

**Impact of media marketing on consumers
inclination toward purchase decision of classified
apparels in Nagpur city: An empirical study**

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A Study on the Influence of Media Marketing Strategies on Consumer Buying Behaviour of Classified Apparel in Nagpur

Abstract:

The current research project focuses on how the media marketing strategies can influence the consumer purchasing behaviour of the classified apparel within Nagpur city. As the digital platforms continue to be penetrated, media marketing has become an essential factor in consumer choice-making. The research design adopted in the research is descriptive and analytical research design using primary data where 200 respondents were interviewed with the help of a structured questionnaire. These results indicate that social media, and especially Instagram and Facebook, are having a tremendous and powerful impact on perceptions, preferences, and buying intentions of the consumers. Discounts, advertisements, influencer marketing, and electronic word-of-mouth were identified to contribute significantly to influencing the buying behaviour. The Chi-square test of inferential analysis the relationship between media exposure and consumer buying behaviour (CBB) proves to be statistically significant. The article indicates that the more the media is involved, the greater the level of purchase influence, particularly among the young consumers. The study has useful implications to the marketer in developing effective media strategies and to engage customers better in the apparel world.

Keywords: Media Marketing, Consumer Buying Behaviour, Social Media, Apparel Industry, Purchase Intention, Digital Marketing, etc.

INTRODUCTION

The blistering growth of digital technologies and the growing invasion of the internet has reshaped the marketing practice in any industry, especially in the apparel industry. Marketing techniques in the media such as social media marketing, influencer marketing, digital advertisement and content-based engagement have become essential in affecting the CBB. Such tactics have had a great impact on influencing the perception, evaluation and the

subsequent purchase of apparel products among consumers especially so in large metropolis cities such as Nagpur.

The clothing sector is very dynamic and fashion-driven, with the tastes of the consumers being shaped by the functional qualities in the products like cost and quality, as well as the psychological and social elements, formed under the impact of media contents. The social media like insta, FB, and YouTube are interactive media that help in communicating the brand, e-WOM and the personalized marketing experiences. These platforms help consumers interact with the brand, make comparisons and make informed decisions on purchases (Gaur & Singh, 2025).

The media marketing programs play a vital role in the consumer attitudes development, brand awareness, and purchase intentions. According to the research, the factors of social media marketing that affect brand equity and customer response positively emerge in the apparel industry which are entertainment, interaction, customization and trendiness (Khan et al., 2019). Besides, product image, offers, and the internet presence have proven to be significant in consumer attraction and prompting apparel sales (Di et al., 2014; ACR Study).

Considering Nagpur in the current framework of an urban centre where digital penetration is on the rise, consumers are also turning out to be more attentive to marketing techniques mediated by media. The effect of social media, internet-based advertisements, and promotion campaigns is more pronounced among the younger population members who are significantly using digital platforms to make judgments related to fashion. Hence, it is necessary to consider the impact of the media marketing strategies on CBB in classified clothing category in this regional setting.

This paper intends to fill this gap by examining how different media marketing strategies affect the CBB in Nagpur, hence give insights to marketers, retailers as well as researchers to design improved marketing techniques.

LITERATURE REVIEW

The connection between the media marketing strategies and CBB is an issue which has our literature on marketing and consumer behaviour under extensive studies especially in the apparel industry.

Social media marketing or media marketing in general has been singled out as a strong influencer of consumer behaviour. Research indicates that digital channels give the brands an opportunity to interact with consumers and create perceptions and purchase intentions based on the interactions and targeted advertising (Gaur & Singh, 2025). Likewise, Dangaiso (2024) indicated that CBB are strongly influenced by the use of social media applications that can increase the communication and interaction between consumers and brands.

To explore how consumer responses are formed through marketing activities organized by social media (SMMAs), Khan et al. (2019) explored the impact that the interaction, entertainment, trendiness, customization, and e-WoM have on consumer responses. The researchers discovered that such activities have a positive impact on brand equity that services impact loyalty of the consumers and their readiness to pay higher price. This means that good media marketing strategies would not only lure customers but also create long term brand relationship.

Better still, already one study by Bernard et al. (2020) has explored how Facebook marketing can influence consumer buying intention and came to the conclusion that social media can play an essential role in influencing consumer purchasing choice generally among young consumers. On the same note, research in the clothing industry suggests that applications, such as Instagram and Facebook, are instrumental in driving the consumer preferences in terms of visual image assistance and peer pressure (Efendioglu and Durmaz, 2022).

Another important element of the behaviour of consumers as far as purchasing is concerned is E-WOM. Customers are rather inclined to turn to Internet reviews, suggestions, and communicative interaction with social media before making buying decisions. According to the research results, eWOM improves trust and perceived risk, which raises the likelihood of a purchase in the apparel industry (Gaur and Singh, 2025).

As Ong et al. (2022) have highlighted, aspects of the marketing mix, such as promotions, advertisement, and pricing, among others, are relevant to CBB in the apparel industry. The analysis revealed that promotion and advertisement has a prevailing effect on making a purchase especially in uncertain circumstances like the pandemic.

The visual attractiveness is a major factor in the marketing of apparels, as clothing has been identified to be a very visual type of products. Di et al. (2014) have proved that the format of product presentation, the use of images of models or mannequins, can greatly change consumer interaction and their final purchasing choice. This shows the relevance of visual media approach to apparel marketing.

Though the digital media take the centre-stage in modern marketing, the traditional means of marketing like television advertisements still contribute to shaping the consumer behaviour. Nevertheless, the findings of recent studies indicate that a stronger and more objective effect on purchase intentions is produced by digital media as opposed to traditional advertising platforms (Carreon et al., 2019).

The CBB in the apparel sector would be determined by several factors which include fashion trends, the price, brand image and promotional offers. Research shows that discounts, promotions, and the use of social media play a major role in influencing a consumer to make a purchase (ACR Study). Also other important elements that are very important in influencing consumer choices include the fashion consciousness and also the lifestyle preferences.

The rise of e-commerce has also intensified at the influence of media marketing in CBB. Online platforms are convenient, diversified and easily achieved and these affect purchase decision greatly. Research into online shopping behaviour indicates that online purchasing behaviour of apparel depend on perceived risk, convenience and trust (Bhatnagar et al., 2000; Dabholkar, 1996).

Efendioglu and Durmaz (2022) discovered that social media advertisements have a considerable effect on brand awareness and brand associations. The research found that effective advertising can help in the improvement of consumer perception and maximization of purchase decisions.

Studies show that brand loyalty and purchase repetition is increased when a customer interacts with the company via social media. User-generated content and influencer partnerships are examples of interactive marketing activities that help enhance the relationship between consumers and brands (Khan et al., 2019).

Research Gap

Whereas, there are two or more studies that have identified the role of media marketing on consumer behaviour, there is scanty research regarding the classified apparel in the regional markets like Nagpur. The majority of studies are realised in the metropolitan or global context, and there is still a gap in comprehending the local consumer behaviour. This paper aims to answer this question by examining the effects the media marketing techniques have on consumer purchasing behaviour in Nagpur.

Objectives:

The research will involve the analysis of the role that media marketing strategies play in terms of consumer purchasing behaviour of classified apparel in Nagpur city regarding the effects of social media and promotions and advertisements on consumer perception, purchase intention, brand preference and decision-making process among the various demographic groups of consumers.

Methodology:

The research design taken in this study is descriptive and analytical research design to discuss how media marketing strategies affect CBB of classified apparel within Nagpur city. The detailed questionnaire will be used in the primary data gathering process, with the assistance of the secondary information databases, i.e., journals and reports. The sample size to be used will be 200 respondents and will be chosen by a non-probability convenience method.

Results and Discussion

This study was done on the 200 respondents in Nagpur city and examined the media marketing strategies to determine their impact on CBB of apparel classified as such.

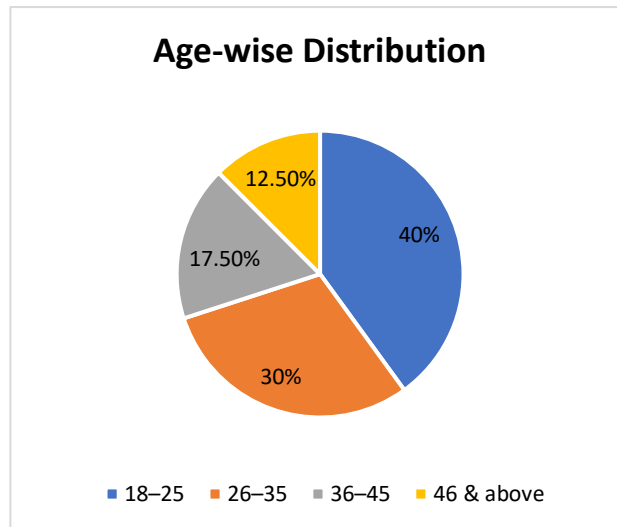


Fig. 1 Age

Most of the consumers (40%) are in the 18-25 age bracket showing that the younger generation of consumers is more generally active in terms of buying apparel based on media marketing.

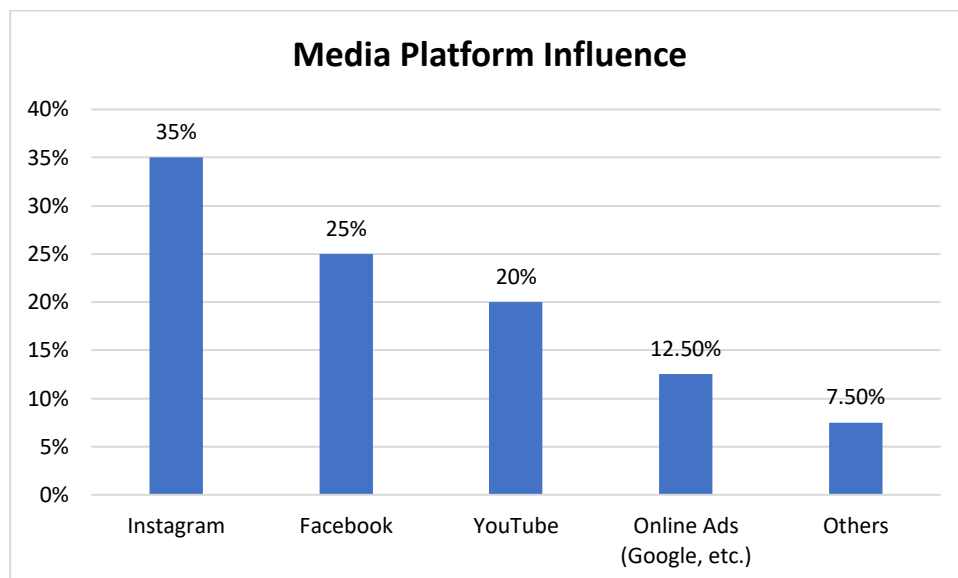


Fig. 2 Media Platform Influence

The most powerful platform used to make an apparel purchase arises the concept of visual content and influencer marketing, Instagram (35%).

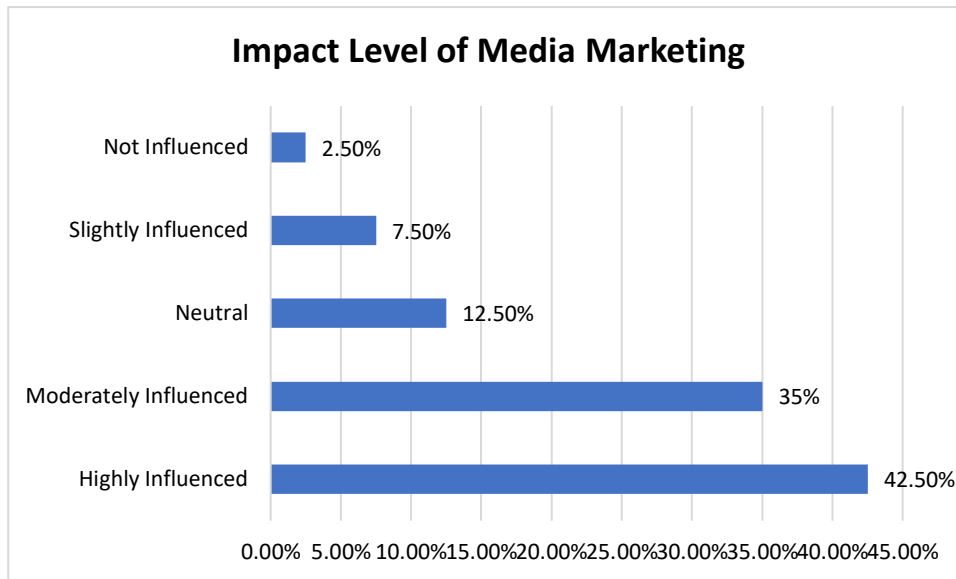


Fig. 3 Impact of Media Marketing

The media marketing influence to the respondents is high with the majority (77.5) either highly or moderately influencing the buying behaviour.

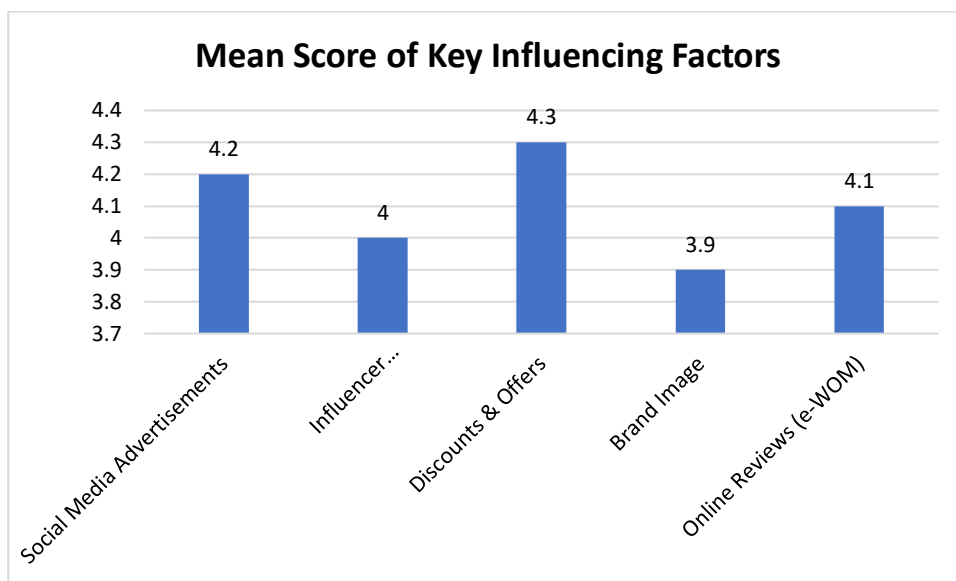


Fig. 4 Key Influencing Factors

The most influential factor is discounts and offers (4.3), as the next factor is the social media advertisements (4.2), showing that consumer decision particularly is heavily influenced by promotional strategies.

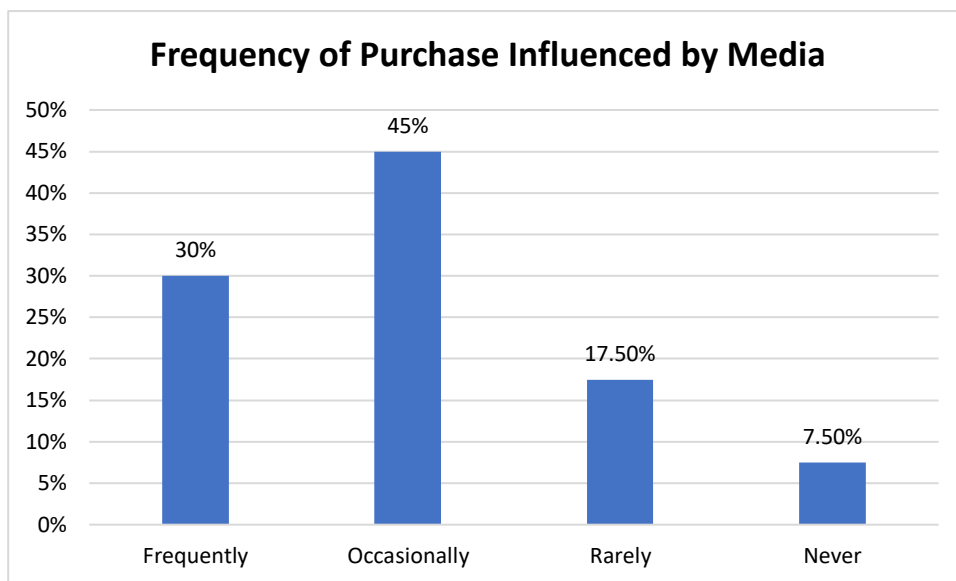


Fig. 5 Purchased influenced by Media

Most of the respondents (75 percent) buy clothes often or sometimes because of media pressure thus the media marketing strategies are very effective.

Relationship Between Media Exposure and Buying Behaviour

In order to test the correlation between media exposure and consumer purchasing behaviour, Chi-square (χ^2) test of independence was used.

H₀: There is no significant relationship between exposure to media and CBB.

Table 2 Media Exposure vs Buying Behaviour

| Media Exposure | Highly Influenced | Moderately Influenced | Low Influence | Total |
|-----------------|-------------------|-----------------------|---------------|------------|
| High Exposure | 55 | 30 | 5 | 90 |
| Medium Exposure | 20 | 25 | 15 | 60 |
| Low Exposure | 10 | 15 | 25 | 50 |
| Total | 85 | 70 | 45 | 200 |

Expected Frequency (E) = (Row Total × Column Total) / Grand Total

Table 3 Chi-Square

| Media Exposure | Buying Behaviour | O | E | (O-E) | (O-E)² | (O-E)² / E |
|-----------------------|-------------------------|----------|----------|--------------|--------------------------|------------------------------|
| High | High Influence | 55 | 38.25 | 16.75 | 280.56 | 7.34 |
| High | Moderate | 30 | 31.50 | -1.50 | 2.25 | 0.07 |
| High | Low | 5 | 20.25 | -15.25 | 232.56 | 11.48 |
| Medium | High Influence | 20 | 25.50 | -5.50 | 30.25 | 1.19 |
| Medium | Moderate | 25 | 21.00 | 4.00 | 16.00 | 0.76 |
| Medium | Low | 15 | 13.50 | 1.50 | 2.25 | 0.17 |
| Low | High Influence | 10 | 21.25 | -11.25 | 126.56 | 5.96 |
| Low | Moderate | 15 | 17.50 | -2.50 | 6.25 | 0.36 |
| Low | Low | 25 | 11.25 | 13.75 | 189.06 | 16.80 |
| Total | | | | | | 52.64 |

Calculated χ^2 value = 52.64

Degree of Freedom = 4

Table Value (5% level) = 9.488

The χ^2 obtained was greater than kh2 table, hence the outcome was statistically significant and shows that there is a strong relationship between media exposure and buying behaviour.

The media exposure and CBB are statistically significant. The more a respondent is exposed to the media, the more he is likely to be affected in his or her apparel purchase decision.

This shows that the more consumers interact on the online platforms, the more effective the media marketing strategies would be, which supports the significance of purposeful and regular interactions with the media.

Conclusion:

This paper concludes that the CBB of classified apparel in Nagpur city is greatly and positively influenced by the media marketing strategies. The social media, especially the social media platforms powered by visual and interactive images have been instrumental in consumer perception and preference as well as consumer purchase decision-making. Discounts, recommendation by influencers, advertisements, and online reviews are among the factors that

have a significant impact on decision-making. A statistically significant relationship between media exposure and CBB is also confirmed by the inferential analysis, which implies that the more one is engaged in media, the more purchase influence one will have. This way, media marketing has come out as a strong instrument in the adoption of apparel consumption patterns.

Recommendations:

Apparel marketers in Nagpur are advised to emphasize their online presence by using social media to create targeted and visually attractive campaigns to boost their presence in social media platforms like Instagram and YouTube. Companies are advised to focus on the influencer partnership, the customized advertisements, and interesting content to improve this process and consumer loyalty to the brand. Providing discounts and promotion plans at the right time is also an additional way to lure consumers and improve sales. Also, the marketers are to measure the demographics of the consumers and habits of using media so that they can create tailored strategies. There is also the need to keep in check the consumer feedback and online reviews to enhance effectiveness in marketing to maintain the competitive edge.

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