
DIGITAL MARKETING ON CUSTOMER PURCHASING DECISION OF BRANDED CLOTHING: A CASE STUDY IN OMAN

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Abstract

The main purpose of this study is to determine the impact of digital marketing on decisions to purchase of brand clothing in Oman with 120 respondents using the four variables namely, mobile marketing, social media, email marketing and online advertising. The respondents of this study were those customers who had purchased online in the past two months. It evaluates how digital marketing influences those participants to buy the products. Descriptive analysis was adopted. The results demonstrated that the four variables of digital marketing contributed a significant impact to the purchasing decisions of every customer. All four variables changed the buying behavior of every customer because the more they see the products through these platforms the more they are attracted to buy. Specifically social media marketing has affected most of the respondents since all of them are active in Instagram, Facebook, twitter, and other platforms, other than that respondents also added that they buy most of the products if the company has online shopping due to its accessibility. Finally, the outcome of this study shows that the company must re-align their strategy and adopt the digital marketing platforms to their operation in order to increase customer awareness and competitiveness in business.

Keywords: Digital Marketing, Purchase Decision, Brand, Customer, Mobile Marketing.

1. Introduction

In the era of digitalization together with technological advancement business opportunities around the globe become more robust. It makes the marketing strategy more efficient, effective, and easy to reach the target customer. Digital marketing empowered both business and customer to sell their products and services online and allow the customer to purchase them through online platform. In this manner products and services are becoming accessible anywhere in the world. Technological advancement is making all businesses more competitive and replacing the traditional slow way of promoting business (Malhota, 2018). Moreover, digital marketing covers a broad marketing spectrum while it reduces the cost and improves business growth (Lina, 2018).

In 2008 the Electronic Transaction Law was adopted in Oman, it legalized the use of electronic signature, business communication, online payment system and QR code for transaction. Up to this moment digital marketing in Oman is improving to its sophistication and it brings a brighter future to investors to market their products and services thru digital platforms, while customers are enjoying the availability anytime anywhere using their mobile. Digital marketing also open doors to small and micro scale enterprises in Oman, the growing numbers of online users in Oman is an indicator of digital booming of the country. Meanwhile, digital marketing in the form of different platforms such as E-marketing, social media, website, E- advertisement, E-ads, and

mobile marketing are the most common platforms that is being used by most of the consumers and more effective as a promotional tool (Klein, 2019).

It is expected that the number of users will grow rapidly in the next five years. Therefore, determining the influence of different digital marketing platforms is significant in order to identify the benefits of these technologies and possible improvement in the future. These tools will change the future of business into a more dynamic and innovative face, quick and responsive products and services will be offered to the public. The advancement of technology within the use of intranet and internet making the market more competitive, the presents of digital marketing in Oman business community it also affects the consumer purchasing decision, since the start of digitalization in Oman consumers are getting more comfortable. Before and after the consumer's buy's a product or services they visit a certain site online or phone applications and check the reviews of the product and inquire the products features, delivery process and sometimes rate the product experience, comments and complaint thru online. Therefore, these digital channels become a venue for the customers in terms of brand recognition, product information, product evaluation and purchase basis decision. This is how the digital marketing change the consumer's buying behavior, consumer becoming more involve in product development and improvements, thru its review and suggestions manufacturers can easily get the ideas on how to improve the product and satisfy the customer needs and wants. Everyday customers decision in buying the product are most of the time dependents on what they search of viewed from various internet platforms, social network and mobile apps, consumers are becoming more proactive in product creation (Ryan, 2014)

In this view, conducting this research is to fully understand and assess how digital marketing influence the buying behavior of consumers in Oman and identify how the different digital platforms which encourage them to purchase and involve in product development covering the four major digital marketing channels such as E-mail marketing, Online promotion, social media and mobile marketing. The result of this study will support the business owners on the utilization of digital platforms and to encourage other small medium scale enterprises to adopt the same strategy in marketing their products and services.

2. Theoretical Framework

2.1. Social Media Marketing

Agus Purwanto (2023), in his article has stated that through social media marketing has positive effect on brand image and brand image create impact to make purchase decision. He also suggested that a positive brand image can be built through 1. Increasing understanding of aspects of Consumer Behaviour in making purchasing decisions. 2. Enrich Consumption orientations using digital marketing platforms. 3. Increase consumer confidence in branded products through sustainable competitive advantage. digital marketing covers a hugescape in the world market and includes business models that use digital technologies that decrease costs and improve businesses

globally (Rafiq & Malik, 2018). Social media marketing platforms such as Facebook, Twitter, snapchat, Tik Tok and so on were used by the researcher to market their products in an effective manner. The research has focused on dependent variables such as brand, brand image, brand value, branding, warranty, Guarantee and after sales services. Independent Variables were Salesperson, social media, manufacturers of brand and customers. (Malik 2018) has concluded that social media marketing is the only platform where we can reach potential customers via online in an easy way.

2.2. Online Promotion

Yuvaraj S and Indumathi R (July 2018) in their research they identified the four challenges in digital marketing namely, data explosion, social media, increase of channels and increase of competition. They found out that the technology revolution, customer preferences and other online opportunities also include automation interactions, gap of talents and organizational issues. It is presented in building brand such as brand recognition and brand loyalty.

Rofik Satria and Hasmawaty A.R. (September 2021) in their study they analyzed by simple linear regression analysis model and multiple linear regression analysis model. The results show that digital marketing has influenced buyers and sales tend to increase. It supports brand awareness and promotes an increase in sales. Online promotions such as e discount on cash payment, buy 2 get one free, online purchase with e payment methods such as Paytm, gpay and so on. Online promotions attract the potential customers to buy their goods from their home faster and cheaper.

2.3. Mobile Marketing

Strom (et.al) (2014), In their study titled, "Mobile mark retailers as analyzed on various variables such as mobile device shoppers, The value of mobile marketing for consumers, the perceived value of interaction in mobile context, Perceived value, consumer's goals and retailers outcome value, consumer perceived values, benefits and sacrifices of mobile marketing, perceived utilitarian value and benefits, perceived emotional values and benefits, perceived social values and benefits, perceived sacrifices, Klein, L.R. & Quelch, J.A. (2019). Comparative perceived values and benefits were the attributes focused. Mobile service adoption, Mobile marketing Adoption, Mobile technology use, Mobile marketing use, Mobile service loyalty and mobile marketing loyalty were the dependent variables focused in their studies.

2.4. E-Marketing

Anna Makrides, Demetris Vrontis and Michael Christofi., (2020)., in their research paper titled, "The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas", as they they evaluate the evolution of digital marketing from traditional to modern. Where companies before are now adopting sophisticated technology to boost their marketing strategy. The organization has transformed their methods into a new modern digital technology. Through that companies have embraced artificial intelligence and AI which revolutionized the marketing coverage of most of the companies now a days and captured huge target customers. (Loebbecke & Picot, 2015; Lombardi, Lardo, Cuzzo, & Trequattrini, 2017). Online promotion helps to increase brand awareness among the minds of the customers.

El-Gohary and Hatem. (2010) in their research has analyzed areas such as: E-business, E-marketplace, Electronic Commerce, Electronic platforms, Mobile marketing, and many other

research areas. There were research gaps identified specifically in E-Marketing both performance and adoption to all small business enterprises. This research was focused on E-mail marketing and was used to many small business enterprises to build a strong connection to both customer and seller and serve the customer 24/7 services thru online.

2.5. Purchasing Decision

The influence on customer perception (Sen and Lerman, 2007; Zhang et al., 2010; Racherla and Friske, 2013). Conducted a study on how people are influenced by product information using online reviews in any online platform and they found out that online review creates a huge impact in purchasing decision to most of the buyers since it's there basis to consider if the products or services are worth to buy or not, there is limited research on the psychological process and information processing involved in purchasing decisions". Purchase decision via social media platform while doing online purchase has to be done carefully considering the security while making the payment. The factors influencing the purchase decision were based on various sources such as public sources, private sources, and commercial sources. Purchase decisions can be made by family, friends, relatives, spouse, salesperson, seller etc. Online purchase decisions were made once and only by the purchaser which was attracted by online marketing strategies.

3. Methodology

3.1. Research Framework

The conceptual framework of this study is to evaluate the influence of digital marketing channels on buying decision among the customer of branded clothing in Oman. These platforms are e-marketing, social media, mobile marketing, and online advertising. Variables were independent, in contrast to consumer buying decision and analyzed based on the product or service choice and brand choice.

3.2. Research Design

In this study researchers adopted the empirical method in analyzing the purchasing decisions among the branded clothing customers in Oman. A qualitative methodology and descriptive study were adopted in collecting the data to evaluate the impact of digital marketing channels and its impact on consumer's behavior in buying decision. This mixed methodology approach was based on the five major malls in Muscat, Oman.



Figure 1: Model

3.3 Data Collection

In this study both primary and secondary data were utilized. The primary data were utilized to collect the answers from customers. The questionnaire was divided into two parts Part A are participants background information, Part B questions determines on awareness or usage of digital marketing channels and part C questions determines the influence decision making to purchase the products or services, while secondary data collected from the literature reviews. Permission was sought from the management of the five malls in Muscat and approval was obtained, the questionnaires were administered accordingly, tallied, and analyzed.

3.4. Data Analysis

In this study descriptive analysis was adopted, means, variances and standard deviations were utilized to analyze the data coming from demographic and digital marketing factors. Second, the researchers conducted an exploratory factor analysis on the five variables. Thirdly, the five variables were measured the validity and examined the reliability of the questionnaire using the Cronbach Alpha.

3.5. Target Population

The target respondents of the study were the customers of branded clothing in four major malls in Muscat and target size is 120, these respondents were selected and screened, non-probability was utilized the selected respondent must have internet access and purchased products or services thru digital marketing channels for the past two months so that they can share the process and experiences. The population is the entire set of data from which you will gather (Saunders, 2016).

3.6. Sampling Technique and Size

The researchers adopted the non-probability sampling since the target respondent's requirement is those only who used and bought online for the past two months. In order to achieve the objectives of the study, customers were selected using the purposive sampling method. The researchers selected only those customers who used digital marketing App or platform and buy through online. The samples were taken into five malls in Muscat namely: Muscat Mall, Oman Avenue, Oman Mall, City Center mawalli, and Grand Mall and the total sample size of this study was 120.

3.7. Research Hypotheses

The following hypotheses were enhanced and taken from the following literature reviews and theories:

H1: There is a significant impact and influence in E-marketing on the purchase decision among the selected shoppers in Muscat, Oman.

H2: There is a significant impact and influence in online promotion on the purchase decision among the selected shoppers in Muscat, Oman.

H3: There is a significant impact and influence in social media marketing on the purchase decision among the selected shoppers in Muscat, Oman.

H4: There is a significant impact and influence in mobile marketing on the purchase decision among the selected shoppers in Muscat, Oman.

4. Results and Discussion

The target population of this study were 120 shoppers of the selected branded clothing in Oman, table 1 shows the total number of respondents were composed of 50 male and 70 female all of them responded the questionnaire.

Table 1: Respondents of the study

Respondents Gender	Sample Size	Percentage
Male	50	41.66
Female	70	58.34
Total	120	100

Table 2: Mean and Standard Deviation

Component	Mean	Std. Deviation
E-Marketing	4.02	0.695
Online Promotion	4.12	0.619
Social Media Marketing	3.76	0.917
Mobile Marketing	4.07	0.426
Purchase Decision	4.13	0.595

Table 2 shows the mean and deviation of each variable were analyzed accordingly and the results were derived from the highest mean of the variable in decisions to purchase a product based on the respondent's answered. All four variables have a high score. Therefore, none of the variables got a low score which only means that the respondents agreed that all variables have impact of their purchasing decision. Finally, the findings show there is as strong relationship in decision to purchase a product among of the shoppers in Oman.

Table 3: Reliability Analysis

Variable	Items	Alpha
E-Marketing	6	0.78
Online Promotion	6	0.81
Social Media Marketing	6	0.82
Mobile Marketing	6	0.76
Purchase Decision	6	0.81

Table 3 shows the reliability results, in the analysis Cronbach alpha was utilized to measure and assess the consistency, efficiency and reliability of the questionnaire. Moreover, to examine the reliability of the findings. Cronbach alpha was also utilized to test the average of the items and their relationship. In this study, Cronbach alpha was utilized to determine the item reliability as shown above is between 0.750 and 0.840.

Table 4: Pearson Correlation for Independent Variables and Dependent Variable

	Purchase Decision	E-mail Marketing	Online Promotion	Social Media Marketing	Mobile Marketing
Purchasing Decision	1				
E-Marketing	0.376	1			
Social Media	0.521	0.5	1		
Online Promotion	0.239	0.295	0.245	1	
Mobile Marketing	0.318	2.26	0.347	0.234	1

Table 4 display the correlation analysis, to determine the result show that relationship between email marketing and decision to purchase is significant and positive (0.376), social media and decision to purchase is (0521) which means positive and significant while online advertising and decision to purchase is (0.239) which indicates positive and significant and lastly, mobile marketing and decision to purchase is (0.318) which also means positive and significant. The result

demonstrates that social media has the highest and strongest relationship in purchasing decision among of the four variables.

Table 5: Result of Multiple Regressions

Model	<i>B</i>	Dependent: Purchase Decisions	
		Beta	Sig
Independent	0.279	0.315	0.000
E-Marketing	0.438	0.455	0.000
Online Promotion	0.133	0.201	0.000
Social Media Marketing	0.285	0.203	0.000

Table 5 shows the analysis of multiple regression. It was utilized to evaluate the relationship between dependent and independent factors and determine the dimension of digital marketing that can influence purchasing decisions.

5. Conclusion

This study analyzes the impact of digital marketing on the purchasing decision to the customer branded clothing in Oman namely, social media marketing, online advertising, email marketing and mobile marketing. This determines the impact of every channel on how it attracts and decide to buy a product of the company to the selected customers in Oman. In this view the researchers conducted and administer a questionnaire using a google form and face to face interview to the 120 respondents. The result of this study validated that the four hypotheses in Oman market, result shows that the four independent variables has strongly impacted the purchasing behavior of the customers. The mere fact that the four digital marketing tools serves as promotional updates to the company and reminders to the customers it brings daily routine to the company to display their products and offer through online while customers are seeing it every day to whatever digital platform, they are active then it brings attention and influence them to decide to buy the product. Moreover, when products information is actively present in all digital platforms will surely make noise to its target customer since most of the customer snow a days regardless of age are quite active in technology. Therefore, seeing the product information in digital marketing platform will assess and support the decision of the customer to purchase the product.

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