

Marketing –Sub - Themes Digital Marketing Strategies The Impact Of Mobile Applications On Consumers' Inclination To Purchase Online-Branded Clothing And Accessories

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Abstract:

The commercialization of the Internet has changed marketing through a range of technologies, including electronic mailers and promotions, websites and apps that employ user-generated material for the benefit of users, which allows for inbound interactions, and mobile applications, sometimes known as apps. The popular digital marketing tactic is to develop an app. Developing an app for a brand can provide visitors with an accessible form of communication while also showcasing where to buy and receive notifications about new products. The rapid adoption of mobile devices and Internet technology suggests that marketing is no longer a one-way street. Clients can now communicate with a company at any time and from any location using digital channels.

This study aims to investigate the impact of mobile applications on customers' purchase intentions when browsing for clothes and accessories. 102 people provided information via a questionnaire. Statistical methods such as the Chi-square test and exploratory factor analysis were utilized. A consumer demographic profile is provided, statistical methods are used, the data is presented in pie charts and tables, and conclusions are produced based on the available data.

According to the findings, customers prefer online apps to purchase clothing and accessories, particularly when offers and discounts are available, with UPI (Unified Payments Interface) being the preferred payment mechanism. Furthermore, it has been revealed that mobile applications and their impact on elements such as price, convenience, and product information have an unbreakable connection, which influences consumer purchase intentions.

Consumers' preferred digital platforms were also identified, and their intentions were heavily influenced by new stock arrivals, limited-time offers, sorting options, user-friendly interfaces, and 24/7 instant access to a specific brand's catalogue, as displayed in mobile applications. As a result, mobile applications have a bigger impact on consumers' purchase intentions when purchasing clothing and accessories online.

Keywords: Mobile Marketing, Online branding, Mobile apps, Purchase intention, Digital platforms.

INTRODUCTION:

Digital marketing is critical for staying competitive and relevant in a business. If a company does not have a web or digital presence, it misses out on several opportunities to communicate with its intended target audience. Using multiple digital marketing channels will assist a company in developing a well-rounded strategy with the best results. Mobile marketing is a technology that promotes customized product or services to consumer who are connected constantly with the networks. It is important that companies must focus on direct marketing i.e. one to one so that right customer can be targeted, sales can be boosted and enhance brand awareness among interested consumers. Efforts must be taken by marketers to involve consumers in an attractive, innovative and better way to increase purchase intention (Alameer et al. 2022)

Mobile marketing:

People's communication patterns are changing rapidly and unprecedentedly due to the widespread use of mobile phones (Friedrich et al. 2009; Xinze, 2008). Almost everyone is now reachable thanks to technology (Marez et al. 2007). The astounding quantity of innovations that are annually introduced, as well as the rapid advancements in technology (Easingwood and Koustelos, 2000), have also altered the philosophies of advertising (Barwise & Farley, 2005), driving businesses to adopt using a mobile marketing approach will help their advertising messages stand out in the clutter. Mao and Zhang (2008).

Individuals in the mobile marketing network, including clients, Companies, marketers, advertising agencies, and brands can communicate with one another more in a unique and stylish manner not seen previously (Hanley and Becker, 2009).

After years of development, mobile applications have progressively grown to be beloved on people's phones and have a constant impact on people's lives, careers, and education (John Wiley & Sons, 2021). Businesses may improve user experiences, boost purchase intents, develop more successful marketing campaigns, and reap financial rewards by getting a better understanding of consumers' requirements and preferences for mobile apps. The mobile app market is extremely competitive, and organizations can gain valuable insights into the market by comprehending the influence of marketing models on purchase intentions (C.-L. Hsu, J. C.-C. Lin, 2015). Mobile apps are now a crucial medium for consumer-business communication and interaction. Businesses can learn about the benefits and drawbacks of rivals and develop more competitive market strategies by examining shifts in consumer response and purchase intention to different marketing techniques (L. Y. Lin, C. Y. Lu, 2010).

Therefore, mobile marketing is crucial for businesses that wish to stay in touch with their clients at all times. The marketer must modify all of his desktop activities for mobile. Additionally, a person or marketer needs to be adept at mobile-specific duties including texting, social messaging apps, and in-app advertising.

LITERATURE REVIEW:

Mobile marketing and Consumer's purchase intention:

Alameer et al. (2022) The effect of mobile marketing on consumers' intentions to make purchases was examined in this study. The study discovered a strong positive relationship between behavioural intentions, mobile marketing, and consumer attitudes towards mobile devices. Marketers can interact immediately with prospective clients with mobile marketing, which gets over scheduling and location constraints. The findings show that customer attitude and purchase intention are positively correlated. This implies that a consumer's good attitude towards mobile marketing will also make their behavioural intentions clear. It was suggested that companies spend money creating creative new mobile applications that would enable them to market their products or services more successfully and draw in clients.

Alam, Faiz & Aftab (2015) discovered that consumers thought of cell phones as personal devices that they carried around all the time and found easy to use. The most successful marketing medium available today is mobile marketing, which is highly engaging, piercing, and capable of clearly defining its target audience. The rapid adoption of mobile devices by consumers presents significant opportunity for businesses to engage with them in various marketing campaigns. This medium aids in comprehending the factors that consumers consider while forming buy intentions, such as annoyance, information, convenience, and brand image.

Tian, Sun, and Cui Yao (2023)

The main focus of this study is to examine how consumers' purchase intentions are affected by four different mobile app marketing models: brand apps, affiliated apps, app advertisement insertion, and app advertising input. After that, a research model is built with the consumer's purchase intention as the dependent variable, the mobile app marketing model as the independent variable, and consumer cognitive value acting as a mediator. According to the study, there is a substantial correlation between customer perceived value and buy intention and app advertising insertion, app advertising expenditure, brand apps, and affiliate apps. Organizations were urged to comprehend how mobile app marketing models affect consumers' intentions to make purchases.

Maseeh, et al. (2020)

This study sought to determine how digital mobile advertising affected consumers' intents to buy as well as how customer motivation and perception acted as a mediating factor. This empirical investigation was carried out with a positivist technique in a Pakistani public university. 318 college students in all were targeted for recruitment. The results demonstrate that customers are influenced to purchase a product by digital mobile advertising that is entertaining, personalized, informative, and engaging to them. The results show a strong correlation between purchase intention and digital mobile advertising, with customer motivation and perception acting as mediators.

Conceptual Framework:

Branded apps, as opposed to computer-based websites, offer "anytime, anywhere" interaction with user-friendly navigation and control tools for mobile users. Furthermore, by providing users a sense of agency, these applications also make users happier and more likely to stick with the brands. A Bellman et al. (2011) research Customers may easily access information, enjoy entertainment, receive personalized coupons, and interact with the brand while on the go with branded apps. Furthermore, the interactive elements strengthen the bond between the consumer and the brand and act as precursors to favorable brand perception, buy intent, and ultimately purchase behaviour. Customers who adopt a branded app and continue to interact with it will deepen their relationships with the brand.

Mobile marketing significantly affects consumers' intentions to make purchases. H1: Consumers' propensity to buy branded clothing and accessories is positively influenced by mobile marketing

Price

Before making an online purchase, customers' first concern is pricing, and they often worry that the cost will be excessive. Because the average person's income is so low, the price factor looks at how consumers tend to waste money when they shop online. Customers who are cost conscious are typically interested in getting the best deal or receiving the most value for their money (Nazir et al., 2012). While buying for clothing online, price is a crucial consideration. When deciding whether or not an item is inexpensive and fits inside the shopper's budget, price is a major factor. Theinghi Chit (2023). As a result, the following theory is put forth:

H2: Prices on internet portals have a big impact on consumers' intentions to make purchases.

Convenience

These days, customers would rather "click a button" to have the same things delivered to their homes with much less hassle than wasting time and energy travelling to the mall. Going to the mall is considered a hassle because they are thought of as crowded locations where customers must first spend their hard-earned money and time to get there and find parking, only to run into other customers carrying bags full of purchases, and finally, when they are almost done reaching their destination, the time they had allocated to spend there is almost up.

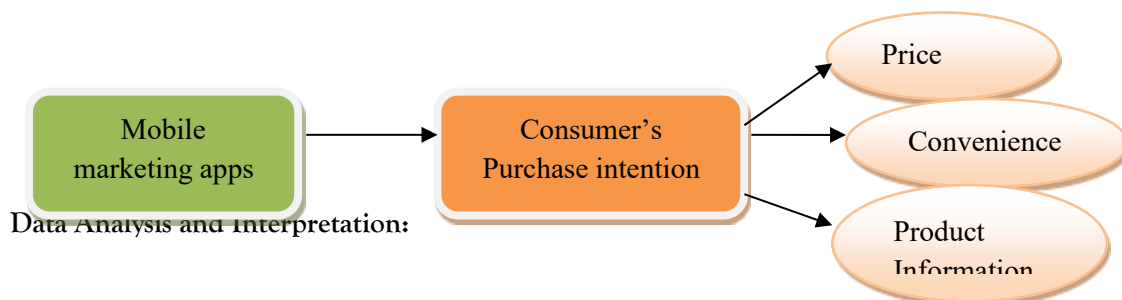
Conversely, online shopping is similar to having access to a mall that is open around-the-clock (Lodorfos, Trosterud & Whitworth (2006). A user's decision to make an online purchase can be facilitated and assisted by having easy access to all product information (Akbar; James, 2014). For delicate things that a customer might not feel comfortable purchasing in a physical store, online retailers are extremely handy. As a result, the following theory is put forth:

H3: Convenience and consumer purchasing intention are significantly correlated.

Product information:

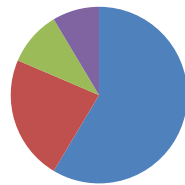
The ability to provide information about their goods and services to customers online has been facilitated by the internet. For the companies, this is also more cost-effective because it's less expensive than, say, handing out promotional materials. As customers choose the information they want from the websites, the information provider can gain a better understanding of their requirements and desires. But with so much competition on the internet, the business needs to create a pathway and show customers where their website may be located (Jayaprakash; Pavithra, 2017). As a result, the following theory is put forth:

H4: Product information has a major impact on consumers' intentions to make purchases.



DEMOGRAPHIC PROFILE OF THE RESPONDENTS

PARTICULARS	VARIABLES	PERCENTAGE
Gender	Female	68
Age	21-30	40
Educational qualification	Under Graduates	38
Occupation	Private employees	56
Marital Status	Single	51
Family income(Monthly)	Rs.20001 - 40001	37

Amount spent on shopping for branded clothes and accessories online

■ Below Rs.5,000

■ Rs.5k to 10k

■ Rs.10k to 20k

■ Rs.20k to 30 k

CHI- SQUARE TEST:

Chi square test has been used to test the association between the gender and the amount spent to purchase online branded clothing and accessories.

H₀: There is no association between the gender and the amount spent to purchase online branded clothing and accessories.

H₁: There is an association between the gender and the amount spent to purchase online branded clothing and accessories.

Chi Square Test Showing Association between Gender and the Amount Spent To Purchase Online Branded Clothing and Accessories

TABLE - 1

Particulars	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender vs. Amount spent on online branded clothing and accessories	102	100.0%	0	.0%	102	100.0%

TABLE - 2

CHI SQAURE TEST SHOWING ASSOCIATION BETWEEN GENDER AND THE AMOUNT SPENT TO PURCHASE ONLINE BRANDED CLOTHING AND ACCESSORIES			
PARTICULARS	VALUE	DEGREE OF FREEDOM	Asymp. Sig.
Pearson Chi-Square(a)	13.009	3	0.005
Likelihood ratio	12.681	3	0.005
Linear-by-Linear Association	12.874	1	0.000

Interpretation:

The P Value of 0.005 in the preceding table is less than the generally accepted thresholds of .05 or .10. The null hypothesis is thus disproved. We can draw the conclusion that there is a relationship between the gender and the amount spent on branded apparel and accessories when buying them online.

FACTOR ANALYSIS:**KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.876
Bartlett's Test of Sphericity	Approx. Chi-Square	1384.204
	df	190
	Sig.	<0.001

Sampling adequacy is defined by the Kaiser-Meyer-Olkin Measure index. The KMO test value of 0.876, which is greater than 0.5, is regarded as legitimate and appropriate for using in data reduction techniques. The results of the Bartlett's Test of Sphericity indicate a high degree of correlation between the variables, supporting the use of factor analysis, with a significance level of less than 0.001.

COMMUNALITIES			
VARIABLES	VARIABLE NAME	INITIAL	EXTRACTION
1	Instant access to catalogue	1.000	.807
2	Push notifications	1.000	.690
3	User friendly interfaces	1.000	.716
4	Store payment and shipping information	1.000	.756
5	Real time updates	1.000	.775
6	Fair pricing	1.000	.688
7	Reasonable cost	1.000	.696
8	Discounts	1.000	.712
9	Flexibility	1.000	.572
10	Price Comparison	1.000	.596
11	Door step delivery	1.000	.626
12	Parking problems, crowds and standing in queue at counters	1.000	.754
13	Accessible from anywhere at any time	1.000	.689
14	Novel information strategies	1.000	.770
15	Lots of clothes and they're easily comparable	1.000	.750
16	Effortless to deal with details of products	1.000	.482
17	Accurate details	1.000	.693
18	Expertise	1.000	.647
19	Facilitation swiftly	1.000	.758
20	Acceptability	1.000	.746
Extraction Method: Principal Component Analysis			

It is anticipated that each variable in the community will share 100% of the variance. Hence initially every item is having 1.00 which means 100% variance share by each item. The extraction value ranges from 0.482 to 0.807, indicating a minimum of 48.2% and a maximum of 80.7% of the item after extraction.

Rotated Component Matrix

Factors	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
I	Price	Fair pricing	0.768	47.040	9.408
		Reasonable cost	0.747		
		Discounts	0.687		

		Flexibility	0.509		
		Price Comparison	0.459		
II	Convenience	Door step delivery	0.519		
		Parking problems, crowds and standing in queue at counters	0.744		
		Accessible from anywhere at any time	0.738	9.220	1.844
		Novel information strategies	0.768		
		Lots of clothes and they're easily comparable	0.805		
III	Product Information	Effortless to deal with details of products	0.519		
		Accurate details	0.669	6.953	1.391
		Expertise	0.724		
		Facilitation swiftly	0.806		
		Acceptability	0.817		
IV	Mobile apps	Instant access to catalogue	0.704		
		Push notifications	0.677		
		User friendly interfaces	0.632	6.392	1.278
		Store payment and shipping information	0.754		
		Real time updates	0.700		

Findings:

- Maximum number of respondents spent less than Rs.5, 000 per month while purchasing branded clothing and accessories online (72%) and frequency of buying is on monthly basis (40%)
- Most of the respondents were using UPI as the most preferred payment method. (57%)
- There is an association between the gender and the amount spent to purchase online branded clothing and accessories.
- There is a high level of correlation between, Independent variable- Mobile marketing and Dependent variable – Consumer's purchase intention which includes factors like Price, Convenience and Product Information.

CONCLUSION:

With years of development, mobile apps have progressively grown into beloved applications on people's phones, impacting people's lives, careers, and educational pursuits. Traditional corporate marketing strategies are being changed by mobile apps, which provide users with convenience and delight. Mobile apps and digital mobile advertising allow businesses to stay in contact with their clientele. They can use it to solicit feedback from their clientele and provide them with after-sale services that encourage them to purchase a specific brand, so fostering favorable consumer perceptions and encouraging repeat business. Because mobile marketing is interactive and can reach consumers at any time and place, it has surpassed traditional media like radio, TV, and newspapers in popularity. Thus, it increases the efficacy of mobile marketing.

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