

Abstract

This research investigates the influence of digital marketing on consumer purchase intentions, specifically within the fashion industry. As digital platforms increasingly shape consumer behavior, understanding how digital marketing strategies affect purchase decisions is critical for fashion brands seeking to enhance their online presence and sales. A mixed-methods approach is employed, combining qualitative and quantitative data to assess the key factors driving purchase intentions in response to digital marketing campaigns.

The qualitative phase includes in-depth interviews and focus group discussions with consumers to explore how they perceive and engage with fashion brands through digital marketing channels. Participants discuss the impact of social media, influencer marketing, email campaigns, and online advertisements on their purchasing decisions. The research identifies which digital marketing elements—such as visuals, messaging, and brand engagement—are most effective in fostering positive consumer attitudes toward fashion brands.

In the quantitative phase, a survey is conducted to measure the influence of various digital marketing tactics on consumer purchase intentions across a larger sample. The data is analyzed to determine the strength of the relationship between digital marketing exposure and the likelihood of purchasing fashion products. Findings from this study provide actionable insights for fashion brands, offering guidance on optimizing digital marketing strategies to increase consumer engagement and drive purchase intentions in the competitive online marketplace.