

Impact of Digital Marketing on Purchasing Behaviour of Consumer Apparel

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Abstract

Purpose: The major goal of the study was to examine the effect of dimensions of digital marketing such as social media marketing, email marketing, and mobile marketing on consumer purchasing behaviour towards consumer apparel.

Methods/Design: Six-point Likert scale structured questionnaire was utilized for the collection of primary data. The study's population was consumers of consumer apparel in Nepal. The sample size was 385 consumer apparel users. A convenient sampling method was used in the study. A causal effect research design was used for the research. Regression analysis was used to identify the effect of independent variables on purchasing behaviour.

Findings: The result of the study showed that social media marketing and mobile marketing have a strong significant role in the development of purchasing behaviour but there is not any significant effect of email marketing in the development of purchasing behaviour in Nepal.

Conclusions: It is concluded that social media marketing and mobile marketing have significant roles in the development of consumer buying behaviour and can lead to an increase in consumer buying behaviour, but email marketing does not have any role in shaping consumer buying behaviour.

Recommendation: Based on some limitations of the study, the variables that are not captured in the study can be used. This research can also be done on other products, like smartphones, laptops, motorcycles, and other service industries. Demographic variables can be used as moderating variables in this model.

Originality/Value: This study is useful for consumer apparel sellers. By understanding factors affecting digital marketing on purchasing behaviour, the sellers can improve their business strategies. The study also suggests that marketers should consider mobile marketing and social media marketing to increase the sales of consumer apparel. The study's findings offer a guide for future researchers and policymakers regarding consumer apparel.

Keywords: : social media, email, mobile, artificial intelligence.

GEL Classification: C12, L94, Y10

1. Introduction

The technique of using electronic media to promote goods or services is known as digital marketing. Digital marketing and advertising aim to increase market penetration while also promoting customer or client interaction (Becker et al., 2017). In the fast-paced, cutthroat business world of today, the Internet has become indispensable for advertising and marketing strategies. This entails using online marketing platforms and handling customers well (Voramontri & Klieb, 2019). Digital marketing and advertising are used more often as customers are exposed to a greater variety of goods and services that meet local laws from all around the world. Over time, the phrase "digital advertising and marketing" has gained significance (Abrar et al., 2017).

The digital marketing is fundamentally better than traditional advertising tactics because most contact takes place on online channels including websites, verbal conversation, and email. Virtual advertising is a quick and effective way to grow and improve any business enterprise. It makes the most of digital devices to optimize the effectiveness of marketing and advertising campaigns. It can quickly reach customers anywhere in the world (Gautam & Sharma, 2017). Research evaluations of projects' efficacy are relatively simple, while typical advertising and marketing evaluations of projects' viability are more difficult. It is very easy to update and change records in the virtual marketplaces regularly following their management objectives. The information is available to web users from anywhere at any time. These days, the majority of people use the internet to peruse the vast array of products that are up for grabs, be it apparel, electronics, tools, or basic household goods.

The rapid growth of digital technologies, including smartphones, smart devices, the Internet of Things (IoT), and artificial intelligence (AI), is associated with the boom in digital marketing. These technologies have an impact on the revolution in consumer purchases and the reshaping of marketing strategies in the future.

Digital marketing is a novel approach in the realm of Internet marketing that emphasizes more intimate engagement with customers through a variety of media that provide advertisements. Numerous channels of contact, such as blogs, emails, social media, mobile apps, and even search engine optimizers (SEOs), are used to affect customers (García et al., 2019; Rai, 2020). Sawicki (2016) defines digital marketing as an exploration of the vast digital universe of technologies that have created a platform for connecting a variety of prospective audiences. Digital marketing also includes advertising goods and services via e-commerce sites that respond immediately to a network connection.

The process of selecting, acquiring, and using products and services to fulfil one's needs and preferences is referred to as consumer buying behaviour. Shani and Coghlan (2021) defined consumer buying behaviour as the process by which consumers choose, acquire, and use products and services to satisfy their needs. According to Senthilkumar and Venkatesh (2017), consumer purchasing behaviour is the study of people, groups, or organizations and the methodical approach they take while choosing, acquiring, and discarding goods.

Businesses need to get ready for the future of digital marketing since Nepalese people are growing more accustomed to using the internet and are living in it. Organizations must also reorganize their digital marketing efforts due to shifting consumer behaviour. On the other hand, consumer behaviour

is influenced by digital and social media marketing. Many users in Nepal now use a variety of digital communication channels, social media, mobile phone apps, and other internet applications in their daily lives. Furthermore, the involvement of customers in the production of the goods and services they buy has resulted in a transfer of power from producers to consumers. The majority of studies on digital marketing and consumer behaviour have typically been carried out in the USA and Europe. Unfortunately, there hasn't been any study of this kind done in Nepal to examine the influence of digital marketing on consumer behaviour in buying clothing. In conclusion, this study highlights the importance of selecting digital marketing platforms (such as email marketing, social media marketing, and mobile marketing) for advertisers and examines how these channels affect Nepalese consumers' purchasing behaviour. It is needed to examine the effectiveness of different communication channels in the Nepalese context regarding consumer apparel. There are no consistencies in the findings of previous researchers in the same concept. Therefore, this study will help minimize the gaps of different findings of different researchers. These are the major issues for conducting present research on this topic. The study adds to the body of research measuring the influence of digital marketing on purchase intention in the context of Nepal.

2. Literature Review

A research project's literature review is an essential component in which we critically assess pertinent data and information obtained from many sources, including journals, articles, papers, the internet, and other resources, to determine the main areas of current knowledge on a given subject. Many factors influence purchasing behaviour, but in this study, the effects of social media, email, and mobile marketing are investigated to look at how they affect consumer garment purchases.

Social Media Marketing

According to Shareef et al. (2019), social media marketing refers to the marketing techniques used by savvy businesses as a platform for interacting with certain people and fostering their loyalty. Facebook, YouTube, Twitter, etc. were eagerly involved in business to advertisers as a useful marketing tool.

A study on social media marketing campaigns and brand loyalty was conducted by Rai and Dahal (2024). Researchers discovered that certain aspects of "social media marketing" had a big impact to consumers' loyalty to brands. "Social media marketing" is the term for the marketing techniques used by astute businesses to use social media as a forum for connecting with target consumers and building brand loyalty. Research conducted on the influence of digital marketing to customer purchasing behaviour was carried out by Francis et al. (2023). They discovered that social media marketing significantly affects customer behaviour. Hosain and Mamun (2023) assert that social media has developed into a useful instrument for actively fostering and improving customer interactions as well as fortifying already existing bonds and endeavours.

It is often known that social media marketing works well for growing a business and reaching a wider audience (Azhari et al., 2022). Social media, which includes email, social networks, online journals, and microblogs, is a very powerful marketing tool. An organization's objectives help advertisers and customers accomplish marketing and social goals in several ways (Kaur & Kaur, 2022). Kurdi (2022) examined how the traits of social media influencers affected consumer intention and attitude about buying Keto products, and they discovered that "social media marketing" plays a bigger influence on

the choice to buy. Researchers Al-Azzam and Al-Mizeed (2021) revealed that "social media marketing" significantly influences consumer decisions after looking at the influence of "digital marketing" on purchasing behaviour.

An investigation on the effect of digital marketing on purchase intention was carried out by Nawaz and Kaldeen (2020). They discovered that social media marketing significantly influences consumers' intentions to make purchases. Sanny et al. (2020) conducted a study on Indonesian men's skincare purchase intentions and the impact of social media marketing on brand image and trust. They discovered that social media marketing significantly affects brand trust and image. Puspaningrum (2020) carried out a study on brand loyalty and social media marketing. Researchers found that consumers' brand loyalty is greatly impacted by social media marketing.

A study was carried out by Ebrahim (2020) to identify the significance of trust in determining how social media marketing affects brand equity and brand loyalty. Researchers discovered that brand equity and brand loyalty are more significantly impacted by social media marketing.

According to Hennink et al. (2020), further investigation is required to fully comprehend how social media marketing affects consumers' opinions of businesses and products as well as their propensity to make a purchase.

Shareef et al. (2019) recognize the continued rise in social media penetration and the growing social element of the Internet in contrast to traditional marketing strategies. Under this arrangement, customers look for information first on social media and then through traditional channels. It is crucial to recognize the importance of brands in this effective communication medium, despite the possible risks and uncertainties (Siang et al., 2018).

Social media's ascent has completely changed how marketers interact with consumers (Yi et al., 2018). Customers are greatly affected by this occurrence because it immediately affects their inclination to purchase. Because "social media" has such an influence on consumer purchase decisions, it has become an essential communication route for advertising. Communication between advertisers and customers has inevitably changed. Social media platforms enable consumers and the network to share their experiences with people worldwide. Consumers today depend more and more on social media for communication, which affects their decision-making and purchase intents (Yixin et al., 2018).

Zhang and colleagues (2017) emphasized the efficacy of utilizing social media as an independent means of product promotion. Siguencia et al. (2016) defined "social media" more precisely by emphasizing how it produces individualized content in interactions between people and businesses. Locally, social media marketing has grown in popularity and drawn a wide spectrum of artists. However, others contend that SMM is essential to accomplishing company objectives, especially when it comes to consumer value, engagement, contentment, and intent to purchase (Choi et al., 2016).

Social media marketing presents new opportunities and problems for advertisers and practitioners. The main reasons for the increase in use include marketing, publicity, thought leadership, customer

interaction, and administrative tasks. Social media's unexpected impact on marketing and other strategic objectives prompted organizations to reassess their customer interaction strategies (Kaplan, 2015).

H1: Social media marketing has a positive significant effect on consumer behaviour

Email Marketing

If email is used for individual communication regarding the business then it is called email marketing. Email marketing can be tailored to increase consumer loyalty, brand recognition, and purchase behaviour (Grumbach & Sahn, 2019).

Research on the effect of digital marketing on customer purchasing behaviour was carried out by Francis et al. (2023). They discovered that consumer behaviour is significantly impacted by email marketing. Researchers and sponsors have discovered that email is a useful tool for connecting with clients, fostering relationships, and upholding commitment over the long term (Kaur & Kaur, 2022). Businesses may efficiently send a lot of emails by using affordable digital management tools. Due to the medium's push functionality—which eliminates the necessity for the buyer to start the interaction—high response rates are achieved (Di-Ianni, 2022).

Al-Azzam and Al-Mizeed (2021) examined how digital marketing affected consumers' decisions to buy and they discovered that email marketing had a big impact. An investigation on the effect of digital marketing on purchase intention was carried out by Nawaz and Kaldeen (2020) and found that there is a significant influence of email marketing on purchasing behaviour.

They discovered that email marketing significantly influences consumers' intentions to make purchases. In the current digital era, email marketing has grown in popularity as a successful means of disseminating information and product promotion (Mehrabi et al., 2019). To keep customers loyal and build lasting relationships, direct marketing and advertising techniques are crucial. Email-based classified ads are thought to be more dependable than those distributed through other channels. Furthermore, email marketing can be tailored to improve consumer loyalty, raise brand awareness, and stimulate buying behaviour (Grumbach & Sahn, 2019).

The ease with which email marketing may be tailored, targeted, and enhanced has led Wreden et al. (2018) to refer to it as the "Web's killer application". Because emails are cheap and have automated delivery, businesses frequently send out a lot of them. Reaction quotes are already overused, the media acts in a pushing rather than pulling fashion, and the consumer has little control over the company. It was found that email gave advertisers a channel of communication that made it easier to establish and maintain relationships with consumers.

Email marketing refers to the direct marketing which connects audiences by using email to convey or communicate fund promotions (Lodhi, & Shoaib, 2017). Email advertising is a very powerful strategy because of the dramatic reduction in communication costs brought about by the emergence of online innovation (Zhang et al., 2017). Email advertising makes it easier for businesses and customers to communicate (Mullen & Daniels, 2011).

H2: Email marketing has a positive significant effect on consumer behaviour

Mobile Marketing

Mobile marketing, according to Kaur and Kaur (2022), entails utilizing remote media to disseminate information and assist all parties involved. According to its definition, mobile marketing is the use of mobile media to promote information sharing.

Research on the effect of digital marketing to customer purchasing behaviour was carried out by Francis et al. (2023). They discovered that mobile marketing significantly affects customer behaviour. Kaur and Kaur (2022) claim that mobile marketing entails the use of remote media to provide information and assist all parties involved. The term mobile marketing describes the use of mobile media to promote communication. Mobile phones, PDAs, iPads, tablets, and other gadgets are used in cell advertising and marketing. It is categorized as a marketing and advertising activity. When Al-Azzam and Al-Mizeed (2021) looked at how digital marketing affected consumers' decisions to buy, they discovered that mobile marketing had a big impact.

As cellular technology develops, mobile advertising should rise quickly; predict Taylor and Lee (2019). In the first phases of business development, cell publicists should concentrate on understanding the elements that shape consumers' perceptions of SMS promotions in order to take full use of marketing chances. Customers can use mobile marketing to learn about their wants and advantages, which can then affect their purchase decisions (Tiffany et al., 2018).

Salo (2017) defined mobile advertising as sponsored communication that is disseminated via mobile media with the intention of influencing the attitudes and behaviours of the intended audience by means of the business message. The term cellular advertising describes the use of mobile media to educate and sway a particular audience and their offerings. Enterprise alerts are frequently delivered using cellular devices. A type of digital marketing called mobile advertising seeks to improve customer relationships while increasing sales for the business. A local location exploration method was used by Heitman et al. (2017) to identify the four essential elements of a neighbourhood area. Additionally, they created an organized, theoretically supported method for analysing certain local area development goals. Mobile marketing is a strategy that uses a variety of channels, including websites, email, SMS and MMS, online media, and applications, to target a specific audience on their smartphones and other mobile devices. Conversely, mobile marketing comprises a set of strategies that enable organizations to engage and converse with their target customers in an interactive and pertinent manner via any mobile device or network (Mohamed et al., 2016). Mobile marketing allows users to quickly learn about the features and benefits of appealing products and even complete the purchase and sale process without having to physically visit the product's location (Alam et al., 2015).

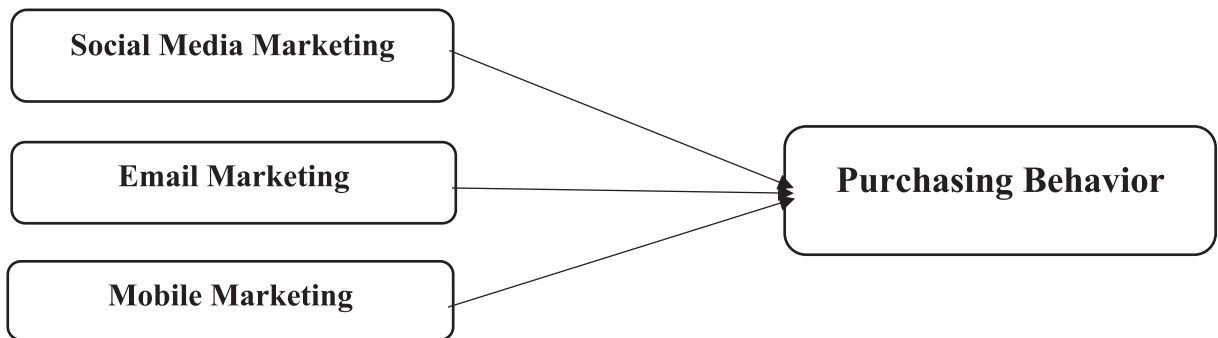
According to Nysveen et al. (2013), adding cellular channels (SMS/MMS) may have a big impact on how often the primary channel is used. In addition, in light of the complaints made by three well-known companies, it has been proposed that enticing customers to use the mobile services right now is a workable strategy for improving the main channel's logo's uptake.

H3: Mobile marketing has a positive significant effect on consumer behaviour

Based on the above literature review, (Rai & Dahal, 2024; Hosain & Mamun, 2023) have used social media marketing to measure consumer buying behaviour. Likewise, (Kaur & Kaur, 2022; Di-Ianni, 2022; Al-Azzam & Al-Mizeed, 2021) have used email marketing for measuring the consumer buying behaviour. Kaur and Kaur (2022), Al-Azzam and Al-Mizeed (2021), Tiffany et al. (2018), and Salo (2017) have used email marketing to measure consumer buying behaviour. None of the researchers have used these variables for measuring consumer buying behaviour. Likewise, other researchers have done research on other products, not in consumer apparel. In the Nepalese context, this model has not been used to measure consumer buying behaviour. Therefore, this is the new model to really understand consumer behaviour towards consumer apparel. These are the major research gaps in the study.

Based on the previous studies, various factors may affect consumer buying behaviour. However, this paper uses only the digital marketing dimensions such as "social media marketing", email marketing, and mobile marketing have been used to measure consumer buying behaviour of consumer apparel in Nepal.

Figure 1: Conceptual Framework



3. Research Methods

The main objective of the study was to identify the effect of digital marketing on purchasing behaviour towards consumer apparel. The study used a quantitative technique and hypothetic-deductive approach to address and fulfil its objectives and hypotheses. Primary data has been used in the study by using the structured questionnaire. The questionnaire contained 16 questions, incorporating three questions for social media marketing (SMM), three questions for email marketing (EM), five questions for mobile marketing (MM), and five for purchasing behaviour (PB). All the scale items were developed by researchers. The scale items in the questions were measured on a six-point Likert-type scale, with response options ranging from 1 (indicating strongly disagree) to 6 (indicating strongly agree). In addition, the survey included demographic information about the participants, including their age and gender in the field of study. As a result, the survey instrument comprised a total of 18 questions.

The questionnaire statements are displayed in Table 1. The following statements were used to measure each construct.

Table 1 Questionnaire on flexible job arrangements.**Social Media Marketing**

1. I used to explore products on social media.
2. I always visit the websites of online retailers and explore information about products.
3. I usually click on social media advertisements.

Email Marketing

1. I take an interest in e-mail promotions of online retailers regarding consumer apparel.
2. I visit online retailers through emails sent by them for consumer apparel.
3. Email from online retailers sometimes makes me buy consumer apparel.

Mobile Marketing

1. Price offers via Mobile marketing are clear and affordable.
2. There's a great deal of interest in messages disclosing discounts and special offers upon clicking on the links provided via Mobile marketing.
3. It is a pleasure when websites send me a notification of their marketing.
4. Receiving new offers and promotions about the website that I visit often makes me stay connected to the website.
5. I make purchase decisions based on mobile marketing.

Purchasing Behaviour

1. Selection of goods on Internet is very broad.
2. It's convenient to shop online
3. Online shopping offers greater discounts and rewards.
4. Shopping on Internet saves time.
5. I intend to continue shopping online after positive online buying experiences.

The target population of the study was the users of consumer apparel in the Nepalese market. A total of 700 respondents were reached to participate in a field survey conducted at Kathmandu Valley, from June to July 2024. Researchers made access to respondents by visiting different shopping malls, restaurants, colleges and homes. The sampling technique was convenience sampling, whereby respondents were chosen based on their accessibility and availability. Out of the selected participants, 385 respondents provided accurate and complete responses. Table 1 presents the pertinent details of the 385 participants who accurately completed the survey questionnaires and provided their perspectives on the study. Therefore, the sample size of the study was 385 in the study.

A causal effect research design has been used in the study. The internal consistency was identified to examine the reliability of data. The correlation coefficient was used to examine the relationship between independent variables and purchase intention. Regression analysis was carried out to examine the effect of digital marketing on purchasing behaviour for buying consumer apparel.

Table 2*Respondents Profil*

Variables	Nos	%
Age Groups:		
Below 20	66	17.1
21--30	128	33.2
31-40	122	31.7
Above 41	69	17.9
Gender:		
Male	146	37.9
Female	239	62.1
Total	385	100

4. Results and Discussions

The major objective of the study was to examine the effect of digital marketing on consumer purchasing behaviour towards buying consumer apparel in Nepal. The deductive approach and quantitative technique have been used in the study. Before analysing the data, the internal consistency of the variables must be identified. The internal consistency of the variables was identified through the Cronbach's Alpha which is as follows;

Table 2*Reliability Test Results*

S.N.	Variables	Cronbach's Alpha	Number of Items
1	Social Media Marketing	.883	3
2	Email Marketing	.964	3
3	Mobile Marketing	.903	5
4	Purchasing Behaviour	.960	5

Reliability tests were conducted on both the dependent and independent variables. Cronbach's Alpha was used to gauge the study constructs' internal consistency. Taber (2018) stated that reliable estimates of internal consistency are provided by coefficient values larger than the minimum criterion of 0.7. The results of the reliability test are indicated by Cronbach's Alpha values for each variable over 0.7. This suggests that the instruments were sufficiently reliable.

Table 4*Descriptive and Correlation Insights*

Variables	Mean	S.D	SMM	EM	MM	PB
SMM	5.77	1.29078	1			
EM	5.94	1.01727	.347**	1		
MM	5.40	1.16659	.750**	.491**	1	
PB	4.80	1.59303	.536**	.309**	.523**	1

** . Correlation is significant at the 0.01 level (2-tailed).

All the dependent and independent variables are rated for purchasing behaviour scale with scores 1 as “strongly disagree”, 2 as “disagree”, 3 as “somewhat disagree”, 4 as “somewhat agree”, 5 as “agree” and 6 as “strongly agree”. Table no 3 shows that the mean value of social media marketing was 5.77, the mean value of email marketing was 5.94, the mean value of mobile marketing was 5.40, and the mean value of purchasing behaviour was 4.80. All the mean values are higher than midpoint 3. It shows that most of the answers tend to agree and strongly agree on the purchasing behaviour of consumer apparel. Therefore, we arrived in the conclusion that social media marketing, email marketing, and mobile marketing have significant effects on the purchasing behaviour of consumer apparel in Nepal. The large value of standard deviation shows that the data are scattered or the data being tested are far away from the zero mean whereas a smaller value means that the tested variable is closer to the mean. All the values of standard deviation are around 1 and all are consistent. Therefore, data are not more scattered and it is good for further analysis.

The correlation matrix of independent and dependent variables under investigation is also displayed in Table 3. It shows that, when it comes to buying consumer apparel in the Nepalese market, there is a significant positive correlation between social media marketing and purchasing behaviour ($r = 0.536$, $p < 0.000$), email marketing and purchasing behaviour ($r = 0.309$, $p < 0.000$), and mobile marketing and purchasing behaviour ($r = 0.523$, $p < 0.000$). Every p-value ($p < 0.05$) is statistically significant. As a result, there is a strong correlation between purchasing behaviour and independent variables. The result indicates that there is highly positive and significantly correlated purchasing behaviour with social media marketing and mobile marketing. However, the purchasing behaviour has a low positive correlation with email marketing for buying consumer apparel in the Nepalese context.

Table 5*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570a	.325	.320	1.31358

a. Predictors: (Constant), MM, EM, SMM

Explanatory power (R²) indicates the degree to which the variance of the dependent variable is explained by independent variables. The model summary in Table 4 indicates that the value of the R-square was 0.325. It indicates that the three independent variables: mobile marketing (MM), email marketing (EM), and social media marketing (SMM) have explained 32.5% of the proportion of variance of purchasing behaviour. However, the remaining 67.5% was unexplained by these variables and the remaining 67.5% will be explained by remaining other independent variables.

Table 6

ANOVA

Model	Sum of squares	df	Mean Square	F	Sig.
1	Regression	317.075	3	105.692	61.253 .000b
	Residual	657.417	381	1.726	
	Total	974.491	384		

a. Dependent Variable: PB

b. Predictors: (Constant), MM, EM, SMM

A multiple regression model was carried out to identify whether the regression model was significant or not. From the above table, no 5 of the ANOVA model shows that the significant level is 0.000 which is less than 0.05. Therefore, the regression model is statistically significant ($F=61.253$, $p=.000$, degree of freedom=3). Three independent variables mobile marketing (MM), email marketing (EM), and social media marketing (SMM) are good predictors of the purchasing behaviour of Nepalese consumers towards consumer apparel.

Table 7

Coefficients Results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Toleranc e	VIF
1	(Constant)	-.028	.434		-.064	.949		
	EM	.123	.076	.079	1.624	.105	.758	1.320
	SMM	.411	.079	.333	5.235	.000	.438	2.285
	MM	.320	.094	.234	3.424	.001	.378	2.649

a. Dependent Variable: PB

The VIF data is displayed in the coefficient table no 6. As to Hair et al. (1995), the highest acceptable VIF level is 10, and a value of VIF over 10 indicates multicollinearity. The VIF values of mobile marketing (MM), email marketing (EM), and social media marketing (SMM) are 2.649, 1.320, and 2.285 respectively,

which are lower than 10, which indicates that no issue of multicollinearity of independent variables. Additionally, the tolerance level for each variable is 0.378, 0.890, 0.758, and 0.438 respectively, satisfying the requirement and showing that multicollinearity is not a problem for the model.

The findings of regression analysis indicate that "social media marketing" has a big impact on consumers' purchasing behaviour. Similarly, mobile marketing has a big impact on consumers' purchasing behaviour. However, the outcome demonstrates that email marketing has no appreciable impact on consumer purchasing behaviour. Therefore, the hypotheses (H1, and H3) were accepted but the H2 was rejected.

Discussions

The main objective of the study was to identify the effect of digital marketing on consumer behaviour in buying consumer apparel. In this study, mobile marketing (MM), email marketing (EM), and social media marketing (SMM) were used as independent variables for measuring purchasing behaviour. Social media marketing was the first independent variable for measuring purchasing behaviour. The study's findings showed that "social media marketing" has a positive significant effect on purchasing behaviour ($\beta=.333, p<0.05$). This finding was similar to the findings of others (Rai & Dahal, 2024; Francis et al., 2023; Azhari et al., 2022) that purchasing behaviour is influenced by social media marketing. Today, most people spend their time on social media. Therefore, social media marketing is a major vehicle for marketing activities for business firms for consumer apparel. Therefore, social media marketing is a crucial factor in shaping purchasing behaviour.

Another independent variable for measuring the purchasing behaviour was email marketing and it was found that purchasing behaviour is not influenced by email marketing toward consumer apparel ($\beta=0.079, p>0.05$). This finding was not consistent with previous findings of (Francis et al., 2023; Kaur & Kaur, 2022; Di-Ianni, 2022) that purchasing behaviour is influenced by email marketing for consumer apparel. Most respondents are not ready to buy consumer apparel based on email marketing. Email marketing can't be used to make easy access to all the consumers who use the consumer apparel. Therefore, email marketing may not important role in the development of consumer buying behaviour. Email is individual communication and it does not play an important role in consumer behaviour toward consumer apparel. The last independent variable for measuring the purchasing behaviour was mobile marketing in the buying of consumer apparel. The study's result displayed that consumer behaviour is influenced by mobile marketing ($\beta=.234, p<0.05$). This finding was consistent with the previous findings of (Francis et al., 2023; Kaur & Kaur, 2022; Al-Azzam & Al-Mizeed (2021) that mobile marketing has significant influence on the purchasing behaviour of consumer apparel. Now, mobile has become a habit of consumers, every time people may take the help of mobile for any type of activities, every time they use the mobile, therefore, mobile marketing is an important communication channel for consumers.

Conclusions and Managerial Implications

The main objective of the study was to examine effect of digital marketing on purchasing behaviour towards consumer apparel in Nepal. This research was carried out to explore the effect of "social media marketing", email marketing, and mobile marketing on purchasing behaviour. Based on the findings "social media marketing" is strongly considered by the consumers in the selection of consumer apparel. It

indicates that social media marketing might guide for boosting the preference and purchasing behaviour of consumer items. So, we arrived in the conclusion that the "social media marketing" has important role in the improvement of purchasing behaviour towards consumer items. Mobile marketing is also considered by Nepalese consumers in buying consumer apparel in Nepal. It reveals that mobile marketing might lead to an increase in purchasing behaviour toward consumer apparel. Therefore, it is concluded that mobile marketing is an important factor in the development of purchasing behaviour of consumer apparel. But the email marketing has not significantly influenced on purchasing behaviour toward consumer apparel. Therefore, email marketing might not lead to an increase in the purchasing behaviour of consumers. It is concluded that email marketing is not considered in the buying of consumer apparel in Nepal. Researchers came in the conclusion that Nepalese consumers prefer social media marketing communication channels and mobile marketing communication channels of consumer apparel while purchasing but email marketing communication channel is not preferred by Nepalese consumers.

The conclusive findings of the research will pay to the theory of consumer behaviour. Theoretically, it supposes that Nepalese consumers have more trust in social media marketing and mobile marketing but not they have no trust in email marketing for buying consumer apparel. Therefore, policy makers of the manufacturers and distributors should consider social media marketing, and mobile marketing communication channels for marketing but email marketing communication channels should not be considered in the marketing.

Limitations and Future Research Directions

This study included only "social media marketing", email marketing, and mobile marketing to measure the purchasing behaviour and not capture other independent factors that determine purchasing behaviour. This research has been used only for consumer goods. Thus, the finding may not apply in the other sectors and other products. This study is conducted in an underdeveloped country like Nepal and the findings of the research may not be applicable in other developed countries.

However, the findings of this research can be used by the other developed nations with diverse consumer viewpoints, characteristics, customs, socioeconomic backgrounds, cultures, buying habits, attitudes, etc. For further exploration in their context. This research can also be done on other items, like smartphones, laptops, motorcycles, and other service industries. Demographic variables that can moderate purchasing behaviour and these independent variables can be used in this model. Other independent variables that are not taken in the research may be included to understand the real perception of consumers and purchasing behaviour.

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