

**CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN FASHION APPARELS
WITH REFERENCE TO COIMBATORE CITY**

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Abstract

A company's success or failure can be determined by the inclinations of its customers. A product can endure for years and sell millions of copies if people generally find it appealing. The advent of online shopping makes it possible for customers to buy products while seated in front of a computer. Online shopping is preferred by customers because it saves time and offers high-quality products at reasonable prices.

Key-words: *Consumer preference, online grocery, online store.*

Introduction

In today's digital age, the fashion industry is undergoing a significant transformation, largely driven by the widespread adoption of digital marketing strategies. Digital marketing in fashion apparels has revolutionized the way brands engage with their customers, offering personalized experiences and enhancing customer satisfaction. This study aims to explore the factors influencing customer satisfaction towards digital marketing in the fashion apparel sector. Digital marketing includes a variety of online strategies such as social media marketing, collaborations with influencers, email campaigns, and personalized advertising. These factors may include the effectiveness of digital marketing campaigns, the convenience of online shopping, the relevance of product recommendations, and the overall brand experience.

By understanding the drivers of customer satisfaction in digital marketing, fashion brands can optimize their strategies to enhance customer loyalty, drive sales, and stay competitive in the digital landscape. This study aims to provide valuable insights into the dynamics of customer satisfaction in digital marketing for fashion apparels, ultimately contributing to the growth and success of the fashion industry. Digital marketing for the fashion and apparel industry includes a wide range of tactics, including social media marketing, collaboration with influencers, email campaigns, and search engine optimization. These tactics allow brands to connect with a global audience, showcase their products in innovative ways, and establish a distinct brand identity in the online realm.

The satisfaction of customers plays a crucial role in the success of digital marketing endeavors. Satisfied customers are more likely to make repeat purchase, recommend the brand to others, and become brand advocates, therefore, it is essential for brands to understand the factors that influence customer satisfaction in digital marketing for fashion apparel. This understanding will enable brands to optimize their marketing strategies and foster customer loyalty. The objective of this study is to delve into the dynamics of customer satisfaction in relation to digital marketing in the fashion apparel sector. By examining the factors that drive customer satisfaction, this study aims to provide valuable insights for fashion brands to customize their digital marketing strategies their digital marketing strategies, enhance customer engagement, and ultimately stimulate business growth.

Objectives:

- i. To study the demographic profile of the respondent;
- ii. To analyze customer satisfaction towards digital marketing in the fashion apparel sector.

Statement of the problem

In the dynamic landscape of the fashion industry, characterized by the proliferation of digital marketing strategies, understanding customer satisfaction towards digital marketing in fashion apparels has become imperative for brands to stay competitive. Despite the significant role of digital marketing in shaping customer perceptions and purchase decisions, there is a gap in the literature regarding the factors that influence customer satisfaction in this context.

Scope of the study

This study will focus on customer satisfaction towards digital marketing in the fashion apparel sector, with a specific focus on a select geographic area or market. The study may consider a specific country, region,

or market segment to provide targeted insights. It will encompass a wide range of digital marketing channels and strategies used in the fashion apparel sector. This may include social media marketing, influencer collaborations, email marketing, search engine optimization, and online advertising.

Research methodology

A research design is the conceptual structure within which a study is conducted. Represents a blueprint for data collection, measurement, and analysis. The type of research design used in the research was Descriptive which helps to describe a particular situation prevailing. Design of the Descriptive study was necessary to ensure the complete interpretation of the situation and to ensure minimum bias in the collection of data. Sampling is the selection of a portion of a collection or population on the basis of which judgments about the collection or population are made. Convenience sampling method was used in this research. For a research study to be perfect the sample size selected should be optimal. It should neither be excessively large or too small. Here the sample size was bounded to 50. Questionnaires were designed to collect data. Primary data are those which are gathered specially for the project at hand, directly through questionnaires for the customers. Primary data sources include company salesman, middleman, customers, buyers, trade association's executives and other business man and even competitors. These are generally published resources, which have been collected originally for some other purpose. Source are internal company records, government publication, reports and publication, reports and journals, trade, professional and business associations publications and reports. The tools used in analysis are percentage analysis, chi-square analysis and ANOVA.

Limitations of the study

The response given by the respondents have been taken as genuine no further verification is made. Time is limiting factor in carrying out an extensive research work. Selected sample may not represent actual population. The data collection is limited to Coimbatore.

Review of literature

NIU Sijia; SHEN Lei (2020)¹: At the matter that the normal marketing channels of Chinese clothing brands cannot meet. The comparative analysis method was accustomed summarize the digital transformation. Methods of some clothing brands, and therefore the representative clothing brand marketing Strategies were analyzed and studied in China. The results show that marketing channels are The foremost important a part of a brand's digital transformation. Digital transformation offline and online Omni-channel layout, new media platform precision marketing, and creating digital Scene experience are the foremost effective marketing strategies. Brands have to choose Appropriate strategies and practices supported corporate development, so on better do digital Transformation to reply to promote changes. The knowledge of data and communication Technology to effective creation of concrete organizational innovation. This can cause designing The method which puts forward new suggestions and supply consumers or customers with Various values. **Youn-Kyung Kim, Eun Young Kim, Shefali Kumar (2003)²**: Specifically, the relative importance of attitude and subjective norm in influencing Consumer intention to buy for clothing online. A mailing survey was conducted with 303 adults Who had a computer reception and had access to the web within the us. Data were analyzed estimate the behavioural intention model of online shopping (i.e., measurement model and Structural model). Attitude toward online shopping was composed of two factors: product and Convenience and repair. The results supported the both Attitude and subjective norm influenced behavioral intention. Implications are drawn for online Retailers of clothing.

An overview

Digital marketing has revolutionized the way fashion apparel brands engage with their audiences. Digital marketing encompasses a range of strategies and tactics aimed at promoting brands, products, and services through online channels. For fashion apparel brands, digital marketing offers a unique opportunity to connect with consumers in a more personalized and targeted way. The evolution of digital marketing in the fashion apparel industry has closely mirrored the broader trends in digital marketing. However, within the fashion industry, digital marketing has played a unique role in shaping brand identities, engaging with consumers, and driving sales.

Digital marketing in fashion apparel revolves around several key principles that help brands effectively reach and engage with their target audience. Here are some principles specific to digital marketing in fashion apparel. Visual Appeal: Fashion is a visually driven industry, so it's essential to create visually appealing content. High-quality images, videos, and graphics can help showcase your products and create a strong brand identity. Storytelling: Use storytelling to create a connection with your audience. Share the story behind your

brand, your products, and your values. This can help build brand loyalty and differentiate your brand in a crowded market. E-commerce Platforms: Digital marketing in the fashion industry heavily relies on e-commerce platforms, allowing consumers to browse, purchase, and review products online. Social Media Marketing: Platforms like Instagram, Facebook, TikTok, and Pinterest are used to showcase products, trends, and lifestyle content, leveraging influencers and user-generated content. Brand Visibility: Digital marketing helps fashion brands increase their visibility and reach a wider audience, both locally and globally, through online channels. Targeted Marketing: Digital marketing allows brands to target specific demographics, interests, and behaviors, ensuring that their marketing efforts are more relevant and effective. Engagement and Interaction: Through social media and other digital platforms, brands can engage directly with their audience, build relationships, and create a community around their brand.

The fashion industry benefits significantly from digital marketing, offering several advantages that traditional marketing channels often cannot match. Some key advantages include: Global Reach: Digital marketing allows fashion brands to reach a global audience, breaking down geographical barriers and expanding their customer base. Targeted Advertising: Digital marketing enables brands to target specific demographics, interests, and behaviors, ensuring that their marketing efforts are more relevant and effective. Cost-Effectiveness: Compared to traditional marketing channels, digital marketing can be more cost-effective, offering a higher return on investment (ROI) for fashion brands. Engagement and Interaction: Through social media, fashion brands can engage directly with their audience, build relationships, and create a community around their brand High Competition: The fashion industry is highly competitive, making it challenging to stand out online and capture consumer attention. Rapid Trends: Fashion trends change quickly, requiring constant updates to digital marketing strategies to remain relevant. Seasonal Nature: Fashion products often have a seasonal appeal, requiring specific marketing efforts that can be costly and time-consuming.

Data Analysis and Interpretation

Table no.01

S.no	Particulars	Classification	No. of respondents	Percentage
01	Gender	Male	27	54
		Female	23	46
		Total	50	100
02	Age group	Below 20 years	7	14
		21-30 years	28	56
		31-40 years	13	26
		Above 40 years	2	4
		Total	50	100
03	Education qualification	School level	5	10
		UG	22	44
		PG	14	28
		Profession	9	18
		Total	50	100
04	Monthly income	Below 20,000	11	22
		20,001-40,000	20	40
		40,001-60,000	15	30
		Above 60,000	4	8
		Total	50	100
05	Number of people in the family	1-3 members	12	24
		4-6 members	31	62
		7-8 members	7	14
		Total	50	100
06	Occupation	Agriculture	3	6
		Profession	13	26
		Business	14	28
		Student	14	28
		Employed	6	12
		Total	50	100

07	Area of residence	Rural	14	28
		Urban	25	50
		Semi-urban	11	22
		Total	50	100
08	Money spend on fashion apparel	Below 10,000	13	26
		10,000-20,000	15	30
		20,000-30,000	16	32
		Above 30,000	6	12
		Total	50	100

Source:primary Data

Interpretation:

Table no1 above makes it evident that the respondents overall profile reveals that:

- 54% of the respondents are male and 46% of the respondents are female.
- 14% of the respondents are below the age of 20 years, 56% of the respondents are between 21-30 years, 26% of the respondents are between 31-40 years and 4% of the respondents are above 40 years.
- 10% of the respondents are in the school level, 44% of the respondents are at UG, 28% of the respondents are at PG and 18% of the respondents are from profession.
- 22% of the respondents have monthly income below 20,000, 40% of the respondents are between 20,001-40,000, 30% of the respondents are between 40,001-60,000 and 8% of the respondents are above 60,000.
- 24% of the respondents are from 1-3 members in the family. 62% of the respondents are between 4-6 members and 14% of the respondents are from 6-8 members.
- 6% of the respondents are agriculture people, 26% of the respondents are professionals, and 12% of the respondents are employed.
- 28% of the respondents are from rural,50% of the respondents are from urban and 22% of the respondents are from semi-urban.
- 28% of the respondents spend money below 10,000, 30% of the respondents spend between 10,000-20,000, 32% of the respondents spend 20,000-30,000 and 12% of the respondents spend above 30,000.

Table no.02: Personal factor with influence on decision to purchase fashion apparel online.

Hypothesis:

The personal factor of the respondents has no significant influence on decision to purchase fashion apparel online.

Chi square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.039 ^a	12	.000
Likelihood Ratio	69.603	12	.000
Linear-by-Linear Association	34.154	1	.000
N of Valid Cases	50		

Source:primary data

INTERPRATION

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So, there is no significant difference between age and factors influence decision to purchase on fashion apparel.

Table no.03 One way analysis on level of satisfaction towards factors digital marketing in fashion apparels

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	94.189	4	23.547	120.532	.000
Within Groups	8.791	45	.195		
Total	102.980	49			

Source: primary data

The F value is 120.532 and it is significant at the level of significance .000 at the degree of freedom 4. In F test if the significant value is less than 0.05 then reject null hypothesis and accept the alternate hypothesis. And this study shows there is significant mean variation between reasons for select the consumer satisfaction towards digital marketing.

Findings of the study

- Majority (54%) of the respondents are male.
- Majority (56%) of the respondents are between 21-30 years.
- Most (44%) of the respondents are at UG.
- Most (40%) of the respondents are between 20,001-40,000.
- Majority (62%) of the respondents are between 4-6 members.
- Most (28%) of the respondents are business people and (28%) of the respondents are student.
- Most (50%) of the respondents are from urban.
- Most (32%) of the respondents spend 20,000-30,000.
- There is no significant difference between age and factor influence on decision to purchase fashion apparel online.
- The study shows there is no significant mean variation between occupation and of satisfaction towards factors digital marketing in fashion apparels.

Suggestions

- Improve the online shopping experience Make it easier for the customers to see what they've selected, what each item costs, what the total essence will be show much they have to pay for taxes and/or shipping. Flag up offers and benefits Discounts need to be clear. It should help the customers to feel like they're getting a good deal. Mention promotions and offers, such as a reduced rate for spending more than a certain amount.
- This way, customers get a second chance and won't feel cheated if they kind out about them after buying. In general, keep the shopping cart near the top of the page, because people tend not to scroll down far. It should be easy to spot and identify. Track customer behaviour Customer service software, such as CRM applications, allow to determine things like how long a customer visited the site or what they bought. This enables to suggest other items or services, send reminders or even automate sales.
- Customers often get streamlined experience and at the same time, they feel as though you're treating them as an individual. Consumer satisfaction in online shopping

Conclusion

Follow up the clients regularly. Email is a decent way to follow up. Customer satisfaction is essential to any business. If the customers are satisfied they are more likely to purchase more often. Present study concludes that online consumers are satisfied. The present also indicates online marketer should give more importance on price factor and after sale factor. In this competitive era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

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