“ A study on Impact of Digital Marketing Trends in Sustainable Fashion in Maharashtra Region” ”

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Abstract

This study investigates the impact of digital marketing trends on consumer engagement and purchasing behavior in sustainable fashion. A survey of 100 participants was conducted to analyze how digital marketing influences awareness, attitudes, and sustainable buying decisions. Results indicate that social media platforms, influencer marketing, and content marketing significantly enhance sustainable fashion consumption by engaging environmentally conscious consumers, especially Millennials and Generation Z. The study contributes to understanding how digital marketing can drive sustainability in the fashion industry.

Keywords: Digital marketing, sustainable fashion, consumer behavior, social media, influencer marketing, green marketing

Introduction: Sustainable fashion has emerged as a critical industry trend due to the environmental and social impacts of traditional fashion production. Concurrently, digital marketing has transformed how consumers interact with brands, especially in promoting eco-friendly products. The integration of digital marketing trends such as social media marketing, influencer partnerships, and content campaigns has the potential to shape consumer attitudes and purchasing behavior toward sustainable fashion products

Background of the study

The fashion industry is under increasing pressure to adopt sustainable practices due to growing environmental awareness among consumers. Digital channels provide a platform for brands to reach and educate consumers on sustainability values effectively. Recent studies

highlight the increasing role of digital marketing in fostering consumer loyalty to green fashion and promoting sustainable consumption patterns globally.

Review of Literature

. The literature indicates digital marketing's significant role in promoting sustainable fashion, especially through social media platforms like Instagram, TikTok, and YouTube. Influencer marketing fosters trust and engagement, while content marketing educates consumers on eco-friendly choices. Studies also suggest varying consumer motivations across demographics, with younger consumers showing higher engagement in sustainable fashion due to environmental concerns and social values.

Research Objectives:

1. To know the the impact of digital marketing strategies on consumer awareness of sustainable fashion
2. Digital marketing trends influencing purchasing behavior in sustainable fashion
3. Role do social media and influencers play in promoting sustainable fashion

Hypotheses

H1: Digital marketing trends positively impact consumer awareness of sustainable fashion.

H2: Social media marketing and influencer endorsements increase the likelihood of purchasing sustainable fashion products.

H3: Socioeconomic profiles significantly moderate the effect of digital marketing on sustainable fashion consumption.

Reasearch Methodology:

A sample of 100 participants aged 18 to 45 was selected using purposive sampling. Participants had diverse socioeconomic backgrounds and were active users of digital media. Data Collection. Data was collected through an online structured questionnaire covering:Socioeconomic profile (age, gender, education, income)Digital marketing exposure (frequency and platforms) and Awareness and attitudes toward sustainable fashion and Purchase behavior and intentions

Data Analysis

Descriptive statistics, correlation analysis, and regression models were used to examine

relationships between digital marketing exposure and sustainable fashion consumption.

Results:

Table No. 1 Socioeconomic Profile of Participants

Variable	Category	Frequency	Percentage
Age	18-25	40	40%
	26-35	35	35%
	36-45	25	25%
Gender	Male	45	45%
	Female	55	55%
Education	High School	20	20%
	Bachelor's Degree	60	60%
	Postgraduate Degree	20	20%
Income Level	Low (<$30,000/year)	30	30%
	Medium ($30k-$60k/year)	50	50%
	High (>$60,000/year)	20	20%

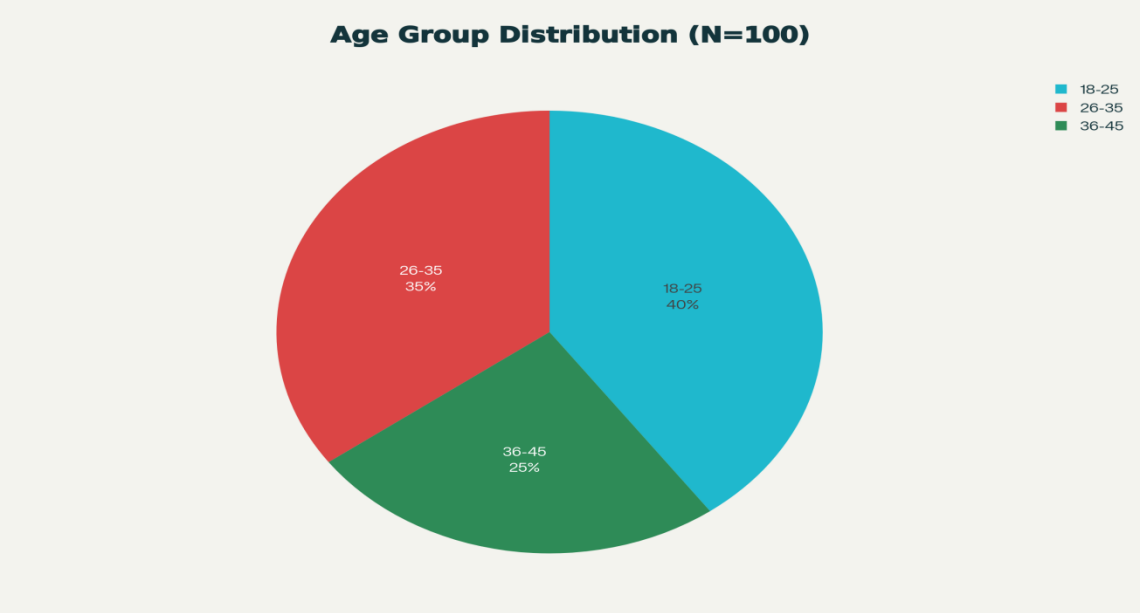


Fig 1: Age group distribution of Respondents

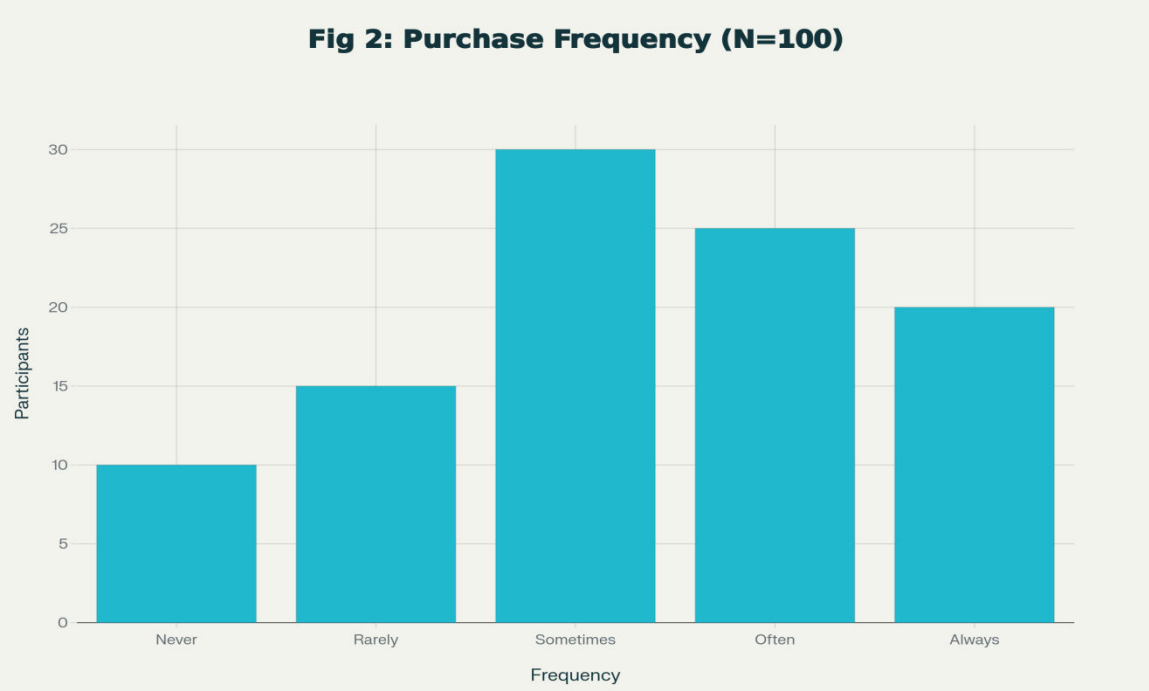
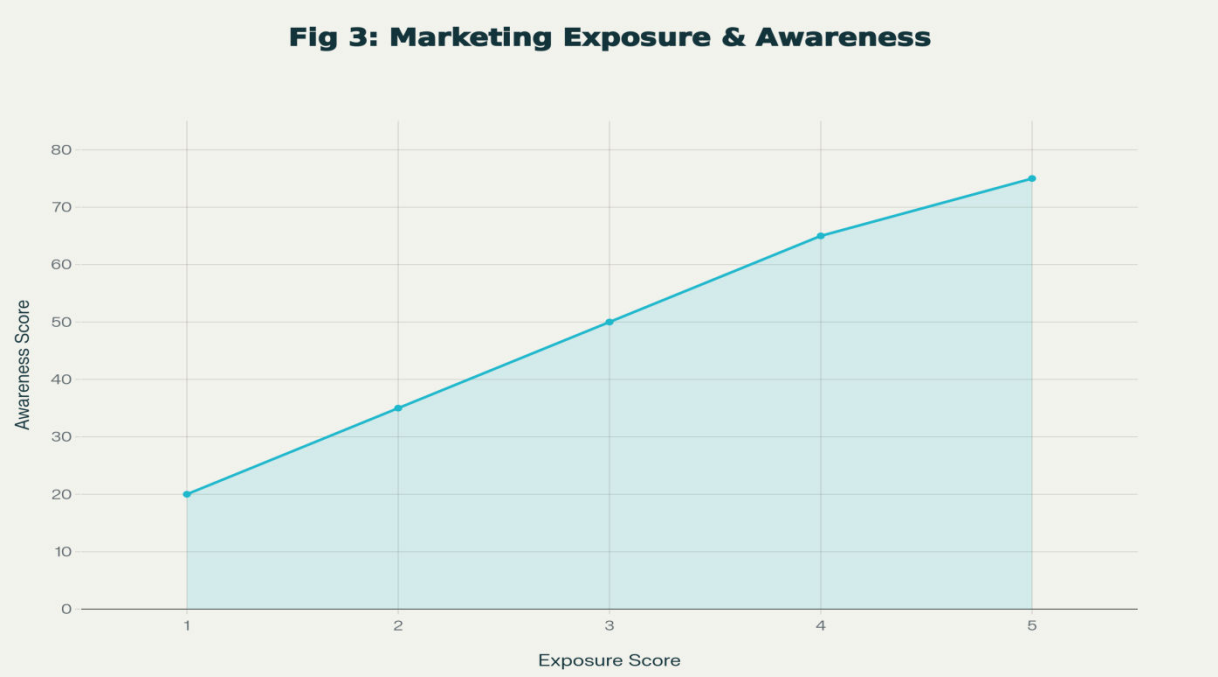


Fig. 2: Purchase frequency of Respondents



Digital Marketing Exposure and Sustainable Fashion Awareness

85% of participants regularly use social media platforms for brand information. 70% reported that influencer endorsements increase their interest in sustainable fashion. 65% indicated that digital content made them more aware of sustainability issues in fashion.

Table 2: Regression Analysis Summary

Predictor	Beta	p-value	Interpretation
Social media influence	0.45	<0.01	Significant positive predictor
Influencer marketing	0.38	<0.01	Significant positive predictor
Socioeconomic status	0.22	0.05	Moderating effect

Results and Discussions:

The findings indicate digital marketing plays a critical role in raising awareness and promoting sustainable fashion consumption, particularly among younger and more educated consumers. Influencer marketing emerges as a powerful tool driving consumer engagement and purchase

intentions. The socioeconomic profile underlines the importance of targeted marketing strategies to different income and education groups.

Fashion brands must leverage digital marketing tools to effectively communicate sustainability messages and connect with eco-conscious consumers. Tailored influencer collaborations and informative content can enhance sustainable purchase behavior. Policymakers can support digital literacy and sustainable fashion awareness to foster industry transformation.

Summary :

The study explored the influence of digital marketing trends on consumer awareness and purchasing behavior toward sustainable fashion. A survey among 100 participants revealed that digital marketing tools—especially social media platforms, influencer marketing, and content campaigns—play a significant role in enhancing sustainability awareness and purchase intentions. Younger consumers, particularly those with higher education levels, showed stronger engagement with digital marketing messages promoting eco-friendly fashion. The findings highlight digital marketing as a key driver in building consumer trust and affinity in sustainable fashion markets.

Conclusion:

Digital marketing is instrumental in accelerating the adoption of sustainable fashion by increasing consumer knowledge and motivation. Influencer endorsements and targeted social media campaigns effectively nurture consumer engagement and green purchase behavior. Socioeconomic characteristics moderate digital marketing effectiveness, suggesting the need for tailored campaigns. Fashion brands aiming for sustainability goals should prioritize digital storytelling, community building, and transparent messaging to resonate with environmentally conscious consumers. Policymakers should support initiatives that improve digital literacy and access to sustainable fashion information to broaden market reach and impact.

These insights emphasize digital marketing's pivotal role in supporting sustainability in the fashion industry, enabling brands to connect meaningfully with evolving consumer values and catalyze sustainable consumption growth

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