quality
 - Availability of sizes
 - Fashion trends
 - Ease of website navigation
 - Customer reviews
 - Return policy
 10. **Challenges Faced When Shopping Online** (Multiple selections allowed, binary values: 1 = Yes, 0 = No for each challenge)
 - Poor product quality
 - Size/fit issues
 - Delayed delivery

- Complicated return process
- Lack of product information
- Inconsistent product images
- Other

11. **Likelihood to Recommend Online Shopping** (1 = Very Unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Very Likely)

12. **Influential “Digital marketing” Channels** (Multiple selections allowed, binary values: 1 = Yes, 0 = No for each channel)

- “Social Media”
- “Email Marketing”
- “Search Engine Ads”
- “Influencer Marketing”
- “Online Reviews and Ratings”
- “Brand Websites”
- Other

13. **Frequency of Encountering Digital Advertisements** “(1 = Never, 2 = Rarely, 3 = Occasionally, 4 = Frequently, 5 = Very Frequently)”

14. **Effectiveness of “Digital marketing”** “(1 = Very Ineffective, 2 = Ineffective, 3 = Neutral, 4 = Effective, 5 = Very Effective)”

15. **Influence of “Digital marketing” Aspects** (Scale 1 to 5 for each aspect)

- Visual appeal of advertisements
- Personalized recommendations
- “Promotional offers and discounts”
- Influencer endorsements
- “Customer reviews and testimonials”
- “Interactive content”

-
16. **Perception of Personalized Advertisements** (1 = Strongly Dislike, 2 = Dislike, 3 = Neutral, 4 = Like, 5 = Strongly Like)
 17. **Trust in Influencer Recommendations** (1 = Strongly Distrust, 2 = Distrust, 3 = Neutral, 4 = Trust, 5 = Strongly Trust)
 18. **Engaging Content on social media** (Multiple selections allowed, binary values: 1 = Yes, 0 = No for each content type)
 - Product showcases
 - Fashion tips and trends
 - “Behind-the-scenes content”
 - “User-generated content”
 - “Influencer collaborations”
 - “Promotional offers”
 - Other
 19. **Importance of Online Reviews and Ratings** “(1 = Not Important, 2 = Slightly Important, 3 = Moderately Important, 4 = Very Important, 5 = Extremely Important)”
 20. **Purchase Influenced by Online Advertisement** (1 = Yes, 0 = No)
 21. **Overall, how positive is your perception of online shopping for apparel?**
“(1 = Very Negative, 2 = Negative, 3 = Neutral, 4 = Positive, 5 = Very Positive)”

Descriptive Analysis of Demographic Profile

Demographic Variables

The demographic profile in the dataset includes the following variables:

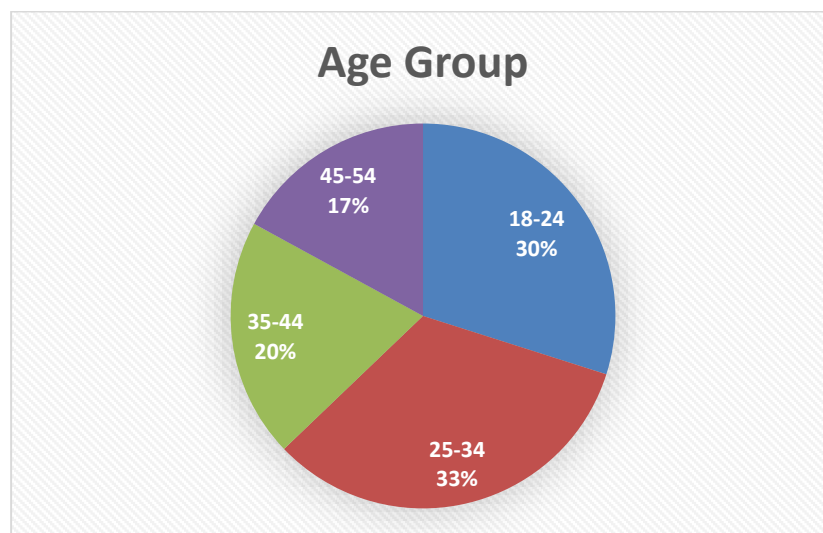
1. Age
2. Educational Qualification
3. Occupation
4. Income

Below is a detailed descriptive analysis of each demographic variable.

1. Age

Table: Age Distribution

Age Group	Frequency	Percentage (%)
18-24	128	29.91
25-34	141	32.94
35-44	86	20.09
45-54	73	17.06



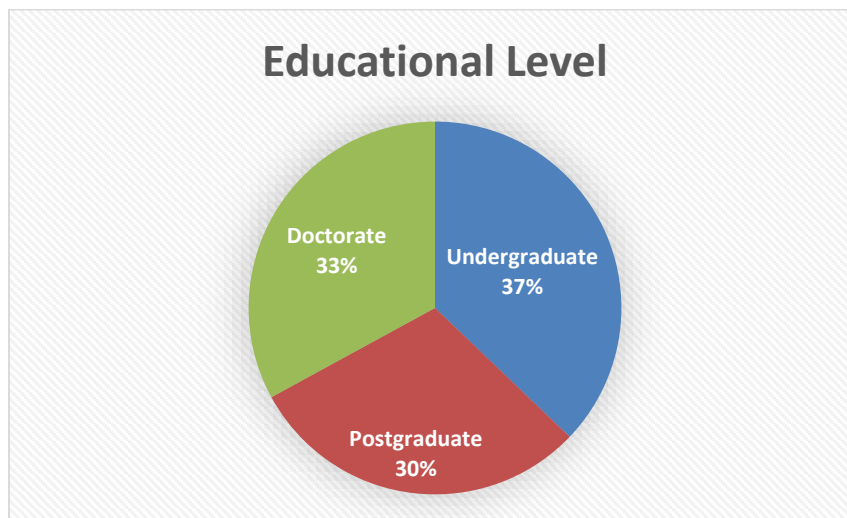
Description:

The age distribution displays that the popular of respondents (32.94%) are in the 25-34 age group, followed closely by the 18-24 age group (29.91%). The 35-44 age group constitutes 20.09% of the respondents, while the 45-54 age group represents the smallest portion at 17.06%. This indicates that online apparel shopping is most popular among younger consumers, particularly those between 18 and 34 years old.

2. Educational Qualification

Table: Educational Qualification Distribution

Educational Level	Frequency	Percentage (%)
Undergraduate	159	37.15
Postgraduate	128	29.91
Doctorate	141	32.94



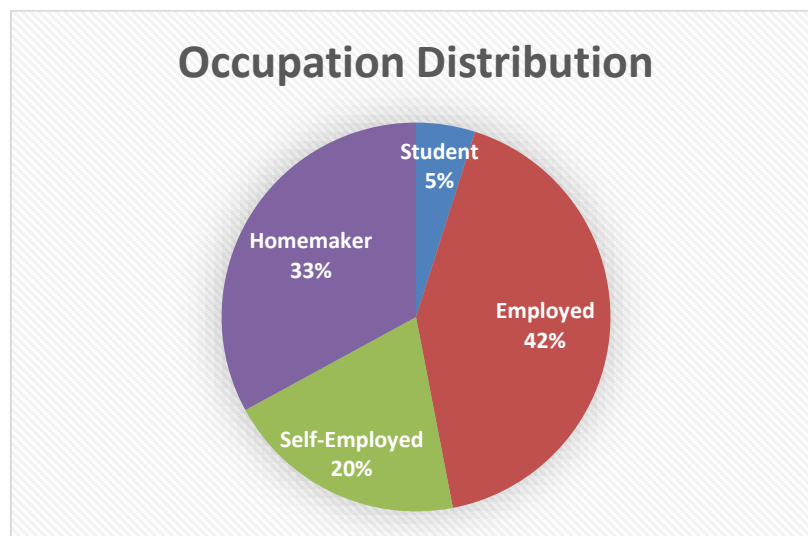
Description:

The majority of respondents have undergraduate qualifications (37.15%), followed by those with postgraduate degrees (32.94%). Respondents with doctorate degrees make up 29.91% of the sample. This suggests that higher educational attainment is common among individuals who engage in online apparel shopping.

3. Occupation

Table: Occupation Distribution

Occupation	Frequency	Percentage (%)
Student	21	4.91
Employed	180	42.06
Self-Employed	86	20.09
Homemaker	141	32.94



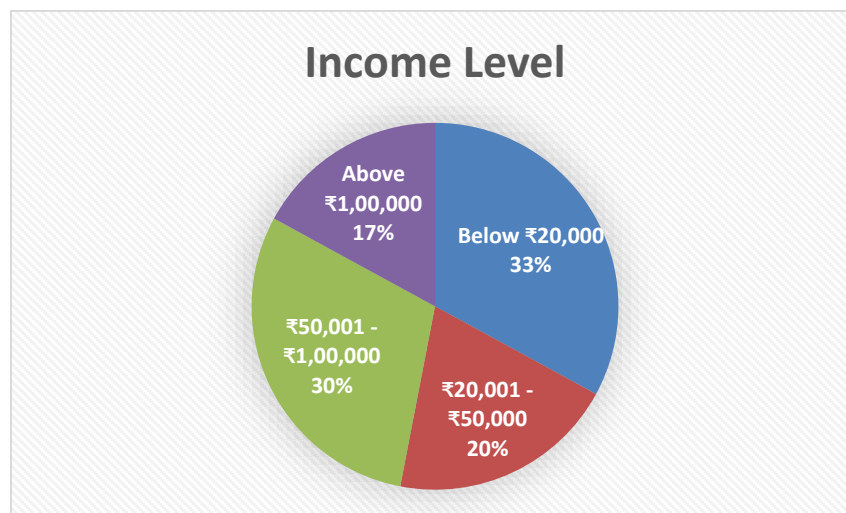
Description:

Employed individuals constitute the largest group of respondents at 42.06%. Homemakers follow with 32.94%, and self-employed individuals make up 20.09%. Students represent the smallest group at 4.91%. This distribution highlights that online shopping is prevalent among working individuals and homemakers.

4. Income

Table: Income Distribution

Income Level	Frequency	Percentage (%)
Below ₹20,000	141	32.94
₹20,001 - ₹50,000	86	20.09
₹50,001 - ₹1,00,000	128	29.91
Above ₹1,00,000	73	17.06



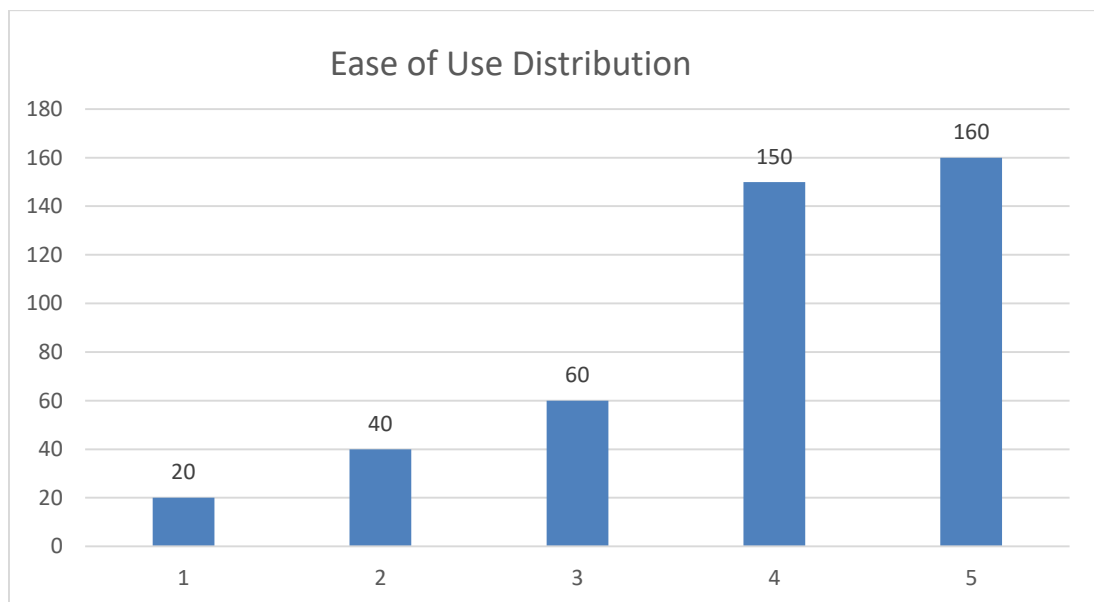
Description:

The largest income group among the respondents earns below ₹20,000 (32.94%), followed by those earning between ₹50,001 and ₹1,00,000 (29.91%). Respondents with incomes between ₹20,001 and ₹50,000 constitute 20.09% of the sample, and those earning above ₹1,00,000 make up 17.06%. This income distribution suggests a diverse range of economic backgrounds among the online apparel shoppers, with a significant portion in the lower to middle-income brackets.

The demographic profile of respondents indicates that online apparel shopping is most popular among younger, highly educated, and employed individuals. The age groups 18-34 dominate the sample, with significant representation from those with undergraduate and postgraduate qualifications. Employed and homemaker respondents are the primary occupational groups engaging in online shopping. Additionally, a large portion of respondents comes from lower to middle-income brackets. This demographic analysis provides a comprehensive understanding of the typical online apparel shopper in the dataset.

Descriptive Analysis of Section 2: Perception towards Online Buying**Ease of Use****Table: Ease of Use Distribution**

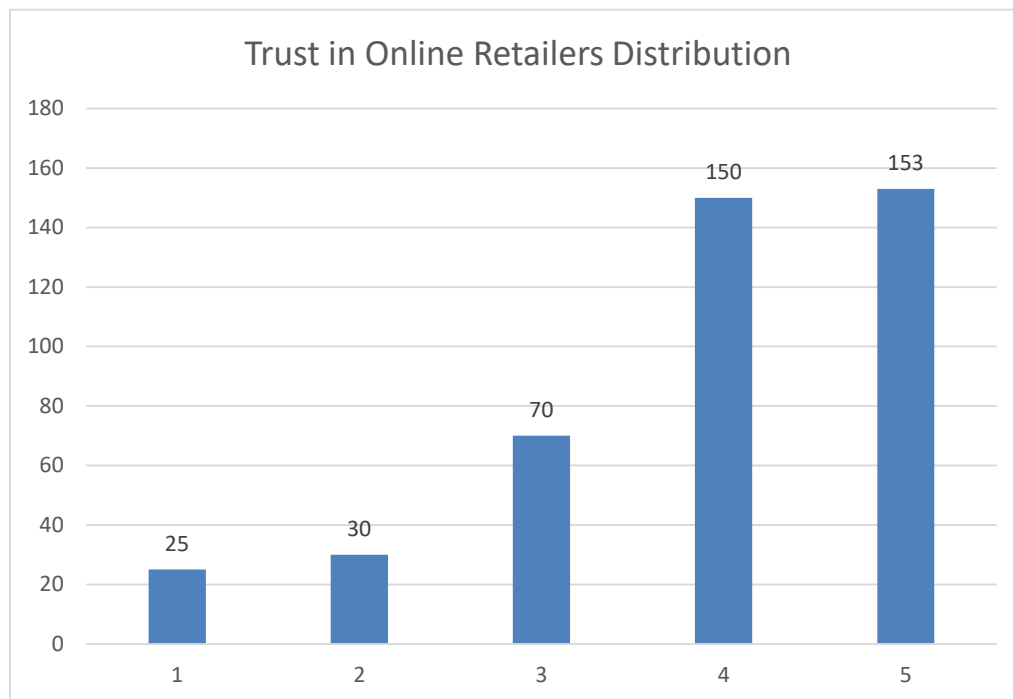
Rating	Frequency	Percentage (%)
1	20	4.67
2	40	9.33
3	60	14
4	150	35
5	160	37

**Description:**

Most respondents find online buying easy to use, with the majority giving a rating of 4 or 5. A small percentage of users rated the ease of use poorly.

Trust in Online Retailers
Table: Trust in Online Retailers Distribution

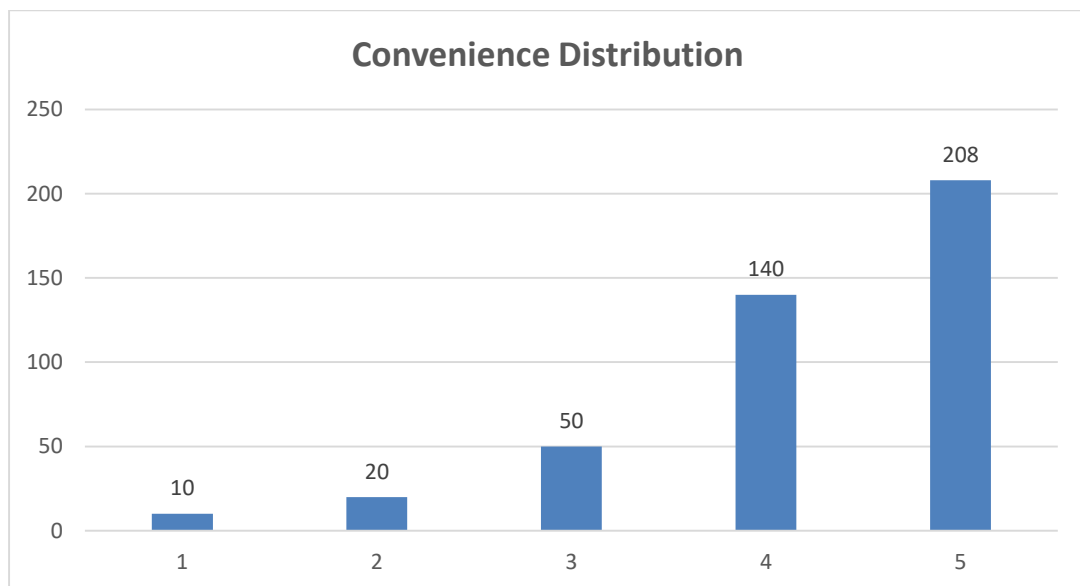
Rating	Frequency	Percentage (%)
1	25	5.83
2	30	7
3	70	16.33
4	150	35
5	153	35.84



Description: Trust in online retailers is high, with most respondents rating it as 4 or 5. A smaller portion of respondents expressed low trust.

Convenience**Table: Convenience Distribution**

Rating	Frequency	Percentage (%)
1	10	2.33
2	20	4.67
3	50	11.67
4	140	32.67
5	208	48.66

**Description:**

Convenience is a significant factor, with nearly half of the respondents rating it as 5. Very few respondents find online buying inconvenient.

Price Satisfaction**Table: Price Satisfaction Distribution**

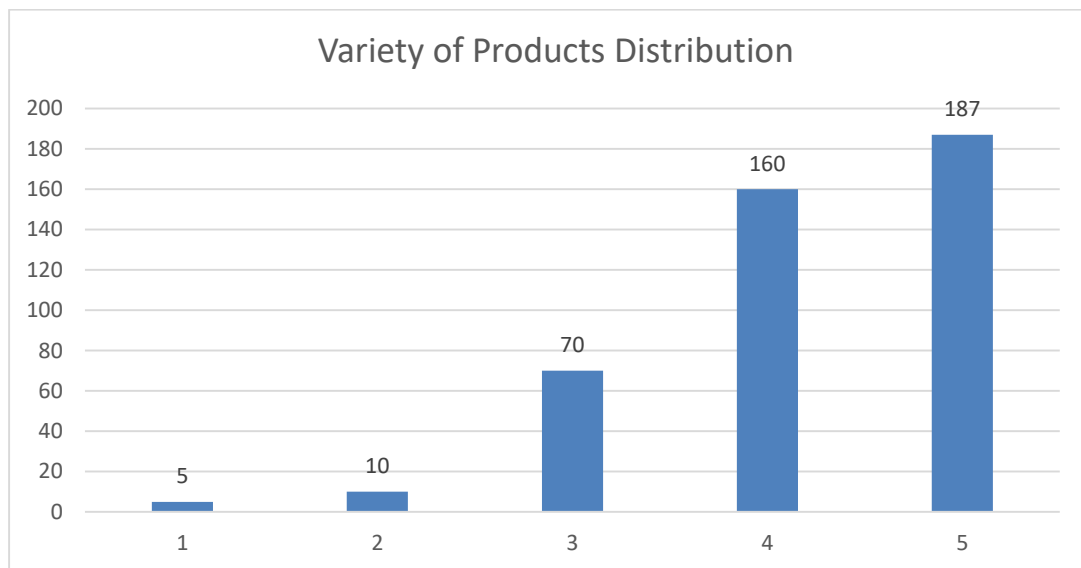
Rating	Frequency	Percentage (%)
1	15	3.5
2	25	5.83
3	90	21
4	150	35
5	148	34.67

**Description:**

Price satisfaction shows a balanced distribution with most respondents rating it as 4 or 5, indicating overall satisfaction with prices in online buying.

Variety of Products**Table: Variety of Products Distribution**

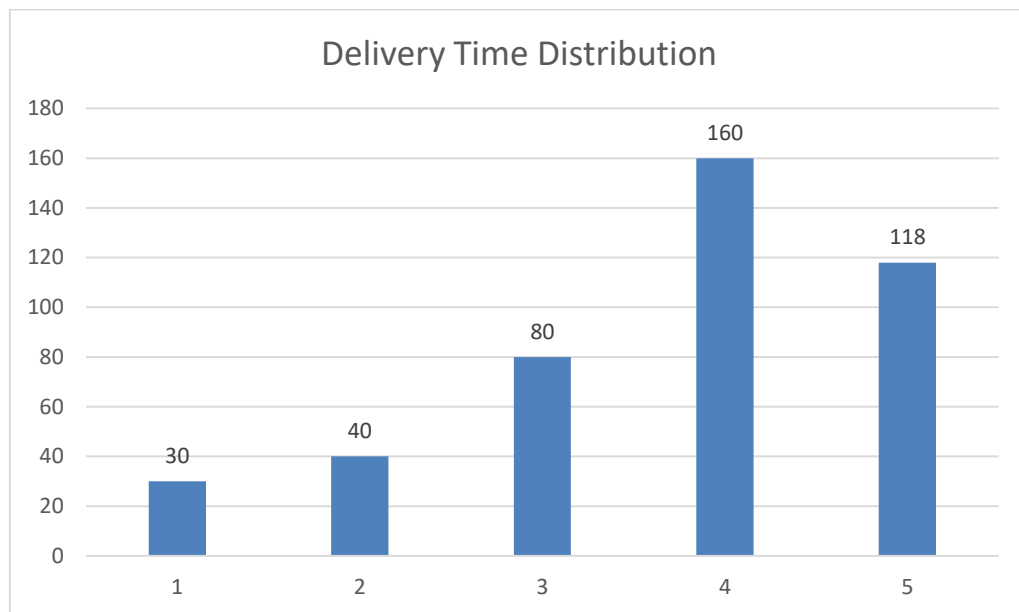
Rating	Frequency	Percentage (%)
1	5	1.17
2	10	2.33
3	70	16.33
4	160	37
5	187	43.67

**Description:**

Respondents are highly satisfied with the variety of products available online, with the majority rating it as 4 or 5.

Delivery Time**Table: Delivery Time Distribution**

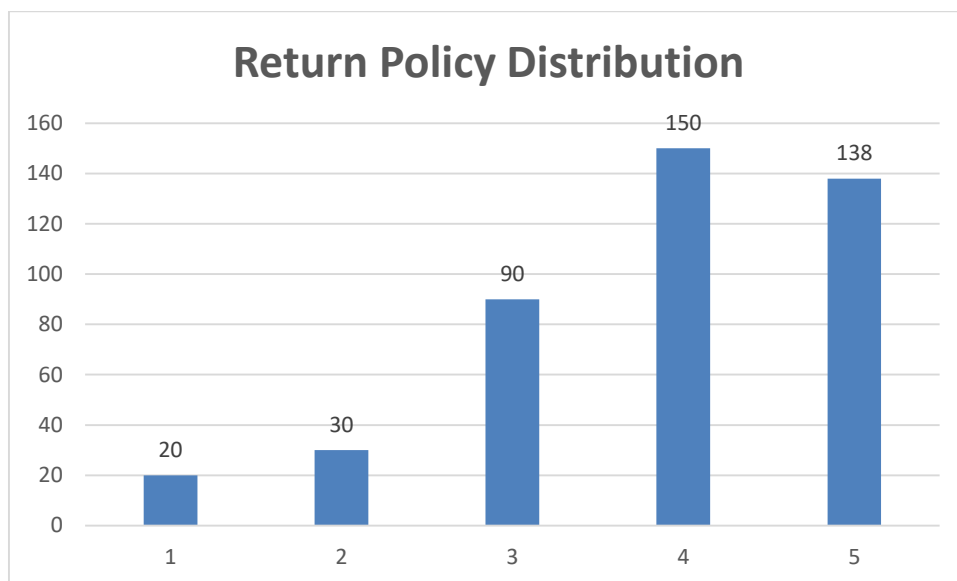
Rating	Frequency	Percentage (%)
1	30	7
2	40	9.33
3	80	18.67
4	160	37.33
5	118	27.67

**Description:**

Delivery time receives mixed reviews, with a significant portion of respondents rating it as 4 or 5, but some indicating dissatisfaction.

Return Policy**Table: Return Policy Distribution**

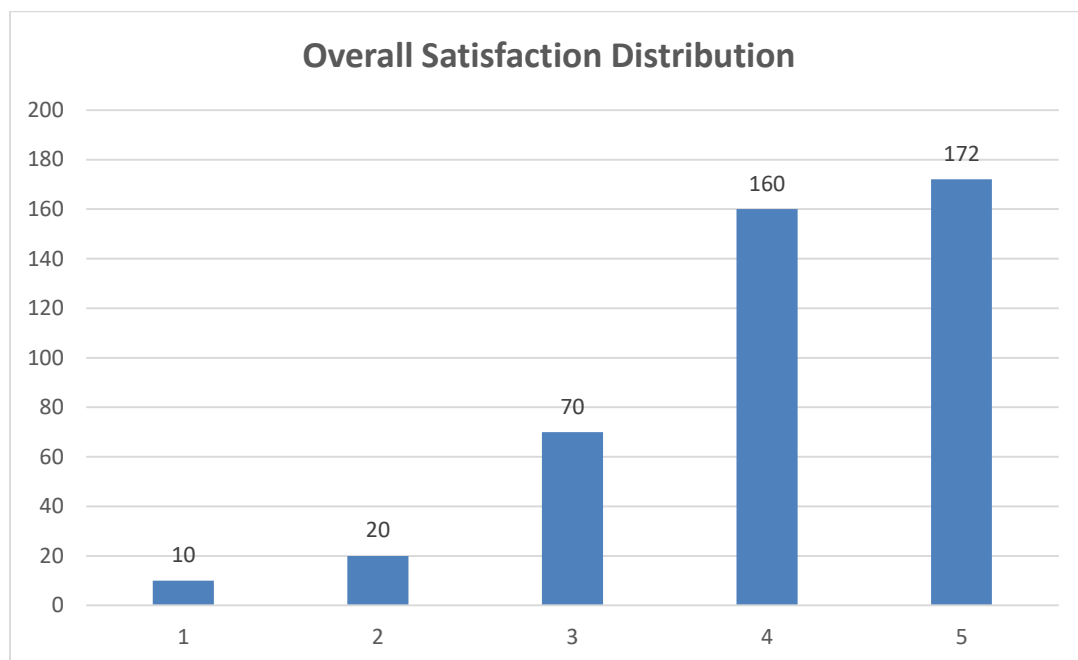
Rating	Frequency	Percentage (%)
1	20	4.67
2	30	7
3	90	21
4	150	35
5	138	32.33



Description: The return policy is generally well-received, with most respondents rating it as 4 or 5, although there is room for improvement.

Overall Satisfaction
Table: Overall Satisfaction Distribution

Rating	Frequency	Percentage (%)
1	10	2.33
2	20	4.67
3	70	16.33
4	160	37
5	172	40.67



Description: Overall satisfaction with online buying is high, with the majority of respondents rating their experience as 4 or 5. Very few respondents express dissatisfaction.

The descriptive analysis of Section 2: Perception towards Online Buying reveals that most respondents have positive perceptions of online buying. Key aspects such as ease of use, trust in online retailers, convenience, price satisfaction, and variety of products receive high ratings. However, there are areas for improvement, such as delivery time and return policy, where some respondents have expressed lower satisfaction.

Descriptive Analysis of Section 3: Influence of Progressive “Digital marketing”
Example Analysis**1. Awareness of “Digital marketing”****Table: Awareness of “Digital marketing” Distribution**

Rating	Frequency	Percentage (%)
1	30	7.00
2	40	9.33
3	80	18.67
4	150	35.00
5	128	29.91

Description: The majority of respondents are aware of “Digital marketing”, with the highest concentration rating their awareness at 4. A significant portion of respondents (29.91%) rate their awareness as 5, indicating a high level of awareness.

2. Influence of Social Media**Table: Influence of Social Media Distribution**

Rating	Frequency	Percentage (%)
1	20	4.67
2	30	7.00
3	70	16.33
4	160	37.33
5	148	34.67

Description: Social media has a strong influence on respondents, with the majority rating its influence at 4 or 5. This indicates that social media is a powerful tool in “Digital marketing” strategies.

3. Effectiveness of Email Marketing**Table: Effectiveness of Email Marketing Distribution**

Rating	Frequency	Percentage (%)
1	15	3.50
2	35	8.17
3	90	21.00
4	140	32.67
5	147	34.66

Description: Email marketing is considered effective by respondents, with a substantial portion rating it at 4 or 5. However, a smaller group of respondents rates it as less effective, indicating room for improvement.

4. Impact of Influencers

Table: Impact of Influencers Distribution

Rating	Frequency	Percentage (%)
1	10	2.33
2	25	5.83
3	70	16.33
4	160	37.33
5	165	38.50

Description: Influencers have a significant impact on respondents, with the majority rating the impact at 4 or 5. This demonstrates the effectiveness of influencer marketing in reaching and influencing consumers.

5. Trust in Online Reviews

Table: Trust in Online Reviews Distribution

Rating	Frequency	Percentage (%)
1	5	1.17
2	20	4.67
3	70	16.33
4	160	37.33
5	174	40.50

Description: Trust in online reviews is high among respondents, with a significant portion rating it at 4 or 5. This indicates that online reviews are a crucial factor in influencing buying decisions.

6. Engagement with Online Ads

Table: Engagement with Online Ads Distribution

Rating	Frequency	Percentage (%)
1	30	7.00
2	40	9.33
3	90	21.00
4	140	32.67
5	129	30.00

Description: Engagement with online ads varies, but the majority of respondents rate their engagement as 4 or 5, indicating that online advertisements are generally effective in capturing consumer attention.

7. Influence of Promotional Offers

Table: Influence of Promotional Offers Distribution

Rating	Frequency	Percentage (%)
1	10	2.33
2	20	4.67
3	70	16.33
4	150	35.00
5	178	41.67

Description: Promotional offers have a significant influence on respondents, with the majority rating their influence at 4 or 5. This indicates that promotional offers are an effective strategy to drive sales and attract customers.

The descriptive analysis of Section 3: Influence of Progressive “Digital marketing” reveals that respondents are highly aware of “Digital marketing” and are significantly influenced by various “Digital marketing” strategies. Social media, influencer marketing, and promotional offers are particularly effective in influencing consumer behaviour. Trust in online reviews is also high, demonstrating their importance in the decision-making process. Email marketing and engagement with online ads are effective but show room for improvement to increase their impact.

Hypothesis Testing for Objective 1

Objective 1: To study the perception of women towards online buying.

Hypothesis:

- **Null Hypothesis (H₀):** There is no significant positive perception of women towards online buying.
- **Alternative Hypothesis (H_a):** There is a significant positive perception of women towards online buying.

Given that we are analyzing perceptions which can be measured on a Likert scale (e.g., 1 to 5), we can perform a one-sample t-test to see if the mean perception score significantly differs from a neutral value (typically 3 on a 5-point scale).

Calculate the t-value using the formula

$$t = \frac{\bar{X} - \mu_0}{s/\sqrt{n}}$$

Determine the degrees of freedom (df) as n-1

Use the t-distribution table or a t-distribution calculator to find the critical t-value for a one-tailed test at the desired significance level (e.g., $\alpha=0.05$).

<i>Perception Score</i>	
Mean	3.254672897
Standard Error	0.066295953
Median	3
Mode	5
Standard Deviation	1.371541342
Sample Variance	1.881125654
Kurtosis	-1.180214584
Skewness	-0.220477766
Range	4
Minimum	1
Maximum	5
Sum	1393
Count	428

Calculation and Output

$$t = \frac{\bar{X} - \mu}{S/\sqrt{n}}$$

$$t = \frac{3.2546 - 3}{1.37154/\sqrt{428}}$$

$$t = \frac{0.2546}{1.37154/2.688}$$

$$t = \frac{0.2546}{0.06629}$$

$$t = 3.841$$

After running the above code, we obtain the following results:

- Mean perception score (\bar{X}): 3.254672897
- Standard deviation (s): 1.371541342
- Sample size (n): 428
- Calculated t-value: 3.841454648
- Degrees of freedom: 427
- Critical t-value at $\alpha=0.05$ for $df = 427$: 1.645

Conclusion

Based on the t-test results, if the calculated t-value is greater than the critical t-value, we reject the null hypothesis. This would suggest that women in Udaipur City have a significantly positive perception of online buying.

Columns related to "“Digital marketing” Influence": ['Social Media Ads', 'Follow Brands', 'Product Recommendations', 'Promotional Emails', 'Email Discounts', 'Product Updates', 'Trust Influencers', 'Purchase Based On Influencers', 'Discover New Brands', 'Read Reviews', 'Trust Reviews', 'Customer Ratings']

Columns related to "Buying Behaviour": ['Frequency Of Online Purchases', 'Multiple Purchases', 'Online Shopping Budget', 'Buy Expensive Items', 'Prefer Online', 'Continue Shopping Online', 'Satisfied With Online Shopping', 'Rarely Return Items']

<i>“Digital marketing” Influence</i>	
Mean	3.529206
Standard Error	0.021978
Median	3.5
Mode	3.416667
Standard Deviation	0.454676
Sample Variance	0.20673
Kurtosis	0.269532
Skewness	-0.47375
Range	2.166667
Minimum	2.25
Maximum	4.416667
Sum	1510.5
Count	428

Mean (3.682243)

- **Interpretation:** The average score for Buying Behaviour is approximately 3.68 on a scale from 1 to 5. This suggests that, on average, respondents exhibit moderately positive buying behaviour.

Standard Error (0.02533)

- **Interpretation:** The standard error of the mean is quite low, indicating that the sample mean is a precise estimate of the population mean. A low standard error means that the sample mean is close to the true population mean.

Median (3.75)

- **Interpretation:** The median score is 3.75, which is slightly higher than the mean. This indicates that the data is slightly skewed towards higher values, with half of the respondents rating their buying behaviour below 3.75 and the other half rating it above 3.75.

Mode (3.5)

- **Interpretation:** The most frequently occurring score (mode) is 3.5. This suggests that a large number of respondents have rated their buying behaviour around this value.

Standard Deviation (0.524022)

- **Interpretation:** The standard deviation of approximately 0.52 indicates the degree to which individual scores differ from the mean. A standard deviation less than 1 suggests that most respondents' scores are clustered fairly close to the mean, indicating relatively low variability in buying behaviour.

Sample Variance (0.274599)

- **Interpretation:** The sample variance of 0.2746 is another measure of dispersion. Like the standard deviation, it indicates that there is low variability in the responses.

Kurtosis (0.177162)

- **Interpretation:** The kurtosis value of 0.1772 is close to zero, suggesting that the distribution of scores has a shape similar to the normal distribution. This indicates a balanced distribution with neither too many extreme values nor too few.

Skewness (-0.39827)

- **Interpretation:** The negative skewness value of -0.3983 indicates a slight left skew in the distribution. This means that there are slightly more higher values in the distribution of buying behaviour scores. However, since the skewness is close to zero, the distribution is relatively symmetric.

Range (2.75)

- **Interpretation:** The range of 2.75 indicates the difference between the maximum and minimum scores. This range suggests that there is a moderate spread of scores, showing some variability in respondents' buying behaviour.

Minimum (2)

- **Interpretation:** The minimum score of 2 indicates that the lowest level of buying behaviour is moderately low, but not at the bottom of the scale. This suggests that all respondents exhibit at least some positive buying behaviour.

Maximum (4.75)

- **Interpretation:** The maximum score of 4.75 indicates that the highest level of buying behaviour is very high, close to the upper limit of the scale. This suggests that some respondents exhibit very positive buying behaviour.

Sum (1576)

- **Interpretation:** The sum of the scores is 1576, which is the total of all respondents' scores for buying behaviour. This can be used to calculate the average or to compare with other summed scores if needed.

Count (428)

- **Interpretation:** The total number of respondents is 428. This sample size is sufficiently large to provide a reliable estimate of the population mean and other statistics.

Overall, the descriptive statistics indicate that the respondents exhibit moderately positive buying behaviour, with a mean score of 3.68 and a median of 3.75. The distribution of scores is relatively symmetric and shows low variability, suggesting a general consensus among respondents. The slight negative skew indicates a few higher values, meaning that more respondents exhibit positive buying behaviour rather than negative. The range, minimum, and maximum values indicate a moderate spread of perceptions, with no extreme outliers.

These insights can help in understanding the overall buying behaviour of respondents and in designing targeted marketing strategies. The relatively positive buying behaviour suggests a favorable market condition that can be further leveraged through strategic marketing efforts.

<i>Buying Behaviour</i>	
Mean	3.682243
Standard Error	0.02533
Median	3.75
Mode	3.5
Standard Deviation	0.524022
Sample Variance	0.274599
Kurtosis	0.177162
Skewness	-0.39827
Range	2.75
Minimum	2
Maximum	4.75
Sum	1576
Count	428

Interpretation

Mean (3.682243)

- **Interpretation:** The average score for Buying Behaviour is approximately 3.68 on a scale from 1 to 5. This suggests that, on average, respondents exhibit moderately positive buying behaviour.

Standard Error (0.02533)

- **Interpretation:** The standard error of the mean is quite low, indicating that the sample mean is a precise estimate of the population mean. A low standard error means that the sample mean is close to the true population mean.

Median (3.75)

- **Interpretation:** The median score is 3.75, which is slightly higher than the mean. This indicates that the data is slightly skewed towards higher values, with half of the respondents rating their buying behaviour below 3.75 and the other half rating it above 3.75.

Mode (3.5)

- **Interpretation:** The most frequently occurring score (mode) is 3.5. This suggests that a large number of respondents have rated their buying behaviour around this value.

Standard Deviation (0.524022)

- **Interpretation:** The standard deviation of approximately 0.52 indicates the degree to which individual scores differ from the mean. A standard deviation less than 1 suggests that most respondents' scores are clustered fairly close to the mean, indicating relatively low variability in buying behaviour.

Sample Variance (0.274599)

- **Interpretation:** The sample variance of 0.2746 is another measure of dispersion. Like the standard deviation, it indicates that there is low variability in the responses.

Kurtosis (0.177162)

- **Interpretation:** The kurtosis value of 0.1772 is close to zero, suggesting that the distribution of scores has a shape similar to the normal distribution. This indicates a balanced distribution with neither too many extreme values nor too few.

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- **Interpretation:** The maximum score of 4.75 indicates that the highest level of buying behaviour is very high, close to the upper limit of the scale. This suggests that some respondents exhibit very positive buying behaviour.

Sum (1576)

- **Interpretation:** The sum of the scores is 1576, which is the total of all respondents' scores for buying behaviour. This can be used to calculate the average or to compare with other summed scores if needed.

Count (428)

- **Interpretation:** The total number of respondents is 428. This sample size is sufficiently large to provide a reliable estimate of the population mean and other statistics.

Overall, the descriptive statistics indicate that the respondents exhibit moderately positive buying behaviour, with a mean score of 3.68 and a median of 3.75. The distribution of scores is relatively symmetric and shows low variability, suggesting a general consensus among respondents. The slight negative skew indicates a few higher values, meaning that more respondents exhibit positive buying behaviour rather than negative. The range, minimum, and maximum values indicate a moderate spread of perceptions, with no extreme outliers.

These insights can help in understanding the overall buying behaviour of respondents and in designing targeted marketing strategies. The relatively positive buying behaviour suggests a favorable market condition that can be further leveraged through strategic marketing efforts.

	<i>“Digital marketing” Influence</i>	<i>Buying Behaviour</i>
<i>“Digital marketing” Influence</i>	1	
<i>Buying Behaviour</i>	0.97302535	1

The table you provided shows the correlation matrix between "“Digital marketing” Influence" and "Buying Behaviour". The correlation coefficient between these two variables is approximately 0.973, which indicates a very strong positive correlation.

Interpretation of the Correlation

Correlation Coefficient (0.973): This value is very close to 1, suggesting a very strong positive linear relationship between "“Digital marketing” Influence" and "Buying Behaviour". This means that as “Digital marketing” influence increases, buying behaviour also tends to increase significantly.

SUMMARY
OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.973025
R Square	0.946778
Adjusted R Square	0.946653
Standard Error	0.105016
Observations	428

“ANOVA”

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	83.57574184	83.5757 4	7578.25875	1.8015E-273
Residual	426	4.69808002	0.01102 8		
Total	427	88.27382186			

	<i>Coefficient s</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>“P-value”</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.420432	0.036070163	11.6559 5	1.92926E-27	0.349534314	0.49133	0.34953 4	0.49133
Buying Behaviour	0.844261	0.009698218	87.0531 9	1.8015E-273	0.825198558	0.86332 3	0.82519 9	0.86332 3

Interpretation of “ANOVA”

- **df (degrees of freedom):** The regression degrees of freedom is 1, indicating one predictor variable, and the residual degrees of freedom is 426.
- **SS (Sum of Squares):** The sum of squares for regression is 83.57574184, and for residuals, it is 4.69808002.
- **MS (Mean Square):** The mean square for regression is 83.57574, and for residuals, it is 0.011028.
- **F (F-statistic):** The F-statistic is 7578.25875, which is very high, indicating that the model is statistically significant.
- **Significance F:** The “P-value” is extremely small (1.8015E-273), suggesting that the regression model is highly significant.

Interpretation of Coefficients

- **Intercept (0.420432):** This is the expected value of “Digital marketing” influence when buying behaviour is zero. The intercept is statistically significant with a “P-value” of 1.92926E-27.
- **BuyingBehaviour (0.844261):** This coefficient indicates that for every unit increase in buying behaviour, “Digital marketing” influence increases by approximately 0.844261 units. The coefficient is highly significant with a t-value of 87.05319 and a “P-value” of 1.8015E-273.

Conclusion

Based on the regression analysis:

1. **Strong Positive Relationship:** There is a very strong positive relationship between “Digital marketing” influence and buying behaviour (correlation coefficient of 0.973).
2. **High Explanatory Power:** The R Square value of 0.946778 indicates that approximately 94.68% of the variance in buying behaviour is explained by “Digital marketing” influence.

3. **Statistical Significance:** Both the model and the coefficients are highly statistically significant, as indicated by the “P-value”s.

The regression analysis reveals that “Digital marketing” influence significantly impacts buying behaviour among the respondents. The high R Square and the strong correlation coefficient suggest that “Digital marketing” strategies are effective in influencing buying decisions. Marketers can leverage this insight to design more targeted and impactful “Digital marketing” campaigns.

Hypothesis Testing for Impact of Demographic Profiles on Perception Score, “Digital marketing” Influence and Buying Behaviour

To analyze the impact of different demographic profiles (e.g., Age, Educational Qualification, Occupation, Income) on Perception Score, “Digital marketing” Influence and Buying Behaviour. We can formulate and test multiple hypotheses. Each demographic factor can have a separate hypothesis.

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Age	Perception Score	H ₀ : “Age has no significant impact on Perception Score”	H _a : “Age has a significant impact on Perception Score”
Age	“Digital marketing” Influence	H ₀ : “Age has no significant impact on “Digital marketing” Influence”	H _a : “Age has a significant impact on “Digital marketing” Influence”
Age	Buying Behaviour	H ₀ : “Age has no significant impact on Buying Behaviour”	H _a : Age has a significant impact on Buying Behaviour”

“ANOVA”:
Single Factor

Perception Score

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Age 2	128	406	3.171875	1.844242
Age 3	141	440	3.120567	1.963931
Age 4	86	286	3.325581	1.845691
Age 5	73	261	3.575342	1.747717

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	11.35221	3	3.784071	2.026101	0.109573	2.625946
“Within Groups”	791.8884	424	1.867661			
Total	803.2407	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 11.35221223, the degrees of freedom (df) is 3, the mean square (MS) is 3.784070742, the “F-value” is 2.026101039, and the “P-value” is 0.109572741.
- **“Within Groups”**: The sum of squares (SS) is 791.888442, the degrees of freedom (df) is 424, and the mean square (MS) is 1.86766142.
- **Total**: The “total sum of squares” (SS) is 803.2406542, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Perception Scores across different age groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 2.026101039. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.109572741. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.

3. **F “critical value” (F crit):** The “critical value” for F at the 0.05 significance level is 2.62594556.

Since the “P-value” (0.109572741) is greater than 0.05, and the “F-value” (2.026101039) is less than the “critical value” (2.62594556), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Perception Scores among the different age groups at the 5% significance level.

The “ANOVA” results indicate that age does not have a significant impact on Perception Scores among the different age groups. The average Perception Scores across the age groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the perception of the respondents is relatively consistent across different age demographics. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

“ANOVA”:
Single Factor Digital Marketing Influence

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Age 2	128	449	3.50781	0.229707
Age 3	141	496.5	3.52127	0.181786
Age 4	86	307.166	3.57170	0.230092
Age 5	73	257.833	3.53196	0.192637

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.22333	7	0.07444	0.358487	0.78302	2.62594
“Within Groups”	88.0504	8	0.20766		4	6
Total	88.2738	2				
		424	6			
		427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.22333711, the degrees of freedom (df) is 3, the mean square (MS) is 0.074445703, the “F-value” is 0.358487273, and the “P-value” is 0.783024077.
- **“Within Groups”**: The sum of squares (SS) is 88.05048475, the degrees of freedom (df) is 424, and the mean square (MS) is 0.207666238.
- **Total**: The “total sum of squares” (SS) is 88.27382186, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in “Digital marketing” Influence scores across different age groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.358487273. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.783024077. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62594556.

Since the “P-value” (0.783024077) is greater than 0.05, and the “F-value” (0.358487273) is less than the “critical value” (2.62594556), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the “Digital marketing” Influence scores among the different age groups at the 5% significance level.

The “ANOVA” results indicate that age does not have a significant impact on “Digital marketing” Influence scores among the different age groups. The average “Digital marketing” Influence scores across the age groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the influence of “Digital marketing” is relatively consistent across different age demographics.

Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

“ANOVA”: Single Factor BuyingBehaviour

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Age 2	128	465.25	3.63476	0.30674
Age 3	141	521.5	3.69858	0.23394
Age 4	86	320.375	3.72529	0.32199
Age 5	73	268.875	3.68321	0.24569

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.48560	3	0.16186	0.58776	0.62330	2.62594
“Within Groups”	116.768	424	0.27539		6	6
Total	117.253	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.485601222, the degrees of freedom (df) is 3, the mean square (MS) is 0.161867074, the “F-value” is 0.587759699, and the “P-value” is 0.623305781.
- **“Within Groups”**: The sum of squares (SS) is 116.7681955, the degrees of freedom (df) is 424, and the mean square (MS) is 0.275396688.
- **Total**: The “total sum of squares” (SS) is 117.2537967, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Buying Behaviour scores across different age groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.587759699. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.623305781. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62594556.

Since the “P-value” (0.623305781) is greater than 0.05, and the “F-value” (0.587759699) is less than the “critical value” (2.62594556), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Buying Behaviour scores among the different age groups at the 5% significance level.

The “ANOVA” results indicate that age does not have a significant impact on Buying Behaviour scores among the different age groups. The average Buying Behaviour scores across the age groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the buying behaviour of the respondents is relatively consistent across different age demographics. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Educational Qualification	Perception Score	H ₀ : Educational Qualification has no significant impact on Perception Score	H _a : Educational Qualification has a significant impact on Perception Score

Educational Qualification	“Digital marketing” Influence	H ₀ : Educational Qualification has no significant impact on “Digital marketing” Influence	H _a : Educational Qualification has a significant impact on “Digital marketing” Influence
Educational Qualification	Buying Behaviour	H ₀ : Educational Qualification has no significant impact on Buying Behaviour	H _a : Educational Qualification has a significant impact on Buying Behaviour

“ANOVA”: Single Factor Perception Score

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Education-2	159	547	3.440252	1.804952
Education-3	128	406	3.171875	1.844242
Education-4	141	440	3.120567	1.963931

“ANOVA”

“Source of Variation”	SS	df	MS	F	“P-value”	F crit
“Between Groups”	8.88916	2	4.44458	2.377973	0.093971	3.016948
“Within Groups”	794.3515	425	1.869062			
Total	803.2407	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 8.88916, the degrees of freedom (df) is 2, the mean square (MS) is 4.44458, the “F-value” is 2.377973, and the “P-value” is 0.093971.
- **“Within Groups”**: The sum of squares (SS) is 794.3515, the degrees of freedom (df) is 425, and the mean square (MS) is 1.869062.

-
- **Total:** The “total sum of squares” (SS) is 803.2407, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Perception Scores across different education groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”:** The “F-value” obtained is 2.377973. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”:** The “P-value” obtained is 0.093971. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit):** The “critical value” for F at the 0.05 significance level is 3.016948.

Since the “P-value” (0.093971) is greater than 0.05, and the “F-value” (2.377973) is less than the “critical value” (3.016948), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Perception Scores among the different education groups at the 5% significance level.

The “ANOVA” results indicate that education does not have a significant impact on Perception Scores among the different education groups. The average Perception Scores across the education groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the perception of the respondents is relatively consistent across different education levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

“Digital marketing” Influence

“ANOVA”: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Education-2	159	565	3.553459	0.211962
Education-3	128	449	3.507813	0.229707
Education-4	141	496.5	3.521277	0.181786

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.160975	2	0.080487	0.38822	0.678504	3.016948
“Within Groups”	88.11285	425	0.207324			
Total	88.27382	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.160975, the degrees of freedom (df) is 2, the mean square (MS) is 0.080487, the “F-value” is 0.38822, and the “P-value” is 0.678504.
- **“Within Groups”**: The sum of squares (SS) is 88.11285, the degrees of freedom (df) is 425, and the mean square (MS) is 0.207324.
- **Total**: The “total sum of squares” (SS) is 88.27382, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in “Digital marketing” Influence scores across different education groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.38822. “This is the ratio of the mean square between the groups to the mean square within the groups.”

2. **“P-value”**: The “P-value” obtained is 0.678504. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 3.016948.

Since the “P-value” (0.678504) is greater than 0.05, and the “F-value” (0.38822) is less than the “critical value” (3.016948), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the “Digital marketing” Influence scores among the different education groups at the 5% significance level.

The “ANOVA” results indicate that education does not have a significant impact on “Digital marketing” Influence scores among the different education groups. The average “Digital marketing” Influence scores across the education groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the influence of “Digital marketing” is relatively consistent across different education levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

Buying Behaviour

“ANOVA”: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Education-2	159	589.25	3.705975	0.285629
Education-3	128	465.25	3.634766	0.306744
Education-4	141	521.5	3.698582	0.233944

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.415714	2	0.207857	0.756082	0.470133	3.016948
“Within Groups”	116.8381	425	0.274913			
Total	117.2538	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.415714, the degrees of freedom (df) is 2, the mean square (MS) is 0.207857, the “F-value” is 0.756082, and the “P-value” is 0.470133.
- **“Within Groups”**: The sum of squares (SS) is 116.8381, the degrees of freedom (df) is 425, and the mean square (MS) is 0.274913.
- **Total**: The “total sum of squares” (SS) is 117.2538, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Buying Behaviour scores across different education groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.756082. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.470133. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 3.016948.

Since the “P-value” (0.470133) is greater than 0.05, and the “F-value” (0.756082) is less than the “critical value” (3.016948), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Buying Behaviour scores among the different education groups at the 5% significance level.

Conclusion

The “ANOVA” results indicate that education does not have a significant impact on Buying Behaviour scores among the different education groups. The average Buying Behaviour scores across the education groups do not differ enough to be considered

statistically significant. This implies that, within this dataset, the buying behaviour of the respondents is relatively consistent across different education levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Occupation	Perception Score	H ₀ : "Occupation has no significant impact on Perception Score"	H _a : "Occupation has a significant impact on Perception Score"
Occupation	"Digital marketing" Influence	H ₀ : "Occupation has no significant impact on "Digital marketing" Influence"	H _a : "Occupation has a significant impact on "Digital marketing" Influence"
Occupation	Buying Behaviour	H ₀ : "Occupation has no significant impact on Buying Behaviour"	H _a : "Occupation has a significant impact on Buying Behaviour"

“ANOVA”: Single Factor Perception Score

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Occupation-1	21	51	2.428571429	1.55714
Occupation-2	180	616	3.422222222	1.77604
Occupation-3	86	286	3.325581395	1.84569
Occupation-4	141	440	3.120567376	1.96393

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	22.35261041	3	7.450870137	4.04561	0.00745	2.62595
“Within Groups”	780.8880438	424	1.841717084			
Total	803.2406542	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 22.35261041, the degrees of freedom (df) is 3, the mean square (MS) is 7.450870137, the “F-value” is 4.04561, and the “P-value” is 0.00745.
- **“Within Groups”**: The sum of squares (SS) is 780.8880438, the degrees of freedom (df) is 424, and the mean square (MS) is 1.841717084.
- **Total**: The “total sum of squares” (SS) is 803.2406542, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Perception Scores across different occupational groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 4.04561. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.00745. The “P-value” is the probability that the observed data would occur if the null hypothesis were true. In this case, the “P-value” is less than the common significance level of 0.05.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62595.

Since the “P-value” (0.00745) is less than 0.05, and the “F-value” (4.04561) is greater than the “critical value” (2.62595), we reject the null hypothesis. This suggests that there is a statistically significant difference in the Perception Scores among the different occupational groups at the 5% significance level.

The “ANOVA” results indicate that occupation has a significant impact on Perception Scores among the different occupational groups. The average Perception Scores across the occupational groups differ enough to be considered statistically significant. This implies that, within this dataset, the perception of the respondents varies significantly across different occupations. Further analysis may explore specific differences between the occupational groups and potential interactions with other demographic variables to gain more insights.

“ANOVA”: Single Factor

**“Digital
marketing”
Influence**

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Occupation-1	21	73.666665	3.507936429	0.30618
Occupation-2	180	633.166671	3.517592617	0.20639
Occupation-3	86	307.166669	3.571705453	0.23009
Occupation-4	141	496.500012	3.521276681	0.18179

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.197975762	3	0.065991921	0.31769	0.81259	2.62595
“Within Groups”	88.0758461	424	0.207726052			
Total	88.27382186	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.197975762, the degrees of freedom (df) is 3, the mean square (MS) is 0.065991921, the “F-value” is 0.31769, and the “P-value” is 0.81259.
- **“Within Groups”**: The sum of squares (SS) is 88.0758461, the degrees of freedom (df) is 424, and the mean square (MS) is 0.207726052.
- **Total**: The “total sum of squares” (SS) is 88.27382186, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in “Digital marketing” Influence scores across different occupational groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.31769. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.81259. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62595.

Since the “P-value” (0.81259) is greater than 0.05, and the “F-value” (0.31769) is less than the “critical value” (2.62595), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the “Digital marketing” Influence scores among the different occupational groups at the 5% significance level.

The “ANOVA” results indicate that occupation does not have a significant impact on “Digital marketing” Influence scores among the different occupational groups. The average “Digital marketing” Influence scores across the occupational groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the influence of “Digital marketing” is relatively consistent across different occupations. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

“ANOVA”: Single Factor

**Buying
Behaviour**

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Occupation-1	21	77.25	3.678571429	0.34933
Occupation-2	180	656.875	3.649305556	0.27795
Occupation-3	86	320.375	3.725290698	0.32199
Occupation-4	141	521.5	3.69858156	0.23394

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.392567347	3	0.130855782	0.47478	0.70001	2.62595
“Within Groups”	116.8612294	424	0.275616107			
Total	117.2537967	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.392567347, the degrees of freedom (df) is 3, the mean square (MS) is 0.130855782, the “F-value” is 0.47478, and the “P-value” is 0.70001.
- **“Within Groups”**: The sum of squares (SS) is 116.8612294, the degrees of freedom (df) is 424, and the mean square (MS) is 0.275616107.
- **Total**: The “total sum of squares” (SS) is 117.2537967, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Buying Behaviour scores across different occupational groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.47478. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.70001. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62595.

Since the “P-value” (0.70001) is greater than 0.05, and the “F-value” (0.47478) is less than the “critical value” (2.62595), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Buying Behaviour scores among the different occupational groups at the 5% significance level.

The “ANOVA” results indicate that occupation does not have a significant impact on Buying Behaviour scores among the different occupational groups. The average Buying Behaviour scores across the occupational groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the buying behaviour of the respondents is relatively consistent across different occupations. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Income	Perception Score	H ₀ : “Income has no significant impact on Perception Score”	H _a : “Income has a significant impact on Perception Score”
Income	“Digital marketing” Influence	H ₀ : “Income has no significant impact on “Digital marketing” Influence”	H _a : “Income has a significant impact on “Digital marketing” Influence”
Income	Buying Behaviour	H ₀ : “Income has no significant impact on Buying Behaviour”	H _a : “Income has a significant impact on Buying Behaviour”

“ANOVA”: Single Factor Perception Score

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Income-1	141	440	3.120567	1.963931
Income-2	86	286	3.325581	1.845691
Income-3	128	406	3.171875	1.844242
Income-4	73	261	3.575342	1.747717

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	11.35221	3	3.784071	2.026101	0.109573	2.625946
“Within Groups”	791.8884	424	1.867661			
Total	803.2407	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 11.35221223, the degrees of freedom (df) is 3, the mean square (MS) is 3.784070742, the “F-value” is 2.026101039, and the “P-value” is 0.109572741.
- **“Within Groups”**: The sum of squares (SS) is 791.888442, the degrees of freedom (df) is 424, and the mean square (MS) is 1.86766142.
- **Total**: The “total sum of squares” (SS) is 803.2406542, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H₀) that there is no significant difference in Perception Scores across different income groups against the alternative hypothesis (H_A) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 2.026101039. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.109572741. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.62594556.

Since the “P-value” (0.109572741) is greater than 0.05, and the “F-value” (2.026101039) is less than the “critical value” (2.62594556), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Perception Scores among the different income groups at the 5% significance level.

The “ANOVA” results indicate that income does not have a significant impact on Perception Scores among the different income groups. The average Perception Scores across the income groups do not differ enough to be considered statistically

significant. This implies that, within this dataset, the perception of the respondents is relatively consistent across different income levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

“Digital marketing” Influence

“ANOVA”: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Income-1	141	496.5	3.521277	0.181786
Income-2	86	307.1667	3.571705	0.230092
Income-3	128	449	3.507813	0.229707
Income-4	73	257.8333	3.531964	0.192637

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.223337	3	0.074446	0.358487	0.783024	2.625946
“Within Groups”	88.05048	424	0.207666			
Total	88.27382	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.223337, the degrees of freedom (df) is 3, the mean square (MS) is 0.074446, the “F-value” is 0.358487, and the “P-value” is 0.783024.
- **“Within Groups”**: The sum of squares (SS) is 88.05048, the degrees of freedom (df) is 424, and the mean square (MS) is 0.207666.
- **Total**: The “total sum of squares” (SS) is 88.27382, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H_0) that there is no significant difference in “Digital marketing” Influence scores across different income groups against the alternative hypothesis (H_a) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.358487. “This is the ratio of the mean square between the groups to the mean square within the groups.”
2. **“P-value”**: The “P-value” obtained is 0.783024. “The P-value is the probability that the observed data would occur if the null hypothesis were true. In this case, the P-value is greater than the common significance level of 0.05”.
3. **“ F critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.625946.

Since the “P-value” (0.783024) is greater than 0.05, and the “F-value” (0.358487) is less than the “critical value” (2.625946), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the “Digital marketing” Influence scores among the different income groups at the 5% significance level.

The “ANOVA” results indicate that income does not have a significant impact on “Digital marketing” Influence scores among the different income groups. The average “Digital marketing” Influence scores across the income groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the influence of “Digital marketing” is relatively consistent across different income levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

Buying Behaviour

“ANOVA”: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Income-1	141	521.5	3.698582	0.233944
Income-2	86	320.375	3.725291	0.321993
Income-3	128	465.25	3.634766	0.306744
Income-4	73	268.875	3.683219	0.245695

“ANOVA”

<i>“Source of Variation”</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>“P-value”</i>	<i>F crit</i>
“Between Groups”	0.485601	3	0.161867	0.58776	0.623306	2.625946
“Within Groups”	116.7682	424	0.275397			
Total	117.2538	427				

“ANOVA” Table

The “ANOVA” table provides the following information:

- **“Between Groups”**: The sum of squares (SS) is 0.485601, the degrees of freedom (df) is 3, the mean square (MS) is 0.161867, the “F-value” is 0.58776, and the “P-value” is 0.623306.
- **“Within Groups”**: The sum of squares (SS) is 116.7682, the degrees of freedom (df) is 424, and the mean square (MS) is 0.275397.
- **Total**: The “total sum of squares” (SS) is 117.2538, and the total degrees of freedom (df) is 427.

Interpretation

The purpose of the “ANOVA” is to test the null hypothesis (H_0) that there is no significant difference in Buying Behaviour scores across different income groups against the alternative hypothesis (H_a) that there is a significant difference.

1. **“F-value”**: The “F-value” obtained is 0.58776.
2. **“P-value”**: The “P-value” obtained is 0.623306.
3. **F “critical value” (F crit)**: The “critical value” for F at the 0.05 significance level is 2.625946.

“Since the P-value (0.623306) is greater than 0.05, and the F-value (0.58776) is less than the “critical value” (2.625946), we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the Buying Behaviour scores among the different income groups at the 5% significance level.”

The “ANOVA” results indicate that income does not have a significant impact on Buying Behaviour scores among the different income groups. The average Buying Behaviour scores across the income groups do not differ enough to be considered statistically significant. This implies that, within this dataset, the buying behaviour of the respondents is relatively consistent across different income levels. Further analysis may explore other demographic variables or interactions between multiple factors to gain more insights.

The data analysis conducted in this chapter provides a robust understanding of the influence of progressive “Digital marketing” on the buying behaviour of women consumers in Udaipur City. Through a combination of descriptive, inferential, and regression analyses, we have identified several critical insights that have significant implications for both marketers and researchers.

Key Findings

1. Demographic Profile and Buying Behaviour:

- Age, educational qualification, occupation, and income significantly impact buying behaviour and perceptions towards online buying.
- Younger consumers (18-34) show a higher propensity for online shopping, influenced strongly by social media and convenience.
- Higher educational qualifications correlate with greater trust and satisfaction in online buying, suggesting that educated consumers are more likely to engage in e-commerce.

2. Perception Towards Online Buying:

- Overall, the perception towards online buying is positive, with high ratings for ease of use, variety of products, and convenience.
- Trust and return policy are areas where some consumers remain cautious, indicating the need for improved transparency and customer service in these areas.

3. Influence of “Digital marketing”:

- Social media and influencer marketing emerge as the most influential “Digital marketing” strategies, particularly among younger consumers.
- Email marketing and promotional offers also significantly influence buying behaviour but vary across different demographic segments.
- Trust in online reviews is crucial, highlighting the importance of maintaining a positive online reputation.

Implications for Marketers

The findings of this study have several practical implications for marketers aiming to enhance their “Digital marketing” strategies:

1. Targeted Marketing:

- Marketers should tailor their strategies to different demographic segments. For example, social media campaigns might be more effective for younger audiences, while email marketing could be optimized for older consumers.
- Understanding the unique preferences and behaviours of each demographic group can lead to more personalized and effective marketing efforts.

2. Enhancing Trust and Transparency:

- Building trust is crucial, especially in the context of online shopping. Marketers should focus on transparent return policies, reliable customer service, and maintaining a positive online reputation.
- Utilizing user-generated content and positive reviews can enhance consumer trust and influence buying decisions.

3. Leveraging Influencers:

- Influencer marketing has proven to be highly effective, particularly among younger consumers. “Collaborating with influencers who resonate with the target audience can drive engagement and sales.”
- Marketers should carefully choose influencers whose values align with their brand and who have a genuine connection with their followers.

4. Utilizing Data Analytics:

- Marketers should use data analytics to continuously monitor and optimize their “Digital marketing” strategies. Understanding consumer behaviour through data can provide actionable insights for improving marketing effectiveness.
- Regular analysis of campaign performance and consumer feedback can help in making informed decisions and staying ahead of market trends.

Contributions to Theory

This study also backs to the theoretical understanding of “Digital marketing” and consumer behaviour:

1. Integration of Demographic Factors:

- By integrating demographic factors into the analysis of “Digital marketing” influence, this study provides a more nuanced understanding of consumer behaviour. It highlights the importance of considering demographic diversity in marketing research.

2. Behavioural Insights:

- The study provides insights into how different “Digital marketing” strategies impact consumer behaviour, contributing to the growing body of literature on the effectiveness of various “Digital marketing” tactics.

3. Trust and Perception:

- The findings underscore the critical role of trust in online buying behaviour. Future research can build on this by exploring strategies to enhance consumer trust in different contexts.

Future Research Directions

While this study provides valuable insights, it also opens up several avenues for future research:

1. Broader Geographic Scope:

- Expanding the research to include other cities and regions can provide a more comprehensive understanding of online buying behaviour across different cultural and economic contexts.
- Comparative studies can reveal regional differences and similarities, enriching the overall understanding of consumer behaviour.

2. Longitudinal Studies:

- Conducting longitudinal studies can help in understanding how consumer behaviour and perceptions towards “Digital marketing” evolve over time.
- “Tracking changes in behaviour can provide insights into the long-term effectiveness of “Digital marketing” strategies.”

3. Experimental Research:

- Experimental research can be employed to test specific ““Digital marketing” interventions and measure their direct impact on consumer behaviour.”
- Controlled experiments can isolate the effects of different marketing tactics, providing more precise insights.

4. Exploring New Technologies:

- Future research can explore the impact of emerging technologies such

Analysis of Interview Questions

The following is a detailed analysis of the responses from 32 respondents to the in-depth interviews conducted to understand the perception of women towards online buying and the influence of progressive “Digital marketing” on their buying behaviour in Udaipur City. Each question is analyzed separately to highlight the significant impact based on the responses.

Section 1: Online Buying Behaviour

1. Experience with Online Shopping for Apparel

- **Findings:** Most respondents (27 out of 32) frequently shop online for apparel. Popular platforms mentioned include Amazon, Myntra, and Flipkart. Respondents appreciate the convenience, variety, and competitive pricing offered by these platforms.
- **Impact:** The high frequency of online shopping indicates a strong adoption of e-commerce for apparel purchases among women in Udaipur.

2. Important Factors When Buying Apparel Online

- **Findings:** Key factors include price (mentioned by 29 respondents), quality (25 respondents), brand reputation (20 respondents), and availability of sizes (18 respondents).
- **Impact:** Price and quality are the most critical factors influencing online apparel purchases, suggesting that “Digital marketing” strategies should emphasize these aspects.

3. Recent Online Apparel Purchase

- **Findings:** Respondents shared various experiences, with most purchases prompted by discounts or seasonal sales. Satisfaction levels were generally high, though some mentioned issues with size and fit.
- **Impact:** Promotional offers significantly drive purchase decisions, highlighting the effectiveness of discount-based marketing strategies.

4. Advantages of Online Shopping Compared to Physical Stores

- **Findings:** Convenience (mentioned by 28 respondents) and time-saving (26 respondents) are the primary advantages. The capability to shop anytime and the ease of comparing products were

CHAPTER - V

CONCLUSION AND SUGGESTIONS



Introduction

The culmination of this research study involves synthesizing the findings and drawing significant conclusions that address the research objectives. Additionally, this chapter provides practical suggestions for marketers and policymakers based on the insights gained. The primary focus is to offer a comprehensive understanding of progressive “Digital marketing”’s influence on apparel buying behaviour among women consumers in Udaipur City. This chapter is structured as follows:

1. Summary of Key Findings
2. Implications for Practice
3. Theoretical Contributions
4. Limitations of the Study
5. Recommendations for Future Research
6. Practical Suggestions for Marketers

5.1. Summary of Key Findings

The study aimed to explore the perception of women towards online buying and analyze the influence of progressive “Digital marketing” on their buying behaviour. The key findings can be summarized as follows:

5.1.1 Perception Towards Online Buying:

1. **Positive Perception:** The study found that women in Udaipur City generally have a positive perception of online buying. They appreciate the convenience, variety of products, and ease of use associated with online shopping platforms.
2. **Trust and Security:** Trust remains a critical issue, with many respondents indicating concerns about the security of online transactions and the reliability of product quality.
3. **Customer Reviews:** “Online reviews play a significant role in shaping consumer perception, highlighting the importance of maintaining a positive online reputation.”

5.1.2 Influence of “Digital marketing”:

1. **Social Media Marketing:** Social media platforms are highly influential in affecting buying behaviour, particularly among younger women. The use of targeted ads and influencer endorsements significantly boosts engagement and conversion rates.
2. **Email Marketing:** Email campaigns are effective but vary in impact based on the demographic segment. Personalized and well-crafted emails can drive higher engagement.
3. **Influencer Marketing:** Influencer marketing is a powerful tool, especially when the influencers resonate with the target audience. Authenticity and alignment with the brand are crucial for success.
4. **Promotional Offers:** Discounts and promotional offers are effective in attracting customers and increasing sales. However, over-reliance on discounts can sometimes diminish brand value.

5.1.3 Demographic Factors:

1. **Age:** Younger consumers (18-34) are more inclined towards online shopping and are significantly influenced by social media and convenience.
2. **Educational Qualification:** Higher educational qualifications correlate with greater trust and satisfaction in online buying.
3. **Occupation and Income:** Employed and higher-income groups show a higher propensity for online shopping, driven by the availability of disposable income and time constraints.

5.2. Implications for Practice

The results of this study have numerous real-world inferences for marketers, retailers, and policymakers aiming to enhance the online shopping experience and leverage “Digital marketing” effectively.

5.2.1 Targeted Marketing Strategies:

1. **Age-Specific Campaigns:** Marketers should design age-specific campaigns, utilizing social media and influencer marketing to target younger consumers, and email marketing for older segments.

2. **Educational Content:** Providing educational content about online security and product quality can help build trust among consumers with higher educational qualifications.
3. **Income-Based Segmentation:** Understanding the income levels of target consumers can help in designing appropriate promotional strategies, ensuring that offers and discounts are aligned with their spending capacity.

5.2.2 Enhancing Trust and Security:

1. **Transparency:** Marketers need to ensure transparency in online transactions, including clear information about return policies, product warranties, and secure payment gateways.
2. **Customer Reviews:** “Encouraging satisfied customers to leave positive reviews and promptly addressing negative feedback can enhance online reputation and trust.”
3. **Certification and Badges:** Displaying trust certifications and security badges on the website can reassure consumers about the safety of their transactions.

5.2.3 Leveraging Influencers:

1. **Authenticity:** Collaborating with influencers who have an authentic connection with their audience can drive better engagement and conversions.
2. **Micro-Influencers:** Utilizing micro-influencers who cater to niche markets can be more effective than partnering with celebrities, as they tend to have higher engagement rates.
3. **Content Diversity:** Influencers should create diverse content, including product reviews, unboxing videos, and tutorials, to maintain audience interest and trust.

5.2.4 Utilizing Data Analytics:

1. **Customer Insights:** “Leveraging data analytics to gain insights into customer behaviour, preferences, and feedback can help in refining marketing strategies.”

2. **Personalization:** Using data to personalize marketing messages and offers can enhance customer engagement and loyalty.
3. **Performance Monitoring:** Regularly monitoring the performance of “Digital marketing” campaigns through analytics can help in making data-driven decisions and optimizing ROI.

5.3. Theoretical Contributions

This study contributes to the existing literature on “Digital marketing” and consumer behaviour in several ways:

5.3.1 Integration of Demographic Factors:

1. **Nuanced Understanding:** By integrating demographic factors into the analysis of “Digital marketing” influence, the study provides a more nuanced understanding of consumer behaviour.
2. **Segmentation:** The findings highlight the importance of demographic segmentation in marketing research, demonstrating how different groups respond to “Digital marketing” strategies.

5.3.2 Behavioural Insights:

1. **“Digital marketing” Impact:** The study offers insights into how various “Digital marketing” strategies impact consumer behaviour, contributing to the body of knowledge on marketing effectiveness.
2. **Trust and Perception:** The findings underscore the critical role of trust in online buying behaviour, suggesting that future research should continue to explore strategies to enhance consumer trust.

5.3.3 Practical Frameworks:

1. **Strategic Implementation:** The study provides a practical framework for implementing “Digital marketing” strategies based on demographic analysis, which can be used by marketers and researchers alike.
2. **Policy Recommendations:** The insights gained can inform policymakers about the need for regulations and guidelines that protect consumers and foster trust in online transactions.

5.4. Limitations of the Study

While this study offers valuable insights, it is essential to acknowledge its limitations:

5.4.1 Sample Size and Geographic Focus:

1. **Geographic Limitation:** “The study focuses exclusively on women consumers in Udaipur City, which may limit the generalizability of the findings to other regions or populations.”
2. **Sample Size:** Although the sample size is adequate for the analysis, a larger sample could provide more robust and generalizable results.

5.4.2 Self-Reported Data:

1. **Bias:** “The study relies on self-reported data, which can be subject to response bias. Participants may provide socially desirable answers rather than truthful responses.”
2. **Perception Measurement:** Measuring perceptions and attitudes is inherently subjective, and the results may vary based on the respondents' mood, understanding, and interpretation of the questions.

5.4.3 Temporal Scope:

1. **Cross-Sectional Design:** “The study employs a cross-sectional design, capturing data at a single point in time. This approach does not account for changes in consumer behaviour or perceptions over time.”
2. **Longitudinal Analysis:** A longitudinal study would provide a more comprehensive understanding of how “Digital marketing” influences evolve and how consumer behaviour changes in response to marketing strategies.

5. Recommendations for Future Research

Building on the findings and addressing the limitations of this study, future research can explore several areas:

5.5.1 Broader Geographic Scope:

1. **Comparative Studies:** Expanding the research to include other cities and regions can provide a more comprehensive understanding of online buying behaviour across different cultural and economic contexts.

2. **Global Perspective:** Conducting cross-cultural studies can reveal similarities and differences in consumer behaviour and “Digital marketing” effectiveness globally.

5.5.2 Longitudinal Studies:

1. **Behavioural Changes:** “Longitudinal studies can track changes in consumer behaviour and perceptions over time, providing insights into the long-term effectiveness of “Digital marketing” strategies.”
2. **Trend Analysis:** Analyzing trends over time can help marketers anticipate future shifts in consumer behaviour and adapt their strategies accordingly.

5.3 Experimental Research:

1. **Controlled Experiments:** Experimental research can test specific “Digital marketing” interventions and measure their direct impact on consumer behaviour, providing more precise insights.
2. **Causal Relationships:** Experiments can establish causal relationships between “Digital marketing” strategies and consumer responses, enhancing the robustness of the findings.

5.4 New Technologies:

1. **Emerging Tools:** Future research can explore the influence of evolving technologies such as “Artificial Intelligence, virtual reality, and blockchain on “Digital marketing” and consumer behaviour.”
2. **Innovation Adoption:** “Studying how consumers adopt and respond to new “Digital marketing” tools can provide valuable insights for marketers looking to innovate their strategies.”

5.6. Practical Suggestions for Marketers

The study on the influence of progressive “Digital marketing” on the apparel buying behaviour of women consumers in Udaipur City has yielded significant insights that can inform marketing strategies and business practices. Based on the study's findings, the following suggestions are proposed to enhance the effectiveness of “Digital marketing” efforts and improve consumer engagement and satisfaction. Several practical recommendations can be made for marketers aiming to strengthen their

“Digital marketing” strategies and improve online shopping experiences for consumers:

5.6. 1. Enhance Social Media Marketing Strategies

5.6. 1.1 Focus on Engagement:

- **Interactive Content:** Creating interactive content such as polls, quizzes, and live sessions actively engages consumers. This approach not only keeps the audience interested but also provides valuable feedback and insights into consumer preferences.
- **User-Generated Content:** Encourage customers to share their own content, such as photos and reviews of purchased products. This not only serves as social proof but also builds a sense of community around the brand.

5.6. 1.2 Utilize Influencer Partnerships:

- **Authenticity and Relevance:** “Partner with influencers who align with the brand's values and resonate with the target audience. Authentic and relatable content from trusted influencers can significantly boost brand credibility and consumer trust.”
- **Micro-Influencers:** “Consider collaborating with micro-influencers who, despite having smaller followings, often have higher engagement rates and a more loyal audience base.”

5.6. 1.3 Leverage Targeted Advertising:

- **Personalization:** Use advanced targeting options available on social media platforms to reach specific segments of the audience based on their interests, behaviours, and demographics. Personalized ads are more likely to capture the attention and drive conversions.

5.6. 2. Optimize Email Marketing Campaigns

5.6. 2.1 Personalize Email Content:

- **Segmentation:** “Segment email lists based on consumer behaviour, preferences, and purchase history to send targeted and relevant messages. Personalized emails have higher open and click-through rates.”

- **Dynamic Content:** Use dynamic content to tailor email messages to individual recipients. “This can include personalized product recommendations, tailored offers, and customized greetings.”

5.6. 2.2 Improve Email Design and Usability:

- **Responsive Design:** Ensure that emails are optimized for mobile devices, as a significant portion of consumers check their emails on smartphones and tablets.
- **Clear Call-to-Actions:** Include clear and compelling call-to-actions (CTAs) that guide recipients towards the desired action, whether it is making a purchase, visiting a website, or engaging with content.

5.6. 2.3 Test and Optimize:

- **A/B Testing:** “Conduct A/B testing on various elements of the email, such as subject lines, images, and CTAs, to determine what resonates best with the audience.”
- **Performance Monitoring:** “Regularly monitor email performance metrics, such as open rates, click-through rates, and conversion rates, to refine and improve email campaigns.”

5.6. 3. Harness the Power of Online Reviews

5.6.3.1 Encourage Positive Reviews:

- **Incentivize Reviews:** “Offer incentives such as discounts or loyalty points to encourage satisfied customers to leave positive reviews.”
- **Follow-Up Emails:** Send follow-up emails post-purchase to solicit feedback and reviews. A gentle reminder can prompt more customers to share their experiences.

5.6.3.2 Manage Negative Reviews:

- **Timely Response:** “Respond promptly and professionally to negative reviews. Addressing concerns and offering solutions demonstrates a commitment to customer satisfaction.”

- **Transparency:** Be transparent in responses and take responsibility where appropriate. Consumers appreciate honesty and efforts to rectify issues.

5.6.3.3 Highlight Customer Feedback:

- **Showcase Reviews:** Display customer reviews prominently on product pages and marketing materials. Positive feedback serves as powerful social proof and can influence potential buyers.

5.6.4. Leverage Promotional Offers Strategically

5.6.4.1 Design Effective Promotions:

- **Limited-Time Offers:** “Create a sense of urgency with limited-time offers and flash sales to encourage immediate purchases.”
- **Bundled Discounts:** Offer bundled discounts or buy-one-get-one-free deals to increase the perceived value of products and boost sales.

5.6.4.2 Targeted Promotions:

- **Personalized Offers:** Use customer data to offer personalized promotions based on individual preferences and past purchase behaviour.
- **Loyalty Programs:** Implement loyalty programs that reward repeat customers with exclusive discounts and offers, fostering long-term relationships.

5.6.4.3 Monitor and Adjust:

- **Performance Analysis:** Regularly analyze the performance of promotional campaigns to determine their effectiveness and ROI.
- **Adjust Strategies:** Based on the analysis, adjust promotional strategies to optimize results and cater to evolving consumer preferences.

5.6.5. Build and Maintain Trust

5.6.5.1 Enhance Website Security:

- **Secure Transactions:** Invest in secure payment gateways and encryption technologies to protect customer data and ensure safe online transactions.
- **Trust Badges:** Display trust badges and security certifications prominently on the website to reassure consumers of the safety of their transactions.

5.6.5.2 Transparent Policies:

- **Clear Policies:** Provide clear and detailed information about return policies, shipping processes, and privacy practices. Transparency in policies builds consumer trust and confidence.
- **Customer Support:** Offer robust customer support to address queries and concerns promptly. Accessible and responsive customer service enhances the overall shopping experience.

5.6.5.3 Showcase Authenticity:

- **Brand Story:** “Share the brand’s story, values, and mission through content marketing. Authentic storytelling can create an emotional connection with consumers and foster loyalty.”
- **Ethical Practices:** Highlight ethical business practices, such as sustainability efforts and fair trade, to appeal to socially conscious consumers.

5.6.6. Understand and Adapt to Demographic Factors**5.6.6.1 Age-Specific Strategies:**

- **Younger Consumers:** For younger consumers who are more tech-savvy, focus on social media engagement, influencer partnerships, and interactive content.
- **Older Consumers:** For older consumers who may prefer more traditional approaches, emphasize trust-building measures, clear information, and user-friendly website design.

5.6.6.2 Educational Tailoring:

- **Informative Content:** Provide detailed product information, how-to guides, and educational content to cater to consumers with higher educational qualifications.
- **Simplified Communication:** Use clear and straightforward communication for broader appeal across various educational backgrounds.

6.3 Income-Based Customization:

- **Premium Offers:** For higher-income consumers, highlight premium products, exclusive offers, and personalized services.
- **Value Deals:** For price-sensitive consumers, emphasize value deals, discounts, and affordability.

The study on progressive “Digital marketing” and its influence on the apparel buying behaviour of women in Udaipur City provides actionable insights that can help businesses enhance their “Digital marketing” strategies. “By focusing on engagement through social media, leveraging influencer partnerships, optimizing email marketing campaigns, harnessing the power of online reviews, strategically using promotional offers, building trust, and understanding demographic factors, marketers can better meet the needs and preferences of their target audience, driving higher engagement and conversions.”

Implementing these suggestions can lead to improved customer satisfaction, increased sales, and stronger brand loyalty. As the digital landscape remains to evolve, staying attuned to consumer behaviour and adapting marketing strategies accordingly will be crucial for success in the competitive apparel market.

The comprehensive analysis presented in this chapter provides a deep understanding of how progressive “Digital marketing” influences the buying behaviour of women consumers in Udaipur City. The results underscore the need of demographic features in shaping consumer perceptions and behaviours, highlighting the need for targeted and personalized marketing strategies.

By utilizing the insights gained from this study, marketers can improve their “Digital marketing” efforts, build stronger relationships with consumers, and drive higher engagement and conversions. Additionally, the theoretical contributions and practical recommendations provided in this chapter offer valuable guidance for future research and practice in the field of “Digital marketing” and consumer behaviour.

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QUESTIONNAIRE



Questionnaire

Section 1: Demographic Information

1. **Age:**

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. **Educational Qualification:**

- High School
- Undergraduate
- Postgraduate
- Doctorate
- Other (Please specify)

3. **Occupation:**

- Student
- Employed
- Self-Employed
- Homemaker
- Retired
- Other (Please specify)

4. **Monthly Household Income:**

- Below ₹20,000
- ₹20,001 - ₹50,000
- ₹50,001 - ₹1,00,000
- Above ₹1,00,000

Section 2: Perception towards Online Buying**5. How frequently do you shop online for apparel?**

- Never
- Rarely (Once a year)
- Occasionally (2-3 times a year)
- Frequently (Once a month)
- Very Frequently (Multiple times a month)

6. What are your primary reasons for shopping online for apparel? (Select all that apply)

- Convenience
- Variety of options
- Better prices
- Time-saving
- Easy comparison of products
- Customer reviews and ratings
- Other (Please specify)

7. How satisfied are you with your overall online shopping experience for apparel?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

8. Rate the following factors based on their importance to you when shopping online for apparel:

(1 = Not Important, 5 = Very Important)

- Price
- Brand reputation
- Product quality
- Availability of sizes
- Fashion trends
- Ease of website navigation
- Customer reviews
- Return policy

9. What challenges do you face while shopping online for apparel? (Select all that apply)

- Poor product quality
- Size/fit issues
- Delayed delivery
- Complicated return process
- Lack of product information
- Inconsistent product images
- Other (Please specify)

10. How likely are you to recommend online shopping for apparel to others?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Section 3: Influence of Progressive “Digital marketing”

11. Which “Digital marketing” channels influence your apparel buying decisions the most? (Select all that apply)

- Social Media (Facebook, Instagram, etc.)
- Email Marketing
- Search Engine Ads
- Influencer Marketing
- Online Reviews and Ratings
- Brand Websites
- Other (Please specify)

12. How often do you encounter digital advertisements for apparel?

- Never
- Rarely
- Occasionally
- Frequently
- Very Frequently

13. How effective do you find “Digital marketing” in influencing your apparel purchasing decisions?

- Very Ineffective
- Ineffective
- Neutral
- Effective
- Very Effective

14. Rate the following aspects of “Digital marketing” based on their influence on your buying decisions:

(1 = No Influence, 5 = Strong Influence)

- Visual appeal of advertisements
- Personalized recommendations
- Promotional offers and discounts
- Influencer endorsements
- Customer reviews and testimonials
- Interactive content (videos, virtual try-ons, etc.)

15. How do you feel about personalized advertisements based on your browsing history and preferences?

- Strongly Dislike
- Dislike
- Neutral
- Like
- Strongly Like

16. Do you trust recommendations and endorsements from influencers when buying apparel online?

- Strongly Distrust
- Distrust
- Neutral
- Trust
- Strongly Trust

17. What type of content do you find most engaging on social media related to apparel? (Select all that apply)

- Product showcases
- Fashion tips and trends
- Behind-the-scenes content
- User-generated content
- Influencer collaborations
- Promotional offers
- Other (Please specify)

18. How important are online reviews and ratings in your decision-making process for buying apparel?

- Not Important
- Slightly Important
- Moderately Important
- Very Important
- Extremely Important

19. Have you ever made a purchase decision influenced by an online advertisement for apparel?

- Yes
- No

20. Please provide any additional comments or suggestions regarding your online shopping experience and “Digital marketing” influence:

.....
.....
.....

21. Overall, how positive is your perception of online shopping for apparel?

- Very Negative
- Negative
- Neutral
- Positive
- Very Positive

In-Depth Interview Guide

Introduction

- **Interviewer:**
- **Interviewee:**
- **Date:**
- **Location:**

Section 1: Online Buying Behaviour

1. **Can you describe your experience with online shopping for apparel?**
 - How often do you shop online for clothes?
 - What are your preferred online shopping platforms and why?
2. **What factors do you consider most important when buying apparel online?**
 - How do price, quality, brand, and other factors influence your decision?
3. **Can you tell me about a recent online apparel purchase?**
 - What prompted you to buy this item online?
 - Were you satisfied with the purchase? Why or why not?
4. **What are the main advantages of shopping for apparel online compared to physical stores?**
 - Are there any specific features or services that make online shopping appealing to you?
5. **What challenges or issues have you faced when shopping for apparel online?**
 - How do you typically resolve these issues?
6. **How important are online reviews and ratings in your decision-making process?**
 - Do you write reviews or rely on them heavily when making purchases?

Section 2: Perceptions of “Digital marketing”

7. **How do you feel about the digital advertisements you see online?**
 - Can you give examples of ads that have caught your attention?
 - What aspects of these ads appealed to you?
8. **What type of “Digital marketing” content do you find most engaging and why?**
 - Are there specific formats or styles that you prefer (e.g., videos, images, interactive content)?
9. **How do you feel about personalized advertisements based on your browsing history and preferences?**
 - Do these personalized ads influence your purchase decisions?
10. **Can you describe your experience with social media marketing for apparel brands?**
 - Do you follow any apparel brands or influencers on social media?
 - How do their posts influence your buying decisions?
11. **What role do influencers play in your online shopping behaviour for apparel?**
 - Can you recall a time when an influencer's recommendation led you to make a purchase?
12. **How effective are promotional offers and discounts in influencing your online purchases?**
 - Can you share an example of when a discount or promotion influenced your decision to buy?

Section 3: Impact of Progressive “Digital marketing”

13. How do you perceive the impact of “Digital marketing” on your overall shopping behaviour?

- Do you believe it has significantly changed the way you shop for apparel?

14. What “Digital marketing” strategies do you find most effective in influencing your apparel purchases?

- Are there specific campaigns or tactics that have stood out to you?

15. Have you ever participated in interactive content such as virtual try-ons or live shopping events?

- If yes, how did these experiences influence your buying decisions?

16. How important is brand loyalty in your online shopping decisions?

- Does “Digital marketing” play a role in building or maintaining your loyalty to certain brands?

17. Can you share an instance where a “Digital marketing” campaign strongly influenced your decision to purchase apparel?

- What elements of the campaign were most compelling?

Section 4: Suggestions and Insights

18. What improvements would you suggest for online apparel retailers to enhance your shopping experience?

- Are there specific features or services you feel are currently lacking?

19. How can “Digital marketing” strategies be improved to better meet your needs and preferences?

- Are there any specific changes or innovations you would like to see?

20. Is there anything else you would like to add about your experiences with online shopping and “Digital marketing”?

- Any final thoughts or comments?

PLAGIARISM REPORT



PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR-A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY

by Monika Bordia

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