

A Study on Digital Marketing Strategies on Customer Attraction and Retention in Fashion Retail Outlets in Chennai City With Special Reference to Women Customers

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Abstract

This study investigates the effect of contemporary digital outreach strategies on the loyalty and engagement level of female purchasers in Chennai's apparel retail sector. The study examines how precision-driven marketing, which includes influencer partnerships, social media promotions, and personalised messaging, impacts both initial attraction and long-term commitment as online contact changes shopping patterns. Given that women comprise a significant portion of the clothing market, communication tactics must be specifically designed to cater to their distinct tastes and decision-making styles. The study also looks at how purchase decisions are influenced by immersive technology like augmented reality (AR) and the growing significance of environmentally friendly branding. It examines how social media visibility can enhance brand recognition and attract new customers. Furthermore, the study examines how effectively loyalty programs, special deals, and prompt service contribute to repeat business. The study finds which aspects of digital marketing appeal most to female consumers and how these aspects affect their purchasing decisions by examining first-hand accounts from 100 participants in Chennai. The results aim to provide store owners with practical guidance on boosting their online visibility and fostering stronger connections with their target audience. The study's conclusion emphasises the need for a sophisticated, data-driven strategy for internet marketing that not only draws attention but also creates enduring connections. Fashion merchants may establish more meaningful and long-lasting interactions with female buyers in a more competitive and digitally-driven market by coordinating technical innovation with customer values and expectations. This study advances our knowledge of how planned digital strategies can result in quantifiable company expansion and client loyalty.

Keywords: Digital Marketing, Customer Attraction, Customer Retention, Fashion Retail, Retail Marketing, Women Consumers.

Introduction

This study investigates how women's purchasing habits in Chennai's clothing market are impacted by evolving marketing tactics. In a city renowned for its cultural diversity and economic vibrancy, it is critical to comprehend how female shoppers engage with digital interfaces as commerce increasingly moves to virtual platforms. The study evaluates how varied engagement methods—like platform-based marketing, celebrity-led content, and tailored messaging—affect drawing attention and promoting return visits. In order to ascertain how immersive technology and ecologically conscious messaging influence buyers' preferences and build brand affinity, it also explores new preferences among ethically conscious consumers.

The study also looks at how timely support, exclusive advantages, and reward systems promote longer-term loyalty and deeper involvement. The study reveals useful tactics for raising satisfaction and bolstering online visibility based on the opinions of 100 women in Chennai.

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These results provide a framework for fashion companies to match their outreach initiatives to the complex demands of their target market.

The report emphasises how purposeful online engagement can promote meaningful relationships and quantifiable growth by fusing innovation with purchasers' values. It offers merchants practical advice on how to enhance their online visibility, enhance customer satisfaction, and foster enduring loyalty among women users. In the end, this study advances our knowledge of how focused digital initiatives can propel success in a cutthroat and quickly changing retail landscape.

Review of Literature

According to Guoan Zhu and Xue Gao (2019), value-based client segmentation is essential for successful precision marketing in retail. Suning.com uses a variety of spending indicators to evaluate users' patterns through classification and regression tree (CART) analysis. About 20% of clients produce the most value, according to Pareto's Principle. While attending to the requirements of less devoted customers who might quickly move to competitors, apparel vendors should place a higher priority on keeping these valuable customers. Businesses may stay competitive and maximise their internet advertising approaches for long-term success by striking a balance between their core and periphery segments.

Dongqi Lu (2023) investigates the use of psychological insights by Chinese beauty businesses, particularly Caitang, to enhance advertising strategies and boost purchase intent. The study emphasises how crucial it is to match consumer perceptions with product marketing and use parasocial interaction during live streaming to establish an affective connection. It concludes that perceived personalisation, cultural fit, and trust all have a big influence on purchasing decisions. These observations provide insightful advice for regional businesses looking to modify their approaches, stand out in a crowded market, and strengthen their audience connections through the use of emotional resonance and tailored communication methods.

To determine how digital outreach affects company outcomes, Hellena Mohamedy Mushi (2024) uses partial least squares structural equation modelling (PLS-SEM) to analyse data from 335 small and medium businesses in her paper "Digital Marketing Strategies and SMEs Performance in Tanzania". According to the study, there is a direct link between digital strategies and important performance indicators, including share growth, market penetration, and revenue increase. This relationship is still strong in spite of changing market situations. The study emphasises the strategic value of digital tools for raising competitiveness and recommends more research to improve strategies that help Tanzanian SMEs grow sustainably.

At Mehr Eghtesad Bank in Zahedan, Forouzan Sarhaddi and Abdolali Keshtegar (2014) investigated the impact of electronic promotions on customer engagement. The study, which used data from 384 respondents using statistical methods like Friedman, ANOVA, and T-tests, discovered that digital marketing greatly increases customer attraction, particularly for male and highly educated clientele. Strong correlations were found between promotional activities and important loyalty metrics, such as persuasion, awareness, interest, and preference. These findings confirm electronic advertising's role in fortifying the bank's relationship with its customers and highlight its strategic significance in improving customer retention.

Fast fashion behemoths Zara and H&M's international expansion methods are examined by Ziyang Mo (2015). As a born-global brand, Zara strives for quick international expansion, whereas H&M takes a more measured, phased strategy. Although both businesses make use of frameworks that are resource-based and knowledge-sharing, their approaches to risk management and market entry are different.

According to the report, their internationalisation procedures combine aspects of gradual and quick methods, demonstrating calculated adjustments to various international market circumstances.

Research Gap

Online marketing has been extensively researched, but few studies have examined how it affects female end-users in Chennai's fashion business. By investigating regional preferences and providing useful tactics—such as influencer promotion, augmented reality, and customised campaigns—to more effectively draw in and hold on to this important group, this study closes that gap.

Objectives of the Study

- ❖ To assess how digital outreach strategies, like influencer partnerships, social media marketing, and tailored messaging, affect appeal to and maintenance of relationships with female customers in the apparel retail industry.
- ❖ To determine which digital attributes—such as eco-friendly branding and immersive technology like augmented reality—consumers value most when making decisions.
- ❖ To examine how peer recommendations and tailored marketing content affect recurring business and enduring client loyalty.
- ❖ To investigate how internet platforms might improve brand awareness and engage new customers in the retail fashion industry.
- ❖ To evaluate how well loyalty programs, special incentives, and high-quality services preserve client connections and promote recurring business.
- ❖ To provide doable tactics for maximising digital marketing initiatives meant to enhance client attraction and retention in Chennai's fashion retailing.

Research Methodology

This study uses a combined parallel mixed-methods methodology to enable thorough analysis as it examines how digital marketing strategies affect consumer behaviour in Chennai's fashion retail industry.

1. **Design of the Research:** Simultaneously, the study combines both qualitative and quantitative information collection techniques. While focus groups and interviews will offer a more contextualised understanding of customer acquisition and retention trends, surveys will yield quantifiable data.
2. **Target Population:** The study's target population is the people who shop at Chennai's fashion retail stores, which represents a varied urban customer base.
3. **Sampling Method:** To provide fair representation across different demographic groups and business categories, random stratified sampling will be employed for the numerical analysis. Purposive sampling will be used to find people with pertinent experiences and viewpoints for the contextual insights.
4. **Sample Size:** A statistically defined sample size of roughly 100 responders will be the goal to guarantee enough analytical power and dependability.
5. **Techniques for Gathering Data:**
 - ❖ **Online questionnaires:** Digital distribution of structured surveys will be used to gather quantitative information on customer preferences, behaviours, and perceptions about brand loyalty and digital marketing.
 - ❖ **Focus Group Conversations:** To obtain qualitative information about participants' perspectives, driving forces, and real-life interactions with digital retail involvement, brief, regulated sessions will be held.

In Chennai's vibrant fashion retail landscape, this dual-method strategy allows for a detailed investigation of the ways in which digital marketing affects customer loyalty and decision-making.

Data Analysis and Interpretation

TABLE 1- Table Showing the Demographics

Interpretation:

	Particulars	Frequency	Percentage
1.1 Age	18–24 years	28	28%
	25–34 years	28	28%
	35–44 years	26	26%
	45 years and above	18	18%
	TOTAL	100	100%
1.2 Educational Qualification	10/+2	15	15%
	Graduate	23	23%
	Post Graduate	24	24%
	Professionals	25	25%
	Others (Research Scholar and Diploma)	13	13%
	TOTAL	100	100%
1.3 Employment Status	Student	21	21%
	Employed	37	37%
	Self-Employed	30	30%
	Home Maker	12	12%
	TOTAL	100	100%
1.4 Family Income	Below Rs 30,000	19	19%
	Rs 30,001 – Rs 40,000	26	26%
	Rs 40,001 – Rs 50,000	36	36%
	Rs 50,001 and above	19	19%
	TOTAL	100	100%
1.5 Marital Status	Single	47	47%
	Married	53	53%
	TOTAL	100	100%

1.1 Age Distribution: Of the participants, 28% are between the ages of 18 and 24 and 25 and 34, 26% are between the ages of 35 and 44, and 18% are above 45. This suggests that both young and middle-aged customer groups are fairly represented.

1.2 Educational Background: According to the data, 21% of respondents are professionals, another 24% have postgraduate degrees, 23% are graduates, 15% have finished higher secondary school (10/+2), and 13% fall into other groups, including research scholars and diploma holders.

1.3 Employment Status: According to employment data, 37% of respondents work in formal industries, 30% are independent contractors, 21% are students, and 12% are stay-at-home parents. These figures demonstrate a wide range of occupational backgrounds.

1.4 Family Income: According to income levels, 36% of respondents make between ₹40,001 and ₹50,000 per month, 26% make between ₹30,001 and ₹40,000, and 19% make between ₹30,000 and ₹50,001 per month.

1.5 Marital Status: The marital profile indicates that 53% of respondents are married, whilst 44% of respondents are unmarried, indicating that a tiny majority of participants have family responsibilities.

TABLE 2 – Table Showing Frequency of Shopping for Fashion-Related Items in a Month.

Frequency of Shopping	Frequency	Percentage
Once	25	25%
2–3 times	30	30%
4–5 times	26	26%
More than 5 times	19	19%
TOTAL	100	100%

Interpretation:

According to the survey, 30% of participants buy fashion products two to three times a month, which is a moderate amount of time spent shopping. Not far behind, 26% of consumers shop four to five times a month, indicating a somewhat more active purchasing habit. In contrast, 25% of consumers only shop sometimes, once a month. Among the most regular shoppers, only 19% say they shop more than five times a month. According to the research, most people in the fashion retail industry have balanced and regular buying patterns, indicating that excessive shopping behaviours are less prevalent overall.

TABLE 3 – Table Showing Digital Marketing Strategies Influencing Shopping Decisions.**Interpretation:**

Digital Marketing Strategies	Frequency	Percentage
Influencer endorsements	19	19%
Social media advertisements	20	20%
Personalised marketing	25	25%
Augmented reality experiences	19	19%
Sustainability branding	17	17%
TOTAL	100	100%

25% of customer decisions are influenced by personalised marketing, with social media advertisements coming in second at 20%. Augmented reality and influencer endorsements have a combined 19% impact, while sustainability branding has the lowest percentage at 17%. All things considered, the most successful digital tactics influencing consumer behaviour in the fashion retail industry are platform-based promotions and customised messaging.

TABLE 4 – Table Showing Key Factors in Discovering New Fashion Retail Outlets Online.

Key Factors	Frequency	Percentage
Exclusive Online Deals	19	19%
Visual Appeal of Website/App	19	19%
Customer Reviews/Ratings	22	22%
Fast Delivery Options	22	22%
Easy Return Policy	18	18%
TOTAL	100	100%

Interpretation:

The information identifies important variables affecting internet searches for brand-new fashion stores. The most important factors are quick delivery choices and customer reviews/ratings, which were mentioned by 22% of respondents. At 19%, exclusive online savings and the aesthetic attractiveness

of websites or apps come in second and third, respectively. The least influence is caused by easy return policies, as reported by 18%. Overall, the results indicate that when consumers are investigating new fashion retail platforms online, they give priority to convenience and peer reviews.

TABLE 5 – Table Showing Impact of Digital Marketing Strategies by Fashion Outlets on Shopping Experience.

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted Total	Weighted Average
Through personalised recommendations	13	16	17	16	38	350	3.50
By providing exclusive discounts and offers	13	16	15	40	16	355	3.55
By improving brand recognition on social media	10	13	43	20	14	344	3.44
By introducing innovative tools like augmented reality	14	33	18	21	14	314	3.14
By emphasising sustainable and ethical branding	19	19	19	22	21	344	3.44
By enhancing engagement with influencer collaborations	14	16	25	30	15	330	3.30
By ensuring consistent communication and customer service	16	21	26	18	19	323	3.23

Interpretation:

According to weighted average results, customers value personalised recommendations (3.50%) and special offers (3.55%) the most, making them important factors in a satisfying shopping experience. Social media presence and sustainable branding (both 3.44), which represent supporting but significant responsibilities, have a modest amount of influence. The impact of augmented reality (3.14) and influencer collaborations (3.30) is lower, indicating potential for strategic improvement. Consistent communication is still crucial even when it is given less importance (3.23). Overall, the findings highlight the necessity of striking a balance between tried-and-true marketing strategies and creative, morally sound methods in order to satisfy changing consumer demands in the fashion retail industry.

Findings of the Study:

This study emphasises how important digital marketing is in influencing customer behaviour in Chennai's retail fashion industry. Customers clearly favour tailored suggestions and special offers, according to the report, and new technologies like influencer partnerships and augmented reality hold promise for future advancement.

1. Demographics: The respondents' ages are very well distributed, with 28% falling into the 18–24 and 25–34 age categories, 26% into the 35–44 age group, and 18% into the 45+ age range. In terms of education, the majority are professionals (25%), postgraduates (24%), and graduates (23%), with 15% having finished 10/+2 and 13% having additional credentials. 37% of people are working professionals, 30% are self-employed, 21% are students, and 12% are housewives. According to income levels, 36% make between ₹40,001 and ₹50,000, 26% make between ₹30,001 and ₹40,000, and 19% make less than ₹30,000 or more than ₹50,001. With 53% of people married and 47% single, the marital status distribution is almost equal.

2. **Frequency of Purchases:** The majority of respondents (30%) purchase fashion items up to three times each month, with 26% shopping up to five times. A modest overall shopping tendency is indicated by the fact that about 25% of people shop once a month, and 19% go shopping more than five times per month.

3. **Impact of Digital Marketing:** Social media advertisements have the second-highest impact (20%), after personalised marketing (25%). Sustainability branding comes in last with 17% of respondents, followed by augmented reality and influencer endorsements with 19% each.

4. **Discovery Factors:** When investigating new fashion stores, quick shipping and customer ratings rank highest (22% each). While return policies have the least impact (18%), online discounts and the aesthetic attractiveness of websites and applications are also valued (19%).

5. **Enhancers of the Shopping Experience:** We particularly value special offers (3.55) and tailored recommendations (3.50). While augmented reality (3.14), influencer marketing (3.30), and continuous communication (3.23) require refinement, social media branding and sustainability (3.44) are of minor relevance.

Scope for Further Study

How cutting-edge technologies alter digital marketing personalisation for female consumers in fashion retail can be investigated in more detail. Research may evaluate how AR and VR affect customer decision-making and involvement. Depending on the location and culture, different strategies may work differently in India. Examining sustainable branding's environmental and ethical aspects in internet marketing provides insightful information. Understanding would be enhanced by longitudinal studies that monitor loyalty and changes in behaviour over time. When combined, these fields can inform more creative, inclusive retail marketing strategies and broaden viewpoints on the changing digital scene.

Conclusion

The results show that in Chennai's fashion retail industry, internet marketing is essential for attracting female customers. Attention-grabbing and loyalty-boosting tactics like platform-based promotions, customised outreach, and cutting-edge technologies like AR and sustainability branding work well. By coordinating their digital initiatives with changing consumer demands, retailers may increase both customer acquisition and retention. The insights provide useful advice for increasing online visibility, encouraging repeat business, and maintaining competitiveness in a market that is changing quickly due to factors like technology, customer preferences, and values.

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