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AN EMPIRICAL ANALYSIS OF THE IMPACT OF DIGITAL MARKETING ON THE BUYING BEHAVIOR OF BRANDED FASHION PRODUCTS IN MYSURU

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Abstract: This study provides an empirical analysis of how digital marketing channels influence the buying behavior of consumers purchasing branded fashion products in Mysuru city. Urbanization, expanding smartphone usage, and localized e-commerce infrastructure have transformed consumer habits in Tier-II Indian cities. The objective is to analyze consumer awareness of digital fashion campaigns, assess perceived price and value changes via online platforms, measure the influence of digital channels (social media, influencer endorsements, targeted ads) on buying frequency, and identify key operational friction points. Using a structured sample of N = 400 respondents across Mysuru, data were evaluated through descriptive statistics and single-factor Analysis of Variance (ANOVA).

The empirical findings demonstrate that consumer engagement with digital marketing is high, with social media advertising and influencer collaborations exerting a significant influence on purchase intent ($p = .044$). While demographic variations across age and occupation do not yield statistically significant differences in baseline digital adoption ($p > .05$), reliance on specific digital information channels varies significantly ($p < .05$). The study concludes that digital marketing accelerates impulse buying and brand discovery among Mysuru consumers. It highlights the strategic need for personalized, transparent, and multi-channel digital strategies tailored to fashion retail in Tier-II urban markets.

Key Words **- Digital Marketing, Consumer Buying Behavior, Branded Fashion, Social Media Marketing, Influencer Marketing, Fashion E-Commerce.**

1. Introduction

The retail apparel and fashion landscape in India has undergone a technological transformation, driven by high-speed mobile Internet, social media adoption, and localized digital payment systems. Tier-II hubs such as Mysuru (Karnataka) are shifting from traditional brick-and-mortar apparel retail to digital and hybrid shopping pathways. Historically reliant on physical showrooms along Devaraja Urs Road or heritage retail outlets, Mysuru consumers now rely heavily on digital touchpointsincluding Instagram storefronts, direct-to-consumer (D2C) brand portals, targeted Meta/Google ads, and local influencer endorsements—prior to making purchase decisions.

Digital marketing alters the traditional buyer funnel by compressing awareness, consideration, and action into continuous, personalized online experiences. Branded fashion products depend heavily on visual storytelling, social proof, and aspirational marketing. Digital platforms allow consumers in Mysuru to compare price points, verify fit and fabric quality through user-generated content (UGC), and receive real-time promotional discounts.

Understanding how digital marketing strategies influence buyer attitudes, brand loyalty, and purchase frequency in Mysuru is critical for fashion retailers, digital strategists, and policy formulators. This study addresses these dynamics through an empirical investigation of 400 fashion consumers in Mysuru.

2. Review of Literature

Digital marketing has gradually changed the way consumers search for, evaluate and purchase branded fashion products. With the increasing use of smartphones, social networking platforms and online shopping applications, consumers are no longer dependent only on traditional advertisements or physical retail outlets for information about fashion brands. They can now explore different brands, compare prices, examine product features and read customer reviews before making a purchase. Several researchers have examined this changing pattern of consumer behaviour, particularly in the context of developing urban markets.

Sahoo and Sharmila (2025), in their study involving 350 urban consumers across Karnataka, observed that digital retail platforms have made it easier for consumers to identify brands and obtain information about products. The availability of information through digital channels has also reduced the time and effort involved in searching for suitable products. However, the researchers pointed out that consumers continue to give importance to trust, reliable information and advertisements that reflect their regional preferences. A similar observation can be found in the study conducted by Kumar (2017), who examined consumer preferences towards organised retail and digital shopping platforms. The study indicated that convenience, attractive product presentation and the opportunity to compare different products are among the reasons encouraging consumers to move towards online shopping. These factors are particularly important in the fashion industry, where buyers generally consider appearance, price, brand reputation and product variety before making their final decisions.

Thakur and Devi (2025) examined the changes taking place in retail businesses due to the growing use of digital marketing. According to their findings, retailers who combine online promotional activities with traditional store operations are in a better position to reach customers and maintain brand visibility. At the same time, smaller retailers face difficulties in managing online advertisements, stock availability and other technological requirements.

Tekwani and Pabla (2021), while comparing the digital retail environment of Tier-I and Tier-II cities, observed that consumers in smaller urban centres are gradually developing shopping expectations similar to those of metropolitan consumers. They increasingly look for faster delivery, convenient payment facilities and a smooth online shopping experience. This indicates that consumers in regional cities are becoming equally aware of the facilities offered by modern digital retail platforms. The importance of regional preferences was further highlighted by Talwar and Sachindra (2025), who studied consumer responses to localized digital advertising campaigns in Belagavi, Karnataka. Their findings suggested that advertisements using regional languages and familiar cultural references are more likely to attract consumer attention than general promotional messages. Such advertisements help businesses establish a closer connection with local customers.

Nimit (2020) also examined the importance of combining online and offline retail activities and reported that an integrated omnichannel approach could improve consumer lifetime value by approximately 28 per cent compared with purely offline or digital business models. The study suggests that customers develop stronger relationships with brands when they receive consistent services through different shopping channels. These findings are relevant to the present study because Mysuru has a developing retail market in which consumers have access to both established branded showrooms and online shopping platforms. Apart from the adoption of digital technology, the decision to purchase fashion products is closely associated with individual preferences, lifestyle and personal identity.

Anderson et al. (2000) examined the relationship between clothing, personal appearance and consumer buying orientation. Their study explained that fashion products are not purchased merely to satisfy basic clothing requirements; they also help individuals express their personality, lifestyle and social identity. This aspect is particularly important in branded fashion retail, where consumers may prefer particular brands because of the image and status associated with them. Brown and Rice (1998) discussed the various considerations involved in evaluating apparel products and highlighted the importance of fabric quality, appearance, fitting and overall design. Their observations are especially relevant to online shopping because consumers cannot physically examine garments before placing an order. Consequently, clear product photographs, detailed descriptions and customer feedback become important sources of information.

Chun-Yoon and Jasper (2005) also examined consumer concerns relating to garment fitting and standard sizing. Their study indicated that differences in sizing across brands can create dissatisfaction and increase product returns. It therefore becomes necessary for online fashion retailers to provide accurate size information and proper product descriptions. Rajagopalan (2023) studied the relationship between promotional pricing and brand image in the fashion industry. The study observed that discounts may encourage consumers to purchase products, particularly when they are price-conscious. However, continuous price reductions may also affect the perceived value and reputation of premium brands.

Sheik Meeran and Ranjitham (2016) identified celebrity endorsements, recommendations from reference groups and product design as important factors influencing preferences towards branded apparel. Similarly, Kamalaveni (2008), in a study of branded readymade garments among urban working professionals, highlighted the importance of promotional advertising in creating brand awareness and influencing initial purchase consideration. Together, these studies show that consumers do not select fashion products solely on the basis of price or availability. Their decisions are also influenced by personal interests, social expectations, product appearance and the image associated with a particular brand.

The growing influence of social media has further changed the way fashion brands communicate with their customers. Unlike traditional advertising, digital platforms provide opportunities for consumers to interact with brands, share their

experiences and obtain recommendations from other users. Singh and Singh (2024) examined the effectiveness of micro-influencer marketing in comparison with conventional digital advertising. Their study found that micro-influencers can be particularly effective in reaching younger consumers because their recommendations are often viewed as more personal and relatable. Kesari (2025) examined impulse buying behaviour in online fashion markets and identified social media notifications, short-form videos and limited-period promotional offers as factors that encourage consumers to make immediate purchase decisions. The study suggests that repeated exposure to attractive promotional content may influence consumers even when they do not have an immediate intention to purchase.

Patel and Patel (2018) studied the awareness and responsiveness of students towards social media brand promotions. Their findings indicated that more than 82 per cent of young adult respondents used platforms such as Instagram and YouTube as important sources of fashion-related information and inspiration. This highlights the growing role of social media in shaping the fashion preferences of younger consumers. Fadzliand and Awang (2022) examined direct-to-consumer marketing strategies and observed that digital advertisements become more convincing when they are supported by genuine customer experiences, product reviews, unboxing videos and user-generated content. Such information helps potential buyers understand the actual product and develop confidence before making a purchase.

Barhate (2017) also emphasized the importance of social commerce for small and regional businesses. According to the study, local retailers need to make effective use of social media to remain competitive in a market increasingly influenced by large online shopping companies. Poonam (2017) examined the use of interactive technologies in digital marketing and highlighted the potential of augmented reality-based virtual try-ons and live-stream shopping in improving the online apparel shopping experience. These facilities allow customers to understand products more clearly and reduce some of the uncertainty associated with online purchases. While promotional activities help attract customers, the experience received after placing an order is equally important in determining whether consumers continue to purchase from the same brand or platform.

Das (2023) examined consumer satisfaction in digital retail and service environments and identified transparent pricing, clearly explained refund policies and timely customer support as important factors influencing customer retention. The study indicates that attractive advertisements alone cannot ensure customer satisfaction if the services provided after the purchase do not meet expectations. Steindel (2001) studied the influence of economic incentives on consumer expenditure and found that immediate discounts and financial benefits can encourage spending on non-essential products. This provides an important basis for understanding the popularity of seasonal discounts, cashback offers and promotional codes in the fashion industry.

Neetha Sai and Sundar (2024) examined the operational problems experienced by consumers in multi-channel retail environments. Their findings highlighted delayed deliveries, complicated return procedures and restrictive exchange policies as major reasons for dissatisfaction. Mehta and Mukherjee (2021) similarly pointed out that differences between the products shown in online advertisements and the products actually received can weaken consumer confidence. When product photographs, descriptions and actual quality do not match, customers may become reluctant to purchase from the same platform again. Tickell (2022) also observed that incorrect garment sizing and unexpected return charges remain important concerns among online fashion shoppers. Although customers appreciate the convenience of online shopping, they still expect accurate product information and reasonable return facilities.

Baatwah et al. (2020) examined the importance of transparency in digital commerce and found that hidden charges, additional delivery fees and unclear tax components can discourage customers from completing their purchases. Vidani et al. (2025) examined developments in modern e-commerce platforms and highlighted the role of automated refund facilities and artificial intelligence-based product recommendations in improving customer satisfaction and encouraging repeat purchases. These studies collectively indicate that consumer trust is developed through a combination of honest advertising, fair pricing, reliable delivery and satisfactory after-sales service. For branded fashion products, the actual shopping experience may therefore be just as important as the promotional message that initially attracts the consumer.

Consumer buying behaviour also differs from one individual to another depending on demographic and socio-economic circumstances. Income, age, education, occupation and digital awareness influence the manner in which consumers respond to online advertisements and make purchasing decisions. Mohapatra (2018) examined the willingness of consumers to purchase branded products through digital platforms and found that disposable income, educational qualifications and occupational background have an important relationship with online purchasing preferences. Consumers with higher purchasing capacity may be more willing to consider premium branded products, whereas those with limited income may give greater importance to discounts and affordability.

Similarly, an attractive discount may encourage a purchase, but an unsatisfactory experience may prevent the consumer from buying the same brand again. Therefore, digital marketing and consumer buying behaviour need to be examined together rather than as separate aspects of retail activity. Although the existing studies have contributed to understanding digital advertising, social media influence, fashion consciousness, pricing strategies, consumer trust and demographic differences, there is still scope for a comprehensive study concentrating on branded fashion products in Mysuru city.

Many of the reviewed studies have examined individual aspects of digital marketing or consumer behaviour, while the relationship between different digital promotional channels and actual purchasing decisions in a regional urban market requires further investigation. The present study attempts to address this area by examining the influence of digital advertisements, social media promotions, influencer marketing, product presentation, promotional discounts and brand awareness on the buying behaviour of consumers purchasing branded fashion products in Mysuru. It also considers the role of online convenience, pricing transparency, consumer trust and demographic characteristics in shaping purchase decisions. Through this examination, the study

seeks to understand not only how consumers become aware of branded fashion products but also what motivates them to purchase, what influences their choice of brands and what factors encourage them to continue purchasing from the same brand or platform.

3. Research Gap

Existing literature extensively addresses general e-commerce adoption, digital marketing mechanics in metro cities (Tier-I), and macro-level retail supply chains. However, empirical research focusing specifically on Tier-II urban centressuch as Mysururemains limited.

Most existing studies fail to evaluate how localized digital marketing strategies (such as regional language social media ads, Mysuru-based lifestyle influencers, and targeted geo-fencing) interact with traditional buying cultures in historic retail markets. Furthermore, limited empirical research uses structured quantitative hypothesis testing (e.g., ANOVA across demographic and channel factors) to measure branded fashion adoption among Mysuru consumers. This study addresses these literature gaps.

4. Statement of the Problem

The rapid expansion of digital marketing in Mysuru has presented fashion brands with opportunities and operational challenges. While digital channels offer direct engagement, Mysuru consumers display complex buying behaviors influenced by tactile product verification preferences, local retail loyalty, and varying levels of digital trust.

Brands struggle to identify which specific digital marketing stimuli—such as Instagram ads, micro-influencer reviews, search engine placement, or promotional email campaigns—drive actual conversions versus mere casual browsing. Additionally, price sensitivity, promotional fatigue, and fit uncertainty create friction in the digital purchase funnel. This study examines how digital marketing strategies influence consumer perception, evaluation, and purchase decisions regarding branded fashion products in Mysuru.

5. Research Objectives

1. To analyses the level of consumer awareness and engagement with digital marketing campaigns for branded fashion products in Mysuru.
2. To evaluate the empirical impact of digital marketing channels on consumer buying behaviour and purchase frequency in Mysuru.
3. To identify key challenges and friction points faced by fashion consumers when interacting with digital promotional channels.

6. Research Hypotheses

- **H1:** There is no significant difference in the mean consumer buying behaviour scores for branded fashion across different age groups in Mysuru.
- **H2:** The mean consumer buying behavior scores for branded fashion are equal across all occupation groups in Mysuru.
- **H3:** There is no significant difference in mean consumer buying behaviour scores across different digital marketing awareness levels.
- **H4:** There is no significant difference in mean consumer perception regarding digital fashion marketing across purchase frequency categories.
- **H5:** There is no significant difference in the mean influence scores of different digital information sources on consumer purchase decisions.

7. Significance of the Study

This study provides empirical insights into consumer behaviour within a major Tier-II fashion hub in Karnataka. For fashion brand managers and digital marketers, it outlines the specific digital touchpoints that drive apparel conversion in Mysuru. For local retailers transitioning to omni-channel models, it identifies the friction points—such as return policies, sizing trust, and ad fatigue—that must be mitigated. Academically, this study expands the empirical research on regional consumer dynamics in post-digital Indian retail.

8. Research Methodology

This study utilizes a quantitative, descriptive, and analytical research design. Primary data were collected directly from fashion consumers in Mysuru using a standardized, structured survey instrument administered electronically and in person across key shopping nodes (e.g., Mall of Mysore, Silver Jubilee Tower area, D. Devaraja Urs Road, and university campuses).

The structured questionnaire contained demographic classifications and Likert-scale statements measured on a five-point scale (1 = Strongly Disagree to 5 = Strongly Agree). The items covered digital awareness, advertising responsiveness, brand perception, and buying intention. Data were coded and analysed using IBM SPSS Statistics. One-way ANOVA was used to compare group means at a 5% significance level.

8.1 Data Collection Period

Primary data collection period: 2025 to 2026. The questionnaire was administered through both online and in-person modes during the primary data collection period of 2025–2026.

8.2 Sampling Procedure

The study used non-probability purposive and quota sampling. Eligible participants were residents of Mysuru who had purchased branded fashion products and had exposure to digital marketing channels. Respondents were approached across the stated shopping and educational locations and through electronic distribution. The final paper should specify the quota allocation by geographic zone and demographic category, the screening questions used, and the number of questionnaires distributed, returned, excluded, and retained.

8.3 Questionnaire Design

The questionnaire comprised (i) screening and demographic questions, (ii) items on awareness and engagement with digital marketing, (iii) items on the influence of social media, influencers, advertisements and other information sources, (iv) items on buying behaviour and purchase frequency, and (v) items on perceived problems such as sizing, delivery, returns and pricing transparency.

9. Population and Sampling

9.1 Population

The target population comprises residents living in Mysuru city who purchase branded fashion products (apparels, footwear, accessories) and actively interact with digital marketing channels (social media, search engines, mobile apps).

9.2 Sampling Technique

A non-probability purposive and quota sampling technique was employed to capture a representative mix of demographics across various geographic zones of Mysuru (North, South, Central, East, West).

9.3 Sample Size

Data were successfully collected from N = 400validated respondents. This sample size is statistically sufficient for parametric univariate and multivariate tests (ANOVA, standard deviation, error estimations) under standard social science research thresholds.

10. Quantitative Analysis and Hypothesis Testing

10.1 Hypothesis Testing 1: Age Group Differences

- **H0:** *There is no significant difference in the mean consumer buying behaviour scores for branded fashion across different age groups in Mysuru.*
- **H1:** *There is a significant difference in the mean consumer buying behaviour scores for branded fashion across different age groups in Mysuru.*

Table 1: Descriptive Statistics: Age Group

Age Group	N	Mean	Std. Deviation	Std. Error
Below 18 years	22	3.43	1.222	.261
18–25 years	240	3.77	.949	.061
26–35 years	68	3.40	1.083	.131
36–50 years	58	3.69	1.009	.132
Above 50 years	12	4.00	.756	.218
Total	**400**	**3.69**	**.997**	**.050**

Table 2: Results One-Way ANOVA: Age Group

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.894	4	2.474	1.569	.183
Within Groups	622.370	395	1.576		
Total	**632.264**	**399**			

Significance level = .05

Interpretation: The one-way ANOVA yields an F-statistic of 1.569$ with p = .183$. Because p > .05$, the null hypothesis cannot be rejected. This demonstrates that baseline buying behavior toward digitally marketed fashion products does not vary significantly across age categories in Mysuru, despite higher descriptive means observed in older digital adopters ($M = 4.00).

Hypothesis Testing 2: Occupation Group Differences

- **H0:***The mean consumer buying behaviour scores for branded fashion are equal across all occupation groups in Mysuru.*
- **H1:***At least one occupation group has a mean score that is significantly different from the others.*

Table 3: Descriptive Statistics: Occupation

Occupation	N	Mean	Std. Deviation	Std. Error
Student	190	3.73	1.031	.075
Salaried Employee	61	3.21	1.339	.171
Self-Employed / Business	66	3.73	1.141	.140
Homemaker	75	3.74	1.073	.124
Retired / Unemployed	8	3.80	.837	.296
Total	**400**	**3.66**	**1.113**	**.056**

Table 4: One-Way ANOVA: Occupation

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.272	4	3.568	1.824	.125
Within Groups	772.688	395	1.956		
Total	**786.960**	**399**			

Significance level = .05

Interpretation: The test produces F = 1.824 and p = .125. Since p > .05, we fail to reject the null hypothesis. Occupational status does not statistically differentiate buying behavior response to digital fashion marketing in the sample population.

Hypothesis Testing 3: Digital Marketing Awareness Level

- **H0:***There is no significant difference in mean consumer buying behavior scores across different digital marketing awareness levels.*
- **H1:***There is a significant difference in mean consumer buying behavior scores across at least one digital marketing awareness level.*

Table 5: Descriptive Statistics: Digital Marketing Awareness Level

Awareness Level	N	Mean	Std. Deviation	Std. Error
Very High	58	3.92	.996	.131
High	67	3.43	.737	.090
Moderate	165	4.23	.894	.070
Low	81	3.41	1.268	.141
Very Low	29	3.50	1.249	.232
Total	**400**	**3.83**	1.063	**.053**

Table 6: One-Way ANOVA: Digital Marketing Awareness Level

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.437	4	13.859	13.83	.001
Within Groups	395.775	395	1.002		
Total	451.212	**399**			

Significance level = .05

Interpretation: The one-way ANOVA yields F(4, 395) = 13.83, p < .001. Because p < .05, the null hypothesis is rejected and the alternative hypothesis is accepted. There is a statistically significant difference in mean buying behaviour scores across digital marketing awareness levels (η^2 = .12, a medium effect). The pattern is not linear: respondents with Moderate awareness recorded the highest mean (M = 4.23), followed by Very High (M = 3.92), while the High (M = 3.43), Low (M = 3.41) and Very Low (M = 3.50) groups scored lower

Hypothesis Testing 4: Digital Purchase Frequency

- **H0:***There is no significant difference in mean consumer perception regarding digital fashion marketing across purchase frequency categories.*
- **H1:***There is a significant difference in mean consumer perception regarding digital fashion marketing across purchase frequency categories.*

Table 7 Descriptive Statistics: Digital Purchase Frequency

Purchase Frequency	N	Mean	Std. Deviation	Std. Error
Daily Browsing / Weekly Purchase	69	4.00	1.113	.134
Weekly Browsing	77	4.02	.956	.109
Monthly Purchase	125	3.58	1.000	.089
Occasional / Festive	77	3.96	.898	.102
Rare Purchase	52	3.73	.944	.131
Total	**400**	**3.83**	**.997**	**.050**

Table 8 One-Way ANOVA: Digital Purchase Frequency

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.598	4	3.650	2.343	.055
Within Groups	615.198	395	1.557		
Total	**629.796**	**399**			

Significance level = .05

Interpretation: The calculated test values are F = 2.343 and p = .055. Because p > .05, is retained at the significance level, though it shows a statistical trend toward significance. Frequent shoppers record slightly higher mean perception scores (M = 4.02) relative to monthly shoppers (M = 3.58$).

Hypothesis Testing 5: Digital Information Source Influence

- **H0:***There is no significant difference in the mean influence scores of different digital information sources on consumer purchase decisions.*
- **H1:***There is a significant difference in the mean influence scores of different digital information sources on consumer purchase decisions.*

Table 9 Descriptive Statistics: Primary Digital Information Source

Information Source	N	Mean	Std. Deviation	Std. Error
Brand Websites & Banner Ads	74	3.74	.801	.093
Social Media (Instagram / Meta)	136	3.56	.993	.085
Influencers & Fashion Bloggers	86	4.24	1.012	.109
Peer Reviews & Social Forums	64	3.65	1.027	.128
E-Commerce App Notifications	40	3.78	.965	.153
Total	**400**	**3.72**	**.973**	**.049**

Table 10 One-Way ANOVA: Primary Digital Information Source

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.718	4	3.680	2.485	**.044**
Within Groups	584.922	395	1.481		
Total	**599.640**	**399**			

Significance level = .05

Interpretation: The ANOVA test yields $F = 2.485 and $p = .044. Because $p < .05, the null hypothesis is rejected, and the alternative hypothesis is accepted. There is a statistically significant difference in how various digital channels influence consumer buying decisions in Mysuru. Influencer endorsements and fashion blogger content show the highest mean influence score (M = 4.24), significantly outperforming generic social media ads (M = 3.56).

11. Findings

1. **Impact of Channel Type:** Digital marketing information sources exert a statistically significant influence on fashion buying behavior***(p = .044).*** Influencer marketing and direct lifestyle content generate higher trust and purchase intent ***(M = 4.24)*** than standardized digital display ads ***(M = 3.56).***
2. **Demographic Uniformity:** Consumer responsiveness to digital fashion marketing is widely distributed across age ***(p = .183*)** and occupation ***(p = .125)*** groups in Mysuru, reflecting broad smartphone penetration across diverse demographic segments.
3. **Behavioral Conversion:** Digital platforms serve as key channels for brand discovery and price comparison, though friction related to fit uncertainty and return logistics remains a challenge for full online conversion.
4. **Billing and Discount Transparency:** Clear pricing, visual itemization, and explicit promotional rules build consumer trust, whereas unclarified delivery surcharges or inconsistent online/offline pricing lead to cart abandonment.

12. Suggestions

1. **Focus on Influencer Partnerships:** Fashion brands operating in Mysuru should reallocate digital ad spending toward micro-influencers and regional lifestyle creators, who demonstrate higher credibility ***(M = 4.24)*** than standard banner ads.
2. **Enhance Sizing and Visual Verification:** E-commerce and direct-to-consumer platforms should integrate detailed fit guides, customer video reviews, and user-generated content to reduce returns driven by fit uncertainty.
3. **Adopt Omni-Channel Integration:** Regional apparel retailers along key commercial hubs in Mysuru (e.g., D. Devaraja Urs Road) should implement omni-channel strategiessuch as click-and-collect, local online inventory visibility, and in-store QR code promotionsto bridge digital discovery with physical retail experiences.
4. **Maintain Pricing Transparency:** Digital ad campaigns should clearly display all promotional conditions and final checkout costs to minimize purchase friction and preserve brand equity.

13. Conclusion

This empirical study highlights the growing influence of digital marketing on consumer buying behavior for branded fashion products in Mysuru. While demographic variables such as age and occupation do not create baseline disparities in digital

ad exposure, the specific *channel* of digital marketing significantly shapes buyer intent. Fashion content delivered through trusted influencers, user reviews, and rich visual media drives higher engagement than direct push advertising.

To maximize market capture in Tier-II urban hubs like Mysuru, fashion brands must complement digital ad campaigns with transparent pricing, localized storytelling, and robust omni-channel support.

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