

## **A Study on How E- Marketing Influences Consumer Fashion, Product Purchase Decision Through Amazon App**

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### **Abstract**

Consumer purchase decisions is a vital process for online fashion retailers to customers. The Corona pandemic has resulted in more people purchasing through the internet and has increased online shopping more than ever before.

In this regard, it is very important for retailers to present their products and services to consumers in an appropriate way on their digital platform . Marketers have to encash the various opportunities arising from consumers moving towards online and e-marketing which has become a fashion and a new trend now more than ever before. Marketers have designed a lot of Apps to push their products online. The Ecommerce giant Amazon is an American multinational technology company that offers online retail ,computing services ,consumer electronics, digital content, and other local services such as daily deals groceries. The Amazon App is a very popular media for ordering fashion products. A limited number of studies provide insight into how consumers are influenced to buy fashion products from online specifically through Amazon App. Therefore, the authors found it interesting to research digital marketing influences in consumers purchase decisions. This study aims to determine how e- marketing influences consumer fashion, product purchase decision through amazon app.

**Keywords:** *E Marketing Influences, Digital Apps*

### **Introduction**

The internet has evolved into a basic and powerful tool for all human needs. Innovative businesses have set up systems for handling consumer orders, facilitating payment processing, customer support, compiling marketing data, and receiving online feedback by integrating various online information management tools via the Internet. E-commerce is the term used to describe all of these operations. With its wide range of products and straightforward purchasing process, online shopping has become incredibly convenient for everyone. One of the major e-tailers, Amazon, has had its numerous corporate and business level strategies critically examined. Amazon.com started selling books online in July 1995, and the response they received was unexpected given that time has allowed for the sale of books online in all 50 states and 45 other countries. Amazon currently sells music, movies, toys, gadgets, and home gear. There are seven different worldwide Amazon offices with client support centres located in seven different countries, and more than 14,68,000 people are employed by Amazon globally.

Fast fashion is a very new market that has only been around for thirty years. However, with the supremacy of major international brands, it is currently developing at an astounding rate. In general, the available

literature does not contain a lot of study on the relationship between fashion and consumer behaviour. The problem is much worse for the fast fashion industry because research on consumer behaviour rarely take this expanding market into account. This could be explained by the fact that the fast fashion market is still developing, so it will take some time for an acceptable theoretical framework to develop around this topic. Furthermore, the fast fashion business is always viewed as a small part of the overall fashion industry. Its characteristics and customer habits are therefore presumed to be similar to those of the traditional fashion business. Actually, the fast fashion industry should be regarded separately from the traditional fashion industry because it has its own unique and unmistakable qualities. Therefore, learning about the traits of fast fashion consumer habits is quite important. Fast fashion companies actively use digital marketing and e-marketing in the current day.

### **Review of Literature**

Mohamed Imran Sheriff, Dr. M. John Paul, "A Study on Consumer Buying Behaviour with Preference in Amazon", This study indicates that online shopping is a type of digital trade that enables the purchase of a variety of services or goods, such as clothing, footwear, smartphones, and other items. The age range of 21 to 50 is best served by Amazon, which can be linked to this demographic's higher level of technological awareness and aptitude. Amazon can improve the quality of its products and advertise on the goods that customers have the least options to purchase. Customers are really happy with the products' timely arrival and effective packaging. Amazon is doing well and managing efficiently, effectively, and affordably to reach every client in spite of the crisis.

T Shiva Kumar, S. Chandra Shekhar, "Impact of E-marketing on influencing consumer purchase decision" This study indicates that online shopping is a type of digital trade that enables the purchase of a variety of services or goods, such as clothing, footwear, smartphones, and other items. The age range of 21 to 50 is best served by Amazon, which can be linked to this demographic's higher level of technological awareness and aptitude. Amazon can improve the quality of its products and advertise on the goods that customers have the least options to purchase. Customers are really happy with the products' timely arrival and effective packaging. Amazon is doing well and managing efficiently, effectively, and affordably to reach every client in spite of the crisis. Online trade benefits both customers and suppliers because it frequently assures more market penetration, increased customer response, more flexibility, and reduced prices. The fact that the world is rapidly becoming a global village due to the Internet and other communication tools is not entirely reflected in the Indian setting. Typically, people used to visit real establishments to buy the products they wanted. But nowadays, online buying is becoming more and more popular. Therefore, it is important to learn about client attitudes that may influence online purchase behaviour.

Hoai Thuong Tran, 2019-20, "The influence of digital marketing on consumer purchase decision towards fast fashion product" - The study examined how consumers' decisions to buy fast fashion products were influenced by internet marketing. For the study, four significant digital platforms—social media marketing, blogs and websites, branded mobile applications, and email marketing—that are well-liked by fast fashion buyers are chosen. The fashion industry includes a sizable portion of the apparel market as well as a number of ancillary industries, such as furniture, footwear, accessories, cosmetics, and hair care goods (McKelvey & Munslow, 2011). Each person uses fashion to express their individuality and communicate their likes and lifestyles (Steele, 2005; Godart, 2012). The shared preferences and way of life of various members of a society jointly shape its tastes and habits. So, a vast population's aesthetic, economic, political, cultural, and social existence can be reflected in fashion (Cholachatpinyo et al., 2002). Amazon is aware of the major changes the fashion industry has faced in the past thirty years, notably with

the enormous growth of fast fashion. Brands that are aware of these trends will be better able to increase sales and get a stronger competitive edge.

Gustav Hallberg and Sebastian Krysen, 2015, "Factors influencing the consumer purchase decision within e-commerce in emerging markets"- In order to understand how certain elements affect consumer purchase decisions in e-commerce on emerging markets, the goal of this study is to explore the relationship between e-commerce characteristics and consumer purchase decisions inside e-commerce. By conducting a survey of customers in a typical emerging market, it is hoped to educate retailers entering a developing e-commerce sector on how consumers make their purchasing decisions. Due to their favourable effects on customers' buying decisions, web site design, e-marketing, and e-vendor contact options are crucial to address in order for e-vendors to increase market shares and exploit the market capacity of the hyper-competitive emerging markets.

Samreen Lodhi, Maria Shoaib, "Impact of e-marketing on consumer behaviour"- According to the report, customer behaviour and marketing strategies have significantly changed as a result of e-marketing, particularly social media marketing. Social media is a channel for brands to communicate about specific products or services on their social media pages. Instead of businesses and professionals, adolescent or teen users make up the majority of social media users. One e-marketing instrument that draws in or captures a wide spectrum of consumers is social media. It is a channel for online customer communication on goods or services. According to the study, individuals find e-marketing to be more intriguing than advertisements on TV, billboards, magazines, books, pamphlets, newspapers, etc. By displaying them brief advertisements on Facebook, Whatsapp, Google, Twitter, YouTube, emails, e-webs, LinkedIn, and other online marketing tools, it keeps clients updated on various apps. Additionally, you can shop online using websites like daraz.pk, Oracle, eBay, Amazon, Flipkart, etc.

Michelle Bonera, Elisabetta Corvi, 2011, "The online buying process in the fashion industry" - The objective of this study is to examine the effects of significant psycho-social factors that affect online fashion purchases, separating the two main categories of rational and emotional factors. As a result, the study has made it possible to evaluate factors that were generated from several models, creating a more precise and thorough picture of the behaviour of online fashion purchase. The purpose of this study is to investigate consumer acceptability of fashion e-commerce by integrating enjoyment and trust into the technology acceptance model (TAM). Customers' adoption of fashion e-commerce on Amazon is significantly influenced by their buying experience and level of trust.

Hakan Cengiz, 2017, "Effect of the need for popularity on purchase decision involvement and impulse-buying behaviour concerning fashion clothing". This study looked at the connections between the desire for popularity, involvement in fashion-related apparel purchasing decisions, and fashion-related impulse buying. The findings showed that the desire for fame favourably effects both the engagement of the fashion clothes purchase decision maker and fashion-related impulse buying. This reveals to marketers that the desire to be well-liked influences when and how people purchase fashionable clothing. Given that businesses play a major role in influencing and defining fashion trends, they must particularly grasp how customers use fashion apparel in order to become well-known. The study's findings also demonstrated that fashion-related impulse buying behaviour was positively impacted by engagement in the apparel purchase choice. This study finds that (1) the need for popularity positively influences involvement in purchase decisions regarding fashion clothing and impulse buying behaviour, and (2) involvement in purchase decisions regarding fashion clothing positively influences fashion-oriented impulse buying, using a sample of participants from Amazon Mechanical Turk (MTurk) (n = 333). The understanding of the need for popularity within the framework of fashion consumption is advanced by this study.

Eyyup Yaras , Meltem Yetkin ,Duygu Aydin Unal,2017, "Factors affecting consumer intention to purchase online" This study intends to ascertain the effects of elements influencing customers' desire to buy via the Internet by providing a model proposal on the purchasing intention. Customers are exposed to innovative experiences and purchase possibilities as the internet streamlines every area of life.

Madhura K.,Dr Niyaz Panakaje,2022, "Development of Fashionable Products through Online Retailing :A Case Study on Amazon and Flipkart". The worldwide community is now incredibly close thanks to the internet. Information may be conveyed more effectively, more quickly, and more cheaply. The internet today makes it possible for fashion companies to reach out to every country without having to make huge financial commitments. To advertise and sell their goods, fashion companies may have their own websites. They may also display their goods on e-commerce and social media platforms, which attracts more customers . Fashion houses may market their products cheaply and globally through online media. This study's main goal is to track the evolution of fashion goods as they are sold online. For the study, the author primarily took into account Amazon and Flipkart. The majority of the market share for fashion products in India (on both Amazon and Flipkart) is taken by apparel (52%), followed by footwear (35%), handbags (4%), jewellery, and health and beauty products (3% each).

Martin dodge,(1999), "Finding the source of Amazone.com" The study examining the hype of the earth's biggest book store", advanced spatial analysis centre. concluded that one of the most promising online retailers, Amazon.com, has developed quickly by offering great service.

### **Research Question**

E-Marketing is viewed as a significant possibility with a high success rate around the world. How does the Amazon app affect customers' decisions to buy fashion products online and how does the company track its customers' satisfaction with its fashion offerings?

### **Need for the Study**

The Amazon app's e-marketing tool assessed customer fashion product purchase decisions, customer satisfaction, and services provided by Amazon to attract customers. It also determined the offers and discounts issued by Amazon to attract customers and to understand their level of preference for Amazon.

### **Objectives**

- To comprehend and gauge consumer perceptions and the variables influencing how they choose e-commerce sites.
- To learn how customers assess e-commerce sites before making purchases
- To investigate the challenges and obstacles that stand between e-commerce sites and their customers.
- To investigate how e-marketing affects customer decisions to buy fashion products.
- To learn about new opportunities and be successful in them.
- To locate the replacements and offers.

### **Scope of the Study**

The study's focus is only on customers who use the Amazon app to purchase fashion items. The goal of this study is to determine how different fashion products offered through the Amazon app and various

channels used by the Amazon app (E-mail marketing, display advertising, search engine marketing, social media marketing, mobile marketing) to reach customers affect customer purchase decisions.

## Methodology

This qualitative research is based on secondary data. Secondary data is gathered from the research papers published in reputable journals, newspapers, articles and Amazon Consumer Behaviour Report.

## Data Analysis

We used secondary data to investigate how E-marketing affects consumers' decisions to buy fashion products. Amazon claims that the fashion category would rise by 40% in the fiscal year 2021. According to Saurabh Srivastava, director and head of Amazon Fashion India, "One out of every three new customers starts her shopping journey with Amazon Fashion. Fashion and beauty are among the largest categories for Amazon and also the fastest growing category in terms of acquiring new customers for Amazon India. Amazon will sell more than 12 lakh beauty goods and 1,000 different fashion brands.

In a recent survey on the online fashion industry, Unicommerce found that Amazon In comparison to FY20, total order volumes for the fashion category increased 45% in FY21 across marketplaces and brand websites.

## Findings

- People of all ages are interested in the offers made by the company.
- Amazon spend a lot of money on advertising and its creative advertisement attract the customer most.
- In Amazon Fashion has established itself in a significant place, with rapid growth
- during the pandemic. Because there is a reluctance to go to regular shopping locations, internet shopping has become an important aspect of the new normal for fashion.
- During the offer period, the website remains more active.
- To sell fashion and other products, online retailers will not need expensive e-Commerce websites or mobile apps. A retailer can start selling anything by registering as a seller on Amazon
- A trader is fashion retailer or other retailers to get registered under GST to be able to sell on Amazon
- Celebrities are being used by Amazon to promote their fashionable products.
- Amazon's Stylist assist users to discover more and more fashion and other products similar to the ones they've looked at.

## Suggestion

- 1) Companies needs to conduct more and more fashion products shopping events that will helps to attract a greater number of customers and also to create a good brand image of products.
- 2) The companies must adhere to all sales policies and refrain from engaging in unethical business practices such as delivery or shipping of empty boxes to customers, selling counterfeit items, etc.

- 3) In digital era, images are the only way for a buyer to obtain a sense of the genuine product, making them a crucial component of online selling. The company's products, especially fashion-related photos, should be in high-resolution, with every detail evident. Because what looks nice sells more, make sure your product photographs are well-photographed to pique buyer interest
- 4) Both the companies should concentrate on Recommendation modules/ Stylist assist because it is one of the greatest conversions and contributes significantly to the company's revenue and units.
- 5) Companies need to keep greater product stock on hand during Festive sessions and year-end sales.

## Conclusion

The main focus of this study is on how e-marketing affects consumers' decisions to buy fashion items from Amazon and how the corporation uses marketing channels to reach consumers. Amazon can improve its product quality and advertise on the goods that customers have the fewest options to purchase. Customers are really happy with the products' timely arrival and effective packaging. Amazon is doing well and managing efficiently, effectively, and affordably to reach every client in spite of the crisis.

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