



## Click, Shop, Slay: Analyzing The Influence Of Digital Marketing On Youth's Fashion Brands In Malaysia

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### ABSTRACT

Anticipated growth in internet usage among Malaysians is projected to reach 1.9 million users, reflecting a 5.68 percent increase between 2023 and 2028. This trend underscores the strategic importance for businesses to establish a presence on social networking sites to leverage digital marketing for effective brand promotion. Despite evidence supporting the efficacy of digital marketing, certain fashion brands remain hesitant to adopt this approach. This research aims to examine the influence of digital marketing channels on the purchasing decisions of youths in Malaysia, focusing on fashion brands. The study seeks to elucidate the relationship between email marketing, online advertising, social media marketing, and mobile marketing on the purchasing behavior of Malaysian youth. Employing a quantitative methodology, an online questionnaire administered via Google Form was utilized, with 374 undergraduate students from a public university in Malaysia participating. Data analysis involved Statistical Package for the Social Sciences (SPSS), Pearson Correlation Coefficient, and Multiple Linear Regression analysis. The findings indicate positive and significant relationships between online advertising, social media marketing, and mobile marketing with youths' purchase decisions concerning fashion brands. However, email marketing did not demonstrate a significant positive relationship. This study underscores the importance for fashion brand owners to leverage digital platforms effectively and highlights the specific digital channels that exert the most influence on youth purchasing behavior.

**Keywords:** digital marketing, email marketing, social media marketing, online advertising, mobile marketing, purchase decisions

## INTRODUCTION

### 1.1. Introduction

Generating an idea for a product or service, determining who seems most inclined to buy the good or service, advertising the product or service, and then distributing it via suitable distribution channels are all aspects of marketing. The shift away from conventional advertising techniques and towards digital marketing is being driven to a significant extent by globalization as well as an upsurge in the number of people accessing the internet. All marketing initiatives that make use of technology or the internet fall under the category of digital marketing (Desai, 2019). Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are just a few of the many digital marketing strategies that are growing increasingly popular as technology advances (Desai, 2019).

A decision to make a purchase is a cognitive method which guides a consumer about recognizing a particular need, generating a range of alternatives, and eventually selecting a particular brand or item (Nilda et al., 2020). Current consumers tend to purchase goods primarily through online advertisements as opposed to browsing newspapers and magazines or viewing televised broadcasts. Shopping habits have seen a significant transformation throughout the past several decades, shifting from purchasing in traditional physical shops to purchasing online through a variety of digital channels. Therefore, it is evident that in order to achieve success in the field of business, marketers require an in-depth understanding of how digital marketing can impact and shape the buying habits of consumers (Al-Azzam et al., 2021).

In the past couple of years, the fashion industry has experienced a significant change mainly because of the growth of digital marketing. The development of online platforms and online purchasing has brought about a change in the advertising approaches of fashion brands, as they attempt to adjust to the changing needs of their customers in today's digital environment (Segal, 2023). Nowadays, most fashion brands companies believe that using digital marketing channels is going to be highly profitable (Kiron, 2022). As a result of the increasing expansion of online shopping, fashion brand companies are placing increased emphasis on the development and growth of their respective digital platforms. They are working hard towards making online purchasing not just easier and more accessible yet more appealing for the customers, referred to as millennials and Generation Z. In the past, traditional marketing methods have been used by fashion brands to maintain relevant in their promotional campaigns of fashion products. Previously, fashion brand commercials and advertisements have been conventionally displayed through various mediums, including television broadcast advertisements, radio, traditional print ads in fashion magazines, and outdoor channels (Kalmegh, 2022). These initiatives were unsuccessful in producing effective outcomes. Quantifying the origin of lead conversions proved to be a challenging endeavour. In addition, there have been difficulties that came across when seeking new customers. It appears that most fashion brands have shifted their primary focus towards digital marketing. Without a doubt, digital marketing is growing as a transformative force in the fashion industry, providing a strong challenge to conventional advertising and promotional approaches.

The aim of this study is to identify digital marketing channels and analyse the influence of fashion brands on consumer tendency to make purchases. Previous studies have examined the impact of digital marketing on purchasing decisions but, these studies are focused on different industry sectors and different geographical areas. In addition, despite the various independent variables associated with digital marketing that have been studied and investigated in previous studies, certain digital marketing channels have not been examined. This study attempts to fill the research gap by investigating the impact of digital marketing on purchase decisions of fashion brands among youths in Kuching, Sarawak. As a result, the research that is presented here investigates the influence of digital marketing channels used by fashion brands and examine the impacts. In addition, given that this research is conducted at the beginning phases of digital marketing channels for fashion brands, and it is believed that the findings will subsequently be able to be used as an example across the rest of the fashion brand industry.

## **1.2 Research Objectives**

- 1.** To identify the relationship between email marketing and the purchasing decision of fashion brands among youth.
- 2.** To investigate the relationship between online advertising and the purchasing decisions of fashion brands among youths.
- 3.** To examine the relationship between social media marketing on the purchasing decisions of fashion brands among youths.
- 4.** To analyze the relationship between mobile marketing on the purchasing decision of fashion brands among youths.

## **1.3 Research Questions**

- 1.** What is the relationship between email marketing on purchasing decisions of fashion brands among youths?
- 2.** What is the relationship between online advertising on purchasing decisions of fashion brands among youths?
- 3.** What is the relationship between social media marketing on purchasing decisions of fashion brands among youths?
- 4.** What is the relationship between mobile marketing on purchasing decisions of fashion brands among youths?

## **1.6 Significance of the study**

The adoption of digital marketing instruments is of utmost importance because it enables them to advertise their goods and services to global markets rapidly and at an affordable rate, maximize their target demographic effect, develop and improve both their own brand and the overall perception associated with their product, as well as offering business owners with the ability to develop and improve their own brand image (Rosokhata et al., 2020). The digital marketing techniques that should be used for fashion brands are