

An Empirical Study On Artificial Intelligence Based On Digital Marketing For Growth Of Business With Reference To Greater Mumbai

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ABSTRACT

The online clothes shopping experience is being completely transformed by artificial intelligence (AI). Consumers can enjoy more customized enjoyable purchasing experiences with AI-powered solutions like recommendation engines, virtual try-on capabilities, and personalized product recommendations. By using user preferences, browsing history, and stylistic preferences, these technologies generate recommendations that improve the ease and satisfaction of online shopping. The purpose of conducting this research is to evaluate the impact of AI in online buying of apparel from the perspective of the users. The technique used in this study is one sample t-test. The findings of the study indicated that personalized recommendations, Improved search functions, Virtual try, Chatbots for customer support, Smart shopping carts, AI-powered sizing recommendations, Customization of apparel, Automated price comparison, Personal assistance to users, AI-powered images of the product, Voice search shopping are the significant impact of user's perspective of AI on Online buying of Apparels.

Now more than ever, social media plays a big role in our daily lives. There are many reasons we use social media – to stay updated with news and current events, find entertaining content, fill up spare time, stay in touch with family and friends, play games, or watch online TV and audio streaming.

Individuals who master the art of digital marketing use new methods to shape consumer trends through ads seen on

social media or videos that inspire consumers to make a purchase with a click of a mouse or tap on a mobile device.

Digital marketers create potentially viral content, effective branding strategies, posts that are highly liked or shareable, while generating new leads and anticipating changes in sales trends with persuasive content writing.

They can speak to the audience using a simple image or picture that may carry the meaning of a thousand words.

Digital marketers can land themselves various exciting career opportunities. In fact, under the Malaysia Digital Economy Blueprint, the government is aiming to provide half a million jobs in the digital economy by 2025, with the digital sector expected to contribute 22.6% to the country's gross domestic product (GDP).

Keywords : Artificial Intelligence, Digital marketing, consumer trends, jobs.

1.1 INTRODUCTION

The day when Steve Jobs introduced the first iPhone, that's when digital marketing became a lot more challenging and fun. Users are no longer consuming content while sitting. They're now doing it on the go or while multitasking. Overall, users are missing a lot of things because they are constantly staring down at their phones. They are being distracted with notifications and even phone batteries are having a rough time keeping up with their usage. All of this is a big challenge for e-commerce businesses of all sizes around the world.

- People are no longer watching TV the same way we used to. It's now been replaced by YouTube or Netflix and many others.
- People are no longer listening to the radio like we used to. It's now been replaced by podcasts and Spotify.
- People are no longer reading newspapers like we used to. It's now been replaced by emails, applications, and websites.
- People are no longer paying attention to giant billboards like we used to. It's now been replaced by a small screen in our hand.

That's where digital marketing comes into play. The only way to reach prospects these days and be able to market your products is by utilizing the different digital marketing channels.

India's e-commerce market is expanding remarkably, with a particular focus on fashion e-retailing. The quick growth in online shopping may be mostly attributable to the increasing usage of smartphones, which has caused this spike. E-retailers are prioritising technology-driven solutions to increase sales because of the growth in online buyers, especially during the present epidemic. Based on data from the India Brand Equity Foundation, the online clothes company has a considerable market share of 29% in India, second only to electronics with a 45% market share. Consequently, marketers are looking more and more to technologies like "recommendation engines, natural language processing, chatbots, neural networks, and genetic algorithms," among others, to improve customer experience and satisfaction in the digital marketplace.

From its origin, technological breakthroughs have caused significant changes in society norms and everyday routines around the world (Kian, Loong, & Fong, 2018). In particular, this transformation has completely changed customer behaviours and purchase habits, revolutionising established brick and mortar enterprises. Furthermore, the rise in internet technology has brought in a new era of social media integration, where it is now an essential part of day-to-day existence. Electronic commerce has grown exponentially due to the quick development of social media and internet technologies (Zhou, Chong & Ngai, 2015). Consumers now have unrivalled access to a wide range of goods and services in this globalised digital environment, overcoming geographical constraints and hurdles to satisfy their needs and wants.

In recent times, artificial intelligence (AI) has been increasingly prevalent in online and social commercial platforms because of its ability to increase sales productivity and meet evolving customer demands. By using user data, AI-powered website developers expedite the process of developing interactive websites, cutting expenses and development time (Smidt & Power, 2020). One well-known example of how AI has been successfully applied in online purchasing is Amazon, which offers personalised experiences and customer-centric search (Asling, 2017). AI has been welcomed by the fashion sector,

which is seen as a pillar of the global economy (Wong & Liu, 2018). Clothing is not merely a need but also a statement of societal status and identity, and apparel and design firms understand this (McKinsey & Company, 2020). According to Mull and Lee (2014), social media sites such as Instagram have become significant providers of fashion trends and styles, which makes them useful for online shopping.

1.2 OBJECTIVES OF THE STUDY

The study shall be conducted with following objectives:

1. To explore artificial intelligence and its contributions to the digital marketing scenario.
2. To study the growth of digital marketing.
3. To analyze the approach which help them to get more business.

1.3 LITERATURE REVIEW

According to Bax et al., 2013 today's marketing is dynamic as well as interactive; it penetrates new advances in technology, in social and mobile domains to create new ways of reaching, engaging and retaining the customers. Due to cost effectiveness and accessibility, digital marketing tools and techniques are today within a reach for big corporations as well as for small businesses, providing a remarkable growth opportunity and global reach of customers. Hence, digital marketing is nowadays an integral part of marketing efforts for any company and is particularly essential for a modern start-up company.¹

Shim, Eastlick, Lotz and Warrington (2001) explain data search as a method by which consumers gather data from various sources about the products and services before a purchase is made. It has been acknowledged that digital marketing communication sheds its maximum impact on search for data stage of consumers buying decision process across product categories like clothing, fashion, kitchen appliances, laptops, desktops, mobile phones, tablets, TV, air tickets, games and cars (BCG Study, 2013). Consumers prefer web as an data source for being easy, quick and cheap (bakos, 1997; Shapiro and Varian, 1999; Gay et al. 2007, Kink Hess, 2008). Customers

1. Bax, S., Meyer, K. & Wilkins, N., 2013, Cambridge Marketing Handbook: Digital, Cambridge Marketing College. Kogan Page Limited, ISBN 9780749470630

might use various digital channels initially for inspiration and then later on for data (BenMark and Masri, 2015).²

Campaniars, C., & Jeffrey, M. (2015) conducted research to evaluate a scheme for apparel industry in Canada to answer unfavorable results of the trade liberalization on Canadian apparel suppliers have been based on the idea of clustering, the evidence added from case studies of Canadian apparel businesses, a secondary data search, an understanding survey and questionnaire circulated through online followed and mingled with retailer requirements for apparel suppliers. The information gained from apparel business representatives, government sources and industry reports has enabled the step-by-step construction of an evidence-based business model centered on the foundation of collaborative partnerships between apparel suppliers and retailers³

Reddy, N. H., Srinivas, A. (2015) said that the online shopping is the latest trend in the field of e-commerce and is going to be the future of shopping in the world. The marketers are running their online portals to promote their goods and services online. Though online shopping is familiar in the developed countries, its expansion in the Indian market, which is significant in population and strategic consumer market, is still not aligned with the global market. However, internet penetration is a high degree in India, the employ of higher bandwidth facilities, poor tariff rates, cheaper hardware. The current research paper has used qualitative and quantitative research methods to study the effects of demographic factors of Indian consumers on online shopping behavior. The study results revealed that online shopping in India is mainly influencing the various personal characteristics like age, gender, marital status, family size, education, and income. The researchers and consultants

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2. Shim, S., Eastlick, M. A., LotZ, S.L. and Warrington, P. (2001). An online prepurchase intentions: The role of intention to search. *Journal of retailing*, 77(3), 397-416.
 3. Campaniars, C, Murray, R., Hayes, s., & Jefferey, M. (2015). The development of an apparel industry business model for Canada. *Journal of fashion marketing and management*, 19(3), 328-342. Doi: <http://dx.doi.org/10.1108/JFMM-07-2014-0050>
 4. Reddy, N. H., Srinivas, A. (2015). Consumer preference towards online retailing. *ICTACT Journal on Management Studies*, 1 (02), 2395-1664

could use the results of this study for conducting future studies in this area⁴

Richa D. (2012) pointed out that online shopping is a recent phenomenon in the field of e-commerce. Most of the marketers are running their online portals to sell their products / services through online mode of selling. Though online shopping is widespread outside India its growth in the Indian market which is vast and strategic consumer market is still not in line with the global market. The possible growth of online shopping has triggered the thought of conducting a study on online shopping in India. The researcher has applied both qualitative and quantitative research process to examine the impact of the demographic profile of the consumers on online shopping aspects like satisfaction with online shopping, prospect purchase intention, the frequency of online shopping, numbers of items purchased and overall spend on online shopping. The data collected via questionnaire on a sample survey of 580 respondents from Delhi, Mumbai, Chennai, Hyderabad, Bangalore. The results of the study reveal that online shopping in India is severely affected by many factors like age group, gender, marital status, family size and income.⁵

Sook Fern Yeo, et al. (2022) mentioned their purpose of the study was to find out how AI-based digital technology experiences affected Instagram users' decisions to purchase fashion clothing, with a focus on "perceived eWOM, perceived emotional value, perceived quality, perceived risk, and perceived price." The results showed that Instagrammers' decisions to buy fashion clothing were significantly and favorably influenced by "perceived emotional value, perceived quality, and perceived eWOM. Perceived emotional value" was shown to be the most significant element for Instagrammers, according to the "importance-performance matrix analysis (IPMA), although perceived quality" showed the best performance. The discoveries bear noteworthy consequences for Malaysian e-commerce vendors and consumers, supporting their adjustment to the dynamic digital terrain. The research

⁵ Richa D. (2012) Impact of demographic factors of consumers on online shopping behavior: A study of consumers in India. *International Journal of Engineering and Management Sciences*, 3 (1), 43-52

offers significant contributions to the field of attitudinal research on social media commerce in the fashion sector.⁶

Gaurav, Jangra., Monika, Jangra. (2022). The study's goal was to investigate how different AI technologies and online purchasing habits of consumers relate to one another. The study's conclusions demonstrated a strong correlation between AI technology and online shoppers' purchasing decisions. It was shown that AI favourably influences consumer purchase decisions. According to the report, there is a correlation between AI-enabled technologies and higher levels of consumer trust, positive attitudes, and lower perceived risk in online buying. These technologies include Voice and Visual Search, chatbots, Virtual Personal Shoppers, and localised customer experiences. The study also found that the value of money spent on online shopping and preferred payment methods were important factors impacted by AI-driven purchase behaviours.⁷

Minja, Bolesnikov., et al. (2022). The research aimed to further scientific understanding by examining stakeholders' opinions about the use of AI to achieve sustainability. The study found that, contrary to expectations, companies with high turnover did not exhibit better levels of knowledge of emerging trends in the fashion sector connected to sustainability. Moreover, a person's propensity to promote sustainable fashion through AI-driven apps did not necessarily align with their past AI experience. What makes the research valuable are its results, which offer insights into a framework that may change the perspectives of important market players. An important finding was that using AI for sustainability could affect corporate businesses, causing changes to their overall business tactics, planning, marketing communications, and production designs, as well as users, promoting environmentally friendly

⁶Sook Fern Yeo, Cheng Ling Tan, Ajay Kumar, Kim Hua Tan, Jee Kit Won. (2022). Investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era—A study of the fashion and apparel industry, *Technological Forecasting and Social Change*, Volume 177,121551, ISSN 0040-1625, <https://doi.org/10.1016/j.techfore.2022.121551>.

⁷ Gaurav, Jangra., Monika, Jangra. (2022). Role of Artificial Intelligence in Online Shopping and its Impact on Consumer purchasing behaviour and Decision.. 1-7. doi: 10.1109/ICCSEA54677.2022.9936374

purchasing decisions through informed environmental impacts and production information.⁸

Ahmad, Al, et al. (2022). The goal of the study was to provide a framework for comprehending how purposeful social media engagements and artificial intelligence (AI) affect online buying behaviour among consumers. The impacts of artificial intelligence on consumer spending patterns and purchase frequency were found to be supported by empirical data in the study. Remarkably, the study found that users who spend more time on shopping apps are less likely to make larger purchases since they don't make them as often. On the other hand, it was discovered that online purchasing behaviour was significantly and favourably influenced by social media engagements and the average amount of time spent on social media applications. These results provide insight into the complex relationships that exist between AI, social media usage, and online shopping behaviours.⁹

Costa, R. L. D., et al. (2022). The aim of the research was to provide a framework for comprehending how purposeful social media engagements and artificial intelligence (AI) affect online buying behaviour among consumers. The study discovered factual data about how artificial intelligence affects customer purchasing habits and frequency of purchases. The study found, perhaps surprisingly, that users of shopping apps who spend more time tend not to make larger purchases since they don't make them as often. On the other hand, it was discovered that social media interactions and the amount of time spent on social media applications significantly and favourably influenced online buying behaviour. These results clarify the complex relationships that exist between social media usage, AI, and online shoppers' purchasing patterns.¹⁰

⁸Minja, Bolesnikov., Milica, Popović, Stijačić., Avi, Bhargavi, Keswani., Nebojsa, Brkljac. (2022). Perception of Innovative Usage of AI in Optimizing Customer Purchasing Experience within the Sustainable Fashion Industry. *Sustainability*, 14(16):10082-10082. doi: 10.3390/su141610082

⁹Ahmad, Al, Adwan., Raed, Aladwan. (2022). Use of artificial intelligence system to predict consumers' behaviors. *International journal of data and network science*, 6(4):1223-1232. doi: 10.5267/j.ijdns.2022.6.011

¹⁰Costa, R. L. D., Cavaleiro, I., Gonçalves, R., Dias, Á., Silva, R. V. D., & Pereira, L. (2022). The influence of artificial intelligence on online behaviour. *International Journal of Services Operations and Informatics*, 12(2), 119-143.

Shailesh, Jain., Aradhana, Gandhi. (2021). The purpose of the study was to determine how contemporary technologies, including artificial intelligence, affect Indian consumers' impulsive purchasing habits, particularly in fashion retail stores. The research examined how contemporary technologies are employed by shops to augment sales and customer involvement, emphasising artificial intelligence factors including purchase length, suggested items, and human communication. The buyer's impulsive purchase choice was significantly influenced by all of these elements, except product knowledge, according to the data. The results of this study will help fashion retailers assess how integrating AI would affect their ability to draw customers into their stores and increase sales.¹¹

Radhika, Pillarisetty., Pratika, Mishra. (2022). The focus of the study was to investigate how applications of artificial intelligence (AI) affect the online shopping experience for customers. Regarding how AI applications affect the online retail consumer experience, the investigation produced several significant conclusions. Recommender systems, augmented reality, interactive images, virtual try-ons, chatbots, and other AI technologies were shown to be sources of value creation that mostly improve the consumer journey. These technologies make decision-making easier, lessen information overload, lessen perceived risk, and enable personalized interactions. As a result, they boost e-satisfaction and have a favorable impact on customers' intentions to make purchases.¹²

1.4 RESEARCH METHODOLOGY

To conduct research inquiry primary and secondary data shall be required. This data will be collected by using both primary and secondary sources. The sources to be used are explained below:

¹¹Shailesh, Jain., Aradhana, Gandhi. (2021). Impact of artificial intelligence on impulse buying behaviour of Indian shoppers in fashion retail outlets. *International Journal of Innovation Science*, 13(2):193-204. doi: 10.1108/IJIS-10-2020-0181

¹²Radhika, Pillarisetty., Pratika, Mishra. (2022). A Review of AI (Artificial Intelligence) Tools and Customer Experience in Online Fashion Retail. *International Journal of E-business Research*, 18(2):1-12. doi: 10.4018/ijebr.294111

- a. **Secondary data:** The secondary data shall be collected from Journals, Books, Magazines, Government Publications and National Reports.
- b. **Primary data:** The Primary data shall be collected from male and female in greater Mumbai. A cross sectional sample survey shall be undertaken to study the above objectives. Data will be collected from male and female through interview techniques with the help of a structured questionnaire designed for the purpose.
 - i. **Data Analysis:**

The data collected for the purpose of the study shall be analyzed by using various statistical techniques such as chi-square, t-test, correlations, and analysis of variance.
 - ii. **Universe:**

The study shall be conducted in city of greater Mumbai.
 - iii. **Sample Size:**

Sample for the proposed project shall be a quota sample as under:

Table 1.1

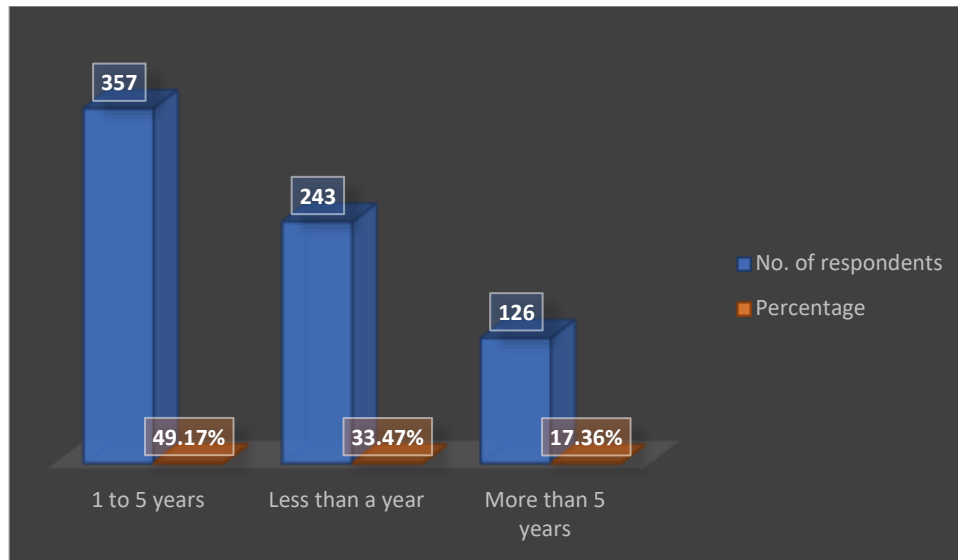
Male	350
Female	350
Total	700

1.5 HYPOTHESIS OF THE STUDY

1. There is a significance association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.
2. There is a significance association between Consumers' Education Level and their Convenience of Online Shopping.

1.6 DIGITAL MARKETING SCENARIO

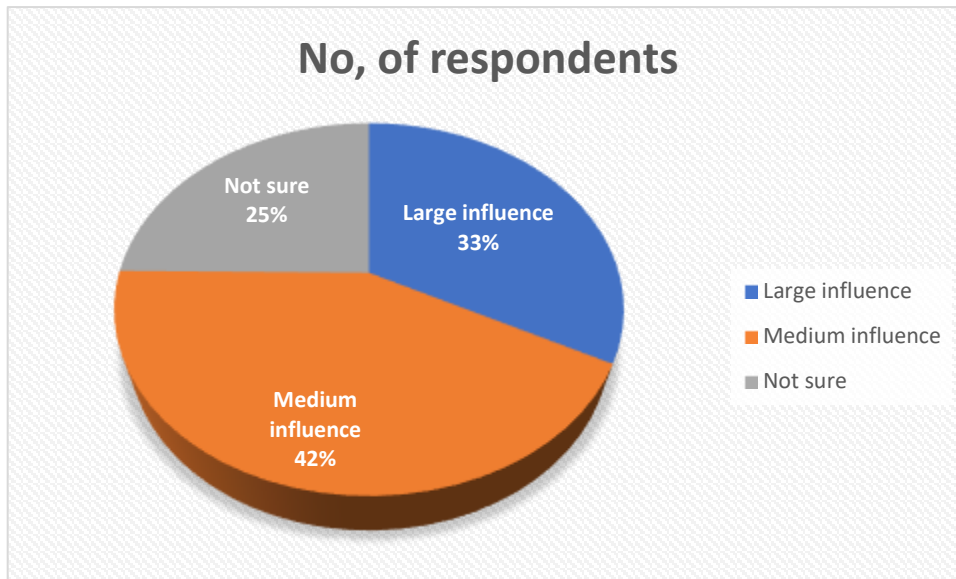
Digital shopping is a phenomenon that has altered the way people shop, not just in one nation but across globe. People spend hours online in comparison to the time they have spent in brick-and-mortar stores and these count of people and hours is increasing enormously every day. Over the period, e-commerce has become an indispensable factor of global retail chain or segment. To understand exact time frame of its data was collected from sample respondents and presented below in table 1.1.



Graph 1.1 : Loyalty period towards online apparel shopping

Graph 1.1 indicates 49.17 percent respondents which is majority of the respondents are shopping apparels online from 1 to 5 years, 33.47 percent respondents are new consumers of online apparel shopping and 17.36 percent respondents can be considered loyal consumers as they are shopping online apparels for than 5 years.

Digital advertisements generate compelling opportunities for brands to tell their stories and deliver the company's core message in front of potential consumers. It aids business houses to influence customers by adopting more innovative and cost-effective means. At its core the impact of digital advertisement in daily life is the power to change what consumers think and feel. A powerful ad cultivates desire within the viewer and makes them want to purchase a product while diminishing any queries they have about the product. Hence, data was collected from sample respondents and presented below in table 1.2.

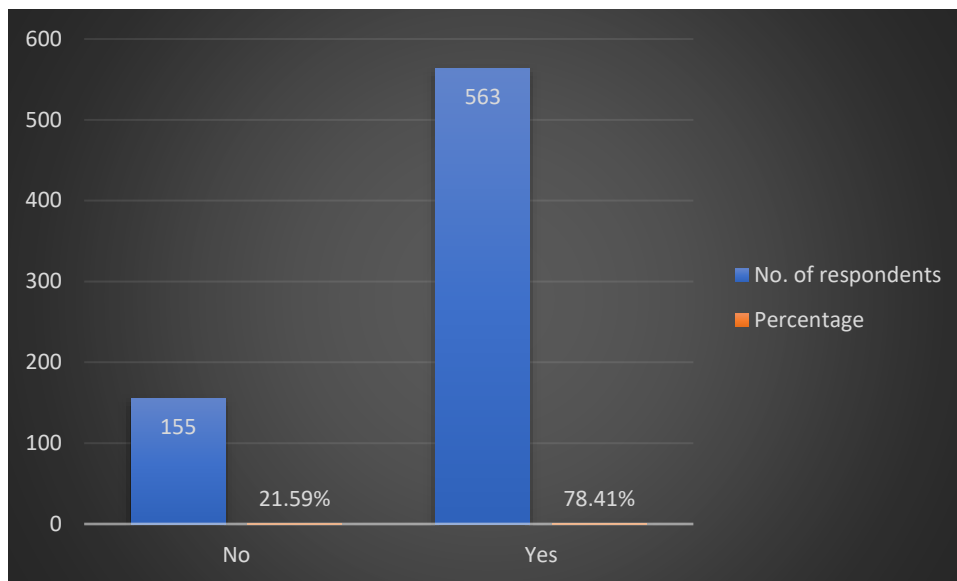


Graph 1.2 : Influence of digital advertisement

It can be clearly depicted from Graph 1.2 that out of the total sample consumers of data 33 percent of them are largely influenced by digital advertisements, 42 of them are under medium influence of digital advertisements and only 25 percent of them are not sure if they are really influenced by digital advertisements.

From the point of view of marketers an increase in internet usage, easy online payment options, availability of variety along with customized offers, absence of constraints of a physical presence and interaction makes online shopping desirable to customer. Staying on top of e-commerce trends is vital to keeping business competitive. Following data will show how many sample respondents prefer big brand online store.

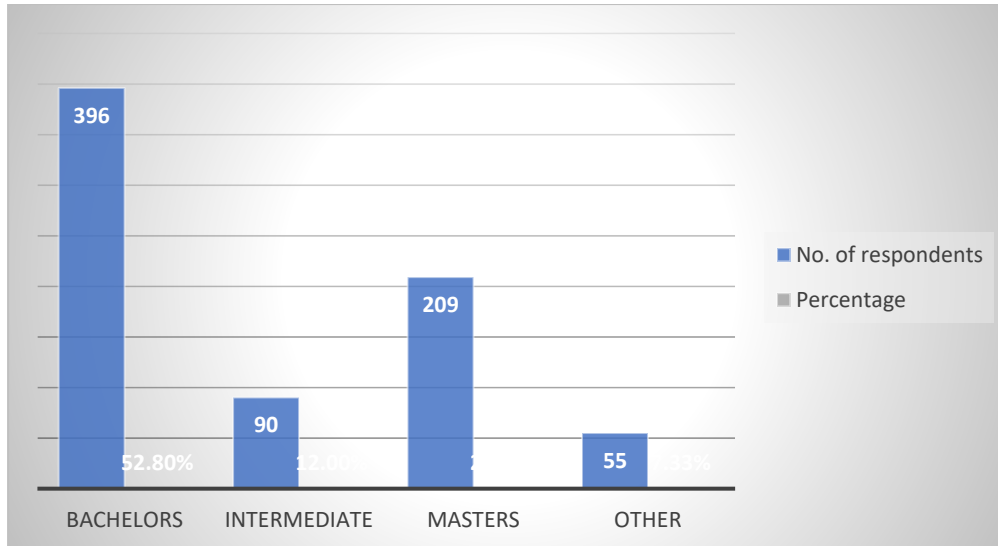
Graph 1.3



Big E-Store preference

Graph 1.3 indicates that 78.41 percent of the sample respondents prefer big E-Store and only 21.59 percent of them does not prefer big E-Store big.

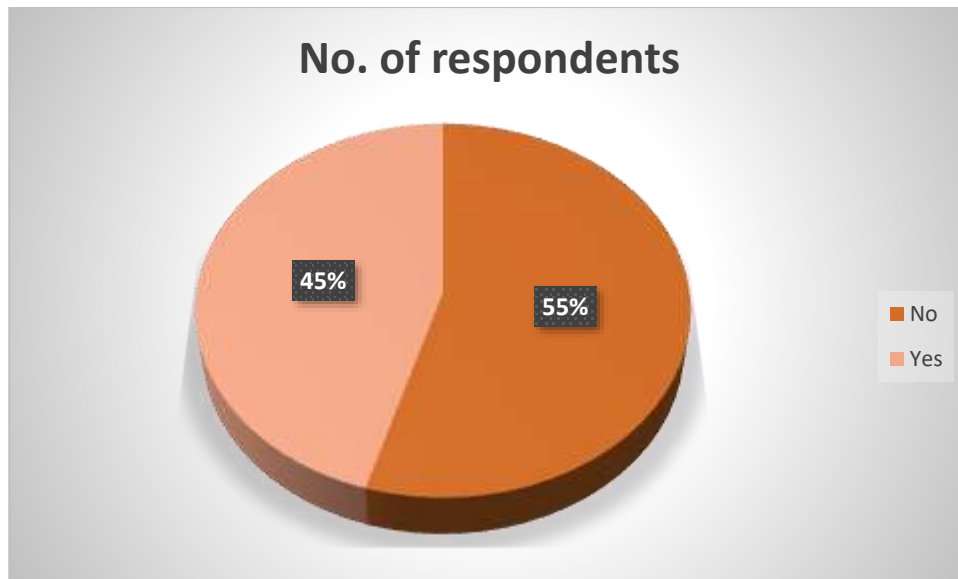
The level of education of consumers is a significant factor in today's digital marketing scenario. One of the important social objectives of education to equalize opportunity enabling the underprivileged group of people to use education as a level for its improvement in all respects. The educational level of the consumer also is an important variable to understand the market situation clearly and to know how far the consumer understands the market situation clearly and to know how far the consumer understands emergence of artificial intelligence. The educational status of the sample consumers in Mumbai is presented as under:



Graph 1.4. : Educational status of the respondents

Graph 1.4. reveals that highest numbers of samples are bachelors and masters. They are 52.80% and 27.87% respectively. 12.00% have completed intermediate education and 7.33% people have other education parameter.

The world of online retail is booming. Retailers must take advantage of this huge demographic but again the world of online retail is more competitive than ever – and with competition comes a slew of challenges. New retailers are seemingly popping up every minute and consumers have their pick when it comes to buying product online. In this competitive landscape, online retailers need to find ways to work past these challenges to stay relevant and appealing to consumers. Hence, data was collected from sample respondents and presented below in graph 1.5.



Graph 1.5 : Complexities in the process

Graph 4.12 indicates that 55 percent of sample consumers find the process of online apparel shopping simple and only 45 percent of them are finding it as complex process.

1.7 Hypothesis Testing

1.7.1. Association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing:

1.7.1.1 Hypothesis number one and its Variables:

Researcher has considered the following hypothesis to evaluate the association between the Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

H_0 There is no significance association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

H_1 There is a significance association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

1.7.1.2 Cross Tabulation of the Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing:

In this section Cross Tabulation is used to understand the relationship between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

Table No.: 1.2 : Cross Tabulation of the Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing

Online Purchase of Clothing		Influence of Digital Channels on Buying Decision					Total
		Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
No	Count	8	38	41	33	7	127
	% within Online Purchase of Clothing	6.30%	29.90%	32.30%	26.00%	5.50%	100.00%
Yes	Count	10	53	120	349	80	612
	% within Online Purchase of Clothing	1.60%	8.70%	19.60%	57.00%	13.10%	100.00%
Total	Count	18	91	161	382	87	739
	% within Online Purchase of Clothing	2.40%	12.30%	21.80%	51.70%	11.80%	100.00%

Source: Compiled from primary data collection

Observations and Interpretations:

From the above table it is observed that:

1.7.1.3 Testing of Hypothesis number one:

Statement of Hypothesis (Null): There is no significance association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

The above hypothesis has been tested by using Chi-square technique SPSS package. It was attempted to check whether there is a significant association between the between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing. The following results are derived on the basis of the test applied. The results of the Chi-square test are presented in Table 1.3.

As stated above Influence of Digital Channel on Consumers' Buying Decision play very important role in their Online

Purchase of Clothing. For testing this association, researcher attempted to apply the Chi-square test. The association between the two variables can be highlighted from the following table and the results are elaborated and interpreted as follows:

Table no: 1.3

Chi Square Test: Association between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing

	Value	Df	p
χ^2	80.475	4	0
Fisher Exact Test	73.83		0
N	739		
1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.09			

Source: Compiled from primary data collection.

Chi Square statistics were used to examine association between categorical variables. There was significant relationship at 5% significant level between the Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing ($\chi^2 = 80.475$, $df = 4$, $p = .000$). Hence, we reject the null hypothesis that there is no significant association between the Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

Table No. 1.4 : Effect Size: Association of 'Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing'

		Value	Approx. Sig.
Nominal by Nominal	Phi	.330	.000
	Cramer's V	.330	.000
N of Valid Cases		739	

Source: Compiled from primary data collection

Phi and Cramer's V are test statistics used to express strength of association. Phi is used in case of 2X2 table and Cramer's V is used in case of more than two categories under variables in study. In case of 2X2 table, Cramer's V and Phi produce the same results as shown in above table. Value of zero indicate no relationship. According to Cohel (1988) Phi and Cramer's Phi effect size magnitude can be interpreted as 0.1 being small effect size, 0.3 being a medium effect size and 0.5 being a large effect size. It can be seen from the above table no. 60. Is that the value of Phi and Cramer's V is .330 indicating moderate relationship between Influence of Digital Channel on Consumers' Buying Decision and their Online Purchase of Clothing.

1.8 CONCLUSION

AI is now more accessible for businesses, making it a valuable tool for digital marketers. It is irrefutable that AI largely influences the choices of your customers, helping to provide relevant recommendations and timely customer service. Looking at the ways that you can make use of it will better enable you to grow your brand and meet the expectations of your customers.

Relevance is by far the most important metric in digital marketing, and by the same token, it can be one of the most difficult to pin down. Each brand has a digital footprint which includes all its assets in the digital space—website, logos, marketing campaigns, social media platforms. If you think your marketing strategy is not engaging potential customers, the culprit could be low relevance.

Key factors influencing consumers' experiences with online apparel purchases included personalized recommendations, enhanced search features, virtual try-ons, chatbots for customer service, intelligent shopping carts, AI-powered sizing recommendations, customization of clothing, automated price comparison, user assistance, AI-powered product images, and voice search shopping. These AI-powered features highlight the value of incorporating AI technology into the e-commerce space by improving online buyers' ease, effectiveness, and pleasure. Ultimately, the research emphasizes how artificial intelligence is revolutionizing the way that people purchase clothing online. These AI-powered innovations improve consumer pleasure and loyalty while also improving efficiency and convenience. It is quite possible to drive development,

enhance user experiences, and maintain competitiveness in the ever-changing digital marketplace by embracing AI advancements in online clothes commerce.

1.9 SUGGESTIONS

1. People are getting influenced by digital channels so marketers need to take advantage of it and can create campaigns which will hitch consumers towards their products.
2. Be informed about the digital marketing channels. Marketers should be aware about the artificial intelligence they are applying to target audience as utmost safety of it needs to be taken care of.
3. Digital marketing along with artificial intelligence has a lot of potential to increase incomes and has ability to empower businesses which are facing loss from ages, and hence is a very crucial area for investment. Keeping this in mind new resolutions can be designed in order get most benefits in this sector.
4. Government can join hands together with NGOs, development agencies and the National Monetary Boards as well as entire IT sector can come together and work together to bring in concrete changes.
5. Since a greater number of people are paying attention to the digital marketing marketers can put more effort on applying best artificial intelligence model to provide perfectly suitable content to the customer.
6. Artificial intelligence technique can make digital channels enjoyable so quiz, rebates, contest, and exciting games on sites can target large audiences.
7. Implement personalized recommendation algorithms to suggest clothing items based on individual preferences and browsing history.
8. Enhance search functionalities by integrating AI-powered algorithms to deliver more accurate and relevant search results.
9. Develop smart shopping carts with AI capabilities to suggest complementary items and streamline the checkout process.
10. Utilize AI-powered sizing recommendations to assist customers in selecting the right size for their apparel purchases.

11. Provide customization options for apparel, allowing customers to personalize their clothing items according to their preferences.
12. Automate price comparison tools to help shoppers find the best deals and discounts across different platforms.
13. Utilize AI-powered product images to provide detailed and accurate representations of apparel items.
14. Introduce voice search shopping capabilities, allowing users to browse and purchase apparel using voice commands for added convenience.

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