



A COMPARATIVE STUDY ON INTEGRATED MARKETING COMMUNICATION (IMC) STRATEGIES OF AJIO AND MYNTRA AND THEIR IMPACT ON CUSTOMER ENGAGEMENT IN ONLINE FASHION E-COMMERCE

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ABSTRACT

The rapid growth of online fashion retail in India has made Integrated Marketing Communication (IMC) a central tool for e-commerce platforms seeking to build brand awareness, encourage interaction and secure long-term customer loyalty. This study undertakes a comparative evaluation of the IMC strategies adopted by two leading online fashion e-commerce platforms, AJIO and Myntra, and examines their influence on customer engagement and purchase behaviour. IMC is understood here as the coordinated use of digital advertising, social media marketing, influencer and celebrity promotions, content marketing, sales promotions, personalised marketing and mobile-application communication to deliver a consistent brand message across touchpoints.

A descriptive and comparative research design was adopted, combining primary data collected from 200 respondents through a structured questionnaire administered on a five-point Likert scale, with secondary data drawn from textbooks, research journals, company websites and industry reports. Respondents were selected using simple random sampling from among consumers who have purchased fashion products through AJIO, Myntra or other online platforms.

The findings indicate that IMC activities exert a consistently positive influence on brand awareness, customer interaction, trust, purchase intention, satisfaction and loyalty. Social media marketing, influencer and celebrity promotions, and discount and festive-sale campaigns emerged as the most influential communication tools, particularly among younger, employed and student respondents who form the dominant user base of both platforms. Personalised recommendations and customer reviews were also found to meaningfully shape trust and the overall shopping experience. The study concludes that a well-integrated, consistent communication strategy across digital advertising, social media, influencer collaboration and personalised marketing is essential for online fashion retailers seeking to strengthen customer engagement and long-term brand loyalty in an increasingly competitive market.

Keywords: *Integrated Marketing Communication, Customer Engagement, AJIO, Myntra, Online Fashion E-Commerce, Digital Marketing, Influencer Marketing, Brand Loyalty.*

I. INTRODUCTION

1.1 Background of the Study

The fast growth of digital technologies has significantly transformed the retail sector, particularly the fashion industry. Widespread availability of high-speed internet, affordable smartphones, secure digital payment systems and improved logistics have led consumers to shift steadily from conventional shopping methods to online platforms. This transformation has made online fashion retail a key part of contemporary consumer lifestyles, enabling shoppers to browse, compare and purchase clothing, footwear and fashion accessories from anywhere at any time.

India's online fashion market has grown substantially over the past decade, driven by a broad assortment of products, competitive prices, personalised recommendations, attractive promotional campaigns and convenient delivery services. As competition among fashion e-commerce companies has intensified, success has come to depend not only on product quality and pricing but also on how effectively a company communicates with its intended audience. Integrated Marketing



Communication (IMC) has emerged as a fundamental approach to achieving this: rather than relying on a single promotional method, organisations coordinate advertising, sales promotion, public relations, direct marketing, online marketing, social media, influencer collaboration and content marketing to present customers with a consistent and unified brand message across every touchpoint in the buying journey.

Among the leading online fashion retailers in India, AJIO (a Reliance Retail venture) and Myntra (part of the Flipkart Group) have built strong brand identities through distinctive marketing communication strategies. Although the two platforms operate in the same industry, their approaches to promotional activity, customer engagement and digital marketing execution differ in important ways. Examining these differences offers insight into how various IMC tools shape consumer behaviour, purchase decisions and brand preference, and helps identify which communication practices most effectively drive customer engagement in a competitive online fashion marketplace.

1.2 Growth of Online Fashion E-Commerce in India

The online fashion retail market in India has expanded rapidly as consumers increasingly choose digital platforms for purchasing clothing, footwear and lifestyle products, supported by better internet connectivity, rising smartphone penetration, secure payment options and the growing influence of social media on fashion trends. Consumers are drawn to online fashion platforms for their wide product variety, competitive pricing, easy comparison, customer ratings and reviews, personalised recommendations, multiple payment options and convenient doorstep delivery. AJIO and Myntra have achieved notable growth by offering trendy collections, exclusive brands, promotional campaigns and digitally led marketing activity, and the increasing competition between them has made effective IMC central to attracting and retaining customers.

1.3 Organisational Profiles

AJIO

AJIO, founded in 2016 as a venture of Reliance Retail and headquartered in Bengaluru, is one of India's leading fashion e-commerce platforms, offering clothing, footwear, accessories and lifestyle products through a business-to-consumer model. Its IMC activity spans digital advertising, social media marketing, influencer collaborations, fashion content marketing, festival sales and discount campaigns, mobile app marketing, personalised recommendations, brand partnerships and customer engagement initiatives.

Myntra

Myntra, founded in 2007 and now part of the Flipkart Group, is headquartered in Bengaluru and is among India's largest online fashion marketplaces, specialising in apparel, footwear, accessories, beauty and lifestyle categories. Its IMC strategy relies heavily on social media campaigns, influencer and celebrity marketing, digital advertising, fashion events and promotional campaigns, personalised recommendations, mobile app notifications, email and direct marketing, content marketing through fashion blogs, and active customer review management.

1.4 Theoretical Framework

To understand how IMC strategies influence customer engagement, the study draws on four established theoretical perspectives.

Integrated Marketing Communication (IMC) Theory

IMC Theory holds that organisations achieve better marketing outcomes by combining different communication tools to deliver a consistent brand message. In online fashion e-commerce, integrating advertising, social media, influencer marketing and promotional activity helps brands build stronger customer relationships than any single channel could achieve alone.

Technology Acceptance Model (TAM)

TAM suggests that consumers are more willing to use an online shopping platform when they find it useful, easy to operate and convenient. User-friendly mobile applications, personalised suggestions, smooth navigation and secure payment options improve the shopping experience and encourage engagement.



Customer Engagement Theory

This theory explains that strong customer-brand relationships develop through continuous interaction and meaningful communication. Social media, customer reviews, personalised offers and interactive content strengthen trust, satisfaction and long-term loyalty.

Relationship Marketing Theory

Relationship Marketing Theory emphasises maintaining long-term customer relationships rather than focusing only on immediate sales. Personalised communication, responsive service, loyalty programmes and post-purchase support increase satisfaction, encourage repeat purchases and improve retention.

II. REVIEW OF LITERATURE

Foundational marketing literature (Kotler & Keller, 2022; Schultz & Schultz, 1998; Kitchen & De Pelsmacker, 2004) frames Integrated Marketing Communication as a strategic shift from isolated promotional activities toward the coordinated use of advertising, sales promotion, public relations and direct marketing to build brand recognition, customer satisfaction and long-term loyalty. These studies establish the theoretical basis for IMC but do not examine its application within online fashion e-commerce or compare specific competing platforms.

A second stream of research examines digital and social media marketing specifically. Chaffey and Ellis-Chadwick (2022) and Mangold and Faulds (2009) show that social media, content marketing and mobile marketing allow firms to interact directly with customers, encourage participation and build online brand communities, while customer reviews and user-generated content significantly shape purchasing behaviour. Kim and Ko (2012) and Godey et al. (2016), studying social media marketing among luxury brands, identify entertainment value, interactivity, customisation and trendiness as key drivers of engagement and brand equity, though their focus on luxury segments leaves a gap in understanding mass-market online fashion platforms such as AJIO and Myntra.

Influencer marketing and trust form a third theme. Lou and Yuan (2019) find that influencer credibility and message quality significantly shape consumer trust and purchase behaviour, while Hajli (2015) and Zhang, Liang and Qi (2021) show that online reviews, recommendations and social interactions reduce purchase uncertainty and strengthen e-commerce trust. Constantinides (2004) adds that website quality, usability and overall online experience are important determinants of consumer satisfaction, though again without reference to fashion e-commerce specifically.

A fourth stream addresses customer experience and relationship management. Lemon and Verhoef (2016) emphasise that customer experience develops through multiple touchpoints and that firms must manage every interaction to build satisfaction and loyalty, while Kumar and Reinartz (2018) highlight the role of personalised communication and data-driven engagement in customer retention. Payne, Peltier and Barger (2017) call specifically for further research connecting omni-channel marketing, IMC and consumer engagement — a call this study responds to directly.

Taken together, the literature consistently affirms that coordinated, multi-channel communication strengthens brand recognition, trust and loyalty, and that social media, influencer marketing and personalisation are particularly powerful engagement tools. However, existing studies largely examine individual communication tools in isolation, or address IMC in broad or luxury-brand contexts, without a comparative, India-specific analysis of how competing online fashion platforms such as AJIO and Myntra combine these tools and with what effect on customer engagement. This gap motivates the present study.

III. RESEARCH METHODOLOGY

3.1 Need for the Study and Research Gap

Prior research has largely examined individual communication tools — such as social media marketing or influencer marketing — in isolation, or has addressed IMC in broad business or general e-commerce contexts rather than within the fashion e-commerce sector specifically. Limited research has compared the IMC strategies of directly competing online fashion platforms, and much existing work concentrates narrowly on customer satisfaction or purchase intention rather than the broader construct of customer engagement, which also includes brand awareness, interaction, trust, loyalty and word-of-



mouth. This study addresses these gaps by comparatively examining the combined IMC strategies used by AJIO and Myntra and their influence on customer engagement in India's online fashion e-commerce market.

3.2 Statement of the Problem

The online fashion e-commerce industry has grown rapidly, intensifying competition between platforms such as AJIO and Myntra, both of which rely on digital advertising, social media, influencer collaboration, content marketing and promotional offers to attract and retain customers. However, there remains limited comparative understanding of how effective these different IMC strategies actually are in shaping customer engagement, brand preference and purchase decisions. Identifying which communication approaches work best can help online fashion platforms strengthen customer relationships and their competitive position. This study therefore compares the IMC strategies used by AJIO and Myntra and examines their influence on customer engagement.

3.3 Objectives of the Study

Primary Objective:

- To compare the IMC strategies used by AJIO and Myntra and assess their influence on customer engagement in the online fashion e-commerce industry.

Secondary Objectives:

- To study the various IMC strategies used by AJIO and Myntra to promote fashion products.
- To examine how IMC activities influence customer awareness, interaction, trust and intention to purchase.
- To compare the effectiveness of the communication strategies followed by AJIO and Myntra in building customer engagement and brand preference.
- To determine which IMC factors influence customer loyalty and encourage repeat purchases among online fashion consumers.

3.4 Hypotheses

- H1: IMC strategies have a significant positive impact on customer engagement among online fashion consumers.
- H2: Digital advertising significantly influences brand awareness of AJIO and Myntra.
- H3: Social media marketing significantly affects customer interaction and purchase intention.
- H4: Influencer and celebrity promotions significantly influence consumers' purchase decisions.
- H5: Sales promotions and discount or festive-sale offers significantly encourage purchase behaviour.
- H6: Effective IMC strategies significantly enhance customer loyalty and repeat-purchase behaviour.

3.5 Methodology

A descriptive and comparative research design was adopted to examine the IMC strategies followed by AJIO and Myntra and understand their influence on customer engagement and consumer behaviour. The study follows a quantitative research approach, with primary data collected through a structured questionnaire administered to customers who have purchased clothing, footwear or fashion accessories from AJIO, Myntra or other platforms. Secondary data was drawn from books, research journals, company websites, industry reports and academic databases.

A simple random sampling method was used, giving every eligible customer an equal opportunity to be selected, yielding a total sample of 200 respondents. The questionnaire covered demographic profile, online fashion shopping behaviour, IMC-related statements and customer engagement factors, with responses to attitudinal statements measured on a five-point Likert scale (Strongly Agree to Strongly Disagree).

The independent variable, Integrated Marketing Communication Strategies, was measured across digital advertising, social media marketing, influencer marketing, content marketing, sales promotion, email marketing, mobile app marketing, brand collaborations and personalised marketing. The dependent variable, Customer Engagement, was measured across brand awareness, customer interaction, trust, satisfaction, purchase intention, brand preference, repeat purchase behaviour, loyalty and word-of-mouth recommendation.



Scope: The study focuses on comparing the IMC strategies of AJIO and Myntra in the online fashion e-commerce industry and their effect on customer awareness, engagement, purchase intention and loyalty, within a defined geographical area of study.

Limitations: The study is confined to AJIO and Myntra and does not include other online fashion platforms; the scope is restricted to online fashion e-commerce; the sample of 200 respondents may not fully represent the wider population; the study was conducted within a specific geographical area, limiting generalisability; and findings are based on self-reported respondent opinions, which may change over time.

IV. DATA ANALYSIS AND INTERPRETATION

The collected responses have been organised into tables with percentages and interpreted to draw meaningful conclusions about how online fashion consumers perceive the IMC strategies of AJIO and Myntra and how these relate to customer engagement.

4.1 Age Classification

Age Group	No. of Respondents	Percentage
Below 18	2	1.0%
18 – 25	91	45.5%
26 – 35	84	42.0%
36 – 45	12	6.0%
Above 45	11	5.5%
Total	200	100%

The majority of respondents (45.5%) fall in the 18–25 age group, closely followed by the 26–35 group (42.0%), together accounting for the large majority of the sample. Older respondents (36 and above) form a much smaller share, indicating that young adults are the most active users of online fashion e-commerce platforms and the primary audience for AJIO's and Myntra's IMC efforts.

4.2 Gender Classification

Gender	No. of Respondents	Percentage
Male	85	42.5%
Female	115	57.5%
Other	0	0.0%
Total	200	100%

Female respondents form the majority of the sample (57.5%) compared with male respondents (42.5%), suggesting relatively stronger participation by women in online fashion shopping and, correspondingly, greater exposure to AJIO's and Myntra's marketing communication.

4.3 Occupation

Occupation	No. of Respondents	Percentage
Student	66	33.0%
Employee	80	40.0%
Business	11	5.5%
Homemaker	32	16.0%



Occupation	No. of Respondents	Percentage
Other	11	5.5%
Total	200	100%

Employees form the largest occupational group (40.0%), followed by students (33.0%) and homemakers (16.0%), indicating that working professionals and students together drive most online fashion purchases and are the key targets of IMC activity.

4.4 Monthly Income

Monthly Income	No. of Respondents	Percentage
Below ₹10,000	87	43.5%
₹10,000 – ₹25,000	53	26.5%
₹25,000 – ₹50,000	39	19.5%
Above ₹50,000	21	10.5%
Total	200	100%

A large proportion of respondents (43.5%) report a monthly income below ₹10,000, reflecting the significant presence of students and early-career respondents in the sample. This income profile may make discount- and offer-driven IMC campaigns particularly influential for this audience.

4.5 Preferred Online Fashion Platform

Platform	No. of Respondents	Percentage
AJIO	22	11.0%
Myntra	38	19.0%
Both AJIO & Myntra	52	26.0%
Other Platforms	88	44.0%
Total	200	100%

While 44.0% of respondents prefer other e-commerce platforms, a combined 45.0% use AJIO, Myntra or both, with Myntra (19.0%) showing stronger individual preference than AJIO (11.0%). More than a quarter of respondents (26.0%) use both platforms, suggesting the two are not mutually exclusive in consumers' shopping habits.

4.6 Frequency of Online Fashion Purchases

Purchase Frequency	No. of Respondents	Percentage
Frequently	47	23.5%
Sometimes	102	51.0%
Rarely	47	23.5%
Never	4	2.0%
Total	200	100%

Occasional purchasing is the dominant pattern, with 51.0% of respondents shopping for fashion products online only sometimes, while frequent and rare purchasers each account for 23.5%. This indicates an opportunity for IMC campaigns designed to convert occasional buyers into more frequent, engaged customers.



4.7 Type of Fashion Products Purchased

Product Type	No. of Respondents	Percentage
Clothing	108	54.0%
Footwear	21	10.5%
Accessories	23	11.5%
Beauty Products	11	5.5%
Lifestyle Products	37	18.5%
Total	200	100%

Clothing is the most purchased category (54.0%), followed by lifestyle products (18.5%) and accessories (11.5%), confirming that apparel remains the core driver of engagement with both AJIO and Myntra.

4.8 Main Reasons for Purchasing Fashion Products Online

Reason	No. of Respondents	Percentage
Wide Variety of Products	55	27.5%
Discount Offers	60	30.0%
Convenience	31	15.5%
Brand Availability	44	22.0%
Customer Reviews	10	5.0%
Total	200	100%

Discount offers (30.0%) and wide product variety (27.5%) are the leading reasons respondents shop online, followed by brand availability (22.0%), underlining the importance of sales-promotion and assortment-focused IMC tactics.

4.9 Digital advertisements by AJIO and Myntra increase my awareness of fashion products and offers.

Response	No. of Respondents	Percentage
Strongly Agree	29	14.5%
Agree	110	55.0%
Neutral	49	24.5%
Disagree	9	4.5%
Strongly Disagree	3	1.5%

A large majority (69.5%) agree or strongly agree that digital advertisements raise their awareness of fashion products and offers, confirming digital advertising as an effective awareness-building tool for both platforms.

4.10 Social media campaigns of AJIO and Myntra influence my interest in fashion products.

Response	No. of Respondents	Percentage
Strongly Agree	26	13.0%
Agree	97	48.5%
Neutral	57	28.5%
Disagree	18	9.0%
Strongly Disagree	2	1.0%

61.5% of respondents agree or strongly agree that social media campaigns influence their interest, making it one of the most impactful IMC tools, though the sizeable neutral group (28.5%) suggests room to sharpen content relevance.



4.11 Influencer and celebrity promotions by AJIO and Myntra affect my purchase decisions.

Response	No. of Respondents	Percentage
Strongly Agree	21	10.5%
Agree	80	40.0%
Neutral	62	31.0%
Disagree	32	16.0%
Strongly Disagree	5	2.5%

Half of respondents (50.5%) agree or strongly agree that influencer and celebrity promotions affect their purchase decisions, though a notable 18.5% disagree, suggesting influencer marketing resonates strongly with some segments but not universally.

4.12 Fashion videos, styling content and blogs shared by AJIO and Myntra improve my engagement with the brands.

Response	No. of Respondents	Percentage
Strongly Agree	31	15.5%
Agree	90	45.0%
Neutral	56	28.0%
Disagree	20	10.0%
Strongly Disagree	3	1.5%

60.5% of respondents agree or strongly agree that content marketing improves their engagement, confirming styling content and video content as effective engagement tools.

4.13 Discounts, offers and festive sales offered by AJIO and Myntra encourage me to purchase products.

Response	No. of Respondents	Percentage
Strongly Agree	39	19.5%
Agree	100	50.0%
Neutral	46	23.0%
Disagree	12	6.0%
Strongly Disagree	3	1.5%

Sales promotion is the most strongly endorsed IMC tool, with 69.5% agreeing or strongly agreeing that discounts and festive sales encourage purchases.

4.14 Personalized recommendations provided by AJIO and Myntra improve my online shopping experience.

Response	No. of Respondents	Percentage
Strongly Agree	27	13.5%
Agree	101	50.5%
Neutral	53	26.5%
Disagree	15	7.5%
Strongly Disagree	4	2.0%



64.0% of respondents agree or strongly agree that personalised recommendations improve their shopping experience, supporting the Technology Acceptance Model's emphasis on perceived usefulness.

4.15 Brand collaborations and fashion campaigns by AJIO and Myntra improve brand attractiveness.

Response	No. of Respondents	Percentage
Strongly Agree	22	11.0%
Agree	107	53.5%
Neutral	50	25.0%
Disagree	18	9.0%
Strongly Disagree	3	1.5%

64.5% of respondents agree or strongly agree that brand collaborations enhance attractiveness, indicating that co-branded campaigns strengthen perceived brand value for both platforms.

4.16 Customer reviews and ratings on AJIO and Myntra influence my trust in products.

Response	No. of Respondents	Percentage
Strongly Agree	25	12.5%
Agree	100	50.0%
Neutral	53	26.5%
Disagree	20	10.0%
Strongly Disagree	2	1.0%

62.5% of respondents agree or strongly agree that reviews and ratings influence their trust in products, confirming customer reviews as an important trust-building IMC element.

4.17 IMC strategies of AJIO and Myntra help me recognize and remember the brands.

Response	No. of Respondents	Percentage
Strongly Agree	30	15.0%
Agree	102	51.0%
Neutral	55	27.5%
Disagree	10	5.0%
Strongly Disagree	3	1.5%

66.0% of respondents agree or strongly agree that IMC activity strengthens brand recognition and recall, supporting IMC Theory's core proposition that coordinated communication builds a consistent, memorable brand identity.

4.18 Marketing communication activities of AJIO and Myntra encourage me to interact with their platforms.

Response	No. of Respondents	Percentage
Strongly Agree	30	15.0%
Agree	95	47.5%
Neutral	54	27.0%
Disagree	18	9.0%
Strongly Disagree	3	1.5%



62.5% of respondents agree or strongly agree that marketing communication activities encourage platform interaction, reinforcing Customer Engagement Theory's view that consistent communication drives active engagement.

4.19 IMC strategies influence my intention to purchase fashion products from AJIO or Myntra.

Response	No. of Respondents	Percentage
Strongly Agree	18	9.0%
Agree	95	47.5%
Neutral	63	31.5%
Disagree	20	10.0%
Strongly Disagree	4	2.0%

56.5% of respondents agree or strongly agree that IMC strategies influence their purchase intention, while the relatively large neutral share (31.5%) suggests some consumers remain undecided until other factors, such as price, come into play.

4.20 My positive experience with AJIO and Myntra increases my loyalty and willingness to recommend the platform to others.

Response	No. of Respondents	Percentage
Strongly Agree	31	15.5%
Agree	97	48.5%
Neutral	49	24.5%
Disagree	16	8.0%
Strongly Disagree	7	3.5%

64.0% of respondents agree or strongly agree that positive experiences increase their loyalty and willingness to recommend the platform, confirming that good customer experience translates directly into loyalty and word-of-mouth advocacy.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- Young adults aged 18–35 form the large majority (87.5%) of respondents, confirming that this age group is the primary user base of online fashion e-commerce platforms.
- Female respondents (57.5%) outnumber male respondents in the sample, indicating strong participation by women in online fashion shopping.
- Employees and students together account for 73.0% of respondents, and convenience, discounts and product variety are the leading reasons consumers shop online.
- Discount offers and festive sales are the single most influential IMC tool, with 69.5% of respondents agreeing that they encourage purchases.
- Social media marketing, content marketing and personalised recommendations each show strong positive influence (60–65% agreement) on engagement and shopping experience.
- Influencer and celebrity promotions influence purchase decisions for about half of respondents, but resonate more strongly with some segments than others.
- Customer reviews and ratings meaningfully build trust in products, with 62.5% of respondents influenced by them.
- IMC activity overall has a positive influence on brand recognition and recall (66.0% agreement) and on encouraging interaction with the platforms (62.5% agreement).
- A majority of respondents (64.0%) report that positive experience with AJIO and Myntra increases their loyalty and willingness to recommend the platforms.
- Both AJIO and Myntra are perceived as using a combination of IMC tools together — advertising, social media, influencer promotion and sales campaigns — rather than any single channel in isolation.



5.2 Suggestions

- AJIO and Myntra should continue strengthening their Integrated Marketing Communication strategies to maintain consistent brand messaging across channels.
- Both platforms should increase personalised marketing communication based on individual customer preferences and shopping behaviour.
- Companies should collaborate with relevant fashion influencers and content creators to further build trust and engagement, particularly among the sizeable neutral segment of respondents.
- More interactive social media campaigns should be introduced to encourage customer participation and improve brand visibility.
- Exclusive loyalty rewards and personalised discount offers should be expanded to encourage repeat purchases.
- Customer reviews and ratings should be actively monitored to maintain service quality and customer confidence.
- Mobile applications should continue to offer AI-based personalised recommendations and timely, relevant push notifications.
- IMC campaigns should maintain a consistent brand message across all communication channels to strengthen recognition and recall.
- AJIO and Myntra should regularly monitor customer feedback and assess the performance of their digital marketing activities to refine future communication strategies.
- Both platforms should invest in creative promotional activities and interactive digital content to build stronger, longer-term relationships with consumers.

5.3 Conclusion

Integrated Marketing Communication has become a central part of marketing activity for online fashion e-commerce platforms. In a highly competitive market, effective communication helps platforms attract new customers, strengthen engagement and encourage retention. This study shows that both AJIO and Myntra employ a combination of IMC tools — digital advertising, social media promotion, influencer marketing, content marketing, sales promotion, personalised communication and mobile marketing — to connect with customers, build engagement and reinforce brand presence.

The findings confirm that effective IMC activity positively influences brand awareness, customer interaction, trust, purchase intention, satisfaction, repeat purchase behaviour and loyalty. Customers respond most strongly to clear and consistent communication, attractive promotional campaigns, personalised recommendations and a convenient shopping experience. The comparative evaluation indicates that both AJIO and Myntra have developed communication strategies responsive to changing consumer preferences, and continued investment in IMC and digital engagement can help both platforms strengthen their position in India's online fashion e-commerce market. Overall, the study concludes that a well-integrated communication strategy is an essential factor in the growth and success of online fashion e-commerce platforms such as AJIO and Myntra.

5.4 Scope for Future Research

This study was limited to 200 respondents drawn from a specific geographical area and confined to AJIO and Myntra. Future research could extend the sample across multiple regions and platforms to test whether these findings hold more broadly, and could adopt a longitudinal design to track how engagement and loyalty evolve as consumer familiarity with digital fashion platforms deepens. A comparative study incorporating other major players, such as Amazon Fashion, Flipkart Fashion, Nykaa Fashion or Tata CLiQ, would further isolate the specific contribution of individual IMC tools from the broader competitive and technological environment.

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