

## **HOW DIFFERENT MARKETING TOOLS AFFECT CONSUMER PURCHASE PURCHASE MAKING DECISION IN TEXTILE INDUSTRY**

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### **Abstract:**

*This paper aims to understand the most effective tool in the hands of marketers while communicating their product or service to consumers. There exist a multitude of tools in the hands of marketers and each tool affects each individual consumer differently. Hence, it becomes imperative for them to understand which tool reaches out and influences the highest number of consumers so their product/service sells best. This study compares the influence and reach of television advertisements, social media marketing (including e-word-of-mouth) and word-of-mouth marketing. These have been compared as they are perceived to be the most influential in the opinion of the researcher. Correlation analysis, ANOVA test, frequency test and coefficient test were used to determine the most effective tool of marketing. E-word-of-mouth (e-WOM), in combination with social media marketing, was identified to be the most influential and there was also a high correlation between television advertisements and website viewership. This indicates that consumers watch television advertisements and then go online and visit the website to check the product/service out. This information is extremely helpful to marketers and can help them boost their sales multifold. The paper describes the information presented above in detail.*

**Key words:** Advertisement, Social media marketing, Word of mouth, E-word of mouth.

### **1. Introduction:**

Choice is subjective. Manipulating people's choices so they purchase your product is marketing. It is the process of understanding what the consumer wants and anticipating the demand in the market. Nowadays businesses need to communicate their product or service through some medium. It is also important to note that there is ample competition prevailing in the market and marketing has become one of the essential parts of business, no matter which channel your business follows. Fashion industry is a multi-billion dollar industry which is into the line of work of manufacturing and selling clothes to the customer. Fashion always defines a person's perspective and defines how well they dress in public. Each person would like to dress to express

themselves via the different colours, brands, designs etc. of their clothes. Consumers' purchasing behaviour continues to vary according to the choices of brands supplied to them by the market that can fully or partially satisfy their needs. The fashion industry worldwide is a very diverse industry that offers consumers a variety of brand options and different prices as well as quality clothing to satisfy customer needs. Today, the fashion industry is one of the most rapidly developing industries on the planet and organisations are using various marketing strategies to attract the consumers. There are various tools available for marketers but this focuses only on television advertisement, social media marketing which includes social media advertisement and E-word of mouth and finally word of mouth. Advertisement is a means to communicate the product to the customers and hence implant the idea of purchase in their minds. It is this very advertising that earns companies millions through sales, which is the major source of income. Consequentially, advertising is very important for any brand company and affects consumer mentality considerably. There are multiple types of advertising. But this study focuses on television advertising. Social media marketing as a subject is enormous. There are lots of tools associated with this heading. It includes email marketing, search engine optimisation, blogging, YouTube marketing, vlogging and using circulars in applications such as Instagram, Pinterest and Facebook to communicate or promote your product. This study focuses on social media advertisement and E-word of mouth. E-word-of-mouth is an extension of this concept. It is the spread of news via the Internet, more specifically social platforms and such. The final element of this study includes Word-of-mouth marketing which refers to the spread of news of a product from person to person. This can influence the person positively or negatively. If a person likes a particular clothing, he/she might pass on a positive feedback and vice versa.

## **2. Background of the research**

### **2.1 Need for the study**

The need for this study is that consumers are bombarded with a vast amount of marketing tools on a daily basis. Fashion Industries use various kinds of marketing tools and tactics in order to attract customers to buy their product or services. However, different marketing tools have varied reach and cost. Companies analyse all the marketing tools and choose the best suitable for their need and the customer is the one who pays the cost of it. Sometimes the consumer might not even be aware that he/she got carried away by the advertisement or other marketing tools while purchasing a product. The purchasing pattern of the consumer differs from person to person. Some might get influenced by advertisement or social media marketing and some might prefer word of mouth

because they want to know what a consumer perceives after purchasing the particular product or service. Specifically in the fashion industry, there are a huge number of players in the market and everyone is competing with each other in order to gain customers. So, the main aim of the study is to find out how different marketing tools affect consumer purchase behaviour and which marketing tools consumers prefer the most knowingly or unknowingly.

## **2.2 Objective of Study:**

- To find out whether marketing tools affect the consumer purchase behaviour
- To find out which marketing tool is most effective
- To find out how consumers trust each marketing tool

## **2.3 Scope of Study:**

The study will investigate the various marketing tools such as television advertising and social media marketing used by marketers in the fashion industry and how that affects the consumer purchase behaviour. It also examines how word of mouth and E-word of mouth affect the consumer purchase behaviour. The study will be conducted in Tamil Nadu, Bengaluru and a few other cities in India. This study will have 200+ respondents. This study will give an insight of how well marketing tools are effective on the consumer.

## **2.4 Limitation of the study:**

1. The study is restricted to only 4 marketing components. This includes:
  - Television advertising,
  - Social media marketing which only includes Instagram marketing, Facebook marketing, Pinterest marketing and E-word of mouth.
  - Word of mouth
  - E-word of mouth.
2. The consumers might find it hard to recall why they bought the clothing and which mode of marketing influenced them to purchase it.
3. The study is restricted to only a small number of respondents and respondents are only from India.
4. The study is restricted only to fashion industry.

## **3. Literature Review:**

Viktorija Kovanoviene et. al. (2019) tell us about how the marketing tools affect the consumer purchasing behaviour in a positive way and companies or businesses use these tools in order to gain more customers in the market. Due to increase in competition, companies have to adopt various marketing strategies in order to promote their businesses and influence their customers. This article also tells us that consumers don't only depend on marketing tools before purchasing a product or availing any services but there are also a lot of micro and macro variables involved. In the micro variable element, consumers are perceived as individuals and in the macro variable consumers are perceived based on their culture. So, before making any decision, companies need to examine the micro and macro variables completely. Dr. J. Jose Prabhu (2020) tells us how the marketing tools affect the consumers' behaviour and why it is important for organisations to understand consumer behaviour. By understanding the consumer behaviour, we can come to know what the consumer demands, what is the current trend in the market and what are the products and services which are outdated in the market. Understanding the consumer behaviour is one of the most important components of marketing because doing so helps us understand which marketing tool is effective among the consumers and it also helps us understand what the customers expect in the products they consume. It is also important to note that even the atmosphere the consumer lives in (friends, family etc.) affects the behaviour of the customer. There are various variables which can affect the consumer purchasing pattern. They include advertising campaigns, financial problems, personal preferences, buying power and many more. Also, even the frequency of purchasing a particular product is considered for understanding the consumer behaviour.

### **3.1 Advertising**

According to Shanti Swaroop Chauhan and Dr. Devaraj Badugo (2016) advertisements influence the consumer purchasing behaviour and this is the way in which the businesses communicate their products to their customers. Marketers present the advertisements in such a way that they communicate more about the positive features of the product and forget about the negative side of it. So one of the best ways to make advertisements effective is to make them as creative as possible. Marketing professionals try to make their advertisements stand out from their competitors' by making them different and unique. This research paper focuses on advertisements that are being shown on television and how well the brands are able to capture their potential customers. This study also tells us that the advertising industry in India has grown rapidly and the change is significant. From this study, we can come to know that the advertisements usually deal with the psychological determinant and the viewers are usually close minded. Fazal ur Rehman et. al. (2014) tell us about the effect advertisements have on the consumer purchasing pattern in the

rural areas of Pakistan. The advertisers or the marketers who design the advertisement need to look at various factors such as culture, beliefs etc. because every culture has its own set of norms. Despite this, it has been recently noted that the trend is changing due to rapid globalisation. Due to advancement in technology, the distance between the customers is shrinking. In rural marketing, however, the components get even more tangled because of other factors such as education, buying power, lifestyle etc. They might react differently compared to the urban consumers. The findings of the study suggest that the positive impact of advertisements on buying activity is statistically significant, whereas rural environments have an adverse but statistically significant effect on buying behaviour. Zain ul Abideen and Salman Saleem (2011) tell us how effective advertising can affect the purchase behaviour of the consumer. There are various forms of advertising which businesses can use but they mainly advertise via television due to its mass reach. Since there are more consumers using television, the marketers prefer to advertise in television if their budget permits because advertising in television is notably known as one of the costliest forms of advertising. This study was conducted in order to find out whether the consumers connect themselves with a particular brand after watching the advertisement. The findings of this research show clearly that there is a poor link between the environmental response and the purchasing behaviour of customers, including both the behavioural and the attitudinal dimensions. On the other hand, emotional response has formed a clear correlation with consumer purchase.

### **3.2 Social Media Marketing**

Fajar Ardiansyah and Endi Sarwoko (2020) tell us about how social media marketing affects the purchase pattern of the consumer. Social media marketing is a new platform for businesses to promote their product/service. Social media has been changing the way the consumers purchase the product. Business are using a lot of promotional tools in order to promote their new products and services and since the number of smartphones is increasing, this gives companies the advantage of using social media marketing as a platform to promote their brand and create brand awareness among customers. The study found that social media marketing has a significant and positive effect on brand recognition as well as on purchasing decision making which means that when companies regularly promote their products it will create higher brand awareness among the consumers. According to Yessy Artanti, Fajar Hari Prasetyo and Raya Sulistyowati (2019) social media marketing affects the consumer purchasing pattern while making their purchase online. Business use viral marketing in order to increase sale and it can be in the form of likes, shares, tweets, retweets etc. This has been seen as one of the most effective tools for marketers because this spreads the message at a faster rate. Before the internet was born, consumers used to meet the

seller directly and buy the product. After the internet was born, it has changed the way in which the consumer purchases the product. E-commerce has set a new trend on how the consumer purchases a particular product. It has been seen that e-word of mouth spreads at a faster pace and also affects the purchase of the consumer. This study proves that there is a positive correlation between viral marketing and online purchasing behaviour of a consumer. Ana Reyes-Menendes et. al. (2020) tell us how social media affects the purchase behaviour of the consumer in the restaurants. Nowadays consumers get hold of all the information with ease due to advancement of technology. Many organisations believe that social media marketing can help them promote their businesses and products because of increase in usage of mobile phone by the individuals. It has been seen that around 64% of the population in Malaysia has gained access to social media. So using social media to promote business would increase revenue due to its wide reach among consumers. This article tells us that e-word of mouth has a positive effect among the consumers and the companies need to adopt technologies in order to improve their business and with the recent development of technology. According to Naseeth Ahamed Nizar and Chrishankar Janathanan (2018) digital marketing affects the purchase behaviour of the consumer. This is a case study based on a company named Dialog Axiata and how social media affects the consumer purchase making behaviour. It is important for businesses to understand the need for them to adopt new technologies for marketing because of its wide reach. In order to create brand awareness, businesses can adopt new techniques such as social media to gain more sales. Over the years, we can see a significant rise in number of users of social media. But the problem with online marketing is trust. Since consumers are not meeting the buyer face to face, they assume that they might get a duplicate product due to increase in spam users and viruses being transmitted into another computer. Companies therefore have to provide correct information and build the consumer's confidence that the company originated the page and must ensure that transactions are made simple. Hamzah Mehyar et. al. (2020) tell us how E-word of mouth can affect the consumer purchase behaviour. The number of internet users has grown over the year and is expected to grow even more in the upcoming years. E-word is now the new in the marketing era. It is important to understand how a customer thinks and feels about a particular product. There are also a lot of external factors (cultural factors, psychological factors etc) which can affect the purchasing behaviour of a consumer. Since the emergence of the digital era, the influence of E-word of mouth on consumer purchasing behaviour is significant. This article tells us that E-word of mouth has a significant influence on the consumers' purchases. Viany Utami Tjhin and Siti Rahmah Nurul Aini (2019) tell us how social media marketing and electronic word of mouth affect the consumer

purchase behaviour in the textile industry. Consumers who purchase online consider checking the reviews before making a purchase. They believe that reviews from a consumer who has experienced a particular product matter a lot.

### **3.4 Word of Mouth**

Nur A'mirah Hassan Basri\*, Roslina Ahmad, Faiz I. Anuar, Khairul Azam Ismail (2015) tell us how word of mouth affects the consumer purchase behaviour. Word of mouth can bring about a positive or negative image about a particular product or service. Positive word of mouth could drive the sales high. According to the survey conducted, we can come to know that individual who purchased the products and services have the liking to talk about what they have purchased. This is where word of mouth comes into play. Most of the organisations believe that word of the mouth is one of the most powerful marketing tools and drives up the organisation's success. Don Charlett, Ron Garland and Norman Marr (1995) in this article tell us how a word of mouth can affect the consumers' behaviour negatively. Word of mouth can affect the individual either positively or negatively but it is also important to note that negative word of mouth is much more powerful than the positive word of mouth and it spreads at a faster rate. Negative word of mouth will change the perception of the consumer effortlessly. It is seen that whenever a consumer doesn't like the product or services, they either contact the company directly for their grievances or spread negative reviews about the company or file a case against the seller in court. Out of all these, negative word of mouth is an inconspicuous and a costless way for an individual to harm a particular product of the company. According to the survey conducted by technical assistance research program, some families do not complain even when they face some serious issues with their product or service and many people do not communicate their grievances to the seller as well. The problem with these numbers is that we don't know how far the negative word of mouth about a particular product has been spread in the society. However this study could not prove negative word of mouth is more powerful because the survey couldn't provide valid estimates. Yet according to many authors, it is noted that negative word of mouth is more powerful than positive word of mouth.

### **4. Research Methodology:**

The study's main subject is to understand how different marketing tools affect the consumer purchasing behaviour in the fashion industry and the survey is focused only on India. Thus, it was decided that descriptive design could be the best option for this study. Correlation analysis, frequency test, ANOVA and coefficient test was used to analyse the data. The data collected for this study was primary data and it was collected through a structured questionnaire. This study was

conducted using a combination of empirical and qualitative methods. A sample of 250 participants was involved in this study from India from all age categories out of which 63.2% were male participants, 35.6% were female participants and the rest preferred not to say.

**4.1 Hypothesis:**

**H0** - Television advertisements influence customers the most to purchase clothes from a specific brand.

**H1** - Social Media Marketing influences customers the most to purchase clothes from a specific brand (focuses on only two social media tools i.e. social media advertisement and E-word of mouth).

**H2** - Word of mouth influences customers the most to purchase clothes from a specific brand.

**5. Analysis and Interpretation:**

**5.1 Correlation analysis**

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	Purchased Clothes Because of the Social Media Ad	Purchased clothes based on reviews and comments on e-commerce websites	Purchased clothes recommended by your friend or family	Purchased on recommendation of store employee	Purchased after talking to Opinion leader
1	.493**	.507**	.273**	.426**	.389**
250	250	250	250	250	250

3**	1	.440**	.175**	.266**	.409**
250	250	250	250	250	250
7**	.440**	1	.227**	.359**	.347**
250	250	250	250	250	250
3**	.175**	.227**	1	.123	.339**
250	250	250	250	250	250
6**	.266**	.359**	0.123	1	.248**
250	250	250	250	250	250
9**	.409**	.347**	.339**	.248**	1
250	250	250	250	250	250

**Interpretation:**

When people remember Television advertisement, they tend to be more proactive in buying clothes reflected in television advertisements. The likeliness of people buying clothes after a television ad is well correlated with the purchase of clothes that are based on reviews and comments on e-commerce websites, with a value of 0.507. The biggest gap is between the recommendation of the employee and the recommendation of the family, even though they are not

negatively correlated, they display a weak correlation of 0.123.

## 5.2 Frequency Table

**How likely are you to buy textile product preferred by a known opinion leader (WORD OF MOUTH)?**

		Frequency	Percent	Cumulative Percent
Valid	1	10	4.0	4.0
	2	20	8.0	12.0
	3	65	26.0	38.0
	4	105	42.0	80.0
	5	50	20.0	100.0
Total	1	250	100.0	

**How likely are you to purchase clothes based on reviews and comments on e-commerce websites (E-Word ofmouth)?**

		Frequency	Percent	Cumulative Percent
Valid	1	2	.8	.8
	2	15	6.0	6.8
	3	51	20.4	27.2
	4	135	54.0	81.2
	5	47	18.8	100.0
Total	1	250	100.0	

**How likely are you to purchase clothes after watching an advertisement on television (Television)?**

		Frequency	Percent	Cumulative Percent
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Valid				
d	1	12	4.8	4.8
	2	18	7.2	12.0
	3	69	27.6	39.6
	4	124	49.6	89.2
	5	27	10.8	100.0
	Total	250	100.0	

Interpretation:

From the ascertained Data above, taking the frequency of cumulation of 4 and 5 at 62%, 72% and 60%, (likely and highly likely), we infer that the sample population purchases are based very much on e-commerce reviews and comments followed by television ads.

### 5.3 Regression analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics		
						F Change	df1	df2
1	.574 <sup>a</sup>	.330	.321	.781	.330	40.310	3	24

a. Predictors: (Constant), How likely are you to purchase clothes based on reviews and comments on e-commerce the last few years, how have clothing advertisements impacted you positively or negatively?, How well do television advertisements?

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F
Regression	73.830	3	24.610	40

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	.3		10
Residual	150.186	246	.611
Total	224.016	249	

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- a. Dependent Variable: How likely are you to purchase clothes after watching an advertisement on television?
- b. Predictors: (Constant), How likely are you to purchase clothes based on reviews and comments on e-commerce websites?, In the last few years, how have clothing advertisements impacted you positively or negatively?, How well do you remember television advertisements?

**Coefficients**

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Model	Unstandardised Coefficient		Standardised Coefficient	
	B	Std. Error	Beta	t
Constant	.307	.306		1.005
How well do you remember television advertisement.	.139	.066	.213	2.107

In the last few years, how have clothing advertisements impacted you positively or negatively. .234 .061 .213 3.818

How likely are you to purchase clothes based on reviews and comments on e-commerce websites. .496 .064 .431 7.786

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a. Dependent Variable: How likely are you to purchase clothes after watching an advertisement on television?

Interpretation:

The Standard error towards the data is relatively less (.066) and deviation towards the data also is  $>0.5$  which signifies that the e-commerce and television advertisement impact is correlated. This correlation can be well-defined as that the consumers who are likely to watch a television ad are likely to visit a e-commerce website to purchase the article they viewed in the television ad. An  $R^2$  value of 0.330 indicates a weak positive correlation between the predictors and the dependent variable i.e. “How likely are you to purchase clothes after watching an advertisement on television”. This indicates that consumers usually visit the websites for products whose television advertisements they happen to view.

## **6. Conclusion:**

The fashion industry as whole is a large industry and companies are using various marketing instruments to attract customers. This particular study shows us that E-word of mouth which falls under social media marketing is the most preferred tool by the customers. The analysis informs us that the reviews and comments in the E-commerce websites influence the consumers’ behaviour a lot while purchasing clothes. Technology has changed the way in which we purchase clothing. People have now started using mobile phones and computers habitually. So the organisations need to focus more on social media marketing because that is where the future lies. Organisations need to look into the reviews and comments from their customers because more negative comments from the customer can cause sales to plunge. It is noted that people who visit websites to check out a product do check the reviews and comments from the customers who have already purchased the product. When the company addresses the issue well, it creates more trust among the consumer. It is also noted that television advertisements and E-word of mouth are correlated which expresses that consumers who view advertisements on television are more likely to visit websites to check out the product and read other people's opinions and reviews. If there are more positive opinions

about the particular product, then the customers are more likely to initiate the purchase for the particular piece of clothing. To conclude, we can say get fashion industry is getting bigger, more advanced and more competent. To sustain in the environment, businesses do need to focus on the imminent marketing tools and need to focus on the trends that are being followed by the customer.

#### **Suggestions and recommendations:**

This study is restricted to only few marketing tools that are available to companies in the fashion industry. There are many more marketing tools available such as billboards and social media marketing is vast. This study includes only two social media marketing tools - E-word of mouth and social media advertisement. Future studies can focus on more tools. This can help them understand consumer's behaviour better and how they react to every marketing tool. Also, it can help understand which marketing tool is more effective when compared with more tools. Further studies can focus on more respondents and more area covered. This study is only limited to 250 respondents and further studies can have more respondents in order to attain better results.

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