

Impact Of Digital Marketing Strategies on Consumer Buying Decisions with Reference to Fashion and Apparel Products.

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Abstract- The fashion and apparel industry remains yet to be come to terms with the reality of the digital technology completely changing how the brands advertise themselves. As everyone is now obsessed with their smart phones, scrolling through the social media feed, and making online purchases the days when people would window shop in a store nearly seem like a far off distant memory. People now scroll via posts made by influencers, reviews, advertisements that are located in their feeds, and visit brand websites and only decide what products to buy. Fashion firms were not left behind. Digital marketing is no longer a beautiful afterthought, it is the necessity when you want to draw the interest of people and make them revisit, as long as competition is high. This paper digs the influence of digital marketing on the manner in which people shop clothes. It analyses how these aspects of social media campaigns, the connections of a person with the influencers, online deals, targeted marketing, and Internet shopping affect the things people are focusing on, how they perceive brands, and what eventually makes them leave their homes to purchase something. In order to get the real picture of what is going on, the survey has surveyed 50 people according to the survey on structured questionnaire of their experiences with digital marketing and its effects on their buying behaviors. The answers were then crunched using percentage analysis and easy graphs in order to determine patterns and relationships. The cupid in the case of convincing the shoppers, especially the youth, is the social media. The shout-outs that are carried out by an influencer are very effective in enhancing trust and may result in such instances of the I need this now. Bright images, special deals, good comments left behind by other customers, and various ads promoted to a person make one close to a buy. It is also apparent that customers would want to do business with the brands that are not just online but those that engage and communicate with them. In the end it is easy to conclude, smart marketing in the Internet makes brand recognition and customer loyalty, and stimulates sales increase in fashion industry. Brands that are still lively on the Web, which involve people in new approaches, are not keeping abreast, they

are ahead. That is how to be relevant and successful as all things in the digital world keep evolving.

Index Terms- Digital Marketing, Consumer Buying Behavior, Fashion and Apparel Industry, Social Media Marketing, Influencer Marketing, E-commerce, Brand Awareness

I. INTRODUCTION

The fashion world moves fast. The trends are off, the preferences of the population evolve every second and all people are fighting to capture attention. It is in all this mess that the digital technology has revolutionized the manner in which brands connect with the shoppers in totality. An outdated ad, like in a magazine or in window shopping is not all that is needed. In the modern world, the game of digital marketing is actually happening.

Change is with the introduction of smart phones, high-speed internet, and social media whereby the way people shop their clothes has totally transformed. Instagram, YouTube hauls, and Facebook updates and e-commerce websites scrolls through people are all aimed at revealing the newest styles, reviewing, and determining what to purchase next. Social platforms do not simply deliver information, but provide the shopper with an outlet through which they can interact directly with the brands, ask questions or even complain in case anything goes wrong. Brands can make the process of shopping more an experience rather than just a transaction with features such as targeted advertising, customized recommendations and the use of influencers, as well as, real customer reviews.

Online marketing provides a massive tool kit to brands. They are able to calculate what people really

desire, modify their advertisements in real-time and converse with the buyers individually using data. It is cheaper and quicker than the old school marketing and brands can immediately know whether something is working. Fashion is a visual phenomenon and therefore the social media where everything is about photos and video can make or break the image of a brand. This is why, marketers and researchers are so attentive to the manner in which digital marketing changes buying behaviors. That is what this study unearths: how the digital strategies influence what people purchase in the fashion segment.

Shopping has also been transformed by the e-commerce websites. You do not have to go out of your couch anymore to make price comparisons and reviews and snatch a new outfit. Data analytics and AI help brands identify the trends that might go viral before happening, understand what their customers are obsessed with, and create marketing campaigns that really seem personal. This level of awareness makes the shoppers satisfied and they visit again to carry out a repeat purchase.

Digital marketing is not a luxury and the number of competing brands online is too many. The appropriate plan means that an increasing number of people learn about your brand, like it and hang on it. Social media ads, partnership with the influencers, special offers on the internet, all this makes the brands shine in a crowded atmosphere. This paper evaluates the most important digital platforms, how consumers respond to online advertisements, and the impact of influencers and reviews, and how all these elements influence the purchase decision of consumers. The idea is easy: assist fashion companies to create online marketing that works, in essence, to establish trusted, engage, and sell in the online world.

II. REVIEW OF LITERATURE

However, digital marketing has not only expanded in the last ten years, but it has also transformed the business environment. This metamorphosis is to a great extent attributed to the ever-accelerating growth of the internet and the explosive upsurge of social media sites. Businesses have also gained access to

new avenues of interaction with consumers more than ever before, their exposure to the market no longer being constrained by the restrictions of traditional marketing channels such as TV commercials, radio spots, print ads etc. These were the older techniques which based on casting messages to the masses, hoping to win attention in a saturated media market. On the contrary, digital marketing is more interactive, dynamic and customized and appeals to the modern consumers.

The capacity of brands to communicate directly with their audiences in real-time and two-way is one of the greatest opportunities digital marketing presents to the brand. This change is especially influential in such industries as fashion where consumer tastes are dynamic and very visual. People are no longer passive receivers of advertisements but engage in conversations about a brand. Customers are able to engage with the brands in real-time through comments, likes, shares, and reviews and give feedback and even influence the story. Such continuous communication keeps the brands up to date with the changing preferences of the audience and creates a feeling of community and belonging.

This paradigm shift is examined in detail by Philip Kotler and Kevin Lane Keller in their famous book *Marketing Management* (2019). They underline the fact that classic marketing was more a one-sided communication when brands talked and customers listened. That has been turned around with online marketing. Consumers have gained enough power to voice their opinion, able to share their experiences and attract the attention of the other potential customers. It is a democratization of communication that does not just give power to consumers, but requires a brand to be more transparent, responsive as well as authentic in the message. Those brands that successfully implement this new interactive strategy will be able to establish additional emotional connection with their clientele and, thus, earn more loyalty and word of mouth.

According to Kotler and Keller, another digital marketing feature is the game-changing personalization through data analytics. As the internet communications generate large quantities of data, the companies are now able to understand what their

individual consumers like, how they behave and what their buying history is. This will enable them to go beyond generic advertisement and offer more detailed information, product recommendations and offers that will meet the demands and interests of the individual customer. A fashion retailer serving the purpose of excellence by looking at a customer window shopping would be an example where a retailer can recommend new items to the customer in the style (or a size, etc.) that they like the most, or even emailing items that are personally suggested to the customer, based on what they have purchased before. This kind of customization does not just increase the likelihood of making a sale but also makes the customers feel valued and significant and therefore strengthens their attachment with the brand. To make this even more, Dave Chaffey (2020) highlights that nowadays social media is at the core of the marketing strategy. Brands and consumers now engage with each other on platforms such as Instagram, Facebook, Tik Tok and YouTube, which are now the primary arenas of interaction. These mediums are particularly effective in their visual-based industries such as fashion, beauty, and lifestyle, where brands can display products using interesting photos, videos, stories, and live streams. The social media offers platforms through which a brand can develop powerful stories, do viral campaigns, and develop personalities that identify with particular audiences.

Chaffey notes that it is not only about visibility in social media, but influence. In specifically targeted advertising, the brands will be able to target highly specific demographics, and these demographics are defined by age, gender, location, interests, and even behaviors. This granularity makes sure that the marketing messages are visible to the most likely to react to them, and the advertising budgets are used more effectively, and the conversion rates are higher. An example is a sustainable fashion brand featuring its advertisements to millennials with an interest in environmentalism and a streetwear brand aiming at the urban youth that follow influencers on skateboarding. Such a high degree of targeting was simply impossible in the era of mass media.

The real magic of digital marketing, however, means that it is measurable. With developed analytics indicators, the companies can track all the aspects of their campaigns in real-time impressions, click-through rates, conversions, and customer lifetime value. This enables an ongoing optimizing process-marketers can get to know very fast what is working, what is not and change their strategies. Compared to the conventional marketing, where the results are likely to be most problematic to quantify and need a considerable time to occur, the digital campaigns deliver immediate feedback and the certain growth of success. Such data strategy not only raises ROI, but also creates the culture of experimentation and innovation among marketing teams.

Michael Solomon (2020) extends these thoughts and addresses the psychological motivations of online consumer behavior. Among the trends that he speaks about one of the most important is the emergence of influencer marketing. Contrary to the conventional advertisement, which is usually approached with a lot of doubt, when social media influencers do it, it sounds more authentic and reliable. Their intentions to share real life content and personal suggestions have earned influencers loyal followings and their views are very persuasive. It is much more probable that the followers of an influencer will think about buying something when they see a product, be it a new product like a pair of sneakers or a unique accessory.

Another aspect that becomes more critical according to Solomon is the increasing significance of electronic word-of-mouth, i.e. online reviews, ratings and user-created content. In the modern world of online shopping, the opinions of others are often reviewed by the potential consumer prior to making a purchase, in particular the area of fashion where fit, comfort, and quality matter greatly. The motivation to the sales and confidence can be increased by positive reviews and can discourage the potential buyers by negative ones. This influence of peer-to-peer does not only involve product reviews but also social media posts, unboxing videos, and customer testimonials, which are all part of influencing the opinion of the population and the brand image.

Along with individual transactions, online marketing also leads to the creation of the online communities. Similar-minded people with common interests and values are brought together by the hashtags, brand-sponsored fan pages and forums. These communities also provide members a sense of belonging and identity and they will be interested in the brand as well as the others. When it comes to brands, it is a source of feedback, ideas and advocacy and enhanced loyalty. Interested customers will be converted into passionate evangelists with higher chances of dispensing the message and attracting others to join the group.

The invention of digital marketing has altered the brand-consumer relationship in its essence in totality. Interaction in the real-time, messages that are personalized, social media communication, insights that are data-driven, the relationship between the influencer and the community building have all converged to create a more interactive, responsive and customer-centric marketing environment than ever before. Companies, which are receptive to such modifications and concentrate on the actual interaction will make it through the digital era and develop the long-lasting relationships that extend far beyond the deal.

III. OBJECTIVES OF THE STUDY

The paper tries to explore specifically how digital marketing influences the consumer buying decision in the dynamic and the ever-changing fashion and apparel industry. The following are the important goals that guide our investigation:

- To identify and analyze the specific digital marketing strategies currently being implemented by fashion brands. This will involve social media campaigns, influencer campaigns, targeted email campaigns, paid search campaigns and new innovative e-commerce promotions among others. By mapping such strategies, the research will aim at knowing how the brands are looking to digital platform in order to access the contemporary consumer.
- To identify the actual impact of these internet marketing campaigns on the decision-making process of the consumers. The paper delves into the degree to which such strategies impact on brand preference in a big way or on the purchase capacity of the shoppers of the brand and also on the post purchase behaviour such as subsequent purchases or loyalty to the brand or even recommending the brand to other people around them. Our question is whether digital marketing is simply increasing awareness or it actually changes the consumer preferences and behaviors.
- To identify the most efficient digital marketing platforms that capture the interest of the consumers and influence their purchasing decision in the fashion industry. The possible platforms would be Instagram, Tik Tok, email newsletters, Facebook, and new platforms, and in this case, the potential is to learn about the specific advantages of each platform in terms of attracting potential buyers and transforming interest into sales.
- To examine the perception of online advertisements of fashion products by consumers. The research will examine how these advertisements are perceived to be credible, appealing to the eye, informative, relevant, or trustworthy by real shoppers. Awareness of these perceptions will enable the brands to tweak their messages and choose the best form of ads.
- The question to answer is whether online engagement (likes, shares, comments, and reviews) is able to produce any action in terms of sales in the real world or is it merely creates buzz online without any rise in sales. This includes analyzing the relationship between the online communication and the actual consumer behavior to determine the real worth of online interaction to the fashion companies.

By focusing on these objectives, the research will provide detailed data on the impact of digital marketing to the consumer behavior of the fashion and apparel sector. Lastly, the outcome will offer valuable information to the brands that have to work on their digital marketing framework, establish a better connection with consumers, and gain a stable increase in sales in an ever-competitive market.

IV. HYPOTHESIS OF THE STUDY

In order to determine the effect of digital marketing strategies on the consumer purchasing behavior, what we are going to research on is as follows:

Null hypothesis (H₀): The online marketing strategies are not essential in the buying patterns of the consumers within the fashion and clothing sector. This implies that with the existence of digital marketing campaigns, individuals would tend to make the same decisions as they would not have made without the strategies.

Alternative hypothesis (H₁): Digital marketing plans have been shown to have a profound effect in determining and molding the purchasing choices of consumers in this sector. It implies that digital campaigns, targeted advertisement, collaboration with influencers, and other strategies can be actively used to influence customer preferences and make buyers purchase items.

We will apply powerful statistical tests to test these hypotheses strictly. Through a close examination of customer behavioral data and the impact and success of different online marketing actions, we hope to find out whether these strategies have any quantifiable impact on the final purchase made by customers. In this way, we will be able to know whether digital marketing indeed alters the consumer choice process in the fashion and apparel market or whether its impact is overrated. Finally, our results will offer a rich source of information to the brands who want to maximize their marketing investments, as well as researchers who may be interested in the changing relationship between technology and consumer habits.

V. RESEARCH METHODOLOGY

Methodology of research is significant to make sure that the results of a study are sound and valuable. The research design that I selected in this study is descriptive research design since I intend to comprehensively investigate the impact of digital marketing to the consumer behavior in the fashion and apparel industry. Through the emphasis on description, I have tried to reveal specific trends in the manner individuals behave towards digital marketing and how it influences their buying decision.

Research Design

This research is essentially descriptive in character. I was mostly interested in determining and learning about the common trends in consumer preferences, what drives them to make their purchasing choices, and how digital marketing strategies are integrated into their purchasing behaviors. Descriptive research is quite suitable in describing the current situation and giving in-depth information on what drives the consumers. Analyzing these trends, I wanted to point at not only what people are purchasing, but why they make such decisions as a part of digital marketing.

Data Collection Primary Data:

To collect the most essential data to support my study, I needed to conduct primary research based on the results of 50 respondents who were interviewed using a structured questionnaire. The questionnaire was a series of close-ended and multiple-choice questions that are all well planned to help elicit specific responses concerning how people think and feel about digital marketing within the context of fashion and clothing. These questions included the exposure to online advertisements, the use of influencers, and the reaction to the promotion campaign. I used the convenience sampling largely due to time and resource constraints since I used the participants who were the most convenient and willing to participate. In spite of the fact that such a method may be restricted in terms of generalization, it allowed an efficient collection of data in the available sources.

Secondary Data:

To ensure that my research has a good background and theoretical foundation, I utilized secondary information given by numerous reputable sources other than the primary one. I have read textbooks, scholarly journals, peer-reviewed research articles, industry publications and credible websites. These references offered a general overview of the studies on the topic of the digital marketing strategies and the consumer behaviour in the fashion industry. It is on these sources that I was able to contextualize my results within the broader scholarly and industrial discussion, and also to distill my inquiry and methodology into research question and research method.

Sampling Technique

My mode of sampling was convenience sampling in which I selected the members based on their availability and willingness to participate in the study. Practical concerns such as lack of time and resources also dictated to a large extent this strategy. The sample consisted of individuals that are active consumers of online platforms and those that regularly shop fashion and apparel online. This method may not provide a complete representative sample, still, it is a viable alternative in exploratory research and can provide interesting preliminary data on the target consumer segment.

Tools for Data Analysis

To analyze and determine results, I have used several analysis tools:

- The views, likes and dislikes of the respondents were measured and subdivided into percentages so as to analyze the responses and thus perceive and interpret significant patterns.
- The opinions the respondents liked or disliked were quantified and broken into percentages in order to analyze the feedback and hence understand and interpret meaningful trends.

It was an in-depth and systematic exercise that aided me to have a closer examination of the reality impacts of online marketing on the consumer shopping habits in the fashion industry. The combination of quantitative analysis, as well as visual

analysis, helped me to make an important conclusion on how digital marketing influences the fashion and apparel-shopping process by people, and this can be useful to marketers and researchers who may be interested in studying this dynamic sphere.

VI. QUESTIONNAIRE

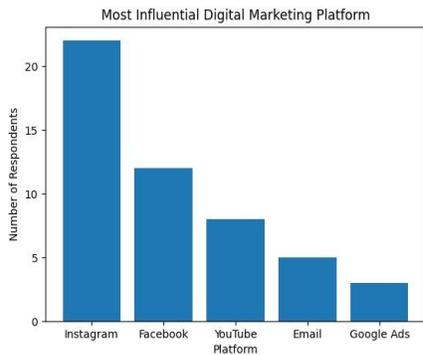
Below is a questionnaire that was developed to gather primary data about the respondent on their perception and experience towards digital marketing within the fashion and apparel industry:

1. Do the advertisements in social media affect your purchase decision?
 - Yes
 - No
 - Sometimes
2. Which online channel has the greatest impact on you when buying fashion products?
 - Instagram
 - Facebook
 - YouTube
 - Online shopping websites
 - Others (please specify)
3. Do you purchase products during influencer endorsements?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree Strongly Disagree
4. Do online offers and discounts make you purchase fashion products online?
 - Yes
 - No
 - Sometimes
5. Do you use online reviews in making your purchasing decision?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

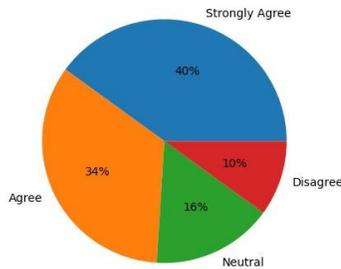
The research questionnaire was formatted to be easy, straightforward and simple to comprehend so as to guarantee correct and unbiased answers by the participants.

VII. DATA ANALYSIS AND INTERPRETATION

Opinion	Respondents	Percentage
Strongly Agree	20	40%
Agree	17	34%
Neutral	8	16%
Disagree	5	10%



Influence of Social Media Advertisements on Buying Decision



VIII. FINDINGS

The online marketing has emerged as a significant force in the contemporary way of clothing shopping among individuals. Most of the respondents cited that they are so much influenced by online promotion and digital content that they influence their purchases greatly. There is no denying the fact that due to the

appearance of online shopping, customers are now constantly exposed to new trends and collections, thus, they are more likely to find the brand and the products that they may have not thought of previously.

Instagram plays the most significant role in this landscape than any other social media platform. Its aesthetically pleasing postings, captivating reels, short-lived stories, and regular co-operations with influencers particularly are particularly efficient in attracting attention. These aspects do not only promote innovative presentations of products but also promote a feeling of belonging and desire such that followers become more inclined to grow to like specific brands. The visual aspect of the platform is also ideal in advertising fashion products, and it is one of the most important devices brands seeking to be unique should utilize.

The power or influence of influencers is significant on consumer decisions. The impression that is created by the influencers when promoting a brand creates a feeling of trust and credibility that cannot be established solely by conventional advertising. The followers have been known to admire influencers as fashion experts, and their suggestions are likely to be genuine and intimate. Consequently, the brands that collaborate with popular influencers can face a direct increase in the level of trust and intention to make a purchase among the target audience.

Through online advertisements, targeted promotional campaigns and most importantly, the exclusive discounts are quite effective in driving sales. Limited-time promotion and deals through the internet cause a feeling of urgency to shoppers, where they make unplanned purchases. These strategies do not only increase sales in the short run but also maintain customer interest and returning to visit to have new offers.

Reviews and customer remarks are also considered crucial factors in the decision-making process. Customers use reviews and testimonies of other people in the determination of the quality and reliability of a product prior to purchase. Favorable comments foster confidence and lower the level of hesitation whereas negative messages are easy to turn

away possible customers. These show the necessity of brands to be at high standards of products and also attend to the concerns of the customers in a timely manner.

Overall, active and interactive digital presence is now a necessity of fashion brand in the modern competitive environment. Good digital strategy will enhance brand exposure, promote more customer engagement and eventually boost sales. Using the strength of digital marketing, social media, influencer relations, strong deals and true customer reviews, brands will be able to reach the eye of the contemporary shopper and succeed in the fashion business.

IX. SUGGESTIONS

Devote more resources to the social media marketing strategy and establish good relationships with influencers. Trends are created and distributed on social platforms and collaborating with the suitable creators can greatly influence consumers and enhance brand mentality. Influencer partnerships enable companies to build on the pre-existing user bases, and as a result, new products are easier to market, prompting interest, and consequently leading to a purchase.

Make your online content appealing by making it attractive and interactive. Pay attention to the creation of short and attention-grabbing videos, live streams, and reels that reflect the unique style of the brand. The use of creative features such as backstage video, styling ideas, or user-created posts can make your viewers amused and make them want to come back and see more. The livelier and the more interactive your presence on the internet, the more likely you would create an interest and develop loyalty.

Make your marketing personal to develop a deep relationship with your audience. Apply targeted advertising and personalized recommendations of products, according to the history of browsing and to previous purchases. Distributing contents and offers that are personalized to every single individual will help you build a stronger relationship and grow customer retention. Customization leaves customers

with a sense of appreciation which does not only retain their interest but also makes them refer to the enterprise again.

Keep an eye on the customer feedback and utilize it as the instrument of continuous improvement. Encourage loyal customers to make favorable reviews and comment on different platforms as soon as possible. Such testimonials do not only help in building your brand image, but also create trust in your potential clients who use the views of other people before purchasing them. Feedback, however, positive or negative, will demonstrate that you are interested in your customers, and you are eager to serve them to perfection.

Provide frequent promotions, seasonal offers and online-only deals to keep the interest around your brand high and to stimulate the buying. Special incentives and limited time deals have the potential to generate a sense of urgency in customers, which encourage them to take action at hand. Frequently changing your promotional calendar makes sure your audience is interested and anticipating future deals, and this may lead to higher sales and a base of loyal customers.

X. LIMITATIONS OF THE STUDY

Increase the level of investments in social media marketing and create partnerships with a wide variety of influencers. The strategies directly influence the consumer discovery, engagement, and ultimate purchase on brands. Partnering with influencers, who share your values and target audience, allows engaging new customer groups and have a more genuine interaction with potential customers.

Stop placing general ads, but think about coming up with content that is visually attractive and fascinating and will not get lost in the feeds of numerous people in your target groups. It can be suggested to create short and engaging videos, conduct live streaming sessions, use creative reels, and experiment with more interactive formats, involving the audience in the process. Here, it is possible to encourage the user-generated content, including customer photos, reviews, and stories, to build a sense of community

and loyalty to be more likely to come back to your brand and recommend it to others.

Focus on marketing which is made personal and appealing to the customer. Use information in order to provide personalized advertisements and product suggestions using personal preferences and previous activity. This will not only enable you to get to know the customers better, but also heightens their total involvement and subsequent repeat buy-outs.

Their reviews and feedback on the platforms should be monitored keenly. The contented customers should be made to post their positive experiences, be it testimonials, ratings or social postings. It is important to emphasize on positive reviews as it creates credibility to your brand, puts potential buyers at ease and is a key factor in persuading new customers to buy your products instead of their competitors.

Regular promotions, special seasonal deals and release of exclusive online deals that will feel like a rush. Such offers attract shoppers to make a rush, bring more traffic into your site and it can drastically increase your total sales. Another strategy that can be considered to attract and keep the followers is to use limited-time events or early-access offers to motivate your most ardent customers and to add an extra incentive.

XI. CONCLUSION

This paper has just indicated how digital marketing is radically changing how people shop fashion and apparel in the current times. The nature of the landscape has changed radically, not just by sitting on a sofa and watching television commercials or just browsing through conventional fashion magazines, but by spending much of their time scrolling through social media feeds, clicking on specific online advertisements, keeping up with the newest influencers, and purchasing goods directly through the e-commerce platform. The research illustrates one thing that can not be refuted, the role of digital marketing is not a silent process that happens in the background, it is a defining measurable factor in influencing decisions that people make on what to buy in the market and which brands could be trusted.

The transformation is as obvious as a drop in the ocean, the innovative digital marketing methods can do a fabulous job in relocating people to specific brands and products. The social media campaigns, influencer promotion, online exclusive deals, and honest customer reviews are all aimed at creating a perception in minds and affecting the odds that a person would end up tapping the buy button. Among all these digital strategies, such platforms as Instagram have gained the most power. Their visual based content, edited feeds and interactive features capture audiences and therefore the fashion brands can readily market their products in a way that creates a lasting impression and can make their audiences to respond, in particular the visually inclined shoppers.

Another fact that the paper identifies is that digital marketing does not just serve the purpose of building brand awareness but also enables the brands to build genuine, face-to-face relationships with the customers. With the help of well-crafted ads, the most individualized posts on social media, and interactive and innovative campaigns, companies can make consumers experience emotions and create meaningful relationships with them. Collaboration with popular influencers and numerous positive reviews on the Internet will not only raise the level of awareness; it will raise the credibility and believability of the brand, which is the most important feature in the purchasing decision, especially in a highly personal fashion industry.

More so, the effects of online marketing are far more significant than the purchases of a single transaction. It provides the brands with the instruments to create the long term loyalty and further interaction with the client base. Companies that do not go dead but instead, have a routine online communication, companies that not only react to feedback and comments, but also update their content regularly is far more likely to transform a single purchaser into a regular shopper. The ability to be flexible, innovative and dynamic on the web is not only useful but a survival and growth need realizing the possibilities of trends coming and fading overnight in an industry.

The conclusion can, therefore, be that there is a gross competitive advantage that companies which have

cognised digital marketing possess. They are able to reach their audience more closely, they can develop their brand image, and the success of their business may be evaluated. The technology is always evolving and the consumer demands evolve at the same rate and this is why the fashion companies should keep pace with the latest trends in the digital world and stay abreast of the evolving tastes and preferences of the customers. The brands can only succeed in such a competitive and fast-moving industry by adopting the most current tools and strategies in digital marketing.

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