

**International Journal of Emerging Multidisciplinary Research And Innovation  
(IJEMRI)**

**Impact of Digital Advertising on Consumer Buying Behavior for  
Apparel Products: Evidence from Tamil Nadu**

<sup>1</sup>Mrs. V. Sasikala., <sup>2</sup> Dr. Poongodi.

<sup>1</sup> PhD Research Scholar, Department of Management, Kongu Arts and Science College, Erode.  
Tamil Nadu, India, Email: sasi199520@gmail.com

<sup>2</sup> Professor, Department of Management, Kongu Arts and Science College, Erode.  
Tamil Nadu, India

**ABSTRACT**

The exponential growth of digital technologies has significantly altered the retail landscape of the Indian apparel industry, with Tamil Nadu becoming a major link between the arena of production and consumption. This research studies the role of digital advertisement in the buying decision of consumers in the apparel industry with a specific focus on the heterogeneous demographic milieu of Tamil Nadu. By combining the Attention-Interest-Desire-Action (AIDA) model and the Technology Acceptance Model (TAM), the research examines how various types of digital advertising from social media marketing to augmented reality impact the psychological decision-making process of consumers. Preliminary findings show that due to high literacy rates and penetration of mobile, some districts like Chennai, Coimbatore and Madurai have developed a discriminating consumer base, exhibiting both brand orientation and local affinity.

**Keywords:** Digital advertisings, buying behaviors and social media marketings.

**DOI:** <https://doi.org/10.65180/ijemri.2026.2.1.02>

## 1. INTRODUCTION

The Indian apparel industry is undergoing a dramatic change in the form of digitalization of the domestic market. As one of the leading contributors to the national economy, the textile and apparel sector has been traditionally depending on brick-and-mortar retail and traditional media platforms for developing consumer relationships. Nevertheless, the growth in the number of smartphones and the development of digital market place applications significantly changed the course of fashion retailing (Okur, 2025). This shift is particularly prominent in Tamil Nadu, which has been often called the "Textile Valley of India" with areas like Coimbatore and Tiruppur which manufactures clothing for the global market and for the home market.

Digital advertising has moved from simply using display banners to highly complex data-driven ecosystems with integration of social media, search engine optimization and influencer collaborations. This evolution goes beyond the simple changing of media; it completely changes the way in which consumers perceive value and make purchasing decisions. Within Tamil Nadu, the digital milieu has some special characteristics. Specifically, the state has a high literacy rate and an extreme urban-rural growth that makes it demographically very technologically adept but with a cultural base (JEGANATHAN, 2020). Consequently, apparel

brands face the issue of balancing global digital tools with local sensibilities.

The influence of digital platforms on consumer behaviour is multifaceted, which includes the cognitive, affective and behavioural dimensions (Mazumder, 2025). Contemporary consumers have been transformed in ways such as they are no longer underactive receivers of information but active seekers who use digital advertisements as functional stores for online and offline shopping. This "scroll - to - store" trajectory stands out as a defining attribute of the present day Tamil consumer.

Despite the growth of e-commercial activities, the current tactile and perceptual properties of clothing items are a major psychological barrier in the digital transaction. Digital advertising is therefore to intensify efforts to create the illusion of fabric and fit. The integration of high-tech technology like Augmented Reality (AR) and high-definition video content has become necessary to narrow this gap (Vishwanatha, 2025).

This study aims to deconstruct such dynamics by providing an in-depth analysis of the correlations among the various formats of digital advertisements such as social media, email, mobile advertisements, display advertisements and their purchasing intention from consumers in the state of Tamil Nadu.

## 2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

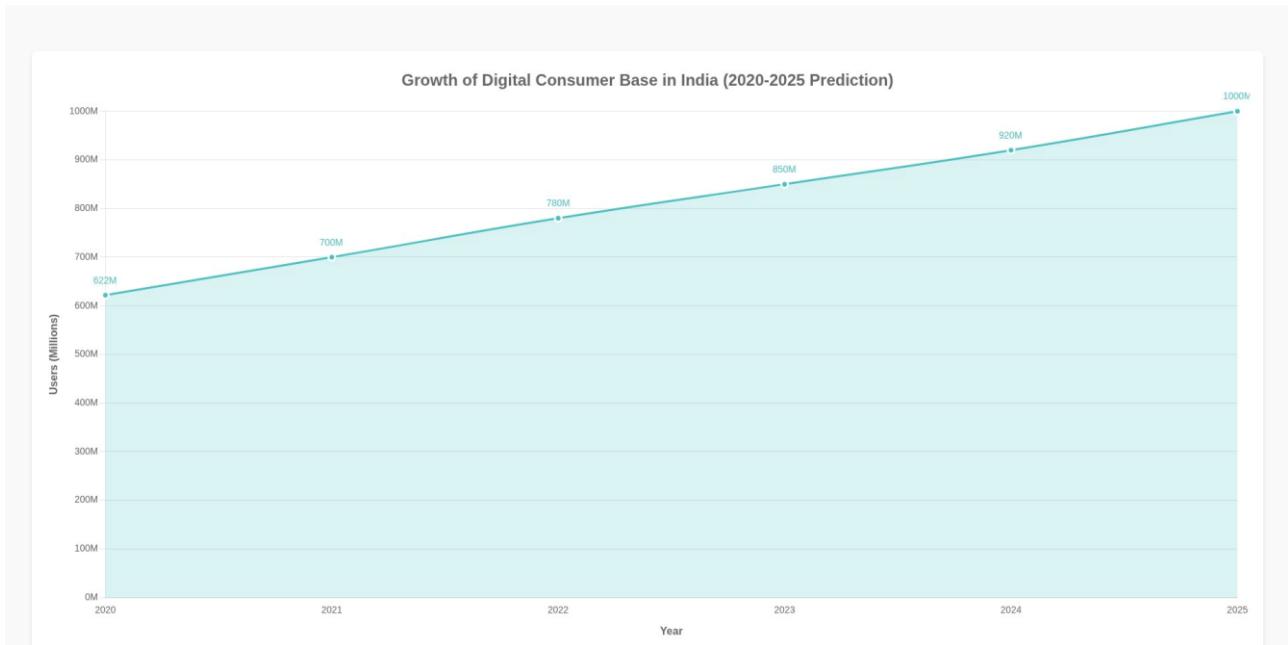
### 2.1 Evolution of Digital Advertising in the Indian Apparel Market

The evolution of digital advertising in India's apparel industry is in the same line as the whole technological progress of the country. Early initiatives were isolated to elementary website listings and email newsletters; even so, the span right after 2017 catalysed a remarkable increase in digital adoption, where the apparel and textile industries had been fundamental to this kind of transformation (Pavan, 2024). The advent of low cost high speed data and proliferation of low cost smartphones became pivotal catalysts in the transmutation of digital advertising from a niche luxury to a mass market imperative.

Within the Indian context, digital marketing methods have extended to include the social media engagement, content marketing and search engine optimisation as foundational pillars (Mulikat, 2025). For the apparel brands, this change meant a move from static imagery to dynamic ways of creating a narrated story. An example of the use of digital platform for the promulgation of circular fashion and sustainability aiming at blending with global trends, from a national perspective is Indian Terrain (Soundravalli, 2025). The evolution also involves the pragmatic use of digital technologies in manufacturing and supply-chain management tools that empower brands to react with more speed to trends that are detected through the

engagement of the digital advertising (Nayak, 2025).

The role of digital advertising has proven to be also a game changer to the Indian economy at a large, ensuring consistent success to brands that have been adept in handling digital advertising accounts and targeting discrete demographics (Krishna, 2025). In Tamil Nadu, we see that this has evolved and that the traditional textile houses based in Madurai and Erode have picked on Instagram and Facebook to reach out to the younger.



## 2.2 Conceptualizing Consumer Buying Behavior in the Digital Era

In the digital age buyer behavior has stopped tracing a linear path and is better understood as a complex interaction network. The canonical "encounter - to - action" model has been reconstrued through the multiplication of short video platforms and social media feeds, in which encounters with information has become accidental rather than intentional (Fan, 2025). This phenomenon is especially noticeable in the apparel industry, where consumers are often "discovering" products as they navigate non-commercial content, therefore creating impulse-purchase behaviors.

Empirical cases into digital marketplaces suggest that the rise of consumer lifestyles and increased ubiquity of smartphone utilisation are primary reasons for the change in consumer behaviour (Okur, 2025). Studies conducted in Tamil Nadu - to be specific districts such as Cuddalore and Tiruchirappalli - have shown a high level of awareness about online shopping, however, it is to be noted that the determining factors which are the ultimate factors in consummation of the purchase are tightly linked with demographic factors and the level of trust (RAJARAJAN et al., 2025).

The conceptualisation of buying behaviour also involves an analysis of the "impulse" variable. Digital advertising, via targeted discounts and "limited.-time" offers, triggers the psychological paradigm of loss aversion. In Tamil Nadu, where

the value-conscious purchasing behavior of the consumers is traditional, the moment of confluence of the digital convenience and perception of "bargains" creates a Siamese space of impulse purchases (Trivedi, 2023).

### **2.3 Key Determinants of Apparel Purchase Decisions**

**Brand awareness and social proof:** Digital Advertising is the main tool that is used to develop brand recall. In the fashion sector, social media influencers play the role of mediators, such that their endorsements contribute towards building brand consciousness amongst the youthful consumers (Ajike, 2024).

**Perceived quality and fabric trust:** As it is impossible for consumers to physically manipulate the fabric, visual quality of the digital advertisement serves as a proxy for the real quality of the product. This is an important factor in towns like Mayiladuthurai where the perception of global products in the garment sectors is so influenced by digital representation (Balamurugan, 2022).

**Price sensitivity and discounts:** Tamil leading consumers have shown high sensitivity to prices. Digital advertisements that focus on "percentage off" or "value bundles" are often found to have high conversion rates. Nonetheless, if the price is perceived to be too low, apprehensions about product quality may be aroused (Rekha, 2024).

**Convenience and technology acceptance:** The convenience of user navigating through the digital platform and the secure payment gateway

are some of the essential determinants. The Technology Acceptance Model (TAM) inscribed that usefulness (or perceived usefulness) and ease of use are foundation elements for adoption of digital shopping (Panjaitan, 2025).

In Madurai and other urban centres, people's perception of online purchasing is further influenced by the range of available products, which on many occasions exceeds the availability of the same items in local stores (Thenmozhi, 2022). This variety along with the ease of delivery at home makes digital platforms the favourite choice of the youth group (Dhiman, 2018).

### **2.4 Theoretical Framework and Hypothesis Development**

This study uses the AIDA model as a main theoretical model to investigate the impact of digital advertising. The AIDA model which includes Attention, Interest, Desire and Action provides a systematic approach in understanding the process in which consumers move from awareness of an apparel brand to consummation of a purchase (Shona, 2024). There is some empirical support for the model being especially effective in predicting consumer behavior when moderated by variables such as brand evangelism or social influence (Senayah, 2025).

#### **The AIDA Framework In Digital Apparel Marketing:**

**Attention:** In the case of digital environments, attention is grabbed by some sophisticated visual aesthetics and placement of advertisements.

**Interested party:** Content marketing and influencer reviews maintain interest by providing extensive content on the product information.

**Desire:** Personalized advertisement(s) and social proof (eg. likes, shares, comments) changes interest into desire to get the product.

**Action:** Seamless "Shop Now" buttons combined with integrated payment systems support the final action of the purchase (Bibi, 2024).

To complement AIDA, the Technology Acceptance Model (TAM) is included, so as to control for digital media influence. TAM examines the impact of the perceived ease of use of an Instagram advertisement or a mobile application on the consumer's intention to interact with the advertisement (Bhuiyan, 2025).

## 2.5. HYPOTHESIS DEVELOPMENT:

**H1:** Social media advertisement exerts significant positive effect on 'Attention' and 'Interest' stage of consumer buying process for apparel products in Tamil Nadu.

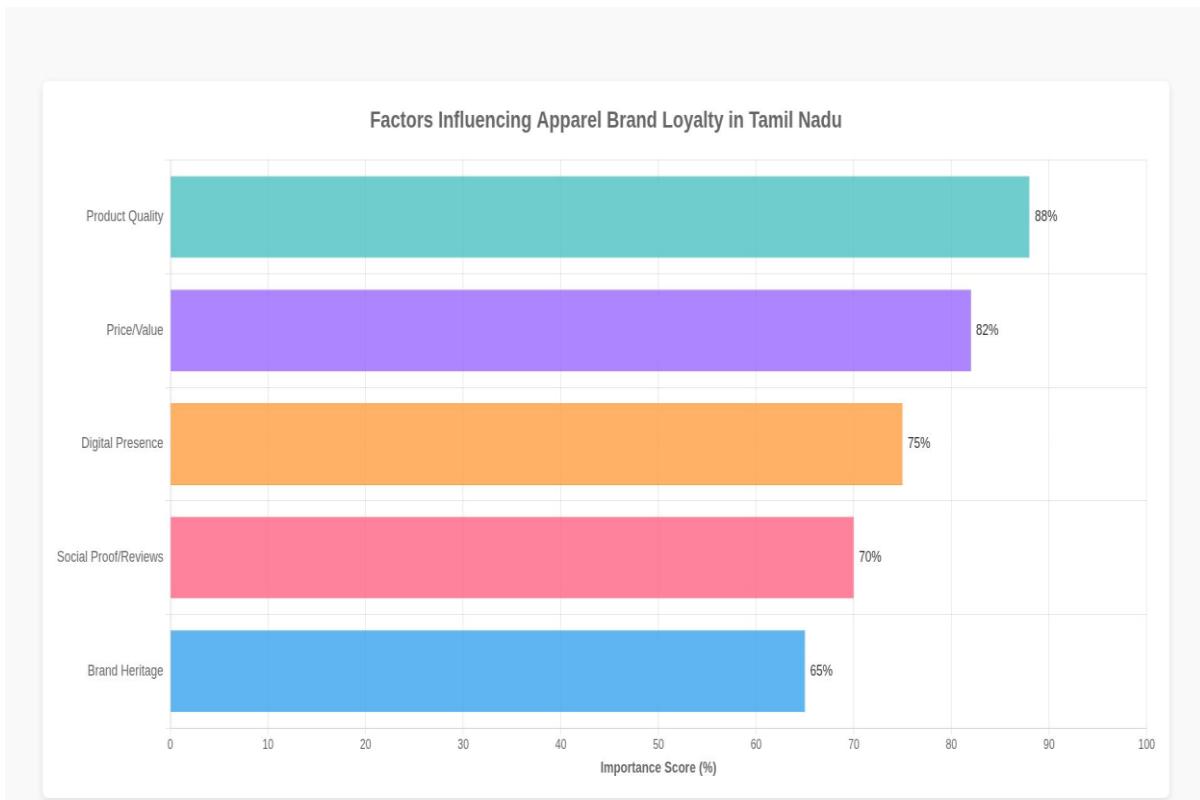
**H2:** Perceived quality, as communicated through high-definition digital ads a significant influence on 'Desire' stage among urban consumers in Tamil Nadu.

**H3:** There is a significant correlation between use of localized Tamil - language digital content

and an increase in 'Action' (purchase) amongst Tier 2 and Tier 3 city consumers.

**H4:** Demographic factors (age and income) have a significant moderating effect on the ordinary least squares relationship between digital ad engagement and impulse buying behavior .

The integration of these models makes it possible to get a holistic picture of the consumer journey. While the AIDA framework outlines the psychological flow, the Technology Acceptance Model provides an understanding of the technological preparedness of consumers to engage with digital advertising tools (Mazumder, 2025).



The combination of these theories and empirically observed results form the basis for the subsequent data analysis. Enquiring into the movement of digital advertisements through the AIDA stages in the specific socio-economical culture of Tamil Nadu, this study aims at providing a nuanced understanding of the digital sphere influence in the state's very famous apparel industry. The change in the form of advertising from conventional advertising to digital-first paradigm is not just an strategic change, but a fundamental change in the relationship between the brand and the consumer in the digital era (Vijay, 2025).

### 3. RESEARCH METHODOLOGY

#### 3.1 Research Design and Geographical coverage of Tamil Nadu

The present investigation employs a quantitative, descriptive, and analytical research design in order to test the causal relationship between the digital advertising and purchase behaviour of the consumer in the apparel sector. By focusing on this particular place, this research takes an explicit quota to the peculiar socio-cultural factors such as: the effect of regional festivals and "Vocal for Local" movement on digital buying intentions.

#### 3.2 Sampling and Participant Profiles

The use of the purposive sampling strategy was applied to ensure the inclusion of respondents actively involved with apparel relevant digital

content within the preceding six months (Lamichhane, 2022). A total of 150 participants were selected with the sample size deemed adequate for carrying out initial exploratory data analysis and basic inferential statistics (Lamichhane, 2022). The cohort was mostly young Indian consumers, as this group was identified in previous research to be very responsive to digital advertising appeals (Ali, 2025). Diversity in age, income strata and professional sectors were given priority to achieve a whole-round representation of the Tamil Nadu apparel market.

### **3.3 Data Collection Instruments and Scales of Measurements**

The data has been gathered using a structured online questionnaire, which is an effective device in targeting the consumers who are digitally active on various devices (Antonovic, 2021). The most important measuring device used was a five-point Likert scale, starting from "Strongly Disagree" (1) to "Strongly Agree" (5), to understand and quantify their consumer perceptions and purchase intentions (Ramay, 2023). The questionnaire included sections on demographic information, patterns of use of digital media, and specific construct relevant to the efficacy of advertising. To ensure the reliability of scales, Cronbach's alpha was calculated which gives the internal consistency a statistical safeguard (Gupta, 2024).

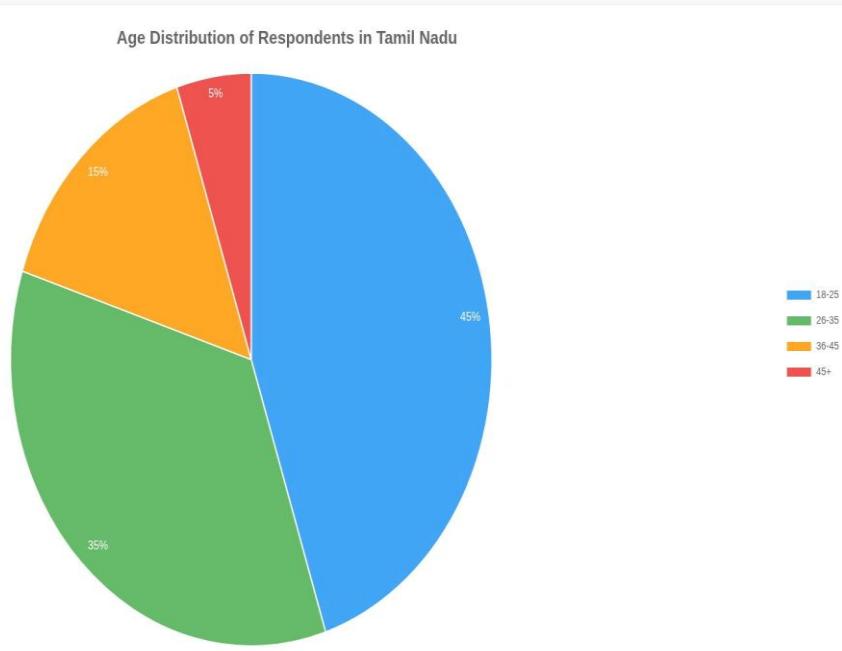
### **3.4 Analysis Techniques and Statistics Software**

The analysis of the collected data was pursued taking into consideration a multi-staged statistical framework. Initial data processing involved Exploratory Data Analysis (EDA) in detecting patterns and anomalies of the consumer behaviour metrics (Sharabati, 2024). Following inferential analyses were conducted using Analysis of Variance (ANOVA) and Chi-square tests to determine the effectiveness of different digital marketing campaigns for different demographic groups (Rahardja, 2025). Correlation and regression analyses were also carried out to determine the degree of the relationship between the response variables (social media advertising and consumer purchase intentions).

## **4 ANALYSIS AND RESULTS OF THE EXPERIMENTS ON DATA**

### **4.1 Descriptive Analysis of Consumer Demographic**

Descriptive statistics show that the respondent demographic is skewed extremely towards younger digital apparel shoppers. In particular, people aged 18 - 35 age group make the largest cohort for being active, which is evident across the Indian digital marketplace in general (Ali, 2025). Within the Tamil Nadu region the gender split is close to fifty-fifty, however, female respondents show slightly higher engagement levels regarding visual intensive platforms such as Instagram when partaking in apparel discovery.



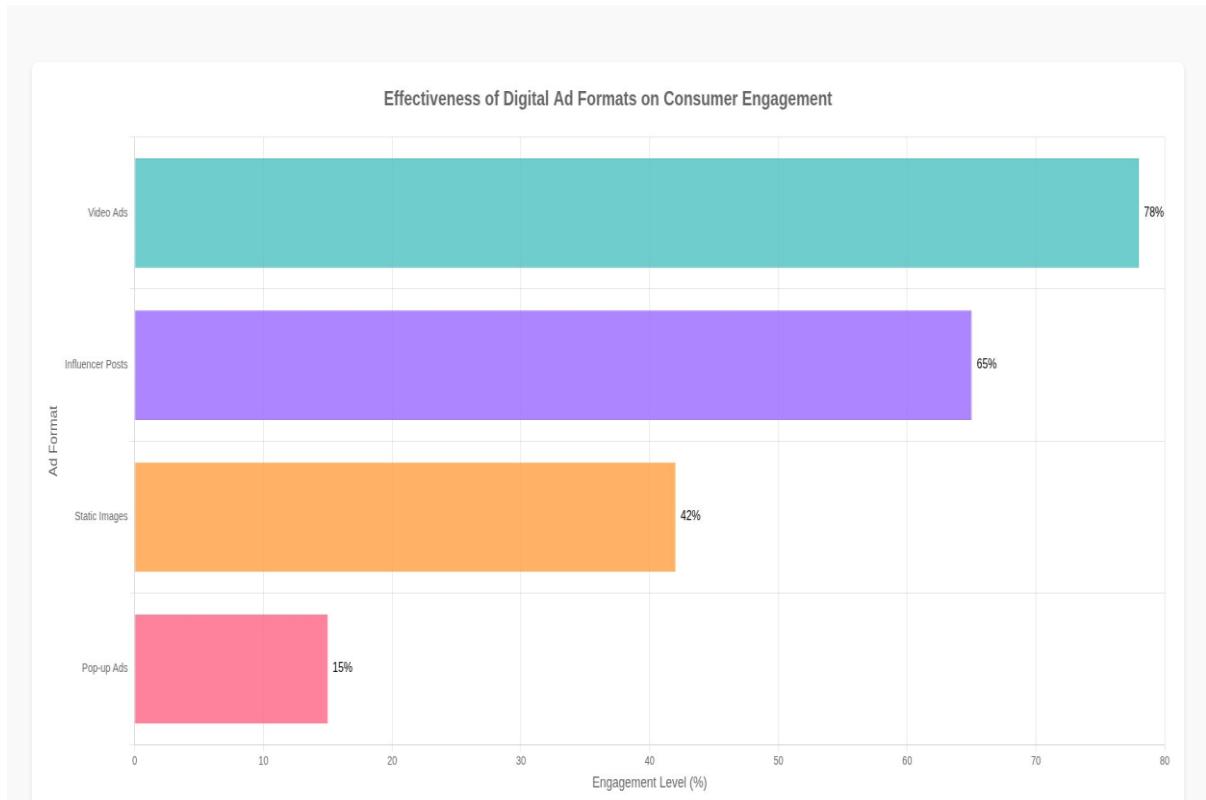
The descriptive analysis further showed that most of the respondents had a high level of digital literacy which in turn enabled them to use complex e-commerce platforms and effective interpretation of data-driven advertisements (Mercer, 2023).

#### **4.2 Assessment of Digital Advertising Reach and Engagement**

The scope of digital advertisement in Tamil Nadu is powerful, as it is driven by a high mobile penetration rate and the use of social media.

Empirical studies show that there is a significant correlation between the frequency of exposure to social media advertisements and consequent consumer behavior in apparel business (Sheela,

2025). Consumers are most often reached out through Instagram and Facebook. Locally-created content in Tamil has high levels of engagement compared to generic ads in English.

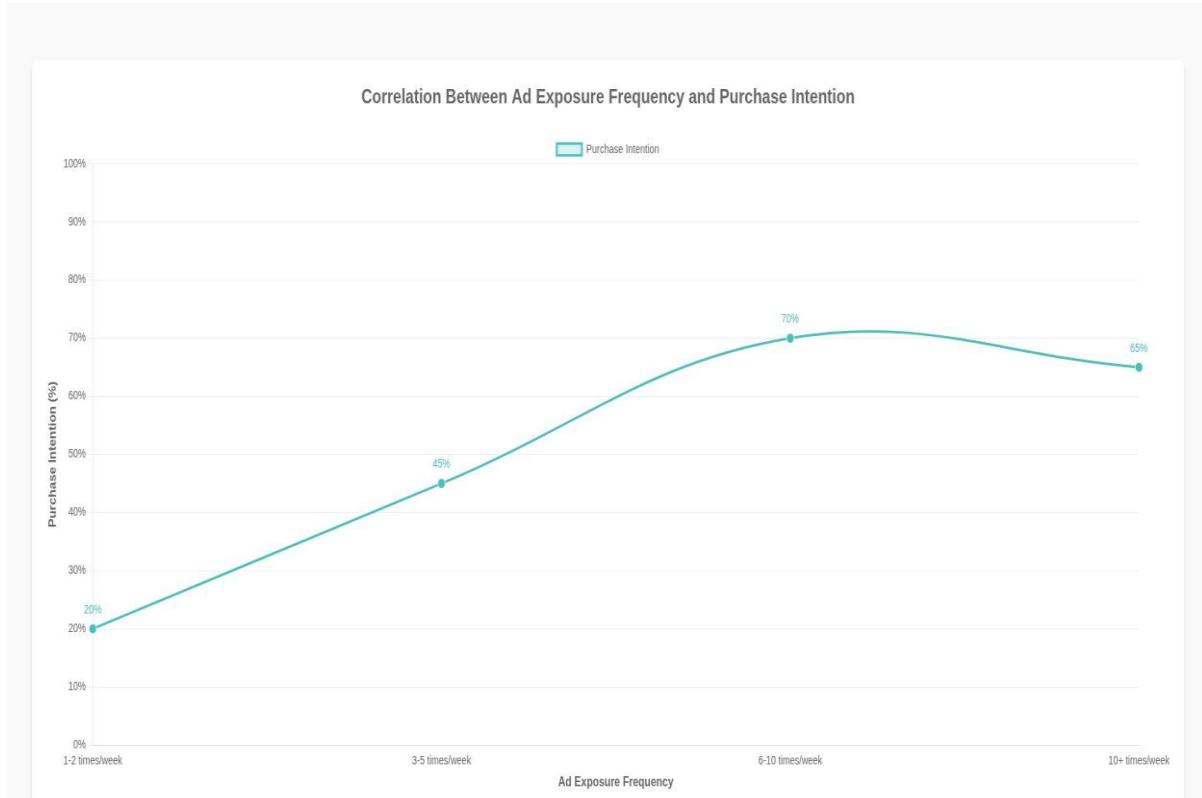


The data show that while irritation caused by the frequent appearance of advertisements is a salient factor, it does not significantly reduce purchase intention of young consumers in India, as long as the content remains contextually relevant (Ali, 2025).

#### 4.3 Correlation Between Advertising Formats and Buying Intentions

From empirical statistical analysis, it has been proven to be a statistically significant positive association between digital advertising formats and consumer's purchase intentions (Francis, 2024). In particular, the use of social imaging and

interactive advertisements has been shown empirically to supplement the "desire" part of the AIDA model in the apparel industry (Edirisingha, 2023). Correlation analyses show that video-based advertisements have a higher associative strength to immediate buying behaviour compared with conventional static banners (Singh, 2022).



#### 4.4 Tests of Hypothesis Results

Several hypotheses were subjected to analysis by applying the techniques of ANOVA, regression for proving the research purpose.

H1: The digital advertising significantly influences the purchase intention towards apparel products in Tamil Nadu. The regression analysis as a result came out with a p - value of less than 0.05, thus indicating a statistically significant association (Singh, 2022). These results suggest that digital advertisements form a major trigger for consumer discovery and subsequent purchasing behavior.

H2: Social media advertising has a greater effect on buy behaviour than traditional digital banners. A comparative analysis using Chi-Square tests indicated that social media marketing especially through influencer collaboration and "behind-the-scenes" advertisement has a deeper impact on

brand consciousness and purchase intention (Hosain, 2023).

H3: Demographic factors such as age and income have a moderating effect on the impact of digital ads. Results of the setting of statistical analysis of variance (ANOVA) showed a significant difference in the attitude of different age cohorts to advertising appeals (young consumers tend to be more susceptible to advertisement based on visual and social proof), with the latter being more susceptible to advertising appeals that rely on social proof (advertisement based on visual reference).

## 5. DISCUSSION AND MANAGERIAL IMPLICATION

### 5.1 Interpretation of Consumer Behavior Trends in Tamil Nadu

The empirical findings highlight a radical change in the Tamil Nadu apparel market, in which physical visits to apparel stores have become as important as digital touchpoints. High pleasure from watching video advertisements suggests consumers in this region appreciate video storytelling, especially when it includes regional cultural motifs or festive themes. The "Vocal for Local" sentiment is particularly strong as digital advertisements for locally sourced textiles such as Kanchipuram silk have a higher rate of conversion when marketed as a "modern - traditional" fusion.

The data also show the rise of "Dark Social" where ads are spread in private WhatsApp groups. This type of social proof is a psychological stamp of approval that helps reduce the risk of buying clothes online. It does not need to be mentioned that the lack of a negative link between ad irritation and purchase intention implies the rationality of Tamil Nadu consumers; people are willing to accept the irritation of an intrusive advertisement if such exposure results in immense discounting or unique designs (Ali, 2025).

## 6. RECOMMENDATIONS

Based on the findings, the apparel brands looking to the Tamil Nadu market should consider the following strategies:

- Advertisements based on regional influencers and the use of Tamil language nuances are more likely to lead to trust and brand consciousness (Hosain, 2023).
- Leveraging Video and Interactive Media: Given how effective video formats can be, marketers should focus on short-form video content (e.g., Instagram Reels) that highlight the tactile nature of the fabric to mitigate the sensory deficiency inherent in shopping for the first time on a digital platform.
- Data-Driven Personalization: Using big-data analytics to understand specific consumer preferences makes it easy to deliver very relevant advertisements, thereby reducing irritation and maximizing conversion (Theodorakopoulos et al., 2024).

## 7. THE STUDY LIMITATIONS AND PRACTICAL LIMITATIONS

Nevertheless, the methodology, despite the new elements in it, has many limitations. The sample size of 150 although sufficient for preliminary analysis may not reflect the heterogeneity of the Hindu population in Tamil Nadu as a whole adequately (Lamichhane, 2022). Moreover, the emphasis on the digital user potentially excludes

a large segment of the market that still uses traditional media or consumes or buys offline. Given the exponential development of technologies in the field of digital advertising, including the use of artificial intelligence for personalization and the metaverse, one can expect that the results obtained may need to be regularly revised, in order to be relevant in an increasingly dynamic digital ecosystem (Kovacova, 2022).

## 8. CONCLUSIONS

This research has shown that digital advertising is a critical determinant of purchasing behavior of apparel products by the consumers in Tamil Nadu. Through rigorous quantitative and empirical analysis, the study establishes the fact that the formats of advertisements, especially

video and social media contents, have a great influence on purchase intentions by enhancing brand awareness and social proof. For apparel brands the shift to a strategy of data-driven, localised and visual-first advertising is an imperative for survival in a competitive market. By understanding the psychological drivers and response patterns of the regional consumer, marketers will be able to create better campaigns and so ensure that they not only increase short-term sales but also develop loyalty to the product in the longer term.

Future research should build upon these findings by analyzing the role of emerging technologies like Augmented Reality which can be used to simulate the physical shopping experience so that the gap between browsing online and purchasing may be further restrained.

## REFERENCES

1. Okur, N. & Saricam, C... (2025). Digital markets and e-commerce applications in fashion retailing.  
[https://link.springer.com/chapter/10.1007/978-3-031-97419-9\\_3](https://link.springer.com/chapter/10.1007/978-3-031-97419-9_3)
2. Mazumder, T. & Bin, M. K. N... (2025). The Impact of Digital Platforms on Consumer Behaviour. *theseus.fi*.  
<https://www.theseus.fi/handle/10024/888897>
3. Krishna, T., Cherian, A., & Doodipala..., M... (2025). Transformative role of digital marketing in shaping the indian economy...
4. Pavan, M. & Samant, L... (2024). Digitalization and E-Commerce Trends in the Industry.  
[https://link.springer.com/chapter/10.1007/978-981-97-6577-5\\_13](https://link.springer.com/chapter/10.1007/978-981-97-6577-5_13)
5. Soundravalli, R. & Lakshmi, K... (2025). Indian Terrain: An Evolving Circular Fashion Company in India.  
<https://journals.sagepub.com/doi/abs/10.1177/25166042241255220>
6. Nayak, R., Quang, H., & Pal, R... (2025). Recent Trends in the Role of Digital Technologies in Fashion and Textile Manufacturing.  
[https://link.springer.com/chapter/10.1007/978-981-97-7528-6\\_1](https://link.springer.com/chapter/10.1007/978-981-97-7528-6_1)
7. Fan, S., Wei, L., Liang, S., & Li, S... (2025). From encounter to action: understanding consumer information encountering behavior on short video platforms using the AIDA model. *Aslib Journal of Information Management*.  
<https://www.emerald.com/ajim/article/doi/10.1108/AJIM-02-2025-0099/1326207>
8. Rajarajan..., d... (2025). the study on consumer buying behavior of textile shoppers in cuddalore district.  
<https://tpmap.org/submission/index.php/tm/article/view/2648>
9. Duttagupta, (2023) Sustainability marketing: Strategies for positioning and promoting sustainable brands in competitive market.
10. Trivedi, V., Joshi, P., & Chatterjee..., K... (2023). Effect of demographic factors and apparel product categories on online impulse buying behaviour of apparel consumers.
11. Raza, M., Zaman, S., Alam, S., & Furqan, M... (2025). Role of Brand Awareness and Perceived Quality in Digital Advertisement.  
<https://abbdm.net/index.php/Journal/article/view/302>
12. Dhasarathi, S. & Kanchana, P... (2022). Branding Towards Customer Loyalty On Apparels By The Customers Of Selected Cities Of Tamilnadu. *academia.edu*.

https://www.academia.edu/download/83364861/IJM\_11\_12\_364.pdf.

13. M Sri Ram Kailash, (2023) Journal of Harbin Engineering University.

14. Ajike, E., Aderimiki, J., & Bamidele..., A... (2024). Customer purchase decisions of clothing amongst students in Nigerian private universities: The effect of digital advertising.

15. Balamurugan, S... (2022). Consumer Perception on Global Garments Products-A Case Study on Mayiladuthurai Town, Tamil Nadu. Rekha, B. & Menaka, M... (2024).

16. Panjaitan, A. & Rowena..., J... (2025). Application of the Tam Model on Instagram Ads. <https://www.aptikom-journal.id/itsdi/article/view/685>

17. Thenmozhi, G. & Sathya, P... (2022). A study on consumers' attitude towards online shopping in Madurai city. <https://mannarcollege.com/SSR/cri-3/3.7.1/copies of Mous/288.pdf>

18. Dhiman, R., Chand, P., & Gupta, S... (2018). Behavioural aspects influencing decision to purchase apparels amongst young Indian consumers. FIIB Business Review. <https://journals.sagepub.com/doi/abs/10.1177/2319714518790308>

19. Senayah, W., Gadegbeku, C., & Prah, B... (2025). Using the AIDA model to predict consumer behaviour: the moderating effect of brand evangelism. SN Business & Economics. <https://link.springer.com/article/10.1007/s43546-025-00938-0>

20. Ramay, M. & Zia-ur-Rehman, M... (2023). Dynamics of digital marketing and consumer buying behavior: a quantitative analysis. <https://ojs.jdss.org.pk/journal/article/view/459>

21. Lamichhane, B... (2022). Impact of digital marketing on consumer behavior in Pokhara. <https://nepjol.info/index.php/kicijssm/article/view/50660>

22. Sheela, E. & Selvi, K... (2025). Investigating the Impact of Social Media Advertising on Consumer Behaviour: An Empirical Analysis. Cuestiones de Fisioterapia. <https://cuestionesdefisioterapia.com/index.php/es/article/view/702>

23. Hosain, M. & Mamun, A... (2023). The nexus between social media advertising and customers' purchase intention with the mediating role of customers' brand consciousness: evidence from three South .... Business Analyst Journal. <https://www.emerald.com/insight/content/doi/10.1108/baj-06-2023-0053/full/html>.

