Micro Moments Marketing and Its Impact in Fashion Industry

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Abstract-Micro-moment is defined as "an intent rich moment when a person turns to a device to act on a need: to know, go, do or buy". The overall purpose of the study is to determine the importance of micro-moments marketing in the area of customer experience and form a clear understanding of the effects various micro-moments situation can have on the customer experience on the various touchpoints along the customer journey in fashion industry. In order to achieve the objectives, the sample of 147 respondents were collected through a well-structured questionnaire. The data was tested using required statistical tools and techniques. The study also revealed that micro moments information relevancy, interpretability and concise representation have significant impact on consumer buying behavior.

Keywords: **concise representation, consumer behavior, fashion industry, interpretability, micro-moment, relevancy**

INTRODUCTION

Various 'moments of truth' have been described as critical to customer engagement. As technology advances, the marketing funnel of yesteryear is particularly reshaped to include moments of mobile engagement, with the most recent development being termed as 'micro-moment'. Micro-moments occur in real-time, when a consumer spontaneously reaches for a mobile phone in order to get an immediate, contextually relevant solution to a need or want. There are four types of these moments; *I want to know, I want to go, I want to do, I want to buy*. They are part of a customer's "decision journey" and function as an awareness mental model for marketing. to aid customers in their decision-making process and leverage aforementioned moments, Google suggests three marketing strategies. These strategies are termed as "be there", "be useful" and "be quick".

Information plays increasingly important role in modern marketing. Moreover, today's widespread availability of smartphones and mobile Internet make access to this information ubiquitous: omnipresent, independent of time or location, and highly interactive. The present study makes use of the contextualized theory building by introducing the micro-moments context into the existing theory of the information quality as the antecedent of customer satisfaction, where satisfaction is a measure of the information system success.

REVIEW OF LITERATURE

According to Court et al. (2009), one of the most important goal of marketers over time is reaching target audience at the moments they are open to be influenced and motivated towards preferred action, namely purchase decision. For many years micro moments were understood through a funnel where users evaluate a number of potential actions and reduce the number of alternatives, ultimately choosing one desired action.

According to Ramaswamy (2015), micro-moments are "intent-driven moments of decision-making and preference-shaping" that occur during the entire user journey and ultimately determine how that journey ends.

Solis (2015) suggests that understanding user intentions, context and expectations for immediacy and relevance helps marketers in reaching their target audience more effectively and efficiently.

According to Fulgoni (2016), users are attracted to the brands that best address specific micro-moment needs namely as mobile and digitally connected users are far more oriented on their personal needs than they are loyal to a particular brand or product.

According to Xu et al. (2016), the rapid adoption of mobile devices as well as the widespread use of mobile applications has fueled the growth of mobile commerce (or m-commerce) worldwide. Xu et al

confirmed that users rely on micro-moments across devices to search for products and make purchases and positively influence the consumer purchase process. According to Joshi et al. (2022), with the digitalization of the market and consumers, everything is personalized, whether it is a product or a service. As a result, consumers have access to all information 24x7 on their phones, so they don't waste time and search for any information they need quickly on their phones. Despite the significant impacts that micro-moments appear to have on the shopper journey, there is little extant academic literature on the topic and further research should be undertaken. It specifically identifies in a literature review of mobile shopping that it is not clear how mobile shopping affects consumer behavior so there is a great need for further research to be undertaken.

AIMS AND OBJECTIVE

The overall purpose of the study is to understand the concept of Micro-moments in the area of customer experience and form a clear understanding of the effects various micro-moments information quality can have on the customer experience at various touchpoints along the customer journey in fashion industry. Within the overall aim, following are the primary objectives of the study:

- To identify the impact of micro moments information relevancy on fashion industry's consumer buying process/behavior.
- To identify the impact of micro moments information interpretability on fashion industry's consumer buying process/behavior.
- To identify the impact of micro moments information concise representation on fashion industry's consumer buying process/behavior.
- To determine the factors affecting micro moments information on fashion industry's consumer purchase intention.
- To study the effect of demographic factors on purchase intention of consumers in micro-moments situation.

RESEARCH METHODOLOGY

The study is descriptive in nature and a qualitative research method has been used which is cross sectional in nature. The study is based on both primary data and secondary data. The major source of findings is primary data which is collected through a structured questionnaire. In this study, sampling technique used is convenience sampling. The target population size as 150 respondents but 147 responses were collected which gave a 98% response rate. Primary data was collected through a well-structured questionnaire. Responses were collected online through e-mails and social media tools including WhatsApp and hard copy of the forms were also circulated. 112 responses (76%) were collected online and 35 responses (24%) were collected offline. A structured questionnaire with 12 questions was used in the survey that was conducted to obtain primary data from the respondents. The questionnaire had a mixture of rating and category type of closed-ended questions.

Hypothesis Formulation
Based on the objectives of the study, following hypothesis were formulated:
H1: There is a significant relationship between micro moments information relevancy and consumer buying behavior in fashion industry.
H2: There is a significant relationship between micro-moments information interpretability and consumer buying behavior in fashion industry.
H3: There is a significant relationship between micro-moments information concise representation and consumer buying behavior in fashion industry.
H4: Identify the factors affecting micro moments information relevancy, interpretability and concise representation on fashion industry's consumer purchase intention.
H5: There is a significant impact of demographic factors on purchase intention of consumers in micro-moments situation.
The analysis of the primary data was done using IBM SPSS Statistics software and MS-EXCEL. Cronbach's alpha test has been applied to check the reliability of the study.

Table 1: Reliability statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's alpha based on standardized items	N of items
0.850	0.800	23

From table 1, the value of Cronbach's alpha is 0.850, which denotes that the scale of study has high level of internal consistency.

RESULTS AND DISCUSSION

Demographic statistics
In this study, most of the respondents are female (73%) and most of them are single (83%). Majority of the respondents belong to the age group 18-23 (61%).

Most of the respondents were Post Graduates (50%). Furthermore, the majority of the respondents' monthly family income (in Rs.) is 40000 & above (36%). Majority of the respondents are student (63%).

Testing of Hypothesis
H1: There is a significant relationship between micro moments information relevancy and consumer buying behavior in fashion industry.

Table 2: ANOVA analysis for Hypothesis 1

Source of variation	SS	Degree of freedom	MS	F-statistic	P-value	F critical value
Between Groups	20.63152	5	4.126304	4.115629	0.001063	2.224323
Within Groups	878.2721	876	1.002594			
Total	893.2637	875				

Table 2 represents the ANOVA statistics about impact of micro moments information relevancy in consumer buying behavior in fashion industry. From calculated results, p-value is 0.001063, which is less than 0.05, which means that micro moments information relevancy has statistically significant impact on

consumer buying behavior in fashion industry. The consumers agree that quality, timing, or relevance of a company's message influences perception of a brand.
H2: There is a significant relationship between micro moments information interpretability and consumer buying behavior in fashion industry.

Table 3: ANOVA analysis of Hypothesis 2

Source of variation	SS	Degree of freedom	MS	F- statistic	F critical value
Between Groups	249.3605	5	49.87211	51.29989	2.224323
Within Groups	851.619	876	0.972168		
Total	1097.373	875			

Table 3 represents the ANOVA statistics about impact of micro moments information interpretability on consumer buying behavior in fashion industry. The calculated results show that F-statistic value is 51.299, which is greater than the critical value of 2.224, indicating that micro moments information interpretability has statistically significant impact on consumer buying behavior in fashion industry. The

consumers agree that information provided by brands on their website or mobile app increases interpretability.

H3: There is a significant relationship between micro moments information concise representation and consumer buying behavior in fashion industry.

Table 4: ANOVA analysis of Hypothesis 3

Source of variation	SS	Degree of freedom	MS	F- statistic	F critical value
Between Groups	29.96485	5	5.992971	5.937091	2.224323
Within Groups	884.2449	876	1.009412		
Total	914.2098	881			

Table 4 represents the ANOVA statistics about impact of micro moments information concise representation on consumer buying behavior in fashion industry. The calculated results show that F-statistic value is 5.937, which is greater than the critical value of 2.224, indicating that micro moments information concise

representation has statistically significant impact on consumer buying behavior in fashion industry. The consumers agree that proper presentation of important information on mobile apps affects their buying behavior.

H4: Identify the factors affecting micro moments information relevancy, interpretability and concise representation on fashion industry's consumer purchase intention.

Table 5: Rotated component matrix for Information relevancy

	Component 1	Component 2
Availability of data	.906	-.139
Application of information	.795	.253
Tailored information	.458	.596
Customer service	-.099	.903
Irrelevant data	.466	.316
Consumer preferences	.800	.074

Table 6: Rotated component matrix for Information interpretability

	Component 1	Component 2
Browsing products	.725	.441
Response time	.768	.393
Processing information	.719	.316
Comparing products	.107	.853
Fast purchase	.310	.746
Instructional video	.727	-431

Table 7: Rotated component matrix for Information concise representation

	Component 1	Component 2
Attractive app	.122	.963
Direct links	.319	.832
Response rate	.801	.337
Fashion experts	.843	.208
Reviews and ratings	.620	.568
App speed	.919	.124

Factor analysis has been conducted to analyze which factor of micro moments information relevancy, interpretability and concise representation has most significant impact on consumer purchase intention in fashion industry. For a factor to have significance, the Eigen value must be greater than 1 and in component matrix the factor having value close to 1 will have the most significant impact.

Table 5 shows rotated component matrix for information relevancy. It is analyzed that the factors availability of data and customer service of micro moments information relevancy have the most significant impact on consumer purchase intention in fashion industry. Table 6 shows rotated component matrix for information interpretability. It is analyzed that the factors response time and comparing products of micro moments information interpretability have the most significant impact on consumer purchase

intention. Table 7 shows rotated component matrix for information concise representation. It is analyzed that the factors app speed and attractive app of micro moments information concise representation have the most significant impact on consumer purchase intention.

Consumers will purchase from that fashion brand which provides useful information, have a proper customer support service which responses in time. Consumers like to compare the products of different fashion apps before taking a decision to purchase. In order to increase consumer purchase intention, fashion brand apps must be visually attractive and must not be too clumsy or slow.

H5: There is a significant impact of demographic factors on purchase intention of consumers in micro-moments situation.

Table 8: Demographics analysis

DEMOGRAPHICS FACTOR	ASYMPTOTIC SIGNIFICANCE
Gender	0.000
Age	0.924
Occupation	0.095
Educational Qualification	0.887
Income	0.051
Marital status	0.115

Table 8 shows the overall analysis of impact of demographic structure on consumer purchase intention in micro-moment situation with the help of chi-square tests. It can be seen that, when gender is taken into consideration, there is a statistically significant impact of Gender on consumer purchase intention in micro-moments situation. Other demographic structures such as age, occupation, educational qualification, income and marital status does not have statistically significant impact on consumer purchase intention in micro-moment situation. But in case of income, the difference is very minimal which suggests that consumers will only purchase in micro-moments situation when their income is high.

CONCLUSION

The overall aim of this paper was to explore the impact that creating micro-moments using mobile technology within fashion retail has on the consumer buying behavior. The empirical findings of the study have revealed that consumers do purchase a product when they are provided with useful information in a micro-moment situation. The objectives of the study can be illustrated from the result obtained from the survey. Majority of the respondents agree that the quality, timing of the message provided by a company increases relevancy and interpretability. The mobile apps of fashion brand should be well designed and attractive which will affect consumer purchase intention.

Consumers browse the Internet to find support for their decision-making process. Thus, information provided by the online information systems should be relevant for the choice or decision a consumer is about to make. Marketing managers are responsible for the information presented through their company's mobile services, websites and other information systems. Naturally, they expect that the information published would be interpreted by the users in the way the company intended, yet, it is not necessarily always the case. Companies should be aware that the meaning users retrieve from the information published by the company might alter from the company's intended meaning. A concise text is short and to the point, communicating more in fewer words. When users are facing time restrictions, the cognitive overload may be preventable by the text conciseness.

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