

The Influence of Digital Promotional Tools on Post-Impulse-Consumption Experiences of Online Female Fashion Consumers' Re-Purchasing Behaviour: A Cognitive Dissonance Approach

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Abstract

The current research has highlighted the dynamics of digital promotions and post-impulse consumption experiences among Indian female fashion consumers. It has six different chapters which start from chapter one of the introduction. In this chapter, the researcher provides the aim, objectives, and research question with a clear rationale and significance to conduct the research. The second chapter is about literature review where different literary works are evaluated according to the aim and objectives of the research. The third chapter has provided the methodology. For example, it can be observed from the third chapter that, primary quantitative information is collected using a survey method with closed questions which are then analysed using SPSS. The findings and analysis are presented in the fourth and fifth chapters. Lastly, the sixth chapter summarizes the conclusion and key findings of the research and provides recommendations to marketers and future researchers using a SMART framework.

From the literature review, findings and analysis chapters, it is found that influence marketing, social media platforms, email campaigns, and discount marketing are some of the most effective promotional strategies to influence impulsive consumers to repurchase during their post-purchasing journey. It is also found that post-purchase follow-ups can trigger the impulsive nature of repurchasing. However, combined digital tools like influencer marketing with celebrities, and fashion influencers can be more effective. Repurchase intentions are positively influenced by personalized recommender systems as well. SMART recommendations showed that marketers must improve their age-specific marketing campaign optimize influencer marketing, and implement the personalized recommender system. However, the key limitations of this research are the use of only quantitative data, single-industry focus, and cross-sectional design. That is why; future researchers could gather qualitative data using interviews, diversify industry focus, and explore regional variation in India for in-depth insights and generalizability.

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Chapter 1: Introduction

1.1 Introduction

Digital promotional tools can be considered as the wide range of platforms and strategies which are used to promote services, products, or content through online mediums (Mishra, 2020). For example, marketing through social media, email, content, search engine optimization (SEO), pay-per-click (PPC), influencer marketing, mobile marketing, video marketing, online events or webinars, and others are the use of digital promotional tools (Mishra, 2020). Consumers' behaviour after making an impulse or unplanned purchase is considered a post-impulse consumption experience. This could be regret, satisfaction, influence further buying, providing a learning experience, disengagement with the brand or brand loyalty (Obukhovich *et al.*, 20203).

The tendency to repeat a purchase by consumers is known as re-purchasing behaviour. It is an essential stage of consumers' buying journey or behaviour (Lăzăroiu *et al.*, 2020) This might impact positively or negatively through post-impulse consumption behaviour. Customer retention is directly influenced by repurchase behaviour. Hence, it is very important to understand the repurchasing behaviours of consumers (Wijarnoko *et al.*, 2023). Cognitive dissonance is a concept or theory that deals with the psychology of tension or discomfort experienced by individuals when they go through a conflict in belief, contradictory attitudes, behaviours or actions (Harmon-Jones and Mills, 2019). These concepts are used in this research to develop the research aim, objective, and questions as presented in the further sections of this chapter.

1.2 Background

The female fashion industry of India consists of different national and international brands. This includes Lakme, Sugar, Allen Solly, Biba, Zara, H&M, and Raymonds. The huge industry includes different types of products from the apparel and cosmetic industry (Fashion United, 2023). However, by the number of stores, Reliance Digital, Max Fashions, pantaloons, FBB, and Westside are the leading fashion retailers in the Indian market.

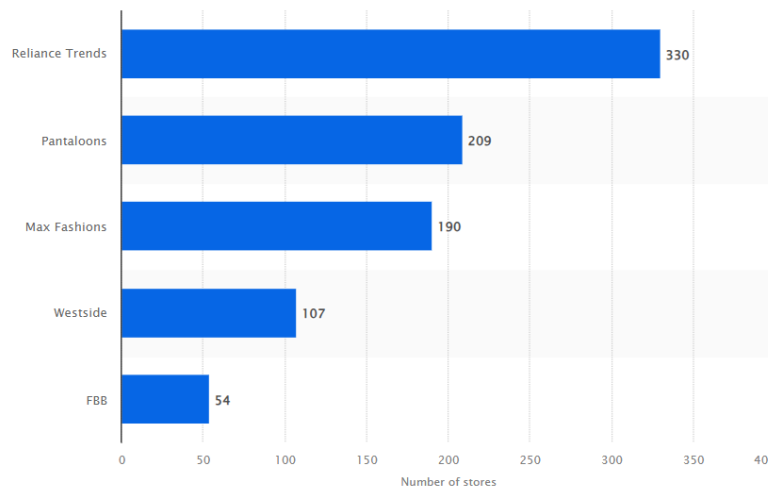


Figure 1.1: Leading Indian Fashion Retailers by Stores

(Source: Minhas, 2022a)

According to the above figure, Reliance Digital have more than 300 stores across India which is followed by Pantaloons with over 200 stores. Max Fashions, Westside and FBB have almost 200, 100 and 50 stores respectively.

The current Indian Fashion market can be divided into apparel, footwear and accessories which include cosmetics. Among these, the apparel industry has the biggest market share which has been increasing since 2017 and is projected to have 82% of the market share by the year 2023.

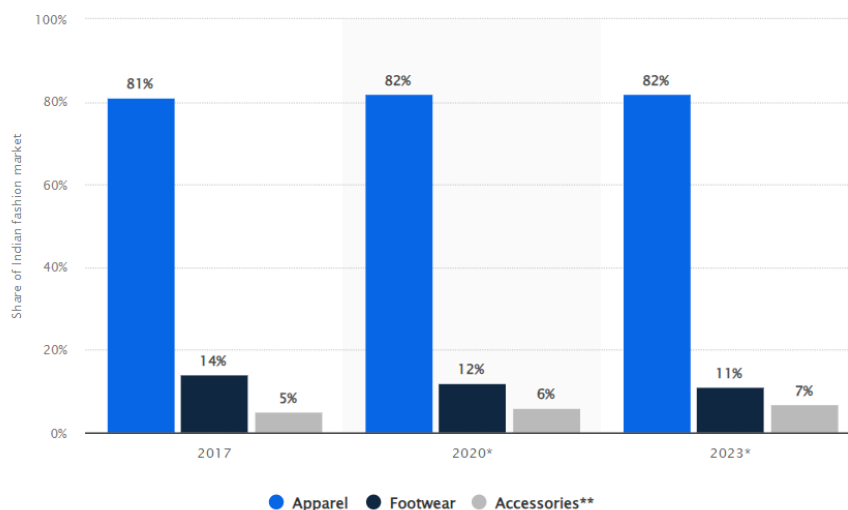


Figure 1.2: Market share of the Indian fashion industry by segments

(Source: Minhas, 2022b)

Therefore, focusing more on the Indian Apparel industry will help to cover most of the female fashion industry in India. However, 55% of the Indian Females select cosmetics and beauty products with apparel items as the most popular product to buy.

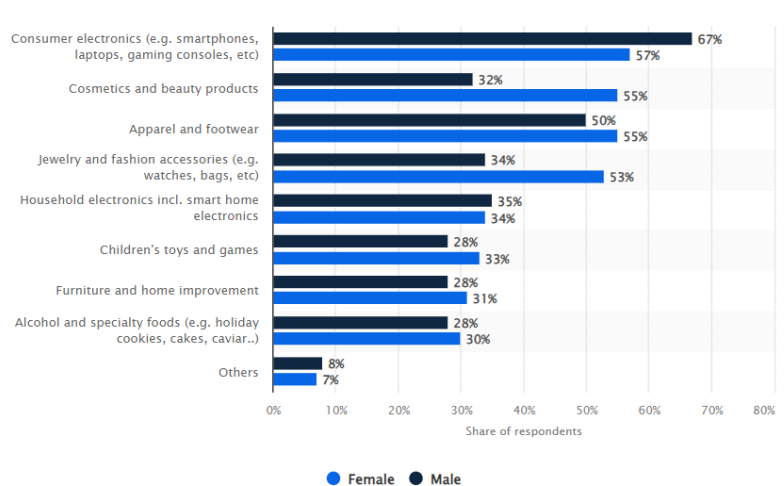


Figure 1.3: Popular buying items for Indians by gender

(Source: Minhas, 2023)

Still, focusing on the Indian apparel industry could help to narrow down the research than researching the huge Indian Fashion industry for females. This is also because; not only the market share of the entire apparel industry as per figure 1.2 but the market size of the women's apparel industry only has grown between 2015 and 2020. It was over 1 trillion INR in 2015 but increased over 1.6 trillion INR in 2022. However, the pandemic has affected the market negatively for which the market size reduced to 1.11 trillion INR in 2021. However, it is expected to grow by over 2.5 trillion within 2025.

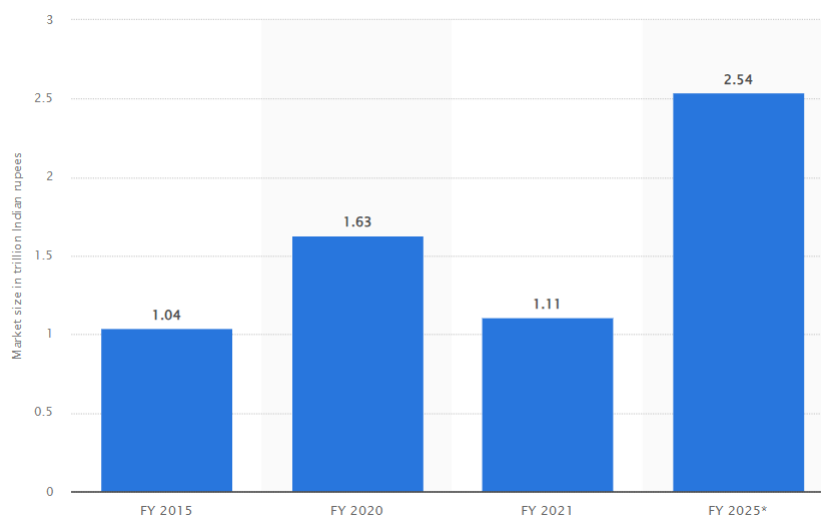


Figure 1.4: Market size of the Indian female apparel industry

(Source: Minhas, 2023b)

Even when, comparing the revenue of the worldwide apparel industry, the Indian industry stands third after the USA's approximately 312 billion USD and China's nearly 286.5 billion USD with almost 88 billion USD (Statista, 2022).

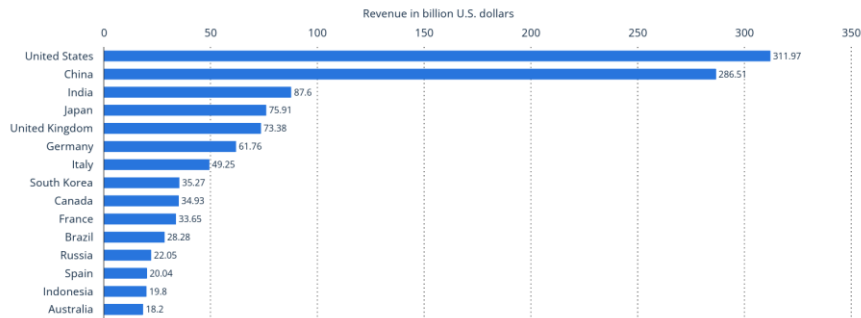


Figure 1.5: Revenue of the worldwide apparel industry

(Source: Statista, 2022)

1.3 Aim

The aim of the research is to examine the influence of digital promotional tools on post-purchase experiences of online female fashion consumers' re-purchasing behaviour. For this, a cognitive dissonance approach is taken. This also includes the challenges and solutions to influence re-purchase and impulse buying behaviour of Indian Female Fashion Consumers.

1.4 Objectives

- To assess the effectiveness of digital promotional tools on post-impulse consumption
- To examine the post-purchase cognitive dissonance among female fashion impulse consumers
- To determine the influences of repurchase intentions in the Indian Female Fashion Industry
- To examine the challenges of influencing the post-impulse consumption experience with digital promotional tools
- To develop strategies in influencing repurchase intention effectively among female fashion impulse consumers.

1.5 Research Questions

The research questions according to the aim and objectives of the research are:

1. How digital promotional tools can be used effectively on post-impulse consumption?
2. Why post-purchase cognitive dissonance theory is important to explain the impulse consumption of females in the fashion industry?
3. What are the different influencers for re-purchasing among the consumers of the Indian female fashion industry?
4. What are the key challenges to influencing post-impulse consumption experience using digital promotional tools?

5. What are the potential strategies to solve the issues so that re-purchase intention can be influenced effectively?

1.6 Rationale

What is the research?

According to the aim, objectives and research questions, the current investigation is on the influence of digital promotional tools on the post-purchase impulse experience of consumers in the Indian female fashion industry. A cognitive dissonance approach is applied in this research. That means, the level of satisfaction and regret after the impulse purchasing decision are examined closely in this investigation. This is mainly related to the impulsive consumption of consumers. Impulsive consumption happens when the consumers feel the urge to buy something suddenly or immediately. In most cases, the consumers might regret their purchasing decision in the post-purchasing stage of their consumer buying journey (Pacheco *et al.*, 2022). The investigation mainly focuses on the Indian apparel industry as it has the highest market share and growing market size than other segments such as cosmetics, beauty products, and footwear in the Indian market. This research also includes the barriers to using digital promotional tools that can influence post-impulse consumption. After that, a strategic set of smart recommendations is provided.

Why is the research

One of the key reasons for this research is that individuals mostly regret their decisions after an impulse purchase but digital promotional tools can help to transform the experience into a positive one (Mandolfo and Lamberti, 2021). However, it is not always easy to transform the experience of purchasers in their consumer buying journey using digital tools. Hence, this research will help to evaluate the digital promotional tools that can transform the experience while overcoming the investigated barriers. The key focus is given to the apparel industry and online purchasing to narrow down the research. Some of the potential barriers to online buying by fashion consumers are fit issues, lack of feel and touch, and a long time of lead or delivery. For example, females mainly find it challenging to buy fit clothes with appropriate lead or delivery times more than males. However, 39% of the females feel a lack of feel and touch while buying online apparel (Minhas, 2022c).

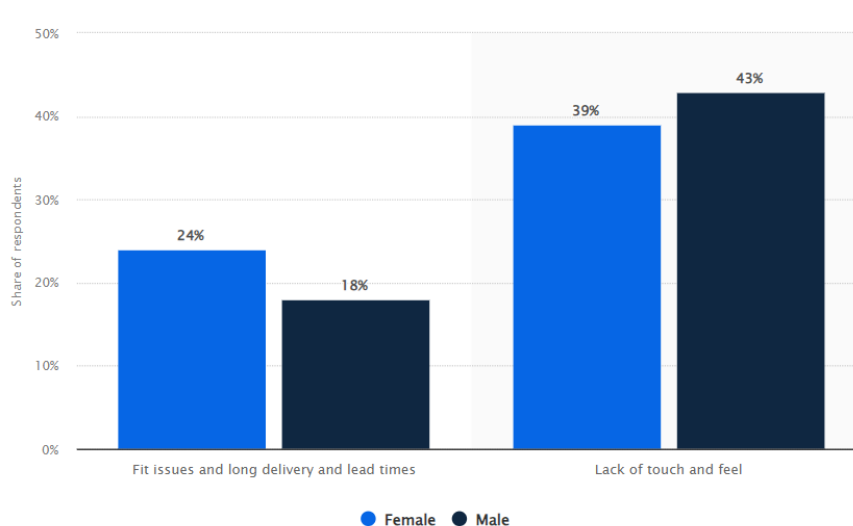


Figure 1.6: Purchase barriers by Indian online fashion shoppers

(Source: Minhas, 2022c)

What is the condition now?

Currently, online fashion buyers in India are looking for two key things which are variety and discount or best prices. Women are looking for variety more than men. However, 28% of the females' desire for best prices or discounts compared to 19% of them who want variety online. However, the percentages are only 13% and 33% respectively for males (Minhas, 2022d).

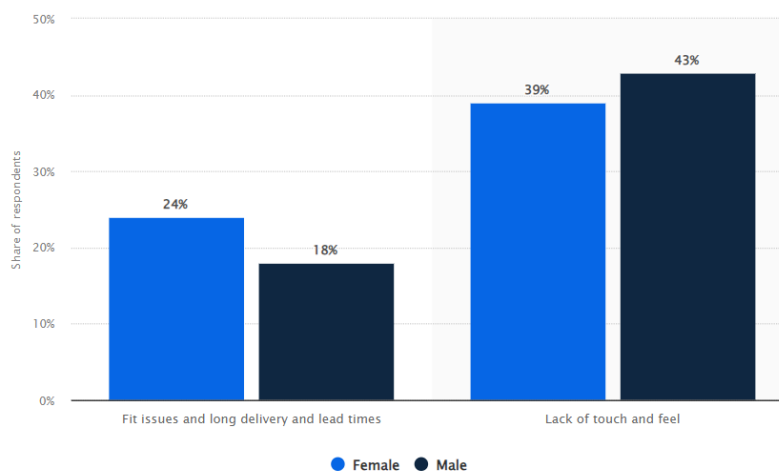


Figure 1.7: Key reasons to buy online for Indian fashion buyers

(Source: Minhas, 2022d)

According to Figure 1.4, the female apparel industry in India is growing and it has the highest market value, market share and market size. Though, it doesn't mean that the entire fashion industry is slowing down. The market size of the entire fashion retail industry will be over 6 trillion in India in 2022. This is expected to increase to almost 10 trillion INR in 2025 and nearly 12 trillion INR by the year 2027 (Minhas, 2022e).

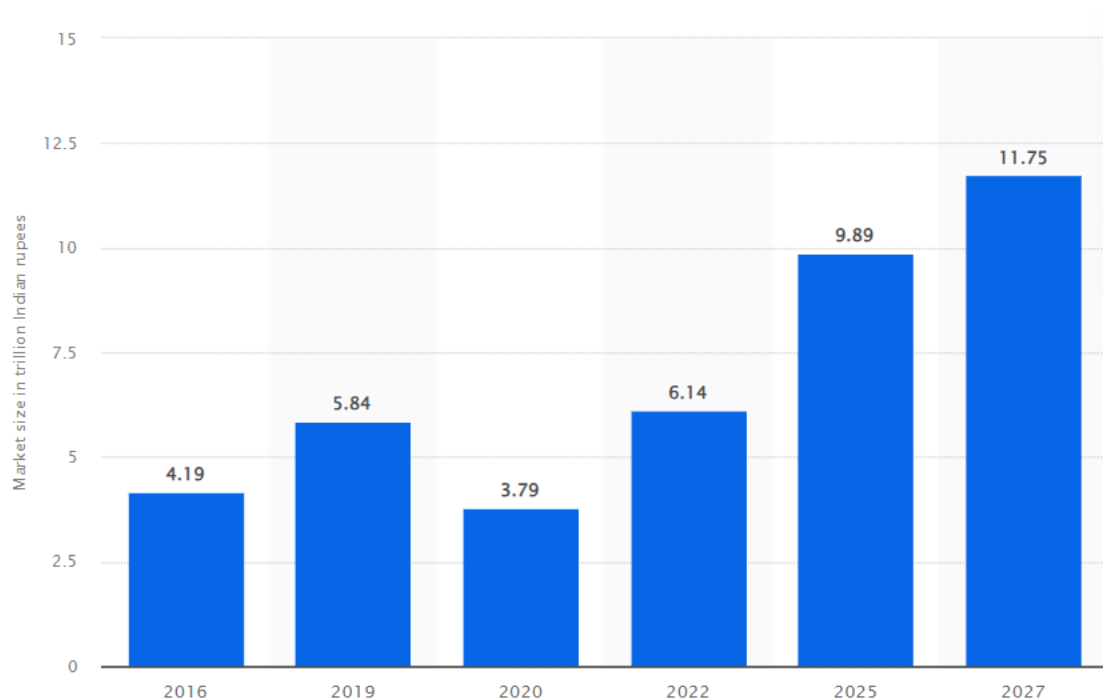


Figure 1.8: Growing market size of the entire Indian female fashion retail industry

(Source: Minhas, 2022e)

How the research sheds light on the topic

This research will shed light on the topic of using digital promotional tools to influence the impulsive post-purchasing behaviour of Indian female fashion consumers as per their cognitive dissonance through a mixed method. This means, that data will be collected from both primary and secondary and then analysed using qualitative and quantitative methods. Secondary data will be gathered from the already existing journal articles, books, official sites of the company, government sites, and other authentic and recent sites. For primary data, a closed-questionnaire semi-structured survey method will be applied to gather information from female fashion consumers in India. More about data collection and analysis and other methods used to shed light on the topic are discussed in the third chapter, the research methodology of this investigation.

1.7 Significance and Motivation

The main significance of this research is for marketers who want to influence female fashion consumers more effectively and encourage them to impulsive buying by satisfying them in their post-purchase journey. This research will add value to the experience of female fashion consumers who are involved in rapid impulsive buying and then regret it. The inclusion of the cognitive dissonance theory also helps fashion retailers to understand the experience of regret, discomfort, conflict and resolution between the before and after purchase journey of the

consumers. However, not only Indian retailers and consumers but also fashion retailers worldwide who are operating inside, outside or thinking of launching their business in India will benefit from the findings of this research. The potential customer persona in the Indian female fashion industry will be better understood from this research. For example, an eco-friendly customer might not be satisfied after purchasing from a fashion retailer that is not environmentally sustainable even after the quality and price of the fashion product add value to the customers. Therefore, this research helps to understand the factors which are influencing the post-purchase journey of an impulsive consumer. The research also helps to compare the differences between the entire industry with the female fashion industry and mainly the apparel industry. For example, Figure 1.4 shows that India ranked fourth in worldwide fashion revenue. However, it ranked 5th when it is about revenue of only women's apparel market in the world.

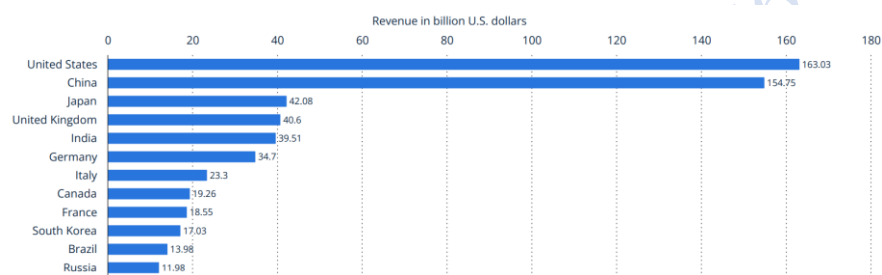


Figure 1.9: Revenue of the women's apparel industry worldwide

(Source: Statista, 2022b)

The comparison between the apparel industry the overall fashion industry and that with the world's market is a potential motivation for this research. This will help marketers and companies to address the particular issues in the Indian women's fashion industry compared to that of the world. They could find the right strategies to use digital promotional tools and influence the post-purchase behaviour of impulsive consumers by addressing these issues.

1.8 Structure

The structure of the dissertation is shown below.

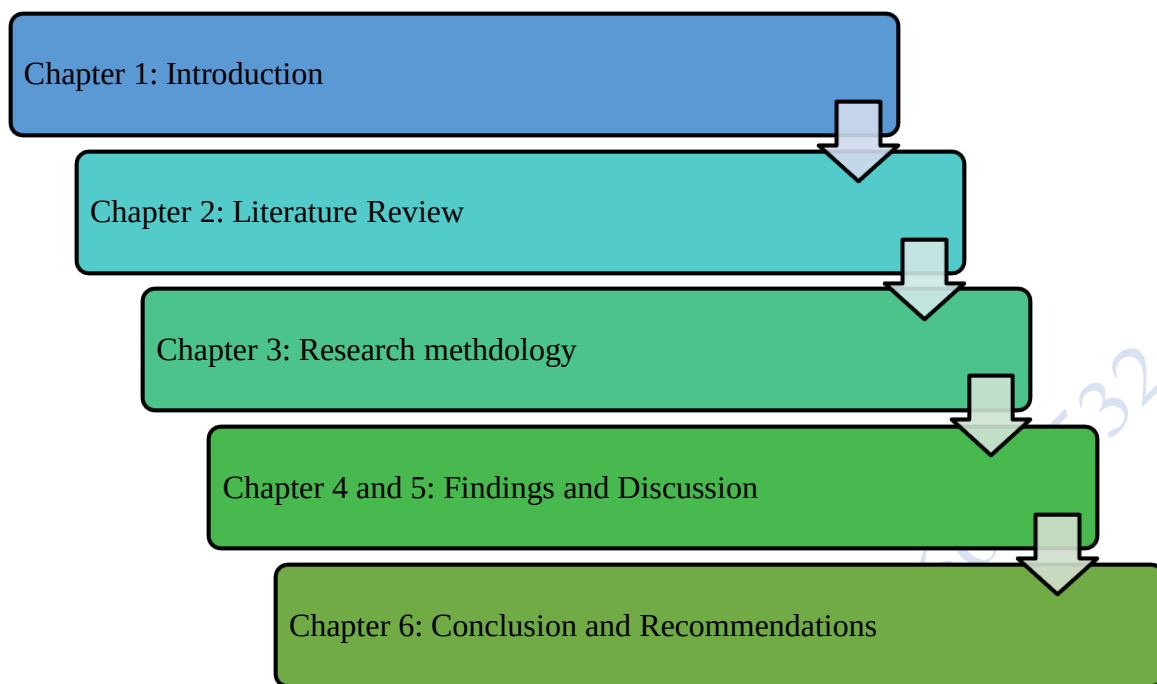


Figure 1.10: Expected structure of the dissertation

(Source: Created by Researcher)

1.9 Summary

The current research is on the impact of digital promotional tools on the post-purchase behaviour of female fashion consumers mainly in the Indian apparel industry. For this, the cognitive dissonance theory is integrated in this study. This also helps to evaluate how digital promotional tools are influencing repurchasing, impulsive buying behaviour and issues faced in the sector. The present Indian fashion retail industry is consumed by different national and international players. Though, Reliance Digital followed by Pantaloons is leading the market as per the number of stores. The apparel industry is the main focus of this research as it is the Indian sector in the Indian fashion industry with steady growth and significant market share even after the impact of the pandemic. However, the pandemic is not the sole issue of the industry. Consumers' experience of missing the touch while shopping online from the industry is also a crucial challenge. Still, online fashion shopping is driven by female fashion to provide a variety of options and discounts. Hence, this investigation sheds light on the utilization of digital tools to transform the post-purchasing experience of impulse buyers in the industry. This is done by utilizing mixed-method research where data is collected from both primary and secondary sources and then analysed using quantitative and qualitative methods respectively. The key significance of this research is to provide a better understanding to the marketers about the needs of impulse Indian female fashion consumers by identifying their regrets in post-

purchase consumption. This also helps to align strategies to address the preferences of these segments of consumers. Moreover, the research also adds the challenges faced in the Indian apparel market compared to the global environment. Hence, guidance can be recommended to marketers and fashion retailers to improve their approaches for the market segment.

Chapter 2: Literature Review

2.1 Introduction

2.1.1 Keyword Search Strategy

This chapter has critically reviewed and discussed the findings by existing researchers in their existing studies. For this, the Boolean searching method is used which helped to use and find the sources using different keywords. Some of the important keywords are "Digital Promotion", "Impulsive-consumption", "impulsive-purchase", and "repurchase". This is used with the Boolean operators "OR", and "AND" (Gusenbauer and Haddaway, 2020). The use of this method is shown in Appendix 1. This searching technique is used in different databases to get plenty of valid sources and information from them. For example, sources are searched from the Library of Oxford Books University and Google Scholar as shown in the appendix. After searching, not all of the sources are included in this study. Only the sources which are valid and reliable according to the research objectives are included in this study. For this, inclusion and exclusion criteria together with the PRISMA framework are used (Torres-Carrión *et al.*, 2018). Though, both are the same still PRISMA framework helps to understand how sources are included and excluded for each criterion (Rethlefsen *et al.*, 2021). All of these are included in the appendix. The advanced searching feature of these databases is used which includes the selection of peer-reviewed sources within the last 5 years. Due to this database searching sources can be added from different publications like Willey, University Site, IEEE, Springer and others which increases the validity and reliability of the data presented here.

2.2 Effectiveness of digital promotional tools on post-impulse-consumption

Spiteri Cornish (2020) has defined post-impulse purchasing as the sudden but powerful urge to purchase something immediately. However, later there is emotional conflict in the minds of the consumers about the purchasing. According to the author, consumers used this as a mood-repairing action. Though, they might find it hard to cope with the post-purchase regret. Though, consumers might use denial or avoidance strategies and mental disagreement to deal with impulsive consumption. The author has used statistical analysis yet presents a text-based discussion of the results which are the key strengths of the study. However, the impact of coping strategies and post-purchase regret on impulse consumption are examined in the study

(Grigsby *et al.*, 2021). The study did not conduct any experiment on how digital promotional tools can be used to influence post-impulse consumption. According to the researcher, there is a huge void in the field of impulse consumption behaviour even when impulsive purchasing is increasing at an alarming rate.

For example, the impact of digital marketing on purchase intention and customer loyalty is discussed by Arindaputri and Santoso (2023). The purchase intention of consumers is affected by the perception of price as found by the researchers. However, the key limitation of this study is that it did not focus enough on female consumers, did not include enough variables, used long questions that were difficult to understand, and focused only on the apparel industry. On the other hand, Dwivedi *et al.*, (2021) mentioned that AI and VR technologies can enhance customers' journeys and engagement. However, they also evaluate that the issue of ethical practices and trust is there with the increasing use of technology in digital promotional tools. Customers' engagement even after purchasing products or services is highly impacted by trust (Dwivedi *et al.*, 2021). According to the authors, electronic word of mouth or eWOM can solve the issue. However, the key limitations of this literature are focuses only on SMM (Social Media Marketing) as a digital promotional tool and conducts only secondary research.

Spiteri Cornish (2020) also found that impulse purchasing behaviour can be overcome if the purchasing experience is shifted towards the consumption experience. Playful problem-solving is considered one of the key coping mechanisms for dealing with impulse buying. , Redine *et al.*, (2023) have used the Stimulus-Organism-Response framework or SOR framework to show that store elements can influence impulsive buying behaviour among consumers.

On the other hand, mental disagreement avoids the issue and influences more impulse purchasing. This helps to understand that marketers must not use digital promotional tools to influence the purchasing experience of individuals only but also use them to influence positive experiences of consumption. This can be done when the marketer's customer care after purchase, high quality of product and value for money (Spiteri Cornish, 2020). These strategies combined with the advertisements and promotions using digital tools can help to influence impulsive as well as compulsive buying of consumers. For example, influencer marketing can help to drive the re-purchase behaviour among consumers (Thein, 2022). For this, the authors have used the customers' decision-making journey. However, the authors found that different types of influencers have different impacts on customers and for this, they must be used with different strategies as shown in Figure 1 below.

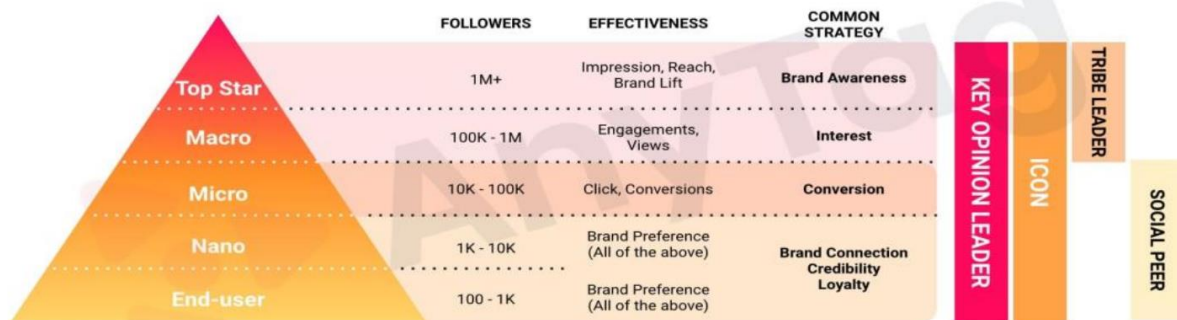


Figure 2.1: Influencer marketing

(Source: Thein, 2022)

However, the key issue with the study by Thein, (2022) is that it only uses secondary sources, even plenty of old ones. Sources which are not new might provide information that is not valid in the present conditions. Moreover, influencer marketing can be considered as SMM again especially when not done by blogs of the influencers. This is because, consumers with high openness, neuroticism, and extraversion and consumers with low conscientiousness showed more impulse buying behaviour compared to other consumers according to the BFM (Big Five Model) (Miao *et al.*, 2020).

Simply, consumers' impulsive buying experience can be reinforced with a positive consumption experience. For example, marketers can provide vouchers or offer product exchanges to influence impulsive purchasing among consumers (Spiteri Cornish, 2020). Nayal and Pandey (2020) have mentioned digital coupons as the new promotional tool as the tool is popular through smartphones and the internet. This showed how social norms have influenced the impact of digital promotional tools on customers' post-perception and loyalty. According to the authors, consumers' intentions to redeem the digital coupons for discounts have driven them to re-purchasing. The authors also found that the re-purchasing or the chances of redeeming the coupons become higher with the increasing face value of the coupons even for digital ones. Lin *et al.*, (2018) showed that individuals are two types which are promotion and prevention-focused. Now, individuals who seek growth and achievement and are driven by positive outcomes are promotion-focused. These types of consumers rely on positive post-purchase satisfaction and are induced by impulse purchasing. Hence, they might be the first target for marketers who want to influence the impulsive buying behaviour of consumers. However, some customers perceive products with discount coupons as cheap and low quality. Hence, such activities might reduce the brand image and hence loyalty of the customers. However, nothing much is discussed in this matter by the researchers.

Consumers might want to stay away from repurchasing or repeating impulse purchasing but such behaviours of consumers are essential to marketers for long-term success. However, companies cannot ignore the wellbeing of consumers while influencing any type of purchasing behaviour them (Spiteri Cornish, 2020). For consumers, the external environment also contributes to their impulsive buying behaviour. For example, the design of digital tools like social media pages, and websites and the structure of available information on such platforms can stimulate impulse buying behaviour among users (Zafar *et al.*, 2021).

Still, marketers and policymakers must work together to drive the impulsive behaviour of consumers. Hence, the companies can offer an effortless process to return unwanted items which can help the consumers to overcome the issue of impulsive purchasing. Even, this will help the companies to encourage the consumer to buy products. This is because; the consumers will know that they can return the unwanted products hence their behavioural coping mechanism influences them to buy products (Spiteri Cornish, 2020). Most of the earlier studies want to find the impact of digital promotional tools on customer behaviour. However, the current study focuses on a specific region of customer behaviour which is post-impulse consumption. For example, website design might influence compulsive buying too. Though, self-promotion with it can influence impulsive buying specifically (Nghia *et al.*, 2022).

2.3 Assessment of post-purchase cognitive dissonance – a theoretical perspective

According to Parsad *et al.*, (2019), post-purchase dissonance is one of the negative consequences that occurred due to the desire for instant gratification and spontaneous acquisition. Different indirect influences of the urge to purchase, the atmosphere of stores, and impulsive buying post-purchase dissonance as regret are evaluated in this paper. The key strength of the paper is that it has evaluated the impacts of impulsive purchasing and post-purchase dimensions for emerging markets like India. This has not been done before in most of the studies. However, the key element of dissonance which is taken here is "regret" and it ignores the post-purchase dissonance of impulsive shoppers. This is also supported by Çelik *et al.*, (2019) by defining regret as the yield of negative results of what is done. This happens more in impulsive buying as buyers realize that their perception of a product or service before buying is a mistake or it is done under pressure (Çelik *et al.*, 2019). According to Çelik *et al.*, (2019), regret as a key post-purchase dissonance can influence the pre-purchase decision for future purchases and not the post-decisions only. In most cases, customers are comparing the value for money from the product and if it less than what is the product or service then it results in a regretful experience (Abdelsalam *et al.*, 2020). This is also because; the customers start

believing that they made an unnecessary purchase. Hence, marketers need to ensure that the product has enough value and that customers realise that. For this, marketers need to promote all of the benefits of products or services so the consumers have a perception of how the products or services are necessary to meet their needs. The researchers Çelik *et al.*, (2019), have found that post-purchasing regrets are influenced by impulse buying but impulse buying is more influenced by fear of missing out or FoMo. For this, the researchers have also blamed the rise of social media use. This is because; people are sharing their experience with particular products and services which inducted and set the stage for FoMo. Marketers also use these platforms to show how many consumers are satisfied with their products and services and induce these tendencies (Yau *et al.*, 2020).

These findings are also supported by Hodgkinson, (2019). However, the author stated that FoMo can influence impulsive purchase behaviour better when perception of the group, social perception, experimental consumptions and services are included. Though, Çelik *et al.*, (2019) have developed all of these findings as per the travel industry. Still, it is concluded that marketers from any industry can use FoMo as a tool to reach customers and influence their purchasing behaviour. The authors stated that FoMo influences the consumptions beyond the requirement of consumers for which they make the requirements obscure. Individuals also see what their peers are buying on social media. Hence, social media platforms are effective promotional tools to influence FoMo purchasing among target customers. Therefore, active engagement of marketers on social media is beneficial for them. Social media campaigns can stimulate FoMo buying as people with frequent social media use are more frequent in impulsive buying decisions (Xi *et al.*, 2022). Even, the needs of consumers are constantly changing in the era of social media and the internet. Consumers are also involved in talking about brands and products according to the experience of other people in their social network. Marketing individuals can increase FoMo orders and influence the purchasing intentions of consumers using these views and activities on social media (Dinh and Lee, 2022). The store layout, pressure of time and thinking about the requirements while visiting the stores are impacting effectively on the impulse purchasing behaviour. Though, tools like persuasive messages and offers can be used which help to influence impulsive purchasing even in online shopping. For example, showing the number of products in the stock left, using keywords such as “almost out of the stock”, and “limited-time” can be effective. The study by Çelik *et al.*, (2019) also found that females are more involved in impulse purchasing for which they feel more post-purchase regret than males (Edirisinghe *et al.*, 2020). However, the authors did it with the concern of offline shopping where stores are visited by females more frequently. Another limitation of the

study by Çelik *et al.*, (2019) is the lack of generalizability due to the involvement of the female participants. Hence, it could not be valid to say that females experience more post-purchase regret than males. With this, impacts of other factors related to FoMo like You Only Live Once (YOLO), Joy of Missing Out (JoMo), and Fear of Being Offline (FoBo) can be taken into account.

The main potential finding from the study by Parsad *et al.*, (2019) is impulsive buying can lead to regret. One of the key limitations of the study is the use of the store environment as the dependent factor only. However, buyers can be influenced by other factors such as promotional offers, product involvement, and category that can lead them to impulsive purchases. Lack of experimental research to validate the data gathered from the respondent is also a limitation of the study by Parsad *et al.*, (2019). In the perception of Cognitive Dissonance Theory or CDT, discomfort or dissonance like that from regret can arise from controversial beliefs about the products or services (Lazim *et al.*, 2020). For this, consumers might want to change the experience from the next purchase which ultimately affects their post-purchase behaviour. CDT stated that both internal and external factors are influencing the post-purchase experience of consumers. For example, customers might feel regret after purchasing a product due to the advertisements they saw after purchasing. This led to the rejection of the decisions which are made previously. Hence, marketers need to develop truthful and informative advertisements to ensure a positive post-purchase experience which will not lead to dissonance or regret (Brooksbank and Fullerton, 2020).

2.4 Influences on Repurchase Intention in the Indian Female Fashion Industry

Nand and Khanuja (2020) have identified that the Indian fashion industry and customers become more concerned about the environment in the last five years. That is why; new startups and Indian entrepreneurs are implementing the concept of zero-waste fashion. However, this concept is little integrated with textile waste generated in the global fashion industry. Still, the implementation of the zero-waste concept while promoting a business through different digital promotional tools can help to gain loyal customers for Indian businesses. These findings are presented through a literature review only which includes existing works published before 2018. Chen *et al.*, (2020) have found that apparel consumption is done highly over the internet. Though, the authors did not consider only Indian consumers still the findings of the study can be generalized as it focus on online customers. These findings are also supported by the study of Indian writer Krishnakumar (2018). This study is also on the apparel industry. According to the authors, online shoppers are attracted by the design of the online apparel site just like the

store design as found in the previous section. However, they found that impulse buying is more related to the return of a product than re-purchase due to feelings of regret as per CDT (Zheng *et al.*, 2019).

Besides the zero-waste concept, the promotion of fair labour practices is also a success factor in the Indian fashion industry as explored by Vig (2023). According to this report in Times of India by Vig (2023) companies with organic fashion, reducing carbon footprint and increasing sustainability is thriving in the Indian fashion market. Digital promotional tools must consider the use of e-commerce tools as consumers have a variety of choices for the rising e-commerce industry even in the Indian fashion segment. For this, the Indian fashion market is becoming crowded and more competitive. Hence, the use of e-commerce platforms could be a crucial success factor for businesses in this industry. Mangolele and Zulu (2022) have tried to find out the factors that influence customers' satisfaction and their repurchase intention in emerging markets. However, South Africa is taken as an emerging market which might be a limitation as per the requirement of the current study. Still, the generalization of the findings for emerging markets is suitable to include this source in the current study. According to the study repurchase intention in any industry is influenced by satisfaction. Satisfaction depends on the pre-purchase and post-usage expectations of the consumers.

Rana and Hazarika (2022) explored that the purchase of plus-sized women's wear increased in the Indian industry even after several issues during the time of festivals. This helps to identify that seasons and size matter in the Indian fashion industry for females. The only limitation of the study is focused only on plus-sized women's wear. However, such a narrowing down of the research helped the authors to provide high-quality and in-depth insight on the topic. For example, this research pointed out that plus-size female customers feel a lack of inclusivity in buying from stores. This helps to gain the popularity of online purchasing by them. Their loyalty is enhanced when they find their size in the general brands.

Kaushik and Dhir (2019) found that cloth attribute variations can lead to non-conformance, disassociation and dissonance of purchasing experience in India. For example, garments with stains even if the stain is removable can create dissonance. Hence, such clothing variation is a barrier to re-purchase by Indian female fashion consumers. However, the key issue of this study is using the AHP method which might lead to bias and uncertain results. Other psychological factors, logistics, and more inconvenient aspects are not included in the study. However, the limitation of a higher number of female participants and only considering online shopping is useful to include this one into the current research. Still, primary data is collected from a few participants with a particular age group of 19 and 27 years.

The study also showed that both ready-to-stitch and ready-to-wear markets are thriving in India, especially for traditional women. On the other hand, Menon *et al.*, (2020) found the importance of augmented reality (AR) as the digital promotional tool in the retail fashion stores of India. Among the 400 participants (females: 51.5%), over 60% expect their favourite stores to provide an AR experience. They think such implementations can solve the issues of lack of stock, product knowledge, personalization, associates, and long queues.

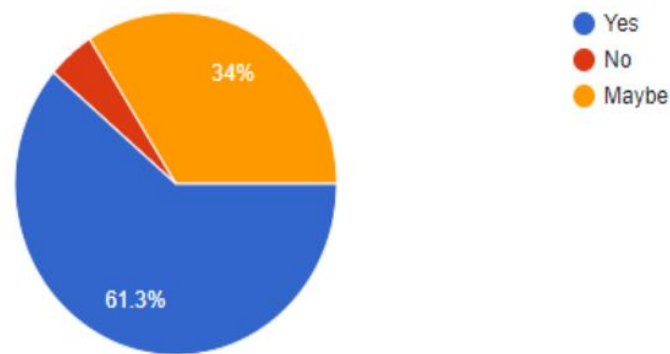


Figure 2.2: Percentage of respondents expect AR implementation in their favourite fashion retail stores

(Source: Menon *et al.*, 2020)

Jain and Gandhi (2021) found that AI and machine learning have huge impacts on the impulsive buying behaviour of Indian shoppers in fashion retail outlets. Though, this is for online consumption still the findings can be generalized due to the technological aspect. For example, in the survey by Jain and Gandhi (2021), it was found that most of the Indian female fashion customers like smart mirrors, or virtual trial rooms while shopping. Now, this can be included in websites or mobile applications for online shopping as well.

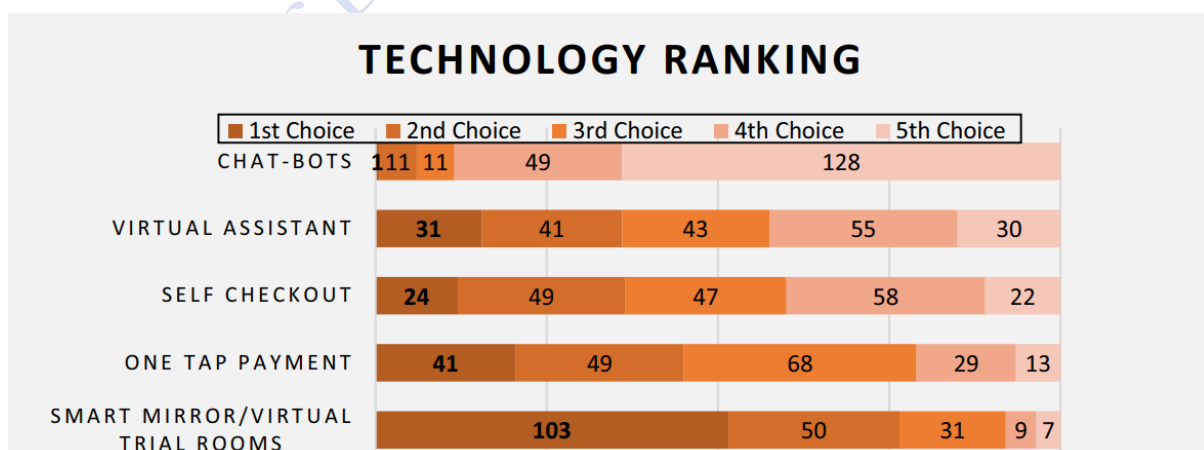


Figure 2.3: Technology Ranking by Indian Female Fashion Consumers

(Source: Jain and Gandhi, 2021)

2.5 Challenges in influencing the post-impulse consumption experience with digital promotional tools

One of the key challenges that is mentioned by Menon *et al.*, (2020) is the issue of privacy while implementing AR technology to influence consumers' loyalty and post-purchase intention. However, this issue is mainly occurring due to a lack of expertise. Similarly, security is also an issue with a lack of developers to maintain the technology. Hence, training and investing in employees' skill development and hiring can solve this issue. This can be supported by the human capital theory (Islam and Amin, 2021). This is because; it is required to be ensured that the employees are familiar with and have the insights to operate the digital promotional tools. That means they must accept the technologies that are supported by the technology acceptance model as well (Ajibade, 2018). Nigam *et al.*, (2023) showed that impulsive buying could be conscious or unconscious. Now, digital promotional tools can be applied easily in the case of conscious impulsive buying. This is because; marketers could get enough data to make digital promotional strategies to target conscious impulse buyers. Marketers also know the cause of impulse buying of those impulsive buyers such as FoMo through social media. Though, the key limitation of the study is that, it only considered the conscious and unconscious impulsive buying of consumers during the pandemic. In the case of planned impulsive buying customers at least know the product, and category but don't have any choice about brand shape, size and colour. They make decisions as per coupons, discounts and other such things. However, the pure impulsive buying led to actual regret where the use of digital promotional tools is challenging. Bertini and Aydinli (2020) have supported these findings and showed how challenging it is for marketers and retailers as they have to use almost all of the strategies such as discounts, store layout, product displays and cash backs. However, there is another type of impulsive buyer who desires to buy new products and services. They are easy to target using digital promotional tools.

Ajibade, (2018) and Islam and Amin, (2021) only implement these technologies in the general sense but not with a core focus on the fashion industry or digital promotional tools. That is why; it is necessary to improve the current work and implement these theories as per the current research aim, and objectives.

In the case of impulse buying in the fashion sector by females, retailers find it difficult to get the customers out of the feeling of regret with only digital promotional tools. This is because; customers get satisfied when they feel that the outfits are reflecting their self-concept or self-identity. This is hard to ensure that customers get their self-image from the products using digital promotional tools in the post-purchase journey (Nash, 2019). The author also found that

retailers are investing highly in influencer marketing and electronic word of mouth or eWOM. Though, customers believe more in influencers than eWOM Nash (2019) found that recommendations and suggestions from friends and family members are still more effective than other methods even in online buying. Hence, this is a challenge when the entire marketing strategy is shifted to digital but the traditional methods are still effective. However, Edirisinghe *et al.*, (2020) found that the preference for offline shopping by female fashion customers is more than online shopping. In offline shopping, WoM played a big role due to the strong relationship between the consumers and retailers over time. Customers' attitudes in the pre-purchase, purchase and re-purchase stages are changed according to their perception especially when they have very limited brands as favourites to buy from. Loss of loyalty due to negative WOM is also a challenge to influence impulsive buyers positively in the post-purchase experience. For example, buyers can influence their friends and families in impulsive buying through their WOM. However, the buyers would not be satisfied with the product and use negative WOM to discourage others from impulsive purchasing. However, these findings are made in the UK and not for any emerging market which relates to India. For example, Pentz *et al.*, (2020) showed the growth of online marketing in developing countries like South Africa. Hence, the developing countries are opportunities for digital promotion by fashion retailers which can help in more effectiveness of eWOM and influencers marketing.

2.6 Strategies to influence re-purchase behaviour of female fashion impulse consumers

Han *et al.*, (2023) have recommended a personalized re-purchase recommender system with re-ranking and multi-penetrating. In a personalized re-purchase recommendation system, product recommendation is tailored by utilizing browsing history and previous purchases of users. This helps to increase the probability of re-purchase. In this way; customers can be guided into relevant products for re-purchase especially when the recommendation systems are into the digital promotional strategies and tools. Now, re-ranking can be used in this recommendation system to enhance the results according to the authors. This is because; the authors have suggested that re-ranking can refine the recommendation list of products. Users click on more items or purchase more or are involved in frequent comparisons to users without the implementation of this technology. Fan *et al.*, (2022) have also considered personalized re-ranking algorithms as trustworthy recommender systems. The effectiveness of re-ranking is also due to reducing the number of items using the candidate list. Interests of the users are used to rank the candidate list. Hence, mutual influence is exploited which reduces the relevancy of previous data compared to the general personalized re-purchase recommender systems (Han *et*

al., 2021). However, these studies are too technical and focus only on the recommender system and enhancement of these systems. These enhanced systems help to reduce the privacy issue but failed to overcome it with a high percentage. For example, Pei *et al.*, (2019) have stated that personalization is crucial for any type of recommender system. This is because; different users have different sets of interests and data must be gathered to concatenate these users with the item representation to be recommended.

Some of the other key issues to be solved are negative feedback and difficulty in addressing customers' regret using digital promotional tools as found in the previous section. According to Wirtz *et al.*, (2019), these psychological issues can be examined through referral reward programmes or RRP. However, reward or incentive programs can be done in multiple ways. For example, the customers can be given rewards or discounts for frequent shopping and re-purchasing. This can be done under certain loyalty programs for which customers might refrain from negative feedback on the products and services. The strength of the study is the generalization of the findings in both online and offline environments. However, only a qualitative study followed by experimental analysis is done and no quantitative study is conducted. Moreover, different promotional tools such as various social media platforms are not considered in the study by Wirtz *et al.*, (2019).

On the other hand, Ku *et al.*, (2018) have suggested that personalized notices can be given by marketers to stimulate re-purchasing behaviours among impulsive buyers. Not only for rewards but re-purchase reminders can also be sent to the target consumers. In these reminders, the customers will get a notification about their previously interested items. This could be a normal notification or notification with new information like price drops, additional cashback, discounts, or purchasing points to be used later. All of these will stimulate the impulsive re-purchasing behaviour among customers even in their post-purchasing journey.

Kraus *et al.*, (2021) have suggested that the selection and maintenance of resources for a digital transformation is crucial. That means the implementation of digital promotional tools requires the selection of the right tools and their maintenance. This is also supported by the resource-based view. Though, like most of the other sources, this study also provides general application of RBV theory and it solely relies on secondary sources. Peter and Dalla Vecchia (2021) has helped to identify different digital marketing tools, strategy, platforms, and technologies. This study helps to identify that digital coupons or discount coupons can be considered as a product or strategy for digital promotion. However, the actual digital promotional tools and technologies that help to understand the face value of coupons and promote them are different. For example, email marketing, social media, content marketing and direct offers can help to

promote discount coupons. On the other hand, CRM (Customer relationship management), and big data are some of the key technologies to use and understand the personal preferences of customers so the offerings can influence their post-purchase perception positively.



Figure 2.4: Digital promotional toolkit

(Source: Peter and Dalla Vecchia, 2021)

This also showed the effectiveness of stakeholder management theory where the key stakeholders are customers and developers or employees. This is because; understanding the customers' preferences are crucial here and the employees must know how to implement and gain desired result from the digital promotional tools (Domegan, 2021).

Khan *et al.*, (2020) have shown that feedback from customers must be encouraged after their purchases. This is because; feedback on the website after online purchasing reduces the chances of negative public feedback on social media platforms. Moreover, feedback and sharing experiences related to the brand can influence community engagement with the brands in real time. Hence, fostering community engagement can be encouraged by the share of re-purchase experiences and recommendations improve the brand image and develop loyal customers (Vivek *et al.*, 2018). Khan *et al.*, (2020) have presented the findings only in the online contexts which is valuable for the current research. However, the scope for offline studies is presented. The main issue of lack of discussion related to physical product items. However, particular but important variables are not included in the study. For example, the variables of service involvement and repeat purchase versus first-time could be included in the study which could improve the results or findings. Itani *et al.*, (2023) have mentioned that cross-selling and up-selling of products could help to deal with the issues of regret after impulsive purchasing. In both cases, newly offered products and needs are recommended to the customers by a salesperson to increase order value. However, only B2B businesses are considered in the study by Itani *et al.*, (2023).

2.7 Conceptual map

The conceptual map provided in Figure 5 shows the key mechanism which is evident from the literature reviews. This showed the impact of digital promotional tools on customers' post-purchasing consumption and re-purchasing behaviour.

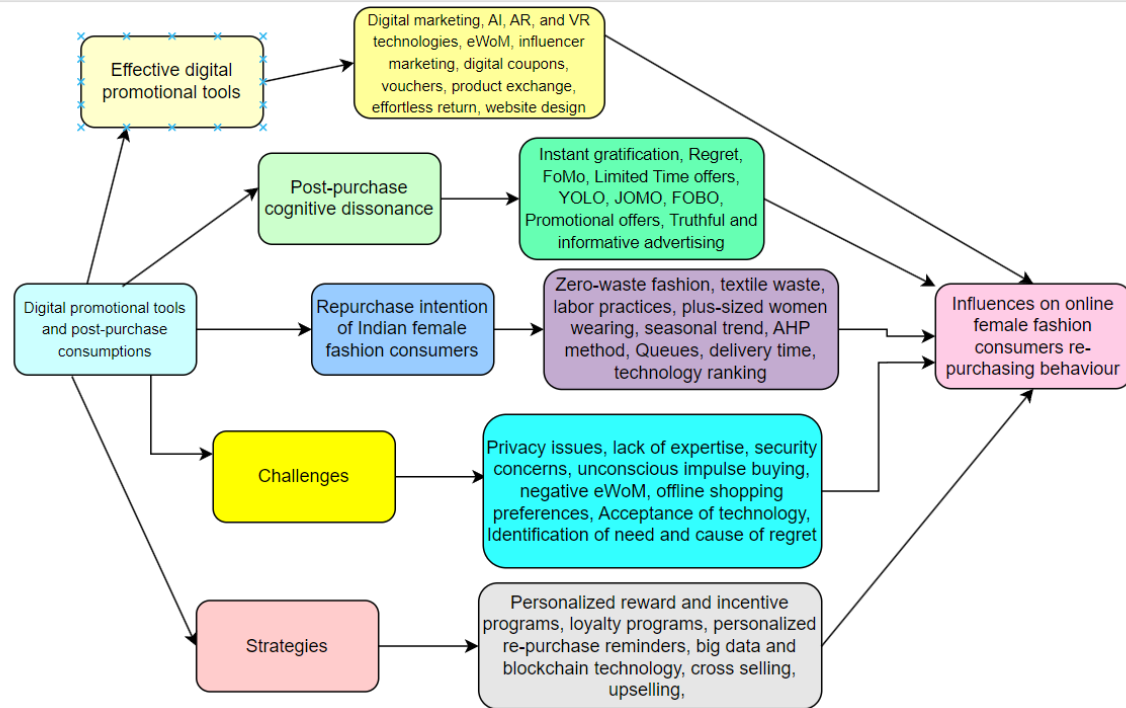


Figure 2.5: Conceptual map

(Source: Self)

The above conceptual map showed the overall influence of digital marketing tools and post-purchase consumption on online female fashion consumers' re-purchasing behaviour. First, effective digital promotional tools are listed which include digital marketing and, the use of AR, VR, and AI technology. The effectiveness of electronic word of mouth, influencer marketing, digital coupons, vouchers, product exchange, and design of website. Hence, the conceptual map is related to the findings from the literature review. For example, the discussion so far showed the findings from the first section on effective digital promotional tools and the last section on strategies. The impact of post-purchase cognitive dissonance is shown next which includes instant gratification, regret, FoMo, YOLO, JOMO, FOBO, promotional offers, and truthful and informative advertising. Next, the repurchase intentions of Indian female fashion consumers are waste reduction, plus-sized women's fashion, seasonal trends, queues, technology ranking, delivery time and others.

This also includes the challenges mentioned so far which are privacy issues, lack of expertise, security concerns, unconscious impulse buying, negative feedback, offline shopping

preferences, acceptance of digital technology, and identification of need and cause of the regret or dissonance. At last, the strategies to deal with these challenges are highlighted. For example, personalized reward and incentive programs, personalized loyalty programs, personalized re-purchase reminders based on consumers' interests, use of big data and blockchain to safeguard huge data, upselling and cross-selling to increase order value and influence re-purchasing are some of the strategies mentioned so far. This conceptual map is developed to summarize the findings from the literature. It also helps in leading the path of other tasks for this research. For example, it could help in data collection and analysis procedures.

2.8 Literature Gap

The key gaps of each literature are given while reviewing the respective literature works so far. Here, the overall gap in the existing sources is discussed. The gaps are already added for each literature when reviewed but a summary of the entire gaps found through the literature review is given in this section. Current sources that conduct quantitative analysis have not tested the results with enough variables like different promotional tools not added in the study by Wirtz *et al.*, (2019). Current research has aimed to focus on females but the existing sources include both males and females as research participants. A lack of research on the Indian fashion industry is also seen such as the study by Mangolele and Zulu (2022) focuses on South African consumers. Most of the existing researchers like the research by Thein (2022) also use secondary sources only to conclude their findings. Existing researchers also used secondary sources which are outdated at present. For example, Ajibade, (2018) has used sources older than 5 years. Almost none of the works reviewed here focus on different tools and most of them focus on SM as the key digital promotional tool (Dwivedi *et al.*, 2021). Therefore, most of them are concerned about the social influence theory like RBV theory, Cognitive Dissonance but not about customer relationship management, customer engagement and technology acceptance which could be applied in the current research. The sources that might not have much of these limitations are not solely focused on female customers in the Indian Fashion industry. For example, Arindaputri and Santoso (2023) include long questions but did not focus on female consumers.

In section 2.2, a lack of experiments on digital promotional tools is found throughout the existing sources provided. Moreover, the current sources also failed to provide a comprehensive understanding. This is because; a void is found in the field of impulsive buying behaviour and research works on it even when impulsive buying has an increasing prevalence. The gap in consumers' strategies to deal with impulsive purchasing is also found. However,

there are findings on coping strategies from the existing sources. Still lack of in-depth discussion on the coping mechanisms by consumers and the effective impacts of such mechanisms on their impulsive purchasing behaviour are observed. SOR framework is provided in the existing sources but the framework doesn't include different store elements that influence the post-purchasing behaviour of consumers even in the online environment. Limited exploration of the concept of positive post-consumption experience by the researchers is also a gap in their works. This section also mentioned that the psychological orientation of purchasing something is different for different consumers. However, it failed to provide how such orientations impact impulsive consumption and post-purchase behaviour. Moreover, a differentiation on how different factors are impacting impulsive purchasing compared to compulsive buying is also required.

2.9 Chapter Summary

This chapter critically reviews different but recent sources on the research topic. This is done according to the aim and objective of the current research. Only peer-reviewed literary works are taken in this chapter. According to the findings of this chapter, impulsive buying is a sudden urge to buy something. This might be taught as a mood-repairing action by the impulsive buyers before the consumption. However, it resulted in post-purchase regret after consumption in most cases as per the cognitive dissonance theory. According to the second section in this chapter, regret and the Fear of Missing Out have played a significant role in the post-purchase dissonance. Informative advertisement could satisfy consumers even in their post-purchase journey and reduce the impact of this dissonance or regret. The third section focused on the Indian fashion industry which highlighted that Indian female fashion consumers are concerned about the environment and human rights. For such consumers, the use of e-commerce tools, size inclusivity and clothing attributes are important to influence their repurchase intention. The fourth section deals with the challenges of using digital promotion to influence the repurchase intention of impulsive buyers. At first, this includes the security and privacy concerns. This is followed by addressing customers' regret after consumption, and issues in shaping their self-concept through digital promotional tools. Personalized recommendations, reminders, and reward programs could be the strategies to influence re-purchase intention among female fashion consumers. The fifth section has mentioned the strategies that could deal with the issues. For example, stakeholder management and employee training to adopt new digital marketing tools to influence the repurchase intention effectively is recommended. However,

lack of generalization, focus on female consumption, and comprehensive understanding are the key gaps to be filled by this research.

Chapter 3: Research Methodology

3.1 Introduction

The key purpose of the third chapter of this research is to explain the research methodology comprehensively. The use of research methodology is wide in this type of investigation as it helps the researcher to select appropriate methods including data collection and analysis. Finally, this chapter provides the ethical considerations taken into account by the researcher. This ensures that the research is ethically authentic and the findings can be used further. This chapter also ensures that a suitable philosophical approach, strategies and design are used to examine the influence of digital marketing tools on post-purchase impulse buying behaviour of Indian female fashion consumers. The selection of appropriate methodologies is also useful to complete the research within the expected time (Basias and Pollalis, 2018). However, all of the selections are done strategically with the help of Research Onion as presented below.

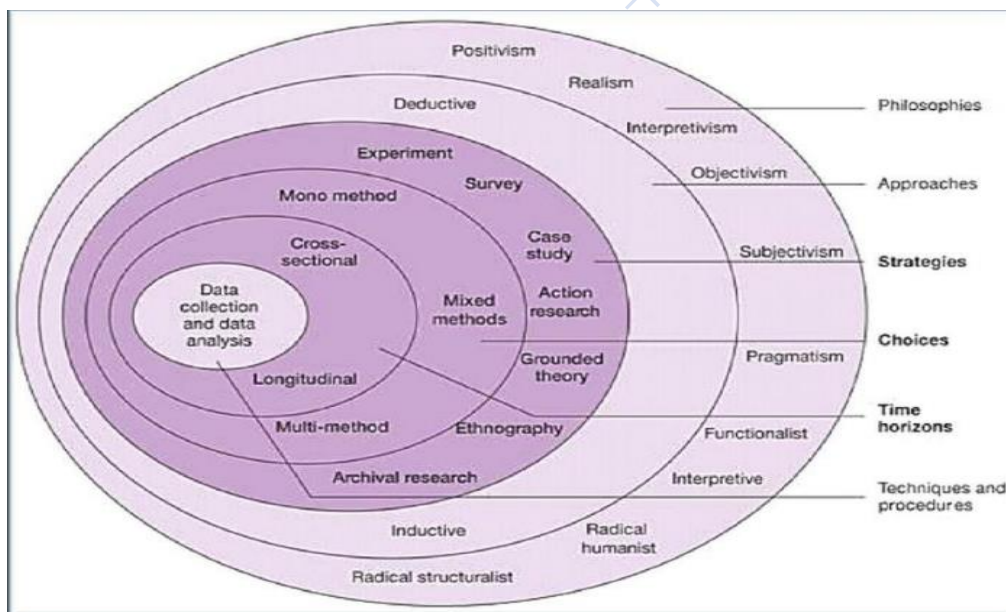


Figure 3.1: Research Onion

(Source: Saunders *et al.* 2009)

Therefore, it is an onion-like structure in which each layer corresponds to a specific method. For example, the first layer is about the selection of research philosophy which is followed by approaches, strategies, choices, and time horizons, and at last the core of the method which is techniques and procedures related to the collection of data and their analysis. Hence, peeling of each layer can help to add higher value with proper collection and analysis of data.

3.2 Philosophy

There are three types of philosophies used by most of the researcher. These are positivism, interpretivism, and realism. Positivism is used when the objectivity is preferred by the researcher over the subjectivity. Therefore, positivism is applied when the data are highly quantitative to analyse (Yan, 2019). Interpretivists use exactly opposite philosophy than positivism. That means a subjective approach especially with qualitative data is incorporated when interpretivism is selected as the research philosophy. On the other hand, realism can be considered as the mixed method of positivism and interpretivism where both the subjective and objective approaches are taken (Madden, 2022). All of the differences between these philosophies are summarized for better understanding in Table 3.1.

Philosophies	Data collection	Data analysis	Approach
Positivism	Mainly primary	Quantitative	Objective
Interpretivism	Mainly secondary	Qualitative	Subjective
Realism	Mixed method	Mixed method	Both

Table 3.1: Research Philosophies

(Source: Yan, 2019; Madden, 2022; and Illing and Carter, 2018)

The current research has a mixed method approach where both the primary and secondary data are collected. After that, the mixed method is used gain for data analysis. This is because; primary data from the survey is analysed quantitatively. On the other hand, secondary data from the existing sources are analysed qualitatively. For this, realism seems to be more appropriate than other philosophical methods in this research. Positivism might be used if the research is only considering primary data from the survey and analysing them quantitatively (Illing and Carter, 2018). On the other hand, interpretivism can be used if the data collection is only secondary and qualitative analysis is used. However, both of the situations are not true for the current study. Hence, realism is taken as the suitable philosophical method in this study. More justification for data collection and analysis is given later in this chapter in section 3.6.

3.3 Design

Like philosophies, there are three key designs descriptive, exploratory, and explanatory. Selection of proper design helps to guide interpretation and computation processes (Orellana, *et al.*, 2020). Hence an effective conclusion and recommendations can be developed from it (Tobi and Kampen, 2018). For example, the use of a mixed method must be established and supported by the selected design (McCombes, 2021). The current research applies both

qualitative and quantitative methods. For this, explanatory design is fruitful. The explanatory design gives the flexibility to use mixed methods in research (Mohajan, 2018). Moreover, it also helps to narrow down the scope of the research question. For which, semi-structured and closed questionnaires can be used in research (Asenahabi *et al.*, 2019). Exploratory designs are used when the topic is entirely new. Hence, it is not justified in this research as the topic is not well-researched but also not entirely new. Explanatory design helps to research well with primary data on such little-known topics. On the other hand, descriptive design is helpful for qualitative research but this is one used mixed method (Sharma, 2019). Hence, descriptive design is also omitted. Therefore, an explanatory design is the most suitable research design for the current study.

3.4 Approach

Deductive and inductive are the two key approaches in research works. The inductive approach tries to build new theories from the findings. However, the deductive approach is all about using the existing theories and developing a conclusion from the findings (Borgstede and Scholz, 2021). In this research, the existing theories like cognitive dissonance, customers buying journey, decision-making, Maslow's hierarchy of needs and other theories are used. Hence, the research focuses on using the existing theories to develop findings and conclusions. Therefore, the deductive approach seemed to be more effective than the inductive approach in this research. The top-down approach of deduction also helps to develop a simple research strategy (Hall *et al.*, 2022). Figure 3.2 helps to understand the differences between induction and deduction together with justifying selecting the deductive approach over the inductive approach.

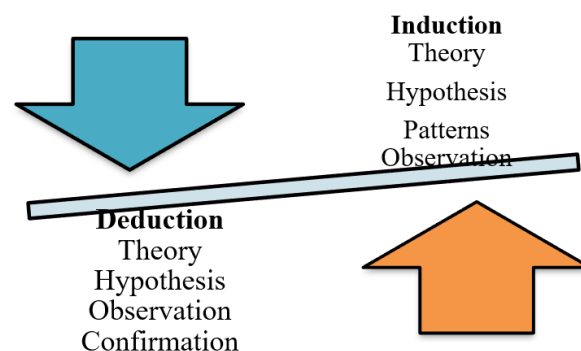


Figure 3.2: Induction vs Deduction

(Source: Created by Researcher)

Deduction is also supportive of conducting quantitative analysis while flexible for qualitative analysis or mixed-method research (McGowan *et al.*, 2020).

3.5 Strategy

There are many research strategies used in research works such as experiments, case studies, action research, survey, ethnography, action research, and others. Each of them has different subcategories as well. For example, Quasi-Experimental research is an experiment strategy where participants are allocated in groups but randomly (Miller and Smith, 2019). This is like a random stratified sampling. Though, sampling methods are discussed more vividly in section 3.8. However, it is not appropriate as the participants are females from the fashion industry with impulsive buying characteristics. For this purposive selection, quasi-experimental research cannot be used.

Correlational research is a non-experimental method but it is helpful for quantitative research with examination of relationships between two variables (Lau and Kuziemy, 2016). This research has more than two variables to check relationships and it is not only quantitative as well. Hence, it is omitted. On the other hand, grounded theory helps to analyse the social phenomenon, interactions like the interaction of digital promotional tools with impulsive buyers. Hence, grounded theory could be used for secondary data collection and qualitative analysis (Stough and Lee, 2021). Case study is also appropriate for qualitative research though it has followed an approach of bounded theory. Moreover, it is appropriate when the key research is on a particular event, case, or organization. This is not the case in this research. Hence, grounded theory is preferred over the case study strategy (Vincent and O'Mahoney, 2018). Ethnography is also omitted as it supports when almost no data is available on the topic which is not the case at present. Moreover, it also goes well with exploratory research design but the current research design selected is explanatory (Weis and Willems, 2017).

Phenomenology is another type of strategy which is incorporated to collect qualitative data mainly for a particular incident. The interview process with open-ended questions is used in such strategies (Neubauer *et al.*, 2019). However, this research has used close-ended and semi-structured questions from primary sources for quantitative analysis. For this, the survey strategy perfectly fits with the situation. There are two types of surveys which are longitudinal and cross-sectional. This selection will be clarified in the timeline of section 3.9.

From the overall discussion, it is clear that a survey is used for the primary data collection and quantitative analysis. However, it is a mixed-method research work for which a case study is used for the secondary data collection and qualitative analysis.

3.6 Data collection and method

Primary and secondary are the two types of data collection methods based on sources. In primary data collection, the data are gathered by the researcher's own. However, pre-existing data are accessed and interpreted in the secondary data collection and analysis method. However, based on the type of data, collection or analysis could be qualitative and quantitative (Ruggiano, and Perry. 2019). In the quantitative method, numerical values are gathered and analysed. On the other hand, non-numerical data collection and analysis is the qualitative method. Both qualitative and quantitative data could be gathered from primary and secondary sources. One of the key examples of gathering quantitative data from primary sources is asking participants to rate their experience on a scale of 1 to 5 with 1 being worst and 5 being highly satisfied (Noyes *et al.*, 2019). They are selected from the social media pages, communities, and groups of Indian fashion retailers available on different social media platforms such as Facebook, Instagram, Twitter and others. Fashion retailers whose groups and pages are accessed through social media platforms are Lakme, Sugar, Allen Solly, Biba, Zara, H&M, and others. For example, Lakme India has 3.1 million followers on its Facebook Page and they can be contacted through there.

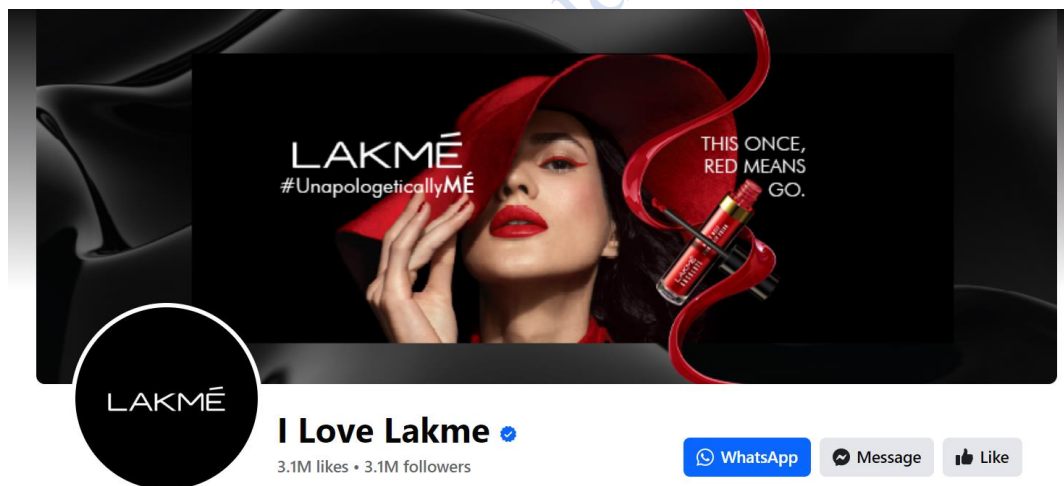


Figure 3.3: Example of the Lakme India pages from where Participants can be contacted

(Source: Lakme India, 2023)

33 questions are asked from them among which 5 questions are on their demography and the remaining are main inferential survey questions (Malik *et al.*, 2018). They all are contacted over social media and then the questions are sent through emails. These questions are developed as per the topic, research aim, objective, and research questions. For example, the first question asking influence of digital promotional tools on the impulsive buying behaviour

of the participants. This is related to the research topic, first research objective, and required to answer the first research question as well. Primary data collected through survey is analysed using SPSS. This is a comprehensive system for the purpose of data analysis which includes various of programs to enter, manage, analyse and present data (Varghese *et al.*, 2023).

Quantitative data help in better understanding and increase the generalizability of the findings to use in different research works. Though, qualitative data help to gather in-depth insight but lack understanding and lengthen the research. Quantitative data can provide the opportunity to capture the emotions of impulsive Indian female fashion buyers. Qualitative data helps in market research where the findings from quantitative data could be compared with the secondary qualitative and quantitative information (Lester and Cho, 2020). However, both of these cannot be used as the main analysis method with primary and secondary data. Hence, quantitative analysis is mainly used with collected primary data from survey participants. After that, the findings are compared with the collected secondary data by analysing mostly qualitative. However, that doesn't mean, that quantitative data is not gathered from secondary sources. Still, it is for support and evidence only to back up the primary quantitative and secondary qualitative findings. Moreover, the selection techniques and research participants are disclosed in the next section.

3.7 Sampling techniques

For the survey, 300 participants were contacted among which 100 participants replied and selected as they are eligible and have time to participate in this research. They are selected using purposive sampling (Berndt, 2020). Purposive sampling is a non-probability sampling which can be used in quantitative data collection (Berndt, 2020). Here, the knowledge of the candidates about female fashion products, their buying behaviour (impulsive or not) are examined while talking with them over social media platform and emails before selection. Hence, purposive sampling is justified (Berndt, 2020). Some of the key criteria to select them include, that they must be females, and they must be involved in buying from Indian Fashion Brands at least from a particular one for the last 5 years. This also showed that all of the participants were above the age of 18 years. This is to ensure that they can provide their consent without the help of any other adults.

On the other hand, random sampling is used to gather information from secondary sources. This helps to get a deeper understanding of the influence of digital promotional tools on the post-purchase or repurchase behaviour of Indian female impulsive fashion buyers. This also

helps to analyse and compare the data using MS Excel. The mixture of these sampling techniques also ensures that the researcher supports the mixed-method research.

3.8 Ethical consideration

The main ethical consideration in this research is to protect the rights of the participants as human participants are involved in this research (Bhandari, 2022). With this, the academic integrity is protected in this research. The researcher is responsible for ensuring the confidentiality and privacy of the research participants. For secondary data inclusion, the researcher must mention and give credit to the actual authors of the data. The researcher can interpret data differently but cannot manipulate the information to meet their research objectives. Hence, honesty and sincerity are expected from the researcher (Mazumdar, 2022). Moreover, the researcher must ensure that the participants are adults and not disabled so they can give their consent on their own. Data from the participants must not be falsified or manipulated to reach accepted research outcomes (Fleming, 2018). Ethical considerations in research works are essential components to ensure that the findings are valid and can be used in future research works. The guidelines mentioned in this section must be followed to ensure that the research is valid and contributes to the improvement of society and science.

The protection of the data is the key issue in research works with survey participants (Drolet *et al.*, 2022). This is protected through the *Data Protection Act of 2018* (Gov. uk, 2018). This also ensures that the participants can avoid any question to answer or they can withdraw their participation at any time of the research if they feel uncomfortable with it. For example, they can take out their participation if they feel the questions are too revealing against their safe personal life. For this, the researcher did not share any personal data with anyone and ensured that the data were used only for academic purposes. Hence, the research work is not used for any commercial purpose (Fleming and Zegwaard, 2018).

3.9 Time-Horizon

The selection of time horizon is extremely important for research from its initial stage of developing the proposal and to the end of final submission as show in the study by Saunders *et al.* (2009). According to the research onion, there could be two types of time horizons which are longitudinal and cross-sectional. Longitudinal research expands over a certain period. It can be expanded from a few years to decades. This is used to gather secondary information. For example, the time horizon of secondary data expands over 5 years from 2017-2018 to 2022-2023. Secondary sources published in this period are selected. This helps to examine the long-

term trends in the use of digital marketing tools. The researcher can track the changes over this timeline and then compare it with more recent data (Nielsen, 2021).

On the other hand, cross-sectional studies are used when the data collected are from a single point in time. This point of time can lie in the past or the present. Hence, the period of cross-sectional studies is short. This helps to describe the characteristics of the taken sample at a specific moment. Cross-sectional studies provide a quick overview and help to compare different variables. However, it is not effective in examining causality. This is used in the current research to gather primary data through surveys (Wang and Cheng, 2020). The survey participants are expected to provide information according to their recent experience. They all be surveyed in 2023. Hence, in mixed-method research, it is justified to use both types of studies.

3.10 Limitations

Quantitative data can only provide limited information and deriving conclusions from it is difficult. Though qualitative data are also used in this research it is mainly from secondary sources. However, generalizability, easy understanding, and decision-making from trustworthy findings are the key potentials of quantitative data (Ali, 2021). On the other hand, qualitative data gathering is a little time-consuming and it is difficult to generalize. The validity and reliability of findings from qualitative data also depend on the expertise of the researcher (Tomaszewski and Zarestky, 2020). Moreover, the research is more primary quantitative and secondary qualitative. Primary qualitative research could be done through interviewing research participants like managers, and marketers in the Indian female fashion industry. This might help to gather in-depth insight with open-ended questions as only close-ended semi-structured survey questionnaires are used in this research. However, it is difficult to include all of the available research methods for data collection and analysis. Such things might make the research difficult to understand and increase the time to complete it. Moreover, the limitations guide the future researcher with the help of data from the current one.

Method and data triangulations are used in this research where data is gathered and analysed using different sources and methods respectively (Mellinger and Hanson, 2020). This increases the validity and reliability of the findings.

3.11 Summary

Research methodology is a crucial chapter in a research work to ensure that the methods used to conduct the research are justified. For this, different methods for philosophies, approaches,

design, strategy, data collection, and data analysis are examined in this chapter. After examining these methods, the most appropriate one according to the research aim and objectives is selected. For example, realism is the philosophy selected as it is flexible for both primary and secondary data collection with quantitative and qualitative analysis. Deduction is the selected approach in this research as the research aimed to conclude the existing theories like cognitive dissonance theory. Explanatory design is selected as there is enough information on the topic but a lack of well-researched insights is there. The selection of the right strategy was difficult as there are many categories and subcategories of each research strategy. Among these, experiments, surveys, and action research are mainly used for primary cases. On the other hand, case study works for particular incidents, events, and organization. Ethnography is not suitable where explanatory design has been used. Grounded theory is well-suited for qualitative research. This is mixed-method research for which a survey is used for primary quantitative data gathering and analysis. On the other hand, grounded theory is used for secondary qualitative data collection and analysis. The researcher ensures validity and reliability of the research through proper ethical considerations, and method and data triangulations.

Experts of Digital world;

Chapter 4: Data analysis and findings

4.1 Introduction

The findings of the study are presented in this chapter which helps to examine the impact of digital promotional tools on the impulse buying behaviour of Indian females in the fashion industry. This is not a case study so specific focus is not given on a particular company but different companies like Lakme, Zara, Sugar, Raymonds, H&M, Allen Solly and other national and international companies. Social media platforms like Facebook are used to connect with the consumers of these organizations. After that, data are collected using email platforms. A comprehensive approach is taken to analyse the information using different tools, techniques and models. For example, correlational analysis, regression analysis, cross-tabulation, T-Test, One-Way ANOVA, visualization with graphs and charts, and reliability tests are conducted.

4.2 Findings

4.2.1 Descriptive analysis

The descriptive analysis below helps to identify if there is any missing data as per each variable. It also helps to understand the deviation and distribution of data with the value of minimum, maximum and mean values (Sen and Yildirim, 2022). The descriptive statistics for the entire dataset are shown below:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	100	1	5	2.09	1.256
Marital_Status	100	1	5	2.07	1.085
Children	100	1	5	2.01	1.159
Most_Buying_Years	100	1	5	3.09	1.357
Repurchase_Frequency	100	1	5	3.59	1.264
Digital_Promotion_trigger	100	1	5	3.23	.973
SM_influence_impulse	100	1	5	3.49	1.480
Impact_Promotional_Tools_Purchasing	100	1	5	3.60	1.363
Regret_impulse_purchasing	100	1	5	3.98	.964
Future_impact_regret	100	1	5	3.86	1.198
Rate_usefulness_impulse_purchase	100	1	5	3.09	1.401
Influencing_repurchase	100	1	5	3.64	1.446
Influence_previous_exp_repurchase	100	1	5	3.86	1.223
Repurchase_brand_loyalty	100	1	5	3.32	1.332
Challenging_Factor	100	1	5	3.04	1.595
Overloaded_information	100	1	5	3.11	1.377
Strategies	100	1	5	3.65	1.388
Post_purchase_follow ups	100	1	5	4.16	1.117
Digital_vs_Traditional	100	1	4	3.31	.971
Lack_digital_promotion	100	1	5	3.21	1.423
More_repurchase_fashion_brand	100	1	5	3.27	1.523
FrequentRepurchases_impulseBuying	100	1	4	2.97	1.243
Loyalty_repurchase	100	1	5	3.58	1.394
Connection_Frequency_before_purchase	100	1	5	3.58	1.241
User_generated_content	100	1	5	3.45	1.290
Online_presence	100	1	5	3.31	1.323
Social_Proof_Trust	100	1	5	3.78	1.142
Limited_time_offer_flash_sales	100	1	5	3.67	1.450
Influencer_type	100	1	5	2.15	1.123
Influencer_Quality	100	1	5	3.11	1.399
Factors_influence_purchasing	100	1	5	2.67	1.248
Sustainable_ethical_promotion	100	1	5	3.31	1.354
Research_Frequency	100	1	5	2.93	1.335
Valid N (listwise)	100				

Figure 4.1: Descriptive statistics

(Source: Self)

According to the above figure, Valid N is 100 which means no data is missing. This is because; the 100 participants are there and each participant has answered each of the questions. The mean value of Age is 2.09 which means most of the participants belong to the lower age group as 1 is denoted for the age group of 18-25 years and 2 for 26-30 years. This is confirmed better with the help of a graph as shown below.

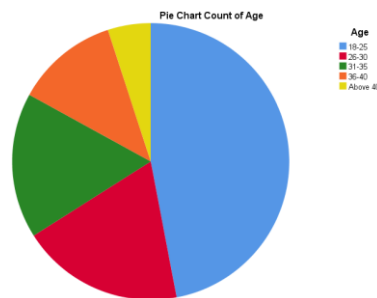


Figure 4.2: Age Distribution

(Source: Self)

Hence, the age distribution shows showing most of the participants are from the age group of 18-25 years and that is 47%. This is followed by 19% of the participants from the age group of 26-30 years which is the second highest. It is significant as the key focus is on young female consumers in the Indian female fashion industry. Gender distribution is not required in this case as all of the participants are female. This is because; the aim and topic of this research are solely focused on female fashion.

Similarly, the mean value of marital status is 2.07 which also suggests a lower distribution of the variable. This means, most of the participants are single or married. However, the picture will be clear with a graphical representation of the data.

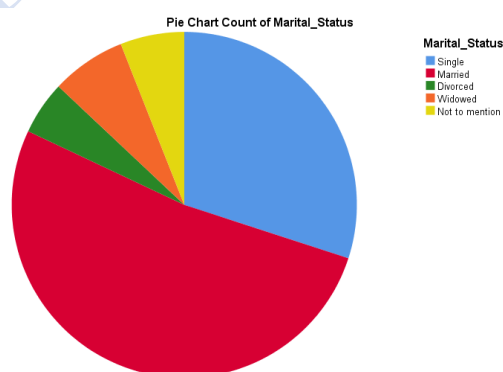


Figure 4.3: Distribution of Marital_Status

(Source: Self)

This showed most of the participants are married (value 2) which is a little different from the previous distribution of age groups where most of the participants are with a value of 1. 52%

of the participants are married followed by 30% of singles. This is significant as most of the participants over the age of 25 years are married. This is better analysed with cross-tabulation in the next section.

Age * Marital_Status Crosstabulation

Count		Marital_Status					Total
		Single	Married	Divorced	Widowed	Not to mention	
Age	18-25	30	17	0	0	0	47
	26-30	0	19	0	0	0	19
	31-35	0	16	1	0	0	17
	36-40	0	0	4	7	1	12
	Above 40	0	0	0	0	5	5
Total		30	52	5	7	6	100

Figure 4.4: Cross Tabulation – Age and Marital_Status

(Source: Self)

It showed that 19 out of 19 participants in the age group of 26-30 years are married. On the other hand, 16 out of 17 participants are married from the age group of 31-35 years.

The mean value for the variable of “children” is 2.01 which means, most of the participants have no children (value 1) or 1 “children” (value 2).

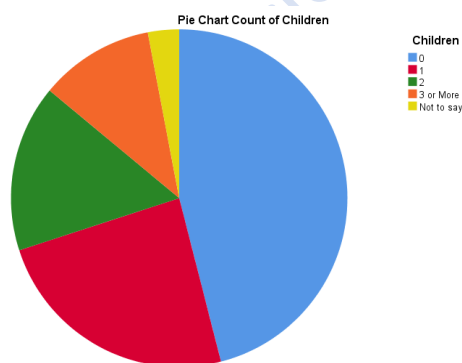


Figure 4.5: Distribution of “children”

(Source: Self)

It showed 70% of the participants had no children (46%) or 1 "children" (24%). Now the cross-tabulation between the "Marital_Status" and "children" helps to show if married, or unmarried people have most of the children.

		Children					Total
		0	1	2	3 or More	Not to say	
Marital_Status	Single	30	0	0	0	0	30
	Married	16	24	12	0	0	52
	Divorced	0	0	4	1	0	5
	Widowed	0	0	0	7	0	7
	Not to mention	0	0	0	3	3	6
Total		46	24	16	11	3	100

Figure 4.6: Cross-Tabulation “children” and “Marital_Status”

(Source: Self)

100% (30 out of 30) of the single participants don't have any children. 36 (69.23%) out of 52 married participants have at least 1 or more children.

The mean value of a variable of "Most_Buying_Years" is 3.09 which means most of the participants are buying from one brand for 4 years or more. This is again clarified with the chart for distribution below.

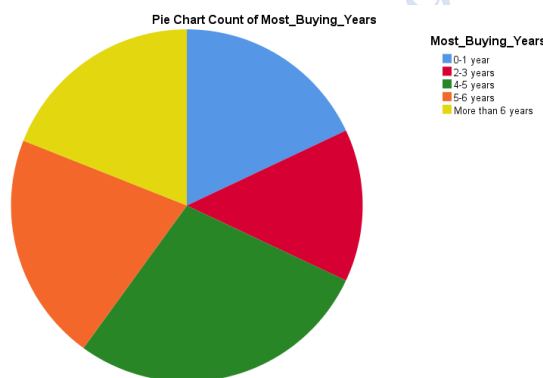


Figure 4.7: Distribution of “Most_Buying_Years”

(Source: Self)

Hence, 68% of the participants are buying from one brand mostly for 4 or more years. Among these, 28% are buying for the last 4-5 years, 21% of them are buying for 5-6 years and 19% are buying for more than 6 years.

At last, the distribution of "Repurchase_Frequency" is more towards the high value as the mean value is 3.59. That means, most of the customers are buying quarterly, monthly and weekly rather than yearly or rarely.

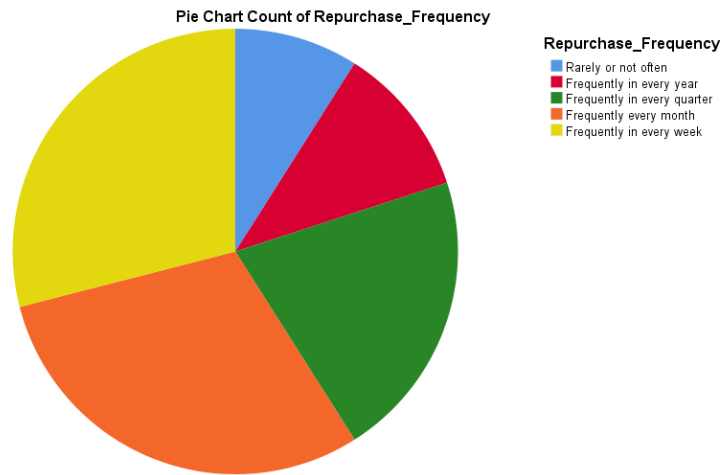


Figure 4.8: Distribution of “Repurchase_Frequency”

(Source: Self)

This showed, that 30% of the participants are monthly buyers which is the highest. Moreover, 80% of them are buying quarterly or more frequently.

According to the descriptive statistics, the distribution for "Post_purchase_follow_ups" is towards a higher value with a mean value of 4.16. That means, most of the participants think that post-purchase follow-ups are influencing their future purchases. This is clarified with the pie chart in Figure 9.

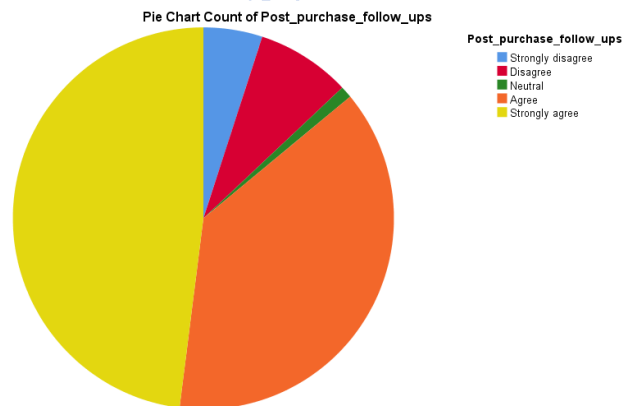


Figure 4.9: Distribution of post-purchase follow-ups

(Source: Self)

It showed that 86% of the participants agreed (38%) or strongly agreed (48%) that post-purchase follow-ups are influencing their future purchasing decisions. Among 14% of non-agreed participants, 5 participants strongly disagreed with the fact, 8 of them disagreed and 1 of them did not know and remained neutral.

4.2.2 Correlation analysis

The correlation matrix helps to understand the relationship between different variables as strong, weak, proportional and inverse relationships (Akoglu, 2018). For example, if the correlation coefficient is over 0.5 then the relationship can be considered as strong. On the other hand, the relationship is weak if the value of the correlation coefficient is less than 0.5. Similarly, a negative value yields that the relationship is inversely proportional (Schober *et al.*, 2018). The correlation matrix for all of the variables in the research is given below.

	Age	Marital Status	Children	Most Buying Years	Repurchase Frequency	Digital Promotion	SM Influence	Impact Promotional Tools	Regret Impulse Purchase	Future Impulse Purchase	Rate of Usefulness	Influence Previous Purchase	Repurchase Previous Purchase	Repurchase Brand Loyalty	Challenging Factor	Overloaded Information	Strategies	Post purchase follow ups	Digital vs Traditional	Lack digital promotion	More repurchase fashion brand	Frequent Purchase Impulse Buying	Loyalty Repurchase	Connection Frequency before purchase	User generated content	Online presence	Social Proof of Trust	Limited time offer flash sales	Influencer type	Influencer Quality	Factors influence purchase	Sustainable ethical promotion	Research Frequency	
Age	1	870	971	867	793	851	834	800	777	727	880	763	699	852	865	864	783	623	623	871	848	726	798	828	840	774	743	922	874	896	821	895		
Marital Status	870	1	875	833	726	817	670	709	716	692	788	781	820	692	788	781	820	646	566	602	762	746	646	714	735	842	801	722	696	829	800	764	783	893
Children	971	875	1	854	803	840	821	789	760	714	871	755	685	848	863	854	774	615	605	869	851	730	776	839	828	834	772	735	923	865	882	816	893	
Most Buying Years	867	833	854	1	929	926	883	932	905	912	969	932	887	951	922	995	923	811	845	942	946	876	944	929	935	952	922	929	887	959	931	963	963	
SM influence impulse	834	670	821	883	891	889	1	919	864	854	928	932	883	918	950	885	940	814	842	943	935	919	906	916	899	906	865	909	916	939	931	886	912	
Impact Promotional Tools Purchasing	800	709	789	932	965	908	919	1	932	949	934	971	942	944	922	933	982	872	926	939	952	935	964	963	948	943	942	960	858	934	949	944	939	
Regret impulse purchase	777	716	760	905	914	899	864	932	1	960	884	906	923	917	874	907	916	846	859	887	898	834	934	931	901	908	941	913	796	871	883	887	886	
Future impulse purchase	727	692	714	922	936	886	854	949	960	1	899	939	966	921	865	922	936	908	915	894	907	872	951	932	924	926	959	944	775	889	888	924	897	
Rate usefulness impulse purchase	880	800	871	969	934	926	928	934	884	899	1	939	874	953	953	974	936	817	848	937	954	901	935	928	938	955	922	930	923	979	936	955	965	
Influencing repurchase	763	692	755	928	946	921	932	971	908	939	939	1	914	941	935	928	983	980	929	940	948	940	982	940	932	940	908	861	938	924	940	920		
Influence previous purchase	699	682	685	897	936	859	803	942	923	966	874	914	1	889	816	935	907	917	904	921	864	883	848	943	920	924	895	940	914	729	865	970	824	872
Overloaded information	864	820	854	995	931	923	885	933	907	922	974	926	897	955	936	1	929	809	943	946	948	875	935	932	938	956	934	929	884	953	932	957	960	
Strategies	783	694	774	929	954	920	940	982	916	936	936	983	917	940	933	929	1	871	928	937	948	942	973	952	935	939	926	971	870	935	960	949	929	
Post purchase follow ups	623	566	615	811	877	793	814	872	848	908	817	880	904	861	768	809	871	1	894	848	818	819	874	858	889	888	883	875	690	836	765	856	793	
Digital vs Traditional	623	602	625	845	944	811	842	926	859	915	848	929	921	859	840	843	928	894	1	851	885	937	925	906	887	883	900	920	735	867	819	894	840	
Lack digital promotion	871	762	868	942	941	906	943	939	887	894	973	940	864	971	962	946	937	849	851	1	961	906	941	943	955	952	923	930	909	972	938	956	950	
More repurchase fashion brand	848	746	851	946	955	905	925	952	896	907	954	948	883	952	964	949	948	918	885	961	1	938	953	964	950	955	940	946	886	958	956	953	948	
Frequent Purchase Impulse Buying	726	646	730	876	924	841	919	935	884	872	901	949	848	884	928	875	942	819	937	906	938	1	937	922	884	909	885	931	836	926	886	912	906	
Loyalty Repurchase	769	714	778	934	962	906	908	984	934	951	935	982	943	943	930	935	973	944	925	941	953	937	1	954	943	947	950	970	848	935	936	948	948	
Connection Frequency before purchase	628	735	839	929	971	901	916	963	931	932	935	940	920	944	927	932	952	858	906	943	964	922	954	1	959	941	946	927	858	935	934	945	933	
User generated content	829	742	828	935	963	899	899	949	901	924	939	932	924	967	919	938	935	889	887	955	950	884	943	959	1	953	932	932	846	941	938	955	927	
Online presence	840	801	834	952	940	908	906	943	906	926	955	945	895	969	951	956	938	888	883	952	955	909	947	941	953	1	938	944	866	958	931	978	933	
Social Proof of Trust	774	722	772	932	951	882	865	942	941	959	922	930	940	929	882	934	926	883	900	923	940	885	950	946	932	928	1	938	806	913	891	927	910	
Limited time offer flash sales	743	696	735	929	934	914	909	960	913	944	930	886	914	939	923	929	971	875	920	930	946	931	970	927	923	944	938	1	838	924	911	933	911	
Influencer type	922	829	923	887	941	911	916	858	796	775	923	861	729	879	916	884	870	600	735	909	886	836	848	858	846	866	806	838	1	916	916	947	930	
Influencer Quality	874	800	865	958	934	909	939	934	871	889	979	938	865	956	962	953	935	836	867	972	958	926	955	935	941	958	0.913	924	916	1	935	958	961	
Factors influence purchasing	896	764	882	931	906	929	921	949	883	888	936	924	870	933	941	932	936	785	819	938	956	886	936	934	928	921	891	911	916	935	1	934	944	944
Sustainable ethical promotion	821	783	816	953	943	912	886	944	887	924	955	940	924	947	930	957	940	856	894	936	953	912	948	945	955	978	927	932	847	958	934	1	934	
Research Frequency	895	833	895	963	934	927	912	938	886	897	965	928	872	932	940	960	929	793	850	948	948	906	938	943	927	933	910	911	930	961	944	934	1	

Figure 4.10: Correlation Matrix

(Source: Self)

According to the above figure, almost all of the values of the correlation coefficient are over 0.5 and positive. Hence, there relationship between the variables is strong and proportional. For example, the correlation coefficient between "Age" and "Children" is 0.971. This means, with increasing age the number of children is increasing. This is significant as followed by the descriptive analysis. Still, among the coefficient the lowest is 0.623 which is between "Age" and "Post_purchase_follow_ups". It still means that, with increasing age participants are realizing more that follow-ups are following their repeat purchases. The correlation coefficient between "Impact_Promotional_Tools_Purchasing" and "Overloaded_information" is 0.933. This means, that participants who think digital promotional tools are triggering their purchasing behaviour very much or extremely are also thinking that overloaded information impacts their purchasing behaviour strongly. However, the value of the correlation coefficient between "Impact_Promotional_Tools_Purchasing" and "Digital_vs_Traditional" and "Lack_Digital_Promotion" are 0.926 and 0.939 respectively. This means, that participants who

think that digital promotional tools are impacting their purchasing behaviour are also thinking digital tools are better or none of the digital or traditional tools are effective to influence their post-purchase decision-making. However, 59% of the participants opted for digital promotional tools to be more effective. They also think that the lack of knowledge of influencers to make effective communication is the key issue with digital promotion which could be improved.

4.2.3 Regression analysis

Regression analysis helps to provide an equation between the selected dependent and independent variables. Moreover, the effectiveness of a regression model can easily be understood from the value of R-Square given through the model (Desboulets, 2018). For example, the regression model provided below shows the value of the R-square is 0.969. This means, the model can predict 96.9% variation in the Repurchase_Frequency.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 ^a	.969	.967	.230

a. Predictors: (Constant), Lack_digital_promotion, Digital_vs_Traditional, Digital_Promotion_trigger, SM_influence_impulse, Overloaded_information, Impact_Promotional_Tools_Purchasing

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.033	.117		.282	.778
	Digital_Promotion_trigger	-.030	.069	-.023	-.440	.661
	SM_influence_impulse	-.145	.052	-.169	-2.786	.006
	Impact_Promotional_Tools_Purchasing	.235	.078	.254	3.011	.003
	Overloaded_information	.128	.064	.140	1.997	.049
	Digital_vs_Traditional	.534	.064	.410	8.283	.000
	Lack_digital_promotion	.357	.072	.402	4.982	.000

a. Dependent Variable: Repurchase_Frequency

a. Dependent Variable: Repurchase_Frequency

Figure 4.11: Regression Analysis 1

(Source: Self)

Now, according to the coefficient table, the equation of regression is:

$$\begin{aligned} \text{Repurchase_Frequency} = & 0.235(\text{Impact_Promotional_Tools_Purchasing}) + \\ & 0.145(\text{SM_influence_impulse}) + 0.128(\text{Overloaded_information}) + \\ & 0.357(\text{Lack_digital_promotion}) \end{aligned}$$

Constant and Digital_Promotion_trigger are omitted from the equation as the values of the significance for these are 0.778 and 0.661 which are more than 0.05. Hence, these values are not statistically significant showing they are omitted to develop the regression equation.

The same independent variables are used to see the variation in the dependent variables of influence_previouslyexp_repurchase, Repurchase_brand_loyalty, and Post_purchase_followups as shown in the below figures respectively.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.935	.311

a. Predictors: (Constant), Lack_digital_promotion, Digital_vs_Traditional, Digital_Promotion_trigger, SM_influence_impulse, Overloaded_information, Impact_Promotional_Tools_Purchasing

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.235	.158		1.481	.142
	Digital_Promotion_trigger	.176	.093	.140	1.884	.063
	SM_influence_impulse	-.396	.070	-.480	-5.642	.000
	Impact_Promotional_Tools_Purchasing	.611	.106	.681	5.782	.000
	Overloaded_information	.186	.087	.210	2.141	.035
	Digital_vs_Traditional	.478	.087	.380	5.483	.000
	Lack_digital_promotion	.024	.097	.028	.252	.802

a. Dependent Variable: Influence_previousexp_repurchase

a. Dependent Variable: Influence_previouslyexp_repurchase

Figure 4.12: Regression model 2

(Source: Self)

The value of R-Square is 0.939 which means 93.9% of the variation in Influence_previouslyexp_repurchase can be explained with this model. The regression equation eliminating the variable for is significance value is more than 0.05 is the follows:

$$\text{Influence_preivousexp_repurchase} = 0.176(\text{Digital_Promotion_trigger}) - 0.396(\text{SM_influence_impulse}) + 0.611(\text{Impact_Promotional_Tools_Repurchasing}) + 0.186(\text{Overloaded_information}) + 0.478(\text{Digital_vs_Traditional}).$$

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.979 ^a	.959	.956	.279	

a. Predictors: (Constant), Lack_digital_promotion, Digital_vs_Traditional, Digital_Promotion_trigger, SM_influence_impulse, Overloaded_information, Impact_Promotional_Tools_Purchasing

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.105	.142		.735
	Digital_Promotion_trigger	.113	.084	.082	1.350
	SM_influence_impulse	-.030	.063	-.034	.480
	Impact_Promotional_Tools_Purchasing	.142	.095	.145	1.497
	Overloaded_information	.217	.078	.225	2.784
	Digital_vs_Traditional	.021	.078	.015	.266
	Lack_digital_promotion	.530	.087	.566	6.087

a. Dependent Variable: Repurchase_brand_loyalty

Figure 4.13: Regression Model 3

(Source: Self)

According to this regression model, the model can explain the variation in Repurchase_brand_loyalty by 95.9%. The regression equation is as below:

$$\text{Repurchase_brand_loyalty} = 0.217(\text{Overloaded_information}) + 0.530(\text{Lack_digital_promotion}).$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 ^a	.835	.824	.468

a. Predictors: (Constant), Lack_digital_promotion, Digital_vs_Traditional, Digital_Promotion_trigger, SM_influence_impulse, Overloaded_information, Impact_Promotional_Tools_Purchasing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.832	.239		3.485	.001
	Digital_Promotion_trigger	.134	.140	.116	.952	.344
	SM_influence_impulse	-.134	.106	-.177	-1.265	.209
	Impact_Promotional_Tools_Purchasing	.014	.159	.017	.086	.932
	Overloaded_information	-.223	.131	-.275	-1.700	.093
	Digital_vs_Traditional	.759	.131	.660	5.779	.000
	Lack_digital_promotion	.465	.146	.593	3.189	.002

a. Dependent Variable: Post_purchase_follow_ups

Figure 4.14: Regression Model 4

(Source: Self)

Therefore, the 4th regression model helps to explain 83.5% of the variation in the Post_purchase_follow_ups. The regression equation is given below:

$$\text{Post_purchase_follow_ups} = 0.832 + 0.759(\text{Digital_vs_Traditional}) + 0.465(\text{Lack_digital_promotion}).$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.864	.856	.365

a. Predictors: (Constant), Repurchase_Frequency, Marital_Status, Age, Most_Buying_Years, Children

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.619	.123		13.202	.000
	Age	.229	.131	.299	1.746	.084
	Marital_Status	-.014	.078	-.015	-.175	.861
	Children	-.261	.143	-.314	-1.825	.071
	Most_Buying_Years	.282	.099	.397	2.858	.005
	Repurchase_Frequency	.436	.084	.571	5.158	.000

a. Dependent Variable: Regret_impulse_purchasing

Figure 4.15: Regression Model 5

(Source: Self)

The above regression model explains 86.4% variation in the Regret_impulse_purchasing. The regression equation from the model is:

$$\text{Regret_impulse_purchasing} = 1.619 + 0.282(\text{Most_Buying_Years}) + 0.436(\text{Repurchase_Frequency}).$$

Similarly, the model given below can explain 91.8% variation in the Future_impact_regret.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.958 ^a	.918	.914	.351	

a. Predictors: (Constant), Repurchase_Frequency, Marital_Status, Age, Most_Buying_Years, Children

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.756	.118		.000
	Age	.041	.126	.043	.749
	Marital_Status	-.008	.075	-.007	.919
	Children	-.333	.138	-.322	.017
	Most_Buying_Years	.534	.095	.605	.000
	Repurchase_Frequency	.572	.081	.604	.000

a. Dependent Variable: Future_impact_regret

Figure 4.16: Regression Model 6

(Source: Self)

The regression equation is:

$$\text{Future_impact_regret} = 0.756 - 0.333(\text{Children}) + 0.534(\text{Most_Buying_Years}) + 0.572(\text{Repurchase_Frequency})$$

95.7% of the variation in Rate_usefulness_impulse_purchase can be explained from the model below.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.957	.954	.299

a. Predictors: (Constant), Repurchase_Frequency, Marital_Status, Age, Most_Buying_Years, Children

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.128	.101		.208
	Age	.179	.108	.161	.100
	Marital_Status	-.144	.064	-.111	.027
	Children	.101	.117	.084	.391
	Most_Buying_Years	.667	.081	.646	.000
	Repurchase_Frequency	.244	.069	.220	.001

a. Dependent Variable: Rate_usefulness_impulse_purchase

Figure 4.17: Regression Model 7

(Source: Self)

The regression equation as per the above model is:

$$\text{Rate_usefulness_impulse_purchase} = 0.27(\text{Children}) + 0.667(\text{Most_Buying_Years}) + 0.244(\text{Repurchase_Frequency})$$

From the regression model below, it can be stated that 89.6% of the variation in Influence_previousexp_repurchase is explained through the model.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.947 ^a	.896	.892	.402	

a. Predictors: (Constant), Loyalty_repurchase, Repurchase_brand_loyalty, More_repurchase_fashion_brand, Influencing_repurchase

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.804	.123		.000
	Influencing_repurchase	-.263	.151	-.311	.085
	Repurchase_brand_loyalty	.137	.109	.150	.211
	More_repurchase_fashion_brand	-.176	.104	-.219	.094
	Loyalty_repurchase	1.154	.164	1.316	.000

a. Dependent Variable: Influence_previousexp_repurchase

Figure 4.18: Regression Model 8

(Source: Self)

The statistically significant regression equation from the model is:

$$\text{Influence_previousexp_repurchase} = 0.804 + 1.154(\text{Loyalty_repurchase})$$

Challenging_factor can be explained by 93.4% accuracy from the regression model given in Figure 4.19.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.966 ^a	.934	.931	.420	

a. Predictors: (Constant), Lack_digital_promotion, Digital_Promotion_trigger, Impact_Promotional_Tools_Purchasing, Overloaded_information

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.667	.175		.000
	Digital_Promotion_trigger	.096	.121	.058	.429
	Impact_Promotional_Tools_Purchasing	.135	.101	.116	.185
	Overloaded_information	.187	.112	.162	.098
	Lack_digital_promotion	.725	.106	.647	.000

a. Dependent Variable: Challenging_Factor

Figure 4.19: Regression Model 9

(Source: Self)

Hence, Challenging_Factor = 0.725(Lack_digital_promotion) – 0.667

At last, the 93.6% variation in the strategies can be explained with Research_Frequency, Post_purchase_follow_ups, Influencer_type, More_repurchase_fashionn_brand and Sustainable_ethical_promotion.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.936	.933	.359

a. Predictors: (Constant), Research_Frequency, Post_purchase_follow_ups, Influencer_type, Sustainable_ethical_promotion, More_repurchase_fashion_brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.003	.151		-.021	.983
	Post_purchase_follow_ups	.331	.063	.266	5.225	.000
	More_repurchase_fashion_brand	.352	.094	.386	3.723	.000
	Influencer_type	.186	.092	.150	2.032	.045
	Sustainable_ethical_promotion	.148	.105	.145	1.418	.159
	Research_Frequency	.080	.117	.077	.685	.495

a. Dependent Variable: Strategies

Figure 4.20: Regression Model 10

(Source: Self)

Strategies = 0.331(Post_purchase_follow_ups) + 0.352(More_repurchase_fashion_brand) + 0.186(Influencer_type).

4.2.4 Cross-tabulation

The cross-tabulation helps to show how a variable reacts concerning another. This is a descriptive statistic but helps to deep deeper into the relationship between two variables. For example, the cross-tab below showed the relation between Digital_Promotion_trigger and Regret_impulse_purchasing.

Digital_Promotion_trigger * Regret_impulse_purchasing Crosstabulation							
Count		Regret_impulse_purchasing					Total
		Never	Rarely	Sometimes	Often	Almost always	
Digital_Promotion_trigger	Not very much	2	0	0	0	0	2
	Slightly	0	4	20	0	0	24
	Moderately	0	0	3	28	0	31
	Very much	0	0	0	8	27	35
	Extremely	0	0	0	0	8	8
Total		2	4	23	36	35	100

Figure 4.21: Digital_Promotion_trigger and Regret_impulse_purchasing

(Source: Self)

It shows that 27 (77.14%) out of 35 participants who said that digital promotional tools triggered their impulse purchasing behaviour also regretted almost always their impulse purchasing decision.

The cross-tabulations below explore the relationships of Strategies and Lack_digital_promotion with Digital_Promotion_trigger.

Digital_Promotion_trigger * Strategies Crosstabulation

Count		Strategies					Total
		Return policies	Improve customer support in post-purchase journey	Loyalty rewards	Unique offers for limited time	Personalized coupons or discounts	
Digital_Promotion_trigger	Not very much	2	0	0	0	0	2
	Slightly	7	16	1	0	0	24
	Moderately	0	0	16	15	0	31
	Very much	0	0	0	2	33	35
	Extremely	0	0	0	0	8	8
Total		9	16	17	17	41	100

Figure 4.22: Digital_Promotion_trigger and Strategies

(Source: Self)

According to this cross-tabulation, 43 participants think that digital promotional tools triggered their impulse purchasing behaviour very much or extremely. Among them, 41 (95.35%) participants also think that personalized coupons or discounts given by the brand are impacting their repurchase decisions and impulse buying behaviour. On the other hand, those (24 participants) who think about the slight impact of digital promotional tools on their impulse purchasing behaviour mostly think that customer support (16 out of 24, 67%) in the post-purchasing journey is most helpful to impact their repurchase decision and impulse purchasing.

Digital_Promotion_trigger * Lack_digital_promotion Crosstabulation

Count		Lack_digital_promotion					Total
		Lack of clarity of information	Misinformation	Did not talk about the needs of the buyers	Influencers who don't have enough knowledge about the product	Lack of effective communication to connect with me	
Digital_Promotion_trigger	Not very much	2	0	0	0	0	2
	Slightly	12	12	0	0	0	24
	Moderately	0	12	15	4	0	31
	Very much	0	0	0	17	18	35
	Extremely	0	0	0	0	8	8
Total		14	24	15	21	26	100

Figure 4.23: Digital_Promotion_trigger and Lack_digital_promotion

(Source: Self)

35 Participants who feel triggered by their impulse buying behaviour very much also found a lack of knowledge (51.43%) of influencers and a lack of effective communication (48.57%) in the digital promotional campaigns. Those (31 participants) who felt a moderate impact of digital promotional tools on their impulse purchasing behaviour mostly felt that digital promotional campaigns did not talk about their needs (15, 55.55%) or provide misinformation

(44.44%). Misinformation in digital promotional campaigns is also felt by 50% of the participants who said that digital promotional tools have a slight impact (24 participants) on their impulse purchasing behaviour. However, another (12 out of 24 of them) are also points of lack of clarity in information is one of the key issues in digital promotional campaigns. The cross-tabulations given further showed the relationship of Overloaded_information with that of Regret_impulse_purchasing, Strategies and Lack_digital_promotion.

Overloaded_information * Regret_impulse_purchasing Crosstabulation

Count		Regret_impulse_purchasing					Total
		Never	Rarely	Sometimes	Often	Almost always	
Overloaded_information	No impact	2	4	12	0	0	18
	Slight impact	0	0	11	3	0	14
	Moderate impact	0	0	0	28	0	28
	Strong impact	0	0	0	5	14	19
	Very strong impact	0	0	0	0	21	21
Total		2	4	23	36	35	100

Figure 4.24: Overloaded_information and Regret_impulse_purchasing
(Source: Self)

40 participants think that overloaded information has a strong or very strong impact on purchasing decisions from digital promotional tools. Among them, 35 participants regret about the impulse purchasing almost always. However, all of the 28 participants who think about the moderate impact of overloaded information on their impulse purchase of digital promotional tools have regretted their impulsive purchasing decision often. 14 participants with slight impact of overloaded information on their impulse buying decision. Among them, 11 participants (78.57%) have regreted their impulsive buying decisions slightly. Sometimes, 12 out of 18 participants who have no impact of overloaded information are regretting it as well.

Overloaded_information * Strategies Crosstabulation

Count		Strategies					Total
		Return policies	Improve customer support in post-purchase journey	Loyalty rewards	Unique offers for limited time	Personalized coupons or discounts	
Overloaded_information	No impact	9	9	0	0	0	18
	Slight impact	0	7	7	0	0	14
	Moderate impact	0	0	10	17	1	28
	Strong impact	0	0	0	0	19	19
	Very strong impact	0	0	0	0	21	21
Total		9	16	17	17	41	100

Figure 4.25: Overloaded_information and Strategies
(Source: Self)

100% of the participants who have strong or very strong impacts of overloaded information also prefer personalized coupons and discounts by their brand which triggers their repurchasing decisions. On the other hand, most of the participants who think about the moderate impact of

overloaded information prefer limited-time offers and loyalty rewards respectively. With a lower impact of overloaded information, participants mainly prefer customer support. However, 50% of the participants who say they have no impacts of overloaded information are opting for return policies that influence their impulse buying behaviours.

Overloaded_information * Lack_digital_promotion Crosstabulation

Count

		Lack_digital_promotion					
		Lack of clarity of information	Misinformation	Did not talk about the needs of the buyers	Influencers who don't have enough knowledge about the product	Lack of effective communication to connect with me	Total
Overloaded_information	No impact	14	4	0	0	0	18
	Slight impact	0	14	0	0	0	14
	Moderate impact	0	6	15	7	0	28
	Strong impact	0	0	0	14	5	19
	Very strong impact	0	0	0	0	21	21
Total		14	24	15	21	26	100

Figure 4.26: Overloaded_information and Lack_digital_promotion
(Source: Self)

26 out of the 40 participants who have a strong impact of overloaded information are finding a lack of effective communication to connect with them in the digital marketing campaigns. However, 14 of them (35%) are opting lack of knowledge of influencers. On the other hand, 28 participants had having moderate impact of overloaded information but 15 of them found that their needs were not focused on digital promotional campaigns. 14 (77.77%) out of 18 participants who think that overloaded information doesn't have any impact on their impulsive purchasing decision are finding a lack of clarity in the information of digital promotional campaigns.

Now, the cross-tabulation of Limited_time_offer_flash_sales with Regret_impulse_purchasing, Strategies and Lack_digital_promotion is analysed.

Limited_time_offer_flash_sales * Regret_impulse_purchasing Crosstabulation

Count

		Regret_impulse_purchasing					
		Never	Rarely	Sometimes	Often	Almost always	Total
Limited_time_offer_flash_sales	Strongly disagree	2	4	6	0	0	12
	Disagree	0	0	15	0	0	15
	Neutral	0	0	2	7	0	9
	Agree	0	0	0	22	0	22
	Strongly agree	0	0	0	7	35	42
Total		2	4	23	36	35	100

Figure 4.27: Limited_time_offer_flash_sales and Regret_impulse_purchasing
(Source: Self)

35 out of the 42 (strongly agree) participants who experienced triggers in their impulsive buying also said that they feel regret after impulse purchasing almost always. All of the participants who experience this trigger and agree with the fact are feeling regret often. Even, people who disagree with the face of limited-time offers in flash sales triggering their impulsive buying decisions also feel regret for impulsive buying behaviour sometimes.

Limited_time_offer_flash_sales * Strategies Crosstabulation

Count

		Strategies					Total
		Return policies	Improve customer support in post-purchase journey	Loyalty rewards	Unique offers for limited time	Personalized coupons or discounts	
Limited_time_offer_flash_sales	Strongly disagree	9	3	0	0	0	12
	Disagree	0	13	2	0	0	15
	Neutral	0	0	9	0	0	9
	Agree	0	0	6	16	0	22
	Strongly agree	0	0	0	1	41	42
Total		9	16	17	17	41	100

Figure 4.28: Limited_time_offer_flash_sales and Strategies

(Source: Self)

Personalized coupons or discounts are liked as strategies by 41 out of 42 participants who strongly agree about limited-time offers in flash sales to trigger their buying decisions. However, 72.72% of the participants with agree about limited-time offers in flash sales like unique offers which is very significant. Customer support is preferred by participants who disagree with limited-time offers influencing their purchasing decisions.

Limited_time_offer_flash_sales * Lack_digital_promotion Crosstabulation

Count

		Lack_digital_promotion					Total
		Lack of clarity of information	Misinformation	Did not talk about the needs of the buyers	Influencers who don't have enough knowledge about the product	Lack of effective communication to connect with me	
Limited_time_offer_flash_sales	Strongly disagree	12	0	0	0	0	12
	Disagree	2	13	0	0	0	15
	Neutral	0	9	0	0	0	9
	Agree	0	2	15	5	0	22
	Strongly agree	0	0	0	16	26	42
Total		14	24	15	21	26	100

Figure 4.29: Limited_time_offer_flash_sales and Lack_digital_promotion

(Source: Self)

The relationship between these two variables is the same as the previous one. Lack of effective communication is considered the key challenge by the people who strongly disagree with the fact that limited sales trigger their buying decisions.

4.2.5 T-Test

The one-sample t-test is done to understand if the mean population is statistically different from the hypothesized or known value. It is also known as a parametric test. In this test mean of the variables is compared against the test value (Gerald and Patson, 2021). Here, a one-sample T-

test is conducted with the variables of "Digital_Promotion_trigger", "SM_influence_impulse", "Challenging_factor", "Digital_vs_Traditional", "Loyalty_repurchase", and "Factors_influence_purchasing" as shown below.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Digital_Promotion_trigger	100	3.23	.973	.097
SM_influence_impulse	100	3.49	1.480	.148
Challenging_Factor	100	3.04	1.595	.159
Digital_vs_Traditional	100	3.31	.971	.097
Loyalty_repurchase	100	3.58	1.394	.139
Factors_influence_purchasing	100	2.67	1.248	.125

Figure 4.30: One-Sample Statistics

(Source: Self)

Figure 4.30 provides mainly the descriptive statistics of the variables which are used in the t-test. This showed valid N is 100 which means no data are missing. Except "Factors_influence_purchasing" the mean value of all variables is over 3. This means a higher value is obtained by the participants while answering the survey questions. The second section of the test provides the main results of it.

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Digital_Promotion_trigger	33.199	99	.000	3.230	3.04	3.42
SM_influence_impulse	23.573	99	.000	3.490	3.20	3.78
Challenging_Factor	19.060	99	.000	3.040	2.72	3.36
Digital_vs_Traditional	34.080	99	.000	3.310	3.12	3.50
Loyalty_repurchase	25.683	99	.000	3.580	3.30	3.86
Factors_influence_purchasing	21.400	99	.000	2.670	2.42	2.92

Figure 4.31: One-Sample T-Test

(Source: Self)

The test value is 0 as it is by default when nothing is entered manually. Secondly, the t-statistic (the column 't') is obtained by dividing the mean difference by standard error from the previous table in Figure 4.30. For example, the value of the mean difference for "Digital_Promotion_trigger" is 3.23 and its standard error is .097. Dividing these two values has obtained 33.199 as the t-statistic or t-value of "Digital_Promotion_trigger". Similarly, the t-value of "SM_influence_impulse" is 23.573. T-values of "Challenging_factor", "Digital_vs_Traditional", "Loyalty_repurchase", and "Factors_influence_purchasing" are 19.06, 34.08, 25.683, and 21.4 respectively.

“df” is the degree of freedom which is $n - 1$ where n is the number of Valid responses. Hence, $n = 100$ and $df = 100 - 1 = 99$. For all of the variables, df is 99 as shown in the generated t-test table in Figure 4.31.

For all of the variables, the value of significance is 0.00 which is less than 0.05 or 95% of confidence level. Hence, the values in the t-statistics are statistically significant. The mean difference between the observed value and the expected value is the same as the observed value as by default 0 is taken as the expected value. The last column shows the confidence interval for the difference between the sample mean, and the test value. The sample mean is given here as the test value is 0.

Therefore, the one-sample t-test revealed that there is a significant difference in the responses of the participants.

4.2.6 One-way ANOVA

ANOVA analysis can help to evaluate the differences between different groups of participants and their influences on various aspects of impulse buying together with repurchasing behaviours (Weissgerber *et al.*, 2018).

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Regret_impulse_purchasing	Between Groups	79.746	4	19.936	155.059	.000
	Within Groups	12.214	95	.129		
	Total	91.960	99			
Repurchase_brand_loyalty	Between Groups	152.424	4	38.106	155.131	.000
	Within Groups	23.336	95	.246		
	Total	175.760	99			
Overloaded_information	Between Groups	164.475	4	41.119	167.545	.000
	Within Groups	23.315	95	.245		
	Total	187.790	99			
Post_purchase_follow ups	Between Groups	87.413	4	21.853	57.625	.000
	Within Groups	36.027	95	.379		
	Total	123.440	99			
Lack_digital_promotion	Between Groups	171.912	4	42.978	142.369	.000
	Within Groups	28.678	95	.302		
	Total	200.590	99			

Figure 4.32: ANOVA analysis

(Source: Self)

The differences between the group means are statistically significant as the significance value is 0.00. Hence, the p -value < 0.05 . The null hypothesis at the initial point was all of the groups were equal. These groups are divided as digital promotional triggers the impulsive buying decisions of the participants or not. The null hypothesis is rejected as the p -value is less than 0.05. According to the ANOVA table, the result can be represented using the F -value at the

degree of freedom. For example, for Regret_impulse_purchasing, $F(4,95) = 155.059$. However, multiple differences can be checked with post-hoc analysis as given below.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Digital_Promotion_trigger	(J) Digital_Promotion_trigger	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Regret_impulse_purchasing	Not very much	Slightly	-1.833 ^a	.264	.000	-2.36	-1.31
		Moderately	-2.903 ^a	.262	.000	-3.42	-2.38
		Very much	-3.771 ^a	.261	.000	-4.29	-3.25
		Extremely	-4.000 ^a	.293	.000	-4.56	-3.44
	Slightly	Not very much	1.833 ^a	.264	.000	1.31	2.36
		Moderately	-1.070 ^a	.097	.000	-1.26	-.88
		Very much	-1.938 ^a	.095	.000	-2.13	-1.75
		Extremely	-2.167 ^a	.146	.000	-2.46	-1.88
	Moderately	Not very much	2.903 ^a	.262	.000	2.38	3.42
		Slightly	1.070 ^a	.097	.000	.88	1.26
		Very much	-.868 ^a	.088	.000	-1.04	-.69
		Extremely	-1.097 ^a	.142	.000	-1.38	-.81
	Very much	Not very much	3.771 ^a	.261	.000	3.25	4.29
		Slightly	1.938 ^a	.095	.000	1.75	2.13
		Moderately	.868 ^a	.088	.000	.69	1.04
		Extremely	-.229	.141	.107	-.51	.05
	Extremely	Not very much	4.000 ^a	.293	.000	3.44	4.56
		Slightly	2.167 ^a	.146	.000	1.88	2.46
		Moderately	1.097 ^a	.142	.000	.81	1.38
		Very much	.229	.141	.107	-.05	.51
Repurchase_brand_loyalty	Not very much	Slightly	-.625	.365	.000	-1.95	1.0
		Moderately	-2.032 ^a	.362	.000	-2.75	-1.31
		Very much	-3.486 ^a	.360	.000	-4.20	-2.77
		Extremely	-4.000 ^a	.392	.000	-4.78	-3.22
	Slightly	Not very much	.625	.365	.090	-.10	1.35
		Moderately	-1.407 ^a	.135	.000	-1.67	-1.14
		Very much	-2.861 ^a	.131	.000	-3.12	-2.60
		Extremely	-3.375 ^a	.202	.000	-3.78	-2.97
	Moderately	Not very much	2.032 ^a	.362	.000	1.31	2.75
		Slightly	1.407 ^a	.135	.000	1.14	1.67
		Very much	-1.453 ^a	.122	.000	-1.70	-1.21
		Extremely	-1.968 ^a	.197	.000	-2.36	-1.58
	Very much	Not very much	3.486 ^a	.360	.000	2.77	4.20
		Slightly	2.861 ^a	.131	.000	2.60	3.12
		Moderately	1.453 ^a	.122	.000	1.21	1.70
		Extremely	-.514 ^a	.194	.009	-.90	-.13
	Extremely	Not very much	4.000 ^a	.392	.000	3.22	4.78
		Slightly	3.375 ^a	.202	.000	2.97	3.78
		Moderately	1.968 ^a	.197	.000	1.58	2.36
		Very much	.514 ^a	.194	.009	.13	.90
Overloaded_information	Not very much	Slightly	-.333	.365	.363	-1.06	.39
		Moderately	-1.806 ^a	.361	.000	-2.52	-1.09
		Very much	-3.286 ^a	.360	.000	-4.00	-2.57
		Extremely	-4.000 ^a	.392	.000	-4.78	-3.22
	Slightly	Not very much	.333	.365	.363	-.39	1.06
		Moderately	-1.473 ^a	.135	.000	-1.74	-1.21
		Very much	-2.952 ^a	.131	.000	-3.21	-2.69
		Extremely	-3.667 ^a	.202	.000	-4.07	-3.27
	Moderately	Not very much	1.806 ^a	.361	.000	1.09	2.52
		Slightly	1.473 ^a	.135	.000	1.21	1.74
		Very much	-1.479 ^a	.122	.000	-1.72	-1.24
		Extremely	-2.194 ^a	.196	.000	-2.58	-1.80
	Very much	Not very much	3.286 ^a	.360	.000	2.57	4.00
		Slightly	2.952 ^a	.131	.000	2.69	3.21
		Moderately	1.479 ^a	.122	.000	1.24	1.72
		Extremely	-.714 ^a	.194	.000	-1.10	-.33
	Extremely	Not very much	4.000 ^a	.392	.000	3.22	4.78
		Slightly	3.667 ^a	.202	.000	3.27	4.07
		Moderately	2.194 ^a	.196	.000	1.80	2.58
		Very much	.714 ^a	.194	.000	.33	1.10
Post_purchase_follow_ups	Not very much	Slightly	-1.917 ^a	.453	.000	-2.82	-1.02
		Moderately	-3.161 ^a	.449	.000	-4.05	-2.27
		Very much	-4.000 ^a	.448	.000	-4.89	-3.11
		Extremely	-4.000 ^a	.487	.000	-4.97	-3.03
	Slightly	Not very much	1.917 ^a	.453	.000	1.02	2.82
		Moderately	-1.245 ^a	.167	.000	-1.58	-.91
		Very much	-2.083 ^a	.163	.000	-2.41	-1.76
		Extremely	-2.083 ^a	.251	.000	-2.58	-1.58
	Moderately	Not very much	3.161 ^a	.449	.000	2.27	4.05
		Slightly	1.245 ^a	.167	.000	.91	1.58
		Very much	-.839 ^a	.152	.000	-1.14	-.54
		Extremely	-.839 ^a	.244	.001	-1.32	-.35
	Very much	Not very much	4.000 ^a	.448	.000	3.11	4.89
		Slightly	2.083 ^a	.163	.000	1.76	2.41
		Moderately	.839 ^a	.152	.000	.54	1.14
		Extremely	.000	.241	1.000	-.48	.48
	Extremely	Not very much	4.000 ^a	.487	.000	3.03	4.97
		Slightly	2.083 ^a	.251	.000	1.58	2.58
		Moderately	.839 ^a	.244	.001	.35	1.32
		Very much	.000	.241	1.000	-.48	.48
Lack_digital_promotion	Not very much	Slightly	-.500	.404	.219	-1.30	.30
		Moderately	-1.742 ^a	.401	.000	-2.54	-.95
		Very much	-3.514 ^a	.399	.000	-4.31	-2.72
		Extremely	-4.000 ^a	.434	.000	-4.86	-3.14
	Slightly	Not very much	.500	.404	.219	-.30	1.30
		Moderately	-1.242 ^a	.149	.000	-1.54	-.95
		Very much	-3.014 ^a	.146	.000	-3.30	-2.73
		Extremely	-3.500 ^a	.224	.000	-3.95	-3.05
	Moderately	Not very much	1.742 ^a	.401	.000	.95	2.54
		Slightly	1.242 ^a	.149	.000	.95	1.54
		Very much	-1.772 ^a	.136	.000	-2.04	-1.50
		Extremely	-2.258 ^a	.218	.000	-2.69	-1.83
	Very much	Not very much	3.514 ^a	.399	.000	2.72	4.31
		Slightly	3.014 ^a	.146	.000	2.73	3.30
		Moderately	1.772 ^a	.136	.000	1.50	2.04
		Extremely	-.486 ^a	.215	.026	-.91	-.06
	Extremely	Not very much	4.000 ^a	.434	.000	3.14	4.86
		Slightly	3.500 ^a	.224	.000	3.05	3.95
		Moderately	2.258 ^a	.218	.000	1.83	2.69
		Very much	.486 ^a	.215	.026	.06	.91

*. The mean difference is significant at the 0.05 level.

Figure 4.33: Post-Hoc Analysis

(Source: Self)

The post-hoc analysis showed that some of the differences are not statistically significant. For example, the difference between “extremely” and “very much” is not statistically significant

for “Regret_impulse_purchasing”. In the case of "Repurchase_brand_loyalty", the difference between Not very much and slightly is not statistically significant with a p-value of 0.90 which is greater than 0.05. The same thing is observed for "Overloaded_information", and "Lack_digital_promotion" with p-value = 0.363 and 0.219 respectively. Hence, most of the other differences except the mentioned ones are statistically significant.

4.2.7 Visualization

The plot in Figure 4.34 shows how Regret_impulse_purchasing is changing with Digital_Promotion_trigger.

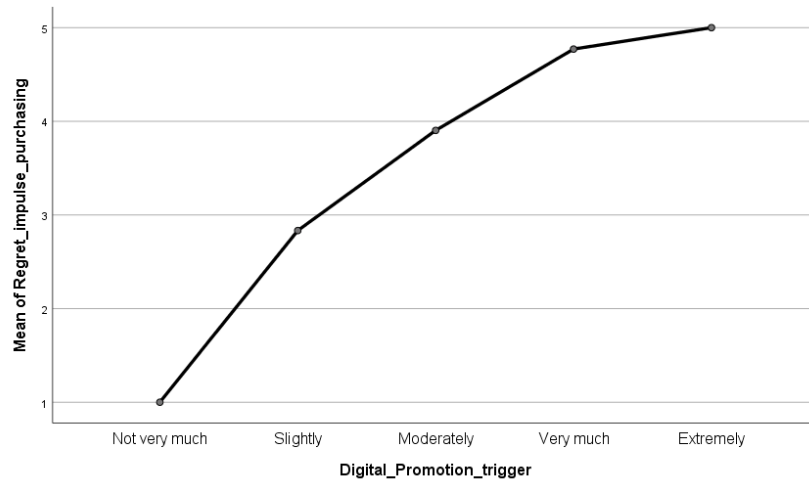


Figure 4.34: Regret and digital promotion

(Source: Self)

The values in the y-axis represent "Never", "Rarely", "Sometimes", "Often", and "Almost always" from 1 to 5 respectively. This means, that participants who think digital promotion triggers their impulse buying decision extremely also regret their impulsive buying behaviour very much. This is also followed by the cross-tabulation, correlation and regression analysis. Hence, it can visualize the findings of those analyses well.

The graph below shows how Repurchase_brand_loyalty is changing with Digital_Promotion_trigger.

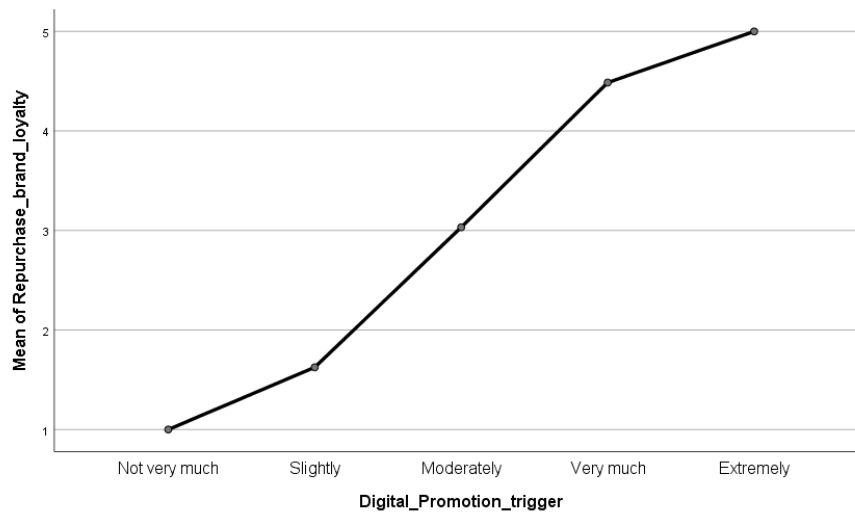


Figure 4.35: Repurchase_brand_loyalty and Digital_Promotion_trigger

(Source: Self)

The values of “Repurchase_brand_loyalty” are “Not at all”, “Rarely”, “Sometimes”, “Strongly”, and “Very strongly” from 1 to 5 respectively. It also replicates that when digital promotional tool influences the impulsive buying behaviour of participants more then brand loyalty is also impacted highly for repurchasing behaviour.

Now, the corresponding graphs showed the changes in “Overloaded_information”, “Post_purchase_follow_ups”, and “Lack_digital_promotion” with that of “Digital_Promotion_trigger”.

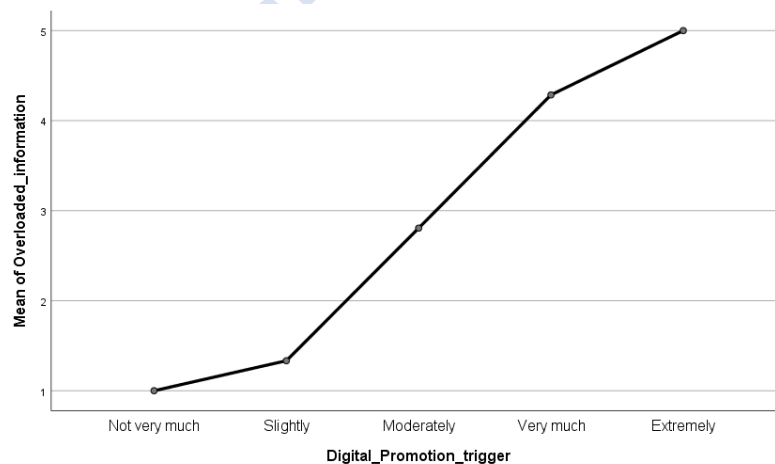


Figure 4.36: Overloaded_information and Digital_Promotion_trigger

(Source: Self)

The values for "Overloaded_information" are "No Impact", "Slight impact", "Moderate impact", "Strong impact", and "Very strong impact". It shows with the increasing influence of digital promotion on impulsive purchasing behaviour, the participants also feel a very strong impact of overloaded information on the purchasing decisions from digital promotional tools.

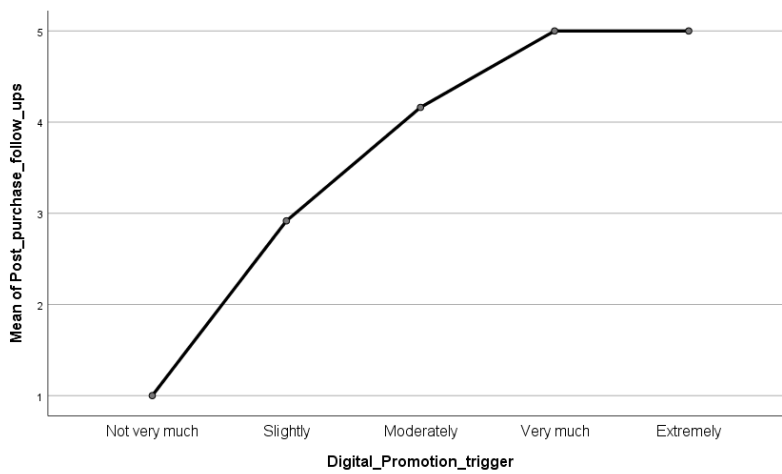


Figure 4.37: Post_purchase_follow_ups and Digital_Promotion_trigger
(Source: Self)

The values for post-purchase follow-ups in ascending order are "Strongly disagree", "Disagree", "Neutral", "Agree", and "Strongly agree". It means, that participants who agreed or strongly disagreed with the fact that post-purchase follow-ups influence their future purchases are also feeling that digital promotional tools trigger their impulsive buying behaviour.

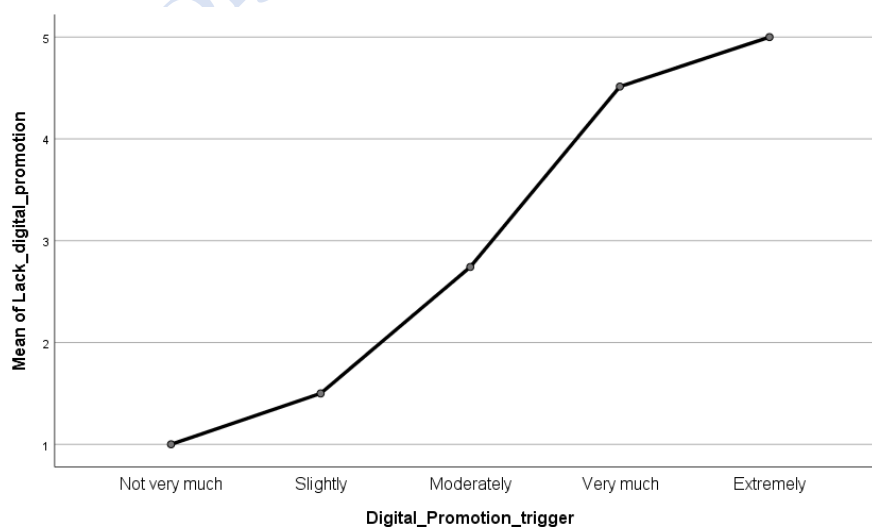


Figure 4.38: Lack_digital_promotion and Digital_promotion_trigger
(Source: Self)

In ascending order, the values of “Lack_digital_promotion” are “lack of clarity of information”, “misinformation”, “did not talk about the needs of the buyers”, “influencers who don’t have enough knowledge about the product”, and “Lack of effective communication to connect with me” respectively. The plot shows that participants think that digital promotional campaigns lack communication to connect with them as they are more influenced by digital promotional tools and involved in impulsive purchasing.

4.2.8 Reliability Test

The significance values ensured the reliability of the findings even when the regression equations were generated only with the statistically significant variables. Similarly, differences between means of different variables are explored as per statistical significance using t-test and ANOVA test. However, the internal reliability of the data input is analysed with the help of Cronbach’s alpha (Bujang *et al.*, 2018).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.996	.996	33

Figure 4.39: Case Processing and Reliability Test

(Source: Self)

The case processing summary showed that 100% of the data are taken and there are no missing data. The value of N from Reliability Statistics is also 33 which is also the number of questions or variables. Hence, all of the variables are taken into account in the reliability test. The value of Cronbach’s alpha is 0.996. The data is less reliable when the value of Cronbach’s alpha is between 0 and 0.50 (Frost, 2023). The reliability is unacceptable in that case and the research must be conducted again or statistically insignificant values must be removed. The reliability is higher as the value of alpha is nearer to 1. Reliability is poor when the value is between 0.5

and 0.6. It is questionable if it is between 0.6 and 0.7. However, acceptable when the value is more than 0.7 and less than 0.8. A value more than 0.8 is good and a value over 0.9 is excellent. The current value of Cronbach's alpha is 0.996 which is over 0.9. Hence, the internal reliability of data is excellent.

4.3 Conclusion

According to this chapter, the analysis is done to contribute to the key aim of the study which is examining the impact of digital promotional tools on the impulse buying behaviour of Indian female fashion buyers. In this research, buyers of different national and international companies are contacted using social media platforms such as Facebook. However, data collection is done using email platforms. A comprehensive approach is taken for data analysis using different tools such as regression analysis, correlation analysis, descriptive statistics, T-Test, ANOVA analysis, cross-tabulation, and visualization using pie charts, line charts and others.

The descriptive analysis helps to highlight the key demographic statistics such as marital status, children, and purchasing behaviours. The correlation analysis showed strong and positive relationships between the variables. For example, it indicates positive and strong connections between age and children. Moreover, it also showed the significant influence of digital promotional tools and overloaded information. On the other hand, regression models and equations are used in understanding the changes in the dependent variables due to the independent variables. However, the variables which have statistically significant values are used to develop the regression equations. Some of the such variables are repurchase frequency, brand loyalty, post-purchase follow-ups, and others.

After this, cross-tabulation provides in-depth details about the relationship between different variables. For example, the strong connection between digital promotion triggering impulse buying and related regret is revealed through cross-tabulation. Further t-tests confirm statistical significance between different groups of variables. Moreover, one-way ANOVA helps to demonstrate the impact of digital promotional triggers on different variables like brand loyalty, and regret. Understandings from these analyses are ensured through visualization using different graphs, and charts.

At last, the reliability test confirmed that the internal consistency of the data as the Cronbach's alpha is 0.996. this value has indicated excellent reliability of the data. Therefore, the findings provide a comprehensive understanding of the factors that influence impulsive buying behaviour in the context of digital promotional tools within the Indian female fashion industry.

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Chapter 5: Discussion and Analysis

5.1 Introduction

This chapter provides a comprehensive analysis and discusses the findings of the interconnected influencing factors of digital promotional tools on the impulsive buying behaviour of female consumers in the Indian Fashion Industry. In this chapter, interactions between demographic knowledge, marital dynamics, repurchasing behaviour, issues in digital promotional campaigns, influence of social media platforms and others are examined to develop the paradigms of impulsive Indian fashion consumers' behaviours and digital promotion. Academic perspectives are incorporated together with empirical data to give a comprehensive understanding of different aspects and combined impacts of digital promotional factors.

5.2 Analysis

5.2.1 Demographic insights

The study of various age groups has provided crucial insight into the realm of impulsive behaviour of Indian females in the fashion industry. This is because; such analyses uncover complex and in-depth information which helps to understand different preferences and insights across the segments of Indian female fashion buyers by age, marital status, children, years of buying experience from a particular brand, and frequency of repurchasing from favourite brands. This also helps to highlight the requirement of strategies which can specifically cater to various groups by demography. Therefore, it can help to improve the approach to influence consumers in impulsive purchasing, and repurchasing with positive post-purchasing experience.

The inclusion of analytical elements in the current quantitative and primary framework of the survey is very significant in the analysis of age distribution which serves as the initial base of a comprehensive understanding of the different viewpoints of different generations. In the Indian fashion business, the growing significance of demographic profiles by age, gender and other demographic factors is already acknowledged (Minhas, 2023). For example, in the current study, 47% of the participants are from the age group of 18 to 25 years which is the highest. The second highest age group is 26-30 years which provides only 19% of the participants. Even, globally, 77% of online fashion buyers are from the age group of 18 years to 25 years. However, most of the consumers are from the age group of 26 years and 35 years (Statista, 2023). According to this, the age group of 18-25 years is the fourth highest age group

in the online fashion industry. This is because; the age groups of 36-45 years and 46-55 years are the second and third highest age groups of the online fashion industry (Statista, 2023).

Other demographic statistics include Marital status, number of children, years of buying most from a brand, and frequency of repurchase. Gender is not included as all participants are female as the aim of the research is considering the female fashion industry. 52% of the participants are married which is followed by 30% of the single consumers. Only 18% of the remaining participants are divorced, widowed, or do not prefer to mention their marital status. In the Indian fashion industry, the market for sustainable apparel share is increasing. For example, in 2023, the market share is 2.4% for the sustainable apparel industry. Though, it is expected to increase to 3% by the year 2027 (Statista, 2023a).

In India, most of the customers prefer mobile as the sales channel compared to desktop. For example, 69.1% of mobile sales channels were used in 2017 but now it has increased by over 80% and is expected to increase by over 83% by 2027 (Statista, 2023). The demographic statistic of age also has a significant impact on the demographic statistics of children. This is because; 46% of the participants do not have any children. This means, that most of the single and married individuals don't have any child. Moreover, 49% of the participants have purchased from their favourite brand regularly for about the last 4 to 6 years. Similarly, 51% of them are purchasing quarterly or monthly.

5.2.2 Impacts of digital promotional tools in post-impulse consumption

From the findings and literature review, it is revealed that digital promotional tools have played a significant role in influencing the impulsive buying behaviour of consumers (Spiteri Cornish, 2020). Even from the findings, it can be seen that 43% of Indian females are influenced by digital promotional tools very much or extremely. This is because; digital marketing is impacting the purchase intention, loyalty and decision-making of consumers (Aindaputri and Santoso, 2023). According to Minhas (2023a), most Indian shoppers prefer e-commerce marketplaces like Amazon for online shopping. This is preferred in the highest percentage by people between 35 and 44 years compared to other age groups. Though, brand or retail websites and shopping apps are also preferred by this age group. Social networking sites such as Facebook and Instagram are preferred more by 25 to 34-year-old people (Minhas, 2023a). They also prefer the C2C marketplaces which include Etsy, eBay, Carousell and other ecommerce sites. Older people above the age of 55 years prefer different sites. Individuals between the ages of 16 and 24 years prefer e-commerce sites more than other channels (Minhas, 2023a). However, the current research has revealed that a combination of promotional tools has

triggered the impulse buying behaviour of consumers more than the use of single digital tools. For example, 36% of the participants said that their purchasing behaviour is triggered by a combination of different tools. However, influencer marketing is also preferred by 22% of the participants followed by 18% of social media advertisements, and 14% of email campaigns. Even, most of the participants who select a combination of tools are also saying that their impulsive buying behaviour is triggered by the digital promotional tools extremely.

Influencer marketing has the second highest impact on the participants as per the responses. However, different influencer strategies can trigger impacts more as found in the second chapter of literature review (Thein, 2022). The need for this improvement is also observed from the findings as 21% of the participants stated that they found a lack of knowledge of the influencers about the products in most of the digital marketing campaigns. On the other hand, 41% of the participants prefer fashion influencers. 51% of the participants think that influencers' way of communication and information on price, quality and discount are the contents they looking for in digital promotions which triggered their purchasing decisions positively. However, it is also found that participants who love fashion influencers are also buying rarely, yearly and quarterly. Hence, fashion retailers can gain more consumers and trigger impulsive behaviour more than other types of influencers but their purchasing frequency is low compared to other participants who are influenced by celebrities, sports personalities, movie actors and almost by none.

However, user-generated content from users who have at least 100 to 1000 followers on social media can be effective in improving engagements, clicks, conversions, views, impressions, reach, brand lift and all (Thein, 2022). In the current research, 50% of the participants said that user-generated content is impacting their purchasing behaviours strongly or very strongly. At last, the design of digital tools like social media pages must be considered by marketers (Zafar *et al.*, 2021). This includes a combination of other factors such as user interface, website design, experience with mobile applications and a combination of all of these.

5.2.3 Post-purchase experience of female consumers: A theoretical perspective

According to the findings from the literature review, it is explored that, regret and post-purchase dissonance hurt impulsive buying behaviour (Parsad *et al.*, 2019). The cognitive dissonance theory showed that regret is a key element in influencing pre-purchase decisions. Negative influence is majorly set in the consumers' minds when they perceive that they do not receive enough value for their money. The findings showed that 86% of the participants agreed that post-purchase follow-ups are having an important impact on their future buying decisions.

However, they are also among those who regret impulse buying almost always or often. The future of online shopping in the Indian Female fashion industry is influenced by online shopping (Minhas, 2023b). According to the literature review, fear of missing out (FOMO) is the key reason behind impulse buying which is mainly spread due to social media. FoMo is one of the powerful motivators which is triggered by marketing practices, and social media sharing (Hodkinson, 2019). As per the findings, 100% of the participants who think that post-purchased follow-ups influence their buying behaviour very strongly also regret their impulsive buying decisions almost always. This might be because; they purchase out of FoMo but then lack of purchasing follow-ups turn their decision into regret. Not only in India but in other nations such as China and the UK, panic buying is creating chaos (Billore and Anisimova, 2021).

Loxton *et al.*, (2020) herd mentality is the root that serves panic buying and has become the new normal for consumers' behaviours. Dexter and Sakkal (2020) have also shown that marketers also promote panic buying in the post-purchase consumer journey as it is essential for supplies. For this, impulsive buying is encouraged by marketers through social media, especially for those target audiences who have higher social media engagement (Menon *et al.*, 2020). Even, social media campaigns are used to promote FoMo buying. However, the findings showed that their post-purchase of impulse buying turns into regret most of the time because; loyalty rewards are not given by the brand. 60% of the participants think that brand loyalty has influenced them to repurchase from a brand highly or very highly. In online shopping, time pressure, store layout, and persuasive messages are triggering the impulsive buying behaviour of consumers (Çelik *et al.*, 2019). These strategies can be used by online marketers and fashion retailers to influence the post-purchasing experience of female consumers positively. For example, the findings have revealed that 29% of the participants opted for user interface and website design are the key factors that affect the purchasing behaviour of consumers more than other things. 30% of the participants think that they will buy more and be involved in repurchasing from a brand which meets their needs. However, they also regret impulsive buying behaviour and don't involved in it very much.

5.2.4 Issues with Digital promotional tools: An Essential to influence impulsive behaviour

The discussion so far has already found major issues in digital promotional tools to influence the influence of behaviour. For example, lack of needs promoted in digital promotional campaigns, lack of communication and knowledge of influencers are already found as the major issues in digital promotional tools. In the second chapter of the literature review, it is

found that AR technology has a major influence on the loyalty of consumers. However, such technologies increase the security and privacy concerns (Menon *et al.*, 2020). Hence, lack of expertise, skill development and training for the employees especially in the marketing department are also major issues. According to the findings, 26% of the participants feel that digital promotional tools lack the necessary communication to connect with them. moreover, 24% of them also experience misinformation in the information provided through digital promotional campaigns. 21% of them also think that influencers don't have enough knowledge about the products which reduces the effectiveness of digital promotions. Lack of focus on post-purchase follow-ups is one of the key reasons behind developing regret which impacts the likelihood of purchasing or repurchasing frequently in the future. This is because; 71% of the participants experience that regret has a strong or very strong impact on their future purchases. 48% of participants strongly agree with post-purchase follow-ups in influencing their future purchases. Hence, post-purchase follow-ups are also lacking and it is a major issue in digital promotions that provide a barrier to influence the impulsive buying decisions of female fashion buyers in India.

Post-purchase follow-ups can create peer pressure among female consumer, their relatives, friends, and others (Sujaya, 2023). Besides this, current digital promotional tools, strategies, and marketers are unable to address customer regret and its causes. However, a major issue is addressing the causes behind pure impulsive purchasing (Bertini and Aydinli, 2020). 30% of the participants think that they will be involved in more repurchases from a brand if it can accurately meet their demands. All of them will stop repurchasing if impulsive purchasing provides the experience of regret. 30% of the participants also feel regret after repurchasing as they think that alternative products are better. 26% of them also feel the same regret but due to budget constraints. However, 24% of them also think that all of these are issues in digital promotion. 40% of the participants also think that overloaded information has an impact or strong impact on their buying decisions. Lack of unique information or quality of products which must be promoted through digital promotion tools is also a challenge (Costa Pacheco *et al.*, 2021). Budget conflict and other factors which contribute to the regret of participants also feel that post-purchase follow-ups are necessary to influence their impulsive purchasing decisions. On the other hand, offline buyers still prefer traditional WoM despite the digital shift. Hence, negative WoM from consumers might impact negatively on the digital promotional strategies as well. For example, such negative WoM might create difficulties for marketers to develop and maintain a trusting relationship with consumers.

5.2.5 Selection of appropriate promotion: A study for building trust and connection

According to the literature review section in the second chapter, it is revealed that a personalized recommender system could help to build the trust and required connection among consumers (Han *et al.*, 2023). However, the need for it and the contents of the recommender system are better analysed from the findings of the survey. According to the findings, 30% of participants feel that alternative products are good after frequent repurchases through impulsive decisions. However, 20% of the participants think that a lack of alternatives helps them to repurchase frequently from a brand. Hence, the promotion of unique products and quality can influence positively repurchasing. Hence, personalized recommender systems must be built with recommendations of unique products and qualities where alternatives of such products and qualities are not found by the customers in the market. According to the findings, most of the customers want digital promotional tools to meet their needs. For this, marketers must know their needs. This can be done through a recommender system by leveraging the browsing history of consumers, and their previous purchases. However, the development of a proper recommender system that helps to overcome most of the challenges is what the marketers are required. This can be done through three phases information collection, learning, and recommendations. These phases are already discussed. Information collection is possible through browsing history and previous purchases. At last, analysing the information and building the fashion recommender system are done (Chakraborty *et al.*, 2020).

Another approach that is found from both the literature review and findings from the previous chapter which could help to solve the issues of digital promotion is the utilization of digital coupons. Digital coupons can be promoted through different channels such as social media, email, and content marketing. However, successful implementation of this is not possible without knowing the needs and preferences of customers. For this, CRM technologies could be used with big data to understand the preferences of Indian female fashion consumers (Peter and Dalla Vecchia, 2021). According to 41% of the participants discounts and coupons are the key strategies taken by a brand that impacted their impulsive buying and repurchasing decisions more than any other strategies. On the other hand, 42% of the participants said that price discounts are the most influencing factor that influences them in repurchasing from a particular fashion brand frequently. All of them also stated that frequent purchases hurt their impulse purchasing behaviour. That means discounts and coupons make them regular customers of a brand rather than impulse purchase which is a successful conversion for the fashion brand. From the secondary sources, it is also found that community engagement can influence the post-purchasing experience of consumers. It happens when the users provide positive feedback

and post their positive experiences in online mediums (Khan *et al.*, 2023). Even, from the primary research, it is revealed that user-generated content has moderate to very strong impacts on the purchasing behaviour of the participants. More than 68% of the participants who want price discounts are also influenced by user-generated content very strongly. 48% of the participants were also influenced by ratings and reviews and 16% of them who influenced in purchasing for product quality.

5.3 Conclusion

From the analysis, it can be stated that age, repurchasing behaviour and marital status have significant impacts on the impulsive buying behaviour of females in the Indian fashion industry. Influencer marketing is one of the most influencing digital marketing tools but the combination of different tools yields more effective results. The feeling of regret has been impacted majorly by post-purchasing follow-ups. Further regrets play a major role in the post-purchasing experience which found and supported by cognitive dissonance theory also. Digital promotional issues include lack of information clarity, misinformation, and lack of promoting needs of consumers. However, participants have also identified that influencers used in digital promotional campaigns might not have enough knowledge or experience of the products they are promoting. For this, it is better to use fashion influencers, and celebrities as liked by most of the consumers in promoting fashion products. Lack of connection is also felt by the consumers. Hence, connection can be made and trust can be developed if marketers know the preferences and needs of the customers. This can be done through the help of a personalized recommender system. Digital coupons and priced discounts are also helpful to trigger impulse buying and user-generated content can help to transform an impulsive customer into a regular customer.

Chapter 6: Conclusion

6.1 Conclusion and linking with the objectives

The current research has focused on the dynamics of post-impulse consumption experience and digital promotions among female consumers in the Indian fashion industry. Key themes that emerged from this research are the impact of influencers and the key role of post-purchase follow-ups in mitigating the regret of impulsive buying in the post-purchase journey of the consumers. Demographic insights help to tailor the key strategies as per the challenges addressed in digital promotions. For example, personalized recommender systems with digital discounts after having enough knowledge of the needs and preferences of the consumers are found to be essential steps to influence repurchase intentions. This could also foster positive consumer experiences in the digital landscape.

According to the first chapter of this research, the first objective is to assess the effectiveness of digital promotional tools on post-impulse consumption. From the findings, analysis and literature review, it can be concluded that a combination of different digital promotional tools like Facebook, and Instagram as social media platforms, together with email campaigns, influencer marketing, and user-generated content are more effective than the individual ones. However, if it is about selecting individual tools to promote in the Indian fashion industry for females then influencer marketing with fashion influencers and celebrities as the main influencers has a significant impact on the impulsive buying behaviour of the target generation. Post-purchase follow-ups can deal with the regret more effectively as per the cognitive dissonance theory.

Hence, the findings encourage an integrated approach to digital promotions, especially the utilization of influencers. On the other hand, the second objective is an examination of the post-purchase cognitive dissonance among female fashion impulse consumers. From the research, it can be stated that post-purchase follow-ups have a significant impact on the buying decisions of consumers in the future. FOMO or fear of missing out is the key contributor to the impulsive buying behaviour of consumers. Still, the lack of loyalty rewards has contributed to regret feeling after purchase. Therefore, the result supports the cognitive dissonance theory while highlighting the necessity of post-purchase experiences and their influences on making purchase decisions in the future. In the post-purchase journey and impulsive buying regret and FoMo are playing the major roles.

The next objective was to determine the repurchase intentions of the Indian female fashion industry. The research has shown that price discounts, user-generated content, and coupons are

positively influencing repurchasing and impulsive buying. Therefore, promotional strategies are strongly influencing repurchase intentions.

The fourth objective was to examine the challenges in influencing post-impulse consumption experience using digital promotional tools. From the findings and analysis, it is worth concluding that lack of mentioning the needs of consumers in digital promotional campaigns, misinformation, lack of clarity of the information and use of influencers who don't have much knowledge about the promoting items are the key issues in influencing post-impulse consumption experience. The participants also stated that post-impulse follow-ups are not done by most of the brands else it will influence repurchase and their impulses as well. Hence, marketers are required to solve the issues of information clarity, and expertise of influencers, to ensure higher effectiveness of the digital promotional tools.

The fifth and last objective of the research was to develop strategies for influencing repurchase intentions effectively among female fashion impulse consumers in India. Besides digital coupons, marketers are required to use AR technology, personalized recommender systems, and community engagement to influence consumers effectively. However, it is not possible without knowing the needs of consumers which can be done through analysing previous purchases and browsing history using a recommender system. On the other hand, privacy issues while using these technologies must be mitigated to ensure high trust and sustainable relationships with consumers. Therefore, price and digital discounts with a recommender system based on an understanding of the consumer's preferences can solve the current issues in digital promotion to influence repurchase intentions among Indian female fashion consumers.

6.2 SMART recommendations

According to the findings and analysis so far in this research, the following recommendations are developed.

Recommendation 1: Improve target digital promotion by 80% for different age groups within the next 12 months to influence them in impulsive buying and repurchasing

Marketers in the Indian fashion industry need specific strategies to target age-specific preferences. For example, the same sales channels cannot be used for the lower, medium and old age groups. Lower and middle age groups prefer online buying more than old age people. This could be measured with analytical tools by analysing data generated from track engagement metrics such as conversion rates, and click-through rates. Now, marketers need to take different actions to gather this information. For example, they can conduct market research

to understand the preferences of different age groups. Next, they must design for the target audience specifically and must use personalized content to influence consumers more. This recommendation is reliable as similar strategies are already taken by real-life retailers as found from the research. The entire plan can be executed within 12 months but for this, the market research must be completed within the next 3 months. After that, the tailored strategies can be addressed within the next six months. At last, the digital promotion campaigns must be monitored and refined with suitable changes to reach 80% effectiveness to influence different age groups by the end of the year.

Recommendation 2: Optimize influencer marketing by adding 15% more celebrities and fashion influencers within the next six months to attract Indian female fashion consumers

Within the next six months, the marketers are required to refine their influencer marketing strategies by 15%. This can be done by using more celebrities and fashion retailers who know much about fashion products. For influencers and users, training programs can be conducted so they have enough knowledge about the products. However, brochures and information can be shared with celebrity influencers before developing content with them. The effectiveness of the recommendations and actions can be measured with influencer engagement, consumers' feedback, and product understanding. For this, marketers must use analytical tools and surveys. Collaboration with a diverse set of influencers, conducting training, and monitoring the performance of the influencers are key actions to be taken within the next six months. There are successful influencer marketing campaigns which help marketers to attract and retain consumers regularly. Hence, the current recommendation is reliable. At last training of the influencer for the next digital marketing campaign must be completed within 3 months. Diversification of the partnership with the influencers can be done within 4 months. At last, the analysis and the impacts of this strategy can be evaluated within the next 5 or 6 months.

Recommendation 3: Implement a personalized recommendation system and develop 90% of the digital marketing campaign based on it within the next 9 months

A personalized recommender system must be introduced by the marketers in the Indian female fashion industry. This must be done within the next 9 months and 90% of digital marketing strategies after that must be created using this recommender system. This will help to enhance user experience, develop trust, and influence impulsive purchasing behaviour. Hence, the specific recommendation is to develop a recommender system which will be based on previous purchases by consumers and their browsing history. This recommendation could be measured by monitoring customer engagement. However, the level of customer satisfaction could also be measured by the marketers. Purchasing patterns could also provide a fruitful measurement

of the effectiveness of the recommender system. CRM technologies are useful for collecting customer data at the initial stage. However, the design and implementation of the recommender system can also be done with this technology. AR technologies can also be implemented with big data to gather huge information. At last, the system must be updated continuously according to how users are interacting with it. In the e-commerce and online fashion industry, the implementation of a successful recommender system is already observed. Hence, this is a reliable goal. Data can be collected within the next 90 days. Then the design and implementation could be completed within the next six months. At last, customer engagement and satisfaction can be measured to understand the effectiveness of the recommender system after 9 months. This is a continuous process and focusing on the privacy and security of the system to protect individual information is also required in this process.

6.3 Limitations and Future Recommendations

One of the key limitations of this research was the lack of primary qualitative data as data is only collected using the primary survey method. Primary quantitative data collection with semi-structured surveys and closed questionnaires has limited the scope of providing in-depth insights. Therefore, with the current research method, the researcher could not collect enough insights that could provide a richer understanding. For example, post-purchase follow-ups are impacting impulsive buying behaviour and repurchase decisions. This was identified by most of the participants. However, qualitative interviews could provide them with enough opportunity to explain why they think that post-purchase follow-ups are required to influence their purchasing decisions positively or negatively. Therefore, open-ended questions could provide more explanation which will be helpful to derive more accurate findings and recommendations for the marketers.

On the other hand, an online survey is conducted in this research which limits the scope of direct interactions with the research participants. For this, the researcher cannot understand the emotional aspects of the participants. Direct interaction could provide the scope to analyse the body language of the participants which helps to ensure the reliability of their answers more effectively. Currently, the researcher has focused on a single industry and gender. Hence, it lacks generalizability for other industries and male consumers even in the fashion industry. Some of the findings could not be applied to other nations than India. This scope can be widened in future research works where researchers try to understand consumers' behaviour across diverse landscapes. However, the current research is not age-specific or focuses on a particular company. This could be beneficial if a case study method is used for specific events

or organizations. This will provide more intact information in future research but lacks generalizability. At last, a cross-sectional design of the research is also a limitation as the data from the participants are collected at a specific period. Hence, future researchers could conduct a longitudinal study to analyse the dynamic nature of changing consumer behaviours due to different factors. Hence, future researchers could incorporate open-ended questions and gather qualitative data through interviews. They also diversity the industry focus and widened up the research. They can also focus on specific ages for the target audience but both genders. Moreover, cultural diversity is high in India hence, future research could focus on different regional variations while researching the same topic. From this research, different works can be generated focusing on a particular marketing strategy such as influencer marketing.

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Appendices

Appendix 1: Boolean Searching

Keywords	Boolean operators	Keywords	Boolean operators	Keywords
Digital Promotion	AND	Impulsive-consumption”	OR	Impulsive-purchase
Repurchasing	OR	Re-purchase intention	AND	Post-consumption experience
Cognitive dissonance	OR	Regret	AND	Impulsive buying

(Source: Self)

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Appendix 2: Searching on University Site with Advanced Features

OXFORD BROOKES UNIVERSITY

"impulsive-purchase", and "repurchase"

Hello Himanshi
My Account

Advanced Search Library Links

Search history Saved Items (0)

Sort: Best Match

Search Results Display

Library

- ☐ Libraries Worldwide
- ☒ Oxford Brookes University
 - ☐ Harcourt Hill
 - ☐ Headington Library
 - ☐ Swindon Library
 - ☐ Wheatley Library
 - ☐ RADAR - OBU Repository

Show More

1

[Cite](#) [Share](#) [Save](#)



[View PDF](#)

[Alternate Links](#)

[Analysis of the impulse purchase process of tourist travel packages in Mexico](#)

Authors: [Judith Cavazos-Arroyo](#)

Downloadable Article 2021
in Nova scientia v13 n27 (20210101)

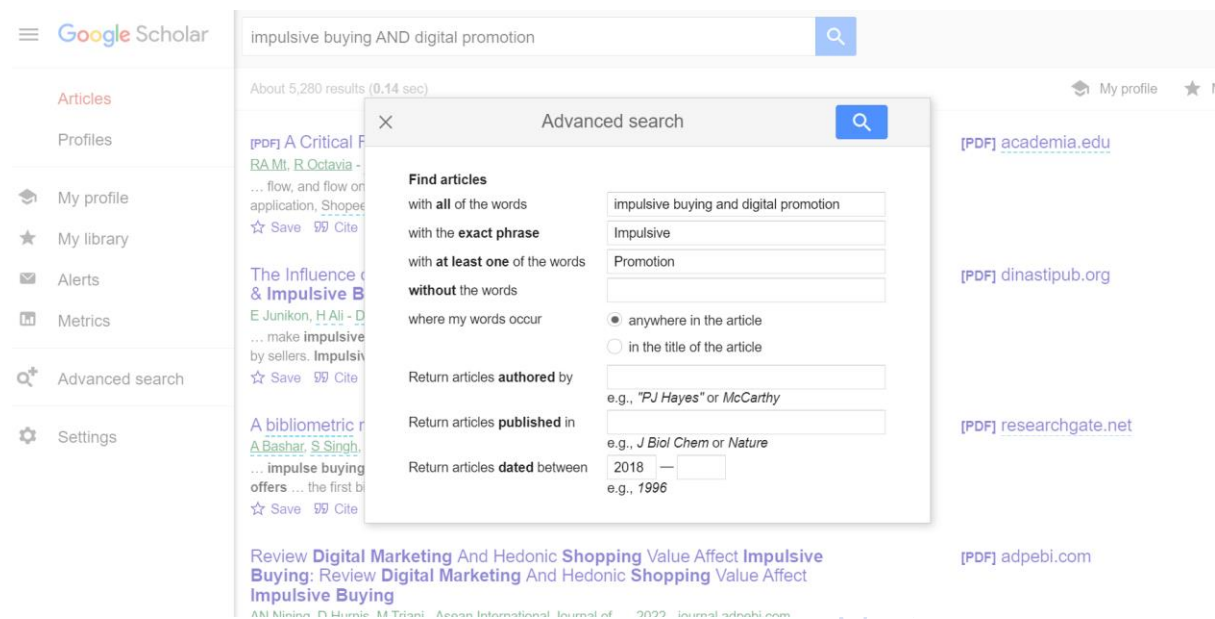
Summary: Introduction: mexico has a strong tourist vocation. The purchase of tourist travel packages among Mexicans... antecedents and effects of the **impulsive purchase** behavior of travel packages in Mexico, during a special

[Show More](#)

✓ Available
At other libraries worldwide

(Source: Library)

Appendix 3: Searching on Google Scholar using Advanced features



(Source: Google Scholar)

Experts of Digital world; +91 8

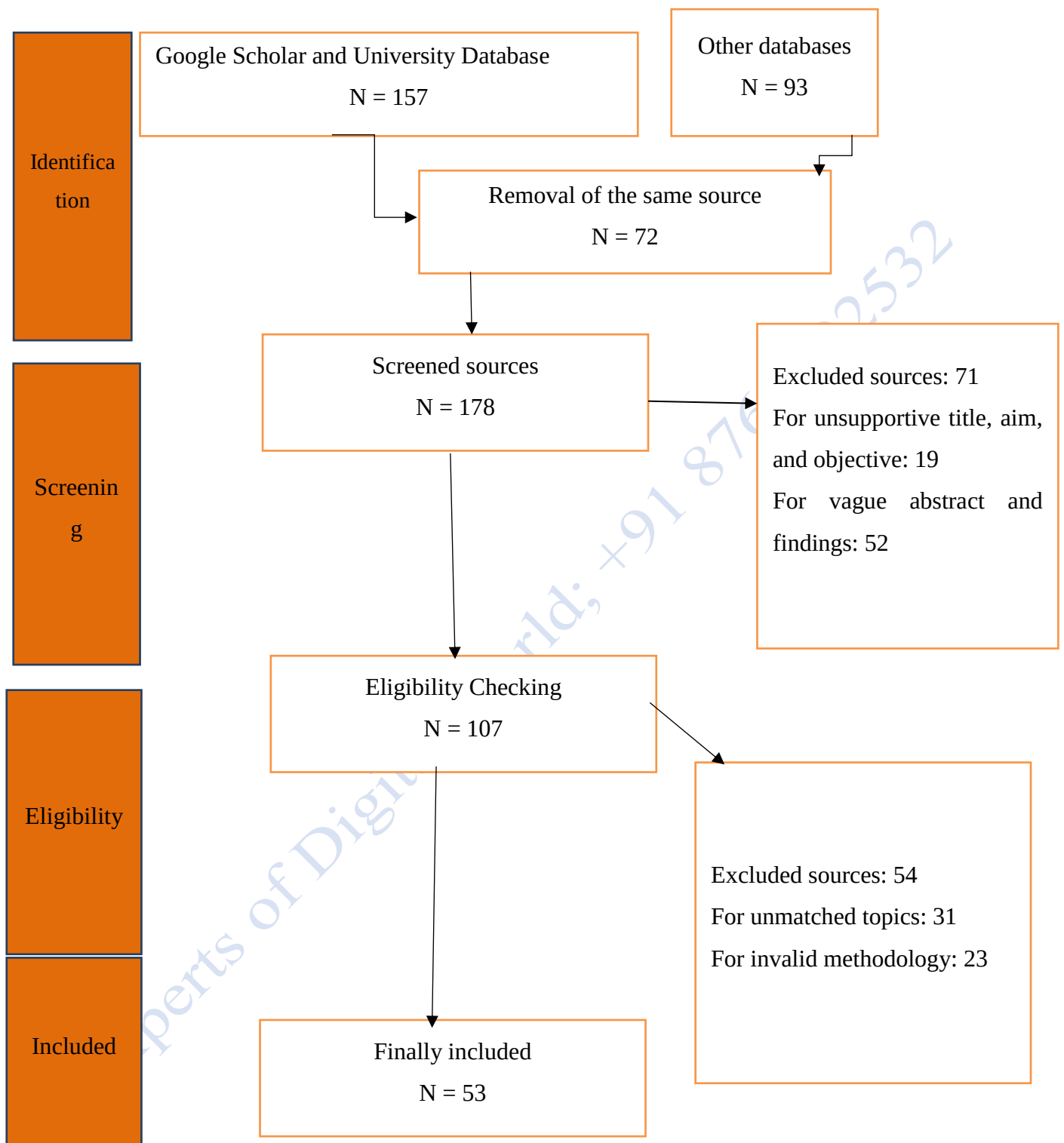
Appendix 4: Inclusion-Exclusion criteria

Inclusion criteria	Exclusion criteria
• All of the sources are written in English • Sources which are published on or after 2018 • Only peer-reviewed sources are included • The title, abstract, objectives, aim, main findings and conclusion must match the current topic • A source is included only once	• Non-English sources are excluded • Sources published before 5 years from 2023. • Non-peer-reviewed sources are excluded • Sources which don't support the current research topic are excluded • The same sources from different databases are eliminated when appear more than once

(Source: Self)

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Appendix 5: PRISMA framework



(Source: Self)

Appendix 6: Survey Questionnaires

Demographic questions

1. Select your age group

- 18-25
- 26-30
- 31-35
- 36-40
- Above 40

2. Select your marital status

- Single
- Married
- Divorced
- Widowed
- Not to mention

3. What are the number of children you have?

- 0
- 1
- 2
- 3 or more
- Not to say

4. Number of years (most) you are buying from a particular brand.

- 0-1 year
- 2-3 years
- 4-5 years
- 5-6 years
- More than 6 years

5. What is the frequency of repurchasing from your favourite brand?

- Frequently in every week
- Frequently every month
- Frequently in every quarter
- Frequently in every year
- Rarely or not often

Survey questions

6. How much do digital promotion triggered your impulse purchasing behaviour?

- Not very much
- Slightly
- Moderately
- Very much
- Extremely

7. Rate how social media ads are influencing you impulse buying behaviour?

- Don't have any influence
- Slight influence
- Moderate influence
- Strong
- Very strong

8. Which of the below promotional tools has most impact on your purchasing behaviour?

- Buying behaviour not triggered by promotional tools
- Email campaigns
- Social media advertisements
- Influencer marketing
- Combination of different tools

9. Do you ever regret your impulse purchasing decision?

- Never
- Rarely
- Sometimes
- Often
- Almost always

10. How your regret feeling impact on the likelihood of your future buying decision?

- No impact
- Slight impact
- Moderate impact
- Strong impact
- Very strong impact

11. Rate the importance to justify your impulse purchasing decisions based on usefulness to you

- No importance
- Low importance
- Moderate importance
- Very important
- Extreme importance

12. Which of the following factor influence most of your repurchasing decision from a particular fashion brand?

- Unique style
- Customer service
- Product quality
- Brand reputation
- Price discounts

13. How repurchase intentions is influence by previous positive experiences?

- Rarely
- Sometimes
- Moderately
- Often
- Always

14. How much influence of repurchasing behaviour is done as per brand?

- Not at all
- Rarely
- Sometimes
- Strongly
- Very strongly

15. What is the most challenging factor you experience after repurchasing due to impulse buying behaviour?

- Feeling alternative product was good
- Experience low quality
- Not necessary to buy
- Confliction with budget
- Overall regret

16. Rate how overloaded information that impacts on your purchasing decisions from digital promotional tools.

- No impact
- Slight impact
- Moderate impact
- Strong impact
- Very strong impact

17. What is the key strategy taken by brand that impact your impulse buying and repurchase decision after that?

- Return policies
- Improve customer support in post-purchase journey
- Loyalty rewards
- Unique offers for limited time
- Personalized coupons or Fs

18. Do you agree that, post-purchase follow ups are important in influencing your future buyings?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19. Do you think digital promotional tools are better in influencing your post-purchase decision than the traditional promotional tools?

- Traditional tools are better
- Both are equal
- None of them are enough effective
- Digital tools are better

20. Which is the most lacking thing in digital promotional campaign that you find so far?

- Lack of clarity of information
- Misinformation
- Did not talk about the needs of the buyers
- Influencers who don't have enough knowledge about the product
- Lack of effective communication to connect with me

21. Why you re-purchase more from a certain fashion brand than others?

- Lack of alternative
- Unique quality
- Better post-purchase customer service
- Connect better
- Meet my needs

22. Do you think frequent repurchase and impulse buying are influencing each other?

- Not much
- Positive influence
- Negative influence
- Don't have any idea

23. What is the role of brand loyalty play in influencing repurchasing behaviour?

- Don't have any role
- Slight role
- Moderate
- High
- Very high

24. What is your frequency to connect with content of your brand over social media especially before making any purchasing decisions?

- Never
- Very rare
- Sometimes
- Often
- Very often

25. How user-generated contents impact on your purchasing behaviour?

- No impact at all
- Slight impact
- Moderate
- Strong
- Very strongly

26. Which factor of online presence affect your purchasing behaviour more?

- User interface
- Website design

- Experience over mobile application
- Combination of all of the factor
- None of these

27. Do you think social proof like share, number of followers and likes are important to gain trust on a fashion brand?

- Not important at all
- Slightly important
- Moderate importance
- Important
- Very important

28. Do you agree with the fact that limited time offers in flash sales have triggered your impulsive buying?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

29. In influencer campaign what type of influencers positively impact on your fashion buying decision most?

- Use of fashion influencers
- Any celebrity
- Sports personalities
- Movie actors
- Not important

30. Which is the key quality of influencer contents that influence your repurchase decision positively?

- Truth in providing information
- Way of communicating
- Expertise as per my need
- Information provided on price, quality and discount
- I like celebrities

31. Which of the key thing that influence your purchasing decision of a product?

- Number of online reviews

- Rating
- Visual appeal of the product
- Brand of the product
- None of the above

32. Do promotion of sustainable and ethical practices of a brand influence your purchasing decisions positively?

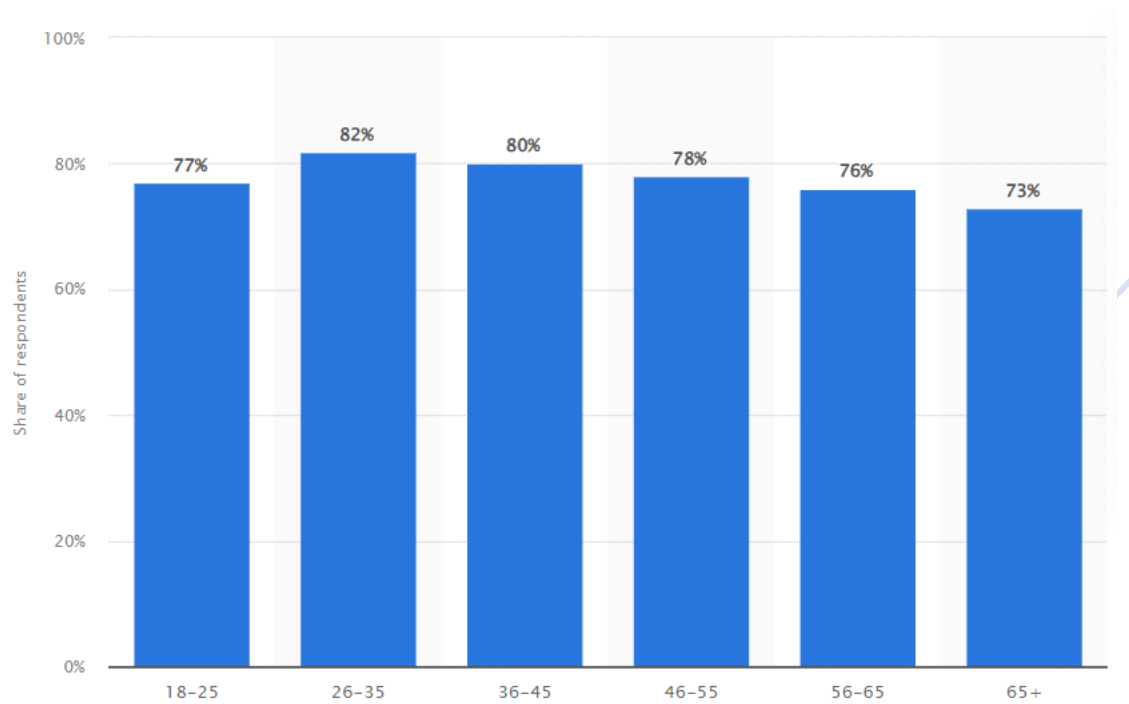
- No
- Very rarely
- Sometimes
- Strongly
- Very strongly

33. Provide your frequency to research before buying fashion products.

- Do not research
- Very rarely
- Sometime
- Often
- Very often

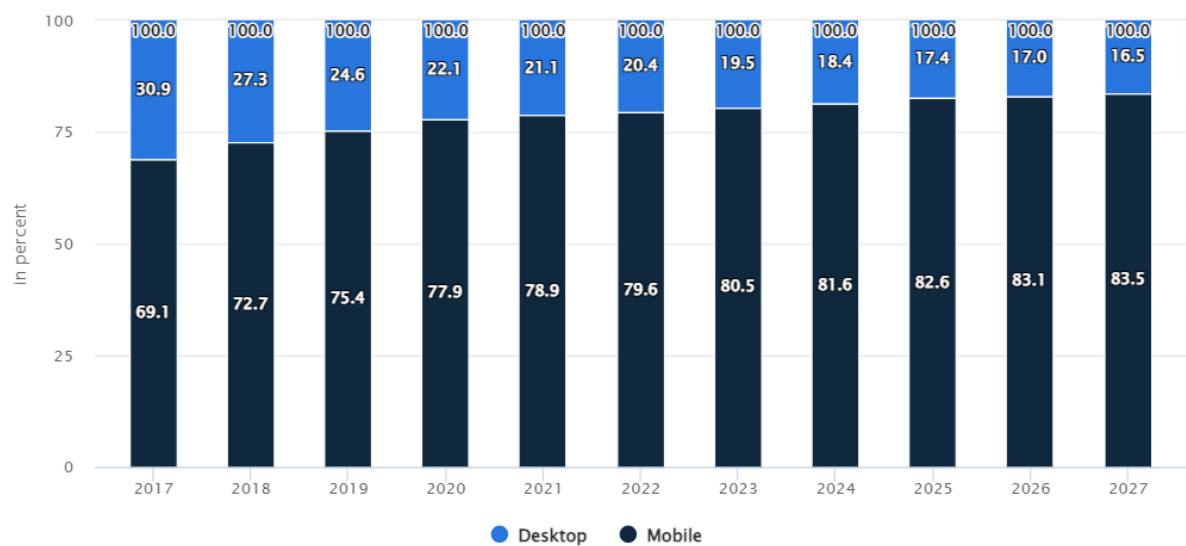
(Source: Self)

Appendix 7: Global online fashion shoppers by age



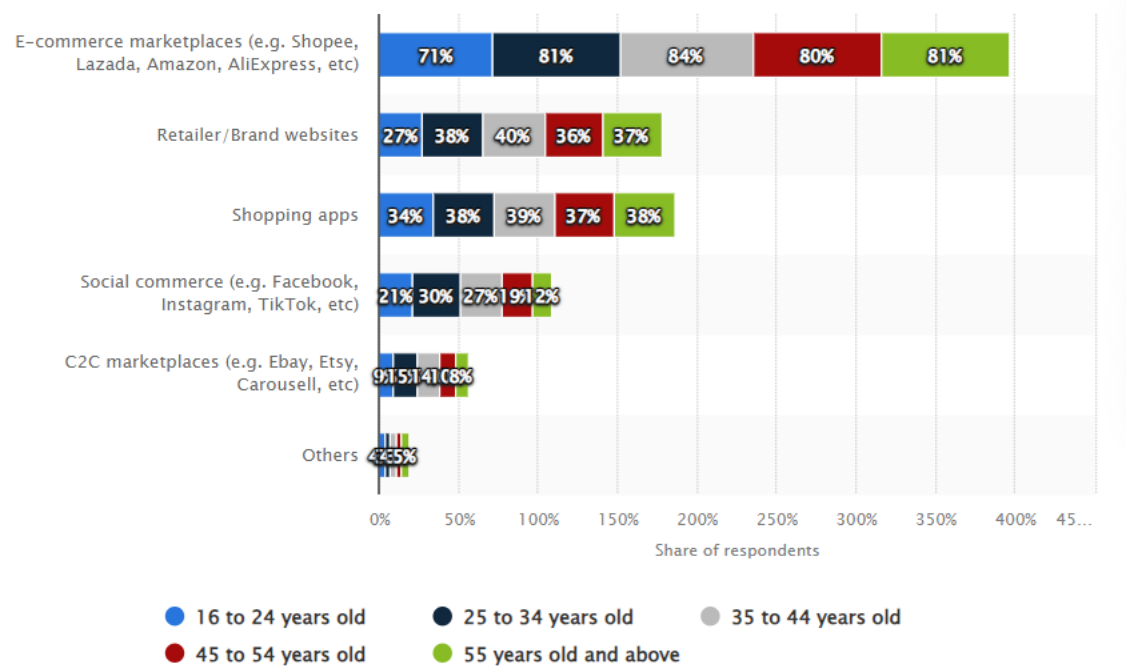
(Source: Statista, 2023)

Appendix 8: Sales channels by years



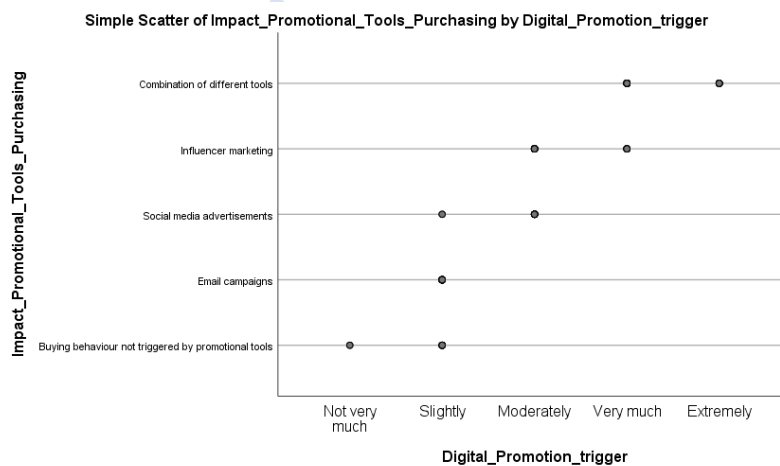
(Source: Statista, 2023a)

Appendix 9: Preferred channels by for Indian online shoppers



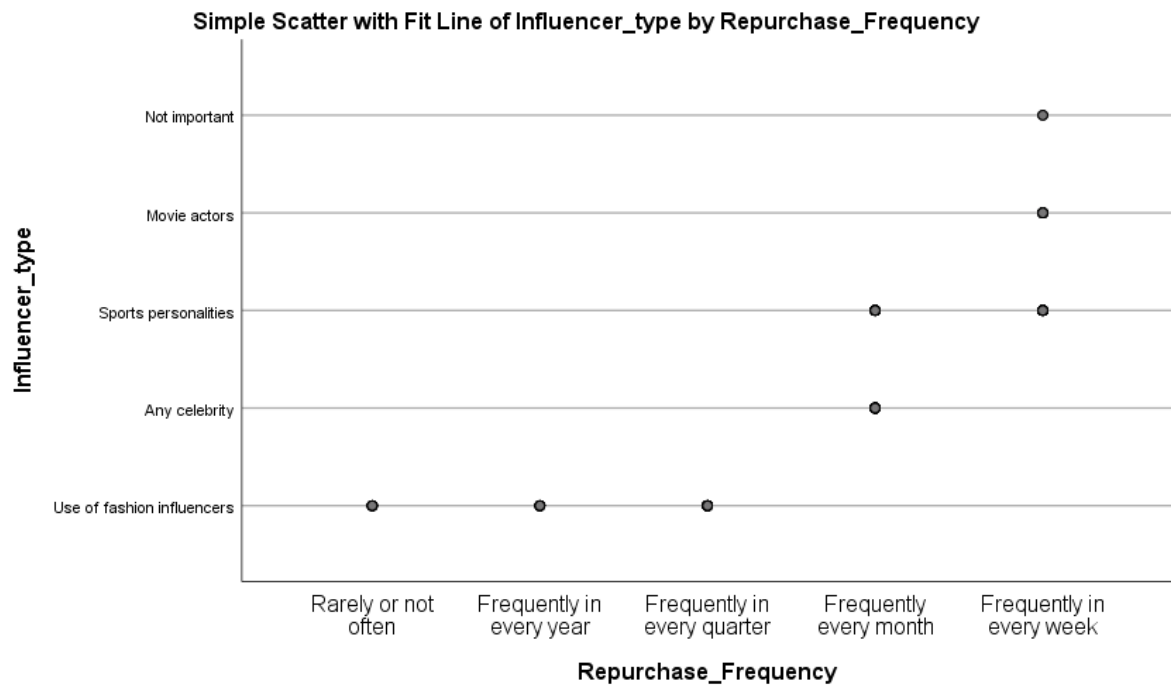
(Source: Minhas, 2023a)

Appendix 10: Impact of promotional tools and digital promotion tools triggering impulsive buying



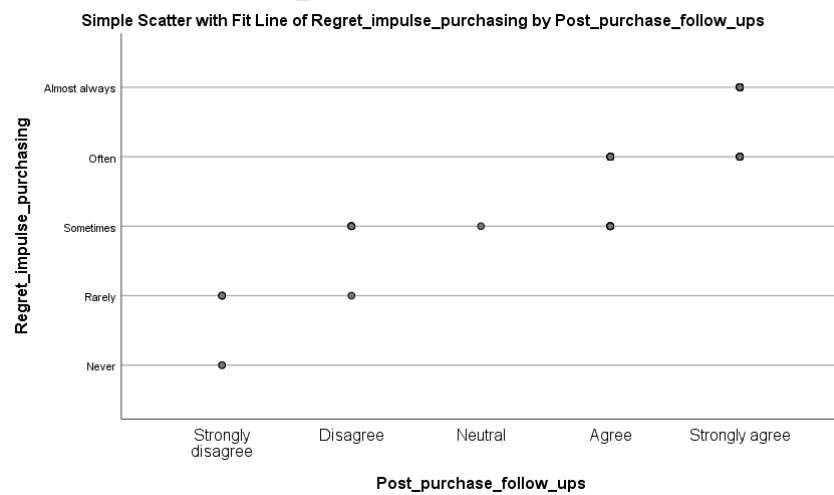
(Source: Self)

Appendix 11: Influencer type and repurchase frequency



(Source: Self)

Appendix 12: Regret on impulse purchasing and post-purchase follow ups



(Source: Self)

Appendix 13: Regret after impulse purchasing and post_purchase_follow_ups.

Regret_impulse_purchasing * Post_purchase_follow_ups Crosstabulation

Count

		Post_purchase_follow_ups					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Regret_impulse_purchasing	Never	2	0	0	0	0	2
	Rarely	3	1	0	0	0	4
	Sometimes	0	7	1	15	0	23
	Often	0	0	0	23	13	36
	Almost always	0	0	0	0	35	35
Total		5	8	1	38	48	100

(Source: Self)