

Role Of Online Marketing in Influencing Women's Apparel Purchase Decision in Erode District

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Abstract—The fashion industry is a dynamic and rapidly evolving sector that designs, produces, markets, and sells clothing and apparel products to meet changing consumer preferences and lifestyle trends. Apparel products have become an integral part of the fashion industry, with consumers increasingly seeking clothing that combines quality, comfort, affordability, and contemporary style. Online marketing significantly influences women's apparel purchase decisions by shaping their awareness, preferences, and buying intentions through digital platforms, personalized promotions, and interactive shopping experiences. However, the extent to which these online marketing strategies influence women's apparel purchase decisions varies across different regions and consumer groups. In Erode District, limited empirical research has been conducted to examine the impact of online marketing on women's apparel purchasing behaviour. In this context, this study examined the role of online marketing in influencing women's apparel purchase decisions in Erode District.

The target population comprised women consumers in Erode District who had experience purchasing apparel products through online platforms. A simple random sampling technique was employed to select a sample of 263 women respondents. The primary data were collected using a structured questionnaire developed to test the formulated hypotheses. The respondents' opinions regarding the role of online marketing in influencing their apparel purchase decisions were measured using a five-point Likert scale. The collected data were analyzed and interpreted using statistical tools such as percentage analysis, mean score, standard deviation and the Chi-square test. This study noticed that higher role of online marketing on apparel products is perceived by the women belong to up to 25 years of age, professionally qualified, mostly preferred Ajio portal for purchasing, prefer discounts and offers and 1–3 years of online purchasing experience.

Index Terms—Online Marketing, Women Consumers, Apparel Products, Purchase Decision, Consumer

Behaviour, Digital Marketing, Online Shopping, E-Commerce.

I. INTRODUCTION

Apparel products are clothing items designed for personal wear, including casual, formal, ethnic, and fashion garments that meet consumers' functional and style preferences. The growing influence of fashion trends and digital marketing has made apparel products one of the most popular categories in both online and offline retail markets. Women's apparel purchase refers to the process through which women identify, evaluate, and buy clothing based on their personal preferences, needs, lifestyle, and fashion trends. It is influenced by factors such as product quality, price, brand image, comfort, style, and social influences. With the rapid growth of e-commerce and digital marketing, women increasingly rely on online platforms to explore and compare apparel options before making purchase decisions. Online marketing has become a powerful tool in influencing women's apparel purchase decisions by providing easy access to a wide range of fashion products and brands. Through digital platforms such as e-commerce websites, social media, mobile applications, and email marketing, consumers can conveniently explore, compare, and purchase apparel at any time. Attractive online advertisements, influencer endorsements, customer reviews, personalized recommendations, and promotional offers significantly shape women's buying preferences. Fashion brands also use targeted digital campaigns to create awareness and encourage impulse purchases. The availability of detailed product descriptions, size guides, and return policies further enhances consumer confidence in online shopping. Additionally, interactive features such as live streaming, virtual try-ons, and personalized styling

suggestions improve the overall shopping experience. Online marketing enables women to stay updated with the latest fashion trends and seasonal collections, making purchase decisions more informed and convenient. As internet usage and smartphone penetration continue to increase, digital marketing has become an essential factor influencing women's apparel buying behaviour.

II. REVIEW OF LITERATURE

In view of Angayarkanni and Vijayakumar (2026) aimed to examine the determinants influencing the online apparel purchase behavior of women consumers in the Chennai district by analyzing the effects of convenience, price, trust, social media influence, and product-related attributes. It is observed that all the selected determinants had a significant positive influence on online apparel purchase behavior. Among these factors, trust emerged as the strongest determinant, followed by product-related attributes and convenience, while price and social media influence also positively affected purchase decisions. Also, these variables collectively explained a substantial variation in women's online apparel purchase behavior. The researchers Mohan and Venkatachalam (2025) examined that the factors influencing the online purchase behavior of apparel products among women in Namakkal District. The analysis mentioned that most respondents belonged to the 25–35 years age group, were college educated, and married. The study found that women preferred online apparel shopping due to factors such as product preference through online portals, availability of a wide variety of products, and shopping convenience. Further, there is a significant difference in mean influence of online purchase behaviour with regard to selected variable namely educational qualification, marital status, family monthly income and spending amount for purchasing apparels yearly. The study of Ramya Meenakshi et al. (2025) assessed that the impact of digital marketing on the apparel buying behavior of women consumers in Chennai by analyzing the influence of various digital marketing channels across different stages of the consumer decision-making process. It is inferred that social media and influencer collaborations were the most influential digital marketing channels in creating brand awareness and stimulating apparel purchases. The

study also found that convenience, product variety, customer reviews, trust, and influencer content significantly influenced women's online apparel buying behavior.

According to Jawalkar and Yende (2024) explored that the influence of digital marketing tools on the apparel purchase decisions of young women in Nagpur. The analysis noticed that price discounts, visually attractive advertisements, influencer marketing, and personalized recommendations significantly influenced apparel purchase decisions. Social media, particularly Instagram, emerged as the most influential platform in shaping consumer preferences and buying behaviour. Also, value-driven, visually appealing, and convenience-oriented digital marketing strategies are highly effective in influencing young women's online apparel purchases. In case of Komalavalli and Dhanalakshmi (2023) explored that the factors influencing the online shopping behavior of working women for apparel and accessories in Thiruvallur Town. It is displayed that working women increasingly preferred online shopping because of its convenience, wider product choices, and ease of comparing price, quality, and brands. The study also revealed that financial independence and the COVID-19 pandemic accelerated the adoption of online shopping among women. The researchers Suhail and Hemmige (2021) measured that the impact of online advertising on female consumers' apparel purchase decisions in Bangalore and to identify the factors influencing their buying behaviour. The analysis noticed that online advertisements significantly influenced women's apparel purchase decisions by creating awareness of new brands and encouraging online purchases. The study also showed that personal convenience, brand familiarity, persuasive advertising, and customer reviews were major factors affecting consumer behaviour, although some respondents perceived online clothing advertisements as misleading.

III. STATEMENT OF THE PROBLEM

The rapid growth of e-commerce and digital technologies has significantly transformed the apparel retail industry, making online marketing an essential tool for influencing consumers' purchase decisions. Women, as one of the largest consumer segments in the apparel market, are increasingly exposed to digital

marketing strategies such as social media promotions, influencer endorsements, online advertisements, customer reviews, and promotional offers. Although these marketing techniques have enhanced product awareness and shopping convenience, the extent to which they influence women's apparel purchase decisions varies depending on consumer preferences and online shopping experiences. In Erode District, the increasing adoption of online shopping platforms has created intense competition among apparel retailers, making it necessary to understand the effectiveness of different online marketing strategies. However, limited empirical studies have specifically examined the role of online marketing in influencing women's apparel purchase decisions in this region. Therefore, this study aimed to examine the role of online marketing in influencing women's apparel purchase decision in Erode District.

IV. OBJECTIVES OF THE STUDY

- To describe the demographic profile of the selected women consumers who had experience purchasing apparel products through online platforms in Erode District.
- To examine the role of online marketing in influencing women's apparel purchase decision in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant relationship between online portals used mostly for purchasing by the women and role of online marketing on apparel products.
- There is no significant relationship between type of online marketing preferred by the women and role of online marketing on apparel products.

- There is no significant relationship between period of online apparel purchasing of the women and role of online marketing on apparel products.

VI. RESEARCH METHODS

This study examined the role of online marketing in influencing women's apparel purchase decisions in Erode District. A descriptive research design based on the survey method was adopted for the study. The primary data were collected through a structured questionnaire designed to obtain information on the respondents' demographic profile, online shopping characteristics, and perceptions regarding the role of online marketing in influencing their apparel purchase decisions.

A total of 263 women respondents were selected using the random sampling technique. The collected data were coded, classified, and tabulated using MS Excel and subsequently analyzed with SPSS Version 26.0 by applying appropriate statistical tools such as percentage analysis, mean score, standard deviation, and the Chi-square test.

VII. RESULTS AND DISCUSSION

7.1. Demographic Profile of the women

The following table presents the demographic profile of the selected women respondents and the role of online marketing on apparel products. The table illustrates the distribution of women across various demographic variables, along with their mean scores and standard deviations, to examine the role of online marketing in influencing apparel purchase decisions among them.

Table 1: Demographic Profile of the Women and Role of Online Marketing on Apparel Products

No.	Variables Name	Number of Respondents	Percentage	Mean	SD
1	Age				
	• Upto 25 Years	75	28.5	3.95	0.56
	• 26-35 Years	93	35.4	3.75	0.68
	• 36-45 Years	60	22.8	3.67	0.72
	• Above 45 Years	35	13.3	3.56	0.55
	Total	263	100.0		
2	Educational Qualification				
	• Upto school level	50	19.0	3.71	0.62

No.	Variables Name	Number of Respondents	Percentage	Mean	SD
	• UG Level	84	31.9	3.72	0.76
	• PG Level	71	27.0	3.70	0.64
	• Professional	58	22.1	3.87	0.53
	Total	263	100.0		
3	Online Portals Used Mostly for Purchasing				
	• Myntra	40	15.2	3.83	0.59
	• Ajio	52	19.8	3.85	0.56
	• Amazon	59	22.4	3.63	0.75
	• Flipkart	70	26.7	3.79	0.66
	• Meesho	29	11.0	3.71	0.62
	• Others	13	4.9	3.59	0.71
	Total	263	100.0		
4	Type of Online Marketing Preferred				
	• Discounts/Offers	70	26.6	3.86	0.58
	• Advertisements	43	16.3	3.61	0.60
	• Online Reviews	88	33.5	3.72	0.72
	• Brand Promotions	62	23.6	3.83	0.74
	Total	263	100.0		
5	Period Online Apparel Purchasing				
	• Less than 1 year	39	14.8	3.85	0.56
	• 1–3 years	71	27.0	3.86	0.77
	• 3–5 years	100	38.0	3.69	0.70
	• Above 5 years	53	20.2	3.55	0.65
	Total	263	100.0		

- From the above table, it is observed that 28.5% of the women are upto 25 years of age, 35.4% are 26–35 years, 22.8% are 36–45 years, and 13.3% are above 45 years.
- Further, 19.0% of the women have upto school level education, 31.9% are UG graduates, 27.0% are PG graduates, and 22.1% possess professional qualifications.
- Regarding the online portals used mostly for purchasing apparel, 15.2% of the women use Myntra, 19.8% use Ajio, 22.4% use Amazon, 26.7% use Flipkart, 11.0% use Meesho, and 4.9% use other portals.
- With respect to the type of online marketing preferred, 26.6% of the women prefer discounts/offers, 16.3% prefer advertisements, 33.5% prefer online reviews, and 23.6% prefer brand promotions.

- Finally, regarding the period of online apparel purchasing, 14.8% of the women have been purchasing for less than 1 year, 27.0% for 1–3 years, 38.0% for 3–5 years, and 20.2% for above 5 years.

7.2. Role of online marketing on apparel products

Online marketing has become an essential promotional tool that influences consumers' awareness, preferences and purchase decisions for apparel products.

Through advertisements, social media promotions, discounts, customer reviews, and personalized marketing, online platforms provide valuable information and encourage consumers to make informed purchasing decisions.

The analysis has developed eight statements related to the role of online marketing on apparel products, and the results are presented in the following table.

Table 2: Role of Online Marketing on Apparel Products

S. No	Factors	Mean Score	SD
1	Online advertisements increase my interest in purchasing apparel products.	3.55	1.14
2	Social media promotions influence my apparel purchase decisions.	3.69	1.09
3	Discounts and special offers advertised online encourage me to buy apparel products.	4.37	0.92
4	Customer reviews and ratings available online affect my choice of apparel products.	4.16	1.07
5	Influencer or celebrity endorsements on social media motivate me to purchase apparel products.	3.46	1.27
6	Online marketing provides sufficient information about apparel products before purchase.	3.67	1.11
7	Online marketing campaigns increase my trust in apparel brands.	3.63	1.20
8	Personalized online advertisements help me discover apparel products that match my preferences.	3.43	1.29

The Cronbach's Alpha value for the statements measuring the role of online marketing on apparel products is 0.947, indicating that the scale has high

reliability and is suitable for further analysis. The analysis reveals that the highest mean score was recorded for 'Discounts and special offers advertised online encourage me to buy apparel products' (Mean = 4.37), followed by 'Customer reviews and ratings available online affect my choice of apparel products' (Mean = 4.16), indicating a high level of agreement among the respondents. In contrast, the lowest mean scores were observed for 'Personalized online advertisements help me discover apparel products that match my preferences' (Mean = 3.43) and 'Influencer or celebrity endorsements on social media motivate me to purchase apparel product'" (Mean = 3.46), suggesting comparatively moderate perceptions regarding these aspects of online marketing.

7.3. Testing of Hypothesis (Chi-Square Analysis)

Relationship between Demographic Profile of the Women and Role of Online Marketing on Apparel Products

A two-way table has been developed with a view to find the degree of association between demographic profile of the women and role of online marketing on apparel products. In order to find the relationship between selected independent variables and role of online marketing on apparel products among women, hypotheses are developed and analyzed by Chi-square test.

Online Portals Used Mostly for Purchasing and Role of Online Marketing on Apparel Products

H₀: There is no significant relationship between online portals used mostly for purchasing by the women and role of online marketing on apparel products.

Table 3: Online Portals Used Mostly for Purchasing and Role of Online Marketing on Apparel Products

S. No	Online Portals Used	Role of Online Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Myntra	3 (7.5%)	22 (55.0%)	15 (37.5%)	40 (100.0%)	55.140(0.000*)
2	Ajio	6 (11.5%)	20 (38.5%)	26 (50.0%)	52 (100.0%)	
3	Amazon	22 (37.3%)	6 (10.2%)	31 (52.5%)	59 (100.0%)	
4	Flipkart	15 (21.4%)	20 (28.6%)	35 (50.0%)	70 (100.0%)	
5	Meesho	8 (27.6%)	16 (55.2%)	5 (17.2%)	29 (100.0%)	

6	Others	9 (69.2%)	2 (15.4%)	2 (15.4%)	13 (100.0%)	
	Total	63	86	114	263	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

women and role of online marketing on apparel products.

The above table mentioned that the null hypothesis is rejected according to the 'p' value is lesser than 0.05. Hence, there is a close significant relationship between online portals used mostly for purchasing of the

Type of Online Marketing Preferred and Role of Online Marketing on Apparel Products

H₀: There is no significant relationship between type of online marketing preferred by the women and role of online marketing on apparel products.

Table 4: Type of Online Marketing Preferred and Role of Online Marketing on Apparel Products

S. No	Type Preferred	Role of Online Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Discounts/Offeres	14 (20.0%)	27 (38.6%)	29 (41.4%)	70 (100.0%)	25.163 (0.000*)
2	Advertisements	6 (14.0%)	18 (41.9%)	19 (44.2%)	43 (100.0%)	
3	Online Reviews	34 (38.6%)	27 (30.7%)	27 (30.7%)	88 (100.0%)	
4	Brand Promotions	9 (14.5%)	14 (22.6%)	39 (62.9%)	62 (100.0%)	
	Total	63	86	114	263	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

preferred of the women and role of online marketing on apparel products.

From the analysis, it is observed that the null hypothesis is rejected because the 'p' value is lesser than 0.05. Therefore, there is a close significant relationship between type of online marketing

Period of Online Apparel Purchasing and Role of Online Marketing on Apparel Products

H₀: There is no significant relationship between period of online apparel purchasing of the women and role of online marketing on apparel products.

Table 5: Period of Online Apparel Purchasing and Role of Online Marketing on Apparel Products

S. No	Period of Purchasing	Role of Online Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Less than 1 year	10 (25.6%)	13 (33.3%)	16 (41.0%)	39 (100.0%)	9.362 (0.154 ^{NS})
2	1–3 years	10 (14.1%)	32 (45.1%)	29 (40.8%)	71 (100.0%)	
3	3–5 years	28 (28.0%)	26 (26.0%)	46 (46.0%)	100 (100.0%)	
4	Above 5 years	15 (28.3%)	15 (28.3%)	23 (43.4%)	53 (100.0%)	
	Total	63	86	114	263	

Note: Parenthesis indicates 'p' value; NS – Not Significant

The above table depicted that the null hypothesis is accepted since the 'p' value is greater than 0.05. So, there is no significant relationship between period of online apparel purchasing of the women and role of online marketing on apparel products.

VIII. FINDINGS

- It is indicated from the analysis that most of the women belong to the 26–35 years age group. Also, women upto 25 years of age perceived a higher role of online marketing on apparel products (Mean = 3.95).
- The analysis revealed that most of the women are UG graduates. Further, professionally qualified women perceived a higher role of online marketing on apparel products (Mean = 3.87).
- It is found that Flipkart is the most preferred online portal among the selected women in the study area. Additionally, Ajio users perceived a higher role of online marketing on apparel products (Mean = 3.85).
- The analysis mentioned that online reviews are the most preferred type of online marketing among the selected women. Moreover, women who prefer discounts and offers perceived a higher role of online marketing on apparel products (Mean = 3.86).
- It is observed that most of the women have been purchasing apparel online for 3–5 years. However, women with 1–3 years of online purchasing experience perceived a higher role of online marketing on apparel products (Mean = 3.86).
- It is examined from the mean score test that the selected women reported the high level of agreement towards role of online marketing on apparel products like 'Discounts and special offers advertised online encourage me to buy apparel products' followed by 'Customer reviews and ratings available online affect my choice of apparel products'.
- The Chi-square analysis justified that there is a close significant relationship between online portals used mostly for purchasing of the women and role of online marketing on apparel products.
- It is pointed out from the Chi-square test that there is a close significant relationship between type of online marketing preferred of the women and role of online marketing on apparel products.

- From the Chi-square analysis, it is noticed that there is no significant relationship between period of online apparel purchasing of the women and role of online marketing on apparel products.

IX. SUGGESTIONS

- The findings noticed that women up to 25 years of age perceive a higher role of online marketing on apparel products. Therefore, apparel marketers should design innovative and engaging digital campaigns targeting all age groups, particularly women above 35 years, to improve their online shopping engagement.
- It could be observed that professionally qualified women perceive a higher role of online marketing. Hence, online retailers should provide simple, informative, and user-friendly marketing content to attract women with lower educational qualifications.
- It is mentioned that Ajio users perceive a higher role of online marketing. Therefore, all online apparel platforms should strengthen digital marketing strategies, personalized recommendations, and promotional campaigns to enhance customer engagement.
- From the study, it is revealed that women who prefer discounts and offers perceive a higher role of online marketing. Hence, apparel retailers should introduce attractive discounts, seasonal offers, cashback, and loyalty rewards to encourage online apparel purchases.
- The study depicted that woman with 1–3 years of online purchasing experience perceive a higher role of online marketing. Therefore, online retailers should focus on retaining long-term customers by providing personalized offers, exclusive memberships, and improved shopping experiences to sustain their purchase decisions.

X. CONCLUSION

This study aimed to examine the role of online marketing in influencing women's apparel purchase decision in Erode district. Online marketing plays a significant role in influencing women's apparel purchase decisions by enhancing product awareness, shaping preferences, and encouraging online buying through digital promotional strategies. The study

justified that there is a close significant relationship between role of online marketing on apparel products and selected variables namely online portals used mostly for purchasing apparel and type of online marketing preferred by the women. Therefore, online apparel retailers should strengthen customer-centric online marketing strategies by offering attractive promotions, reliable product information, and personalized shopping experiences to positively influence women's apparel purchase decisions.

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