

EFFECT OF ONLINE CLOTH MARKETING ON CONSUMER BEHAVIOUR

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ABSTRACT

Purpose: The main aim of this research is to investigate the effect of online marketing on consumer behavior. The research determines the ambit of online marketing and the channels used for it along with their effectiveness.

Methodology: the research is carried out on quantitative basis as the scope for his research suggests that it could have some measurable results for investigation. Questionnaire is used to gather the data from the respondents in telecom sector. SPSS is used to analyze the data and in SPSS Pearson moment correlation test is used.

Findings: Findings from the research suggest that, web marketing email marketing and social media marketing are the tools that aids in developing purchase intention among customers however, Social media marketing has been the famous one among all because of its reach, cost, better impact, and innovative style

Conclusion: In conclusion, online marketing has duly changed the way businesses carried out their marketing practices now trends like social media and web marketing are famous and are successful in creating a purchase stimuli in customers.

Keywords: *Web marketing, email marketing, social media marketing, purchase intention, online marketing*

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In today's digital world consumers are increasingly turning to social media to find the products and services they need. This shift has led to a new era of marketing, one that is more targeted and more personalized. As a result, marketers are now able to reach their target audience more effectively than ever before. This has led to a significant increase in the effectiveness of marketing campaigns, and has also led to a more personalized and targeted approach to marketing. This has led to a more personalized and targeted approach to marketing, one that is more targeted and more personalized. As a result, marketers are now able to reach their target audience more effectively than ever before. This has led to a significant increase in the effectiveness of marketing campaigns, and has also led to a more personalized and targeted approach to marketing.

The concept of social media marketing has been around for a long time, but it has only recently become a major part of a company's marketing strategy. This is because of the rise of social media platforms like Facebook, Twitter, and LinkedIn, which have made it easier than ever for companies to reach their target audience. Social media marketing has become a key part of a company's marketing strategy, and it has led to a significant increase in the effectiveness of marketing campaigns. This has led to a more personalized and targeted approach to marketing, one that is more targeted and more personalized. As a result, marketers are now able to reach their target audience more effectively than ever before. This has led to a significant increase in the effectiveness of marketing campaigns, and has also led to a more personalized and targeted approach to marketing.

Another key aspect of social media marketing is the use of influencers. Influencers are individuals who have a large following on social media, and they can be used to promote a company's products and services. This is a highly effective way to reach a large audience, and it has become a key part of a company's marketing strategy. Influencer marketing has led to a significant increase in the effectiveness of marketing campaigns, and it has also led to a more personalized and targeted approach to marketing. This has led to a more personalized and targeted approach to marketing, one that is more targeted and more personalized. As a result, marketers are now able to reach their target audience more effectively than ever before. This has led to a significant increase in the effectiveness of marketing campaigns, and has also led to a more personalized and targeted approach to marketing.

Finally, another key aspect of social media marketing is the use of user-generated content. User-generated content is content that is created by users of a social media platform, and it can be used to promote a company's products and services. This is a highly effective way to reach a large audience, and it has become a key part of a company's marketing strategy. User-generated content has led to a significant increase in the effectiveness of marketing campaigns, and it has also led to a more personalized and targeted approach to marketing. This has led to a more personalized and targeted approach to marketing, one that is more targeted and more personalized. As a result, marketers are now able to reach their target audience more effectively than ever before. This has led to a significant increase in the effectiveness of marketing campaigns, and has also led to a more personalized and targeted approach to marketing.