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EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER BEHAVIOUR

A Study of Khaadi in Pakistan

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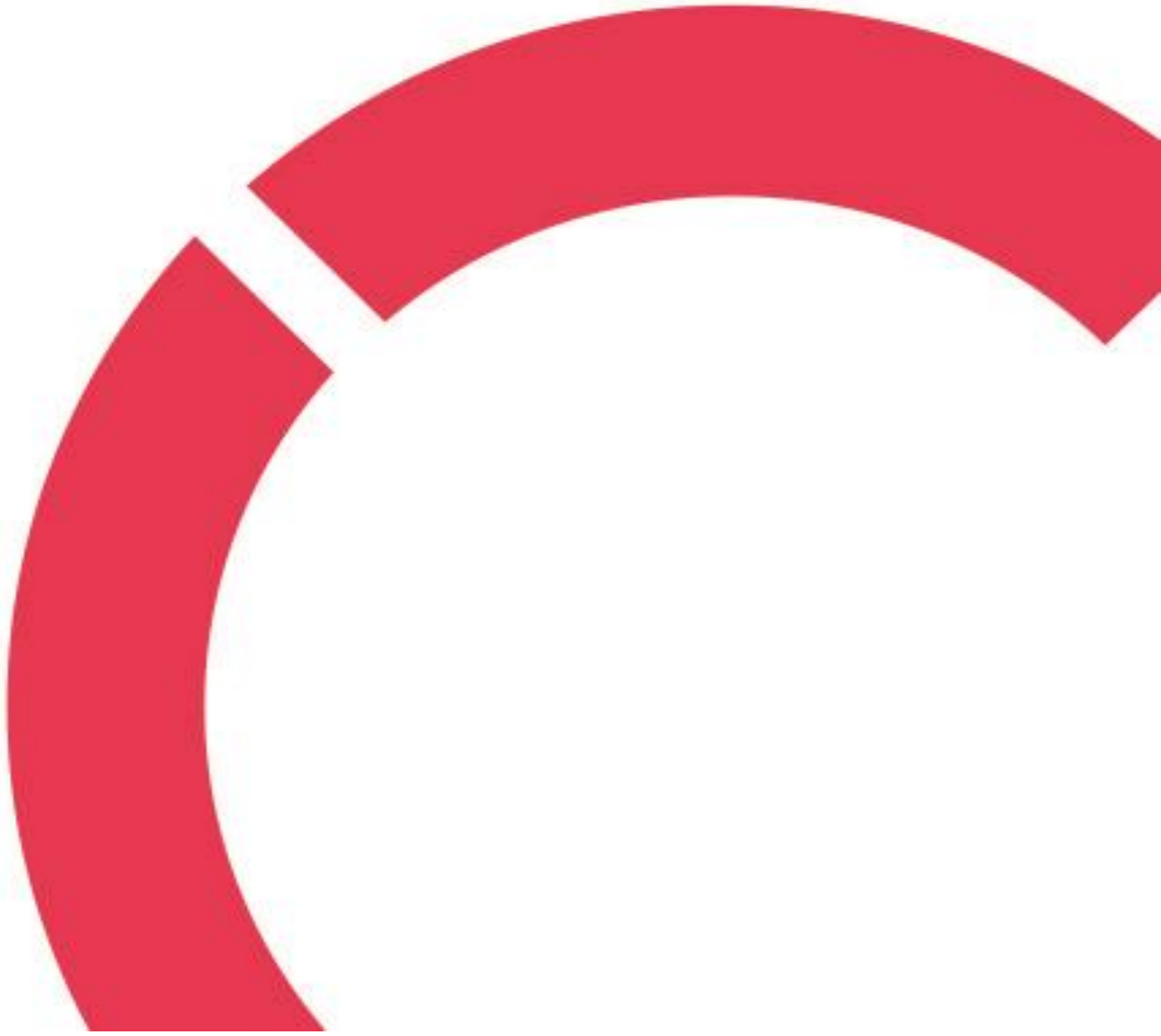

ABSTRACT

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This thesis was commissioned by Khaadi to examine how digital marketing strategies influence consumer behaviour in the Pakistani fashion industry, with Khaadi serving as the case study. The main objective of the research was to evaluate how digital tools such as Google Ads, Instagram, and Facebook campaigns affect customer engagement, brand perception, and purchasing decisions.

The theoretical framework of the study is based on consumer behaviour theories and digital marketing strategy principles. The literature review explored the role of visual content, influencer marketing, and emotional branding in shaping consumer preferences in a digitally-driven market. A quantitative research method was employed, and data was collected through an online consumer survey. The responses provided insights into how customers interact with Khaadi's digital campaigns and how these interactions impact their purchasing behaviour.

The results indicate that digital marketing has a significant impact on consumer behaviour, especially in terms of brand recall, trust, and purchase intention. Consumers responded positively to personalized advertisements and frequent engagement through social media platforms. However, the findings also reveal that while Khaadi's strategies are effective, there is room for improvement in targeting diverse customer segments and enhancing two-way communication. In conclusion, the thesis emphasizes the importance of innovative, consumer-centric digital marketing approaches for sustaining competitiveness in the fashion industry. The insights from this study may guide future strategic developments within Khaadi's digital marketing efforts.

Key words
Brand perception, Consumer behaviour, Digital marketing, Fashion industry, Instagram, Purchase intention, Social media marketing, Visual content

ABSTRACT

CONTENTS

1 INTRODUCTION

Digital marketing (DM) has transformed traditional methods of marketing. It utilises information and communication technology (ICT) to connect with the consumers in a more effective way. Since the advent of digital marketing, research has been conducted to evaluate how DM has shaped the buying behaviour of consumers (Batada 2023, 321). The introduction of digital marketing has transformed consumer behaviour, influencing how brands engage, attract, and retain customers. Branding tools, including social media marketing, direct email communication, web advertising, and website content, are increasingly important in Pakistan for brands like Khaadi in the fashion retail sector. This thesis focuses on the impact of digital marketing strategies on consumer behavior in Khaadi Pakistan.

The aim of this thesis is to examine the extent to which Khaadi's digital marketing efforts are persuasive and what effect they have on customer behaviour, customer engagement, brand loyalty, and sales. Due to Pakistan's growing technological landscape and the rising smartphone use in the populace, it is necessary to know how these marketing strategies manipulate the consumers' decisions for businesses to improve their marketing techniques. Khaadi uses its website and social media websites to attract the attention of the customers. The commissioning party, i.e., Khaadi, can enhance its social media engagement by using effective customer engagement strategies.

The objective of this study is to conduct research on Pakistani consumer buying behaviour and how digital marketing strategies impacts of Khaadi. The findings of the study are analysed to assess how social media campaigns influence consumer perceptions, brand awareness and purchase intentions. Additionally, the present research examines the role of email marketing in customer retention and repeat purchases. Similarly, the effectiveness of online advertisements, including Google Ads and social media promotions, in driving conversion rates are assessed. The impact of website content and user experience (UX) on consumer engagement and online shopping behaviour are analysed.

Quantitative research was conducted, in which survey questionnaires were distributed online through Webropol to target consumers for their assessment of the usability of new digital marketing approaches. To gain quantitative data about consumer attitudes towards social media advertisement, email marketing, online promotions, and website experience, the survey questions included a Likert

scale and multiple-choice questions. This enabled a more detailed categorization of the consumers' response, thus offering deeper insights into how various categories of consumers are responding to Khaadi digital marketing strategies and programmes.

The theoretical part of the research consists of various topics of DM and consumer buying behaviour. It explores how DM is transforming businesses to engage with consumers while enhancing brand awareness. Other than that, it applies theories including Theory of Planned Behaviour (TPB). Technology Acceptance Model (TAM) and Digital Marketing Communication Theories (Ajzen 2011; Davis, Bagozzi, & Warshaw 1989). TBP consumer attitudes, subjective norms and perceived behavioural control influence purchase behaviour. TAM consists of ease of use and perceived usefulness for determining the willingness of consumers for engaging with DM. The digital marketing communication theories include consumer trust, social influence and brand engagement.

The commissioner, Khaadi, is a Pakistani fashion and lifestyle brand, founded in December 1998. It is headquartered in Karachi, Pakistan. As of 2015, it operates 46 stores in 17 cities across Pakistan. Not only does it operate on a national level but it also internationally (Khaadi 2025). The brand integrates social media campaigns with the Search engine optimisation (SEO) efforts to drive traffic to the website. It engages customers through its posts on platforms like Instagram and Facebook. It has showcased its new collection through social media platforms.

2 KHAADI

The commissioner of this thesis is Khaadi, which is a renowned name in the Pakistani retail fashion landscape, started in 1998. It operates 17 stores across Gulf Cooperation Council (GCC) and United Kingdom. As of 2022, Khaadi operates 60 stores in 30 cities within Pakistan. It has a team of over 1400 employees worldwide with twelve thousand plus working in Pakistan. As of 2023, the company secured a total revenue of PKR 15,1 billion. The Pakistani fashion brand began as a single store in at Zamazama Karachi. The idea of Khaadi primarily started with the vision to celebrate rich cultural heritage of Pakistan (PICG 2024). By 2002, Khaadi diversified into women's ready-to-wear apparel and soon expanded into luxury wear with *Khaas* in 2008. In 2012, Khaadi transitioned into fast fashion in 2012 with *Fabrics.* It further expanded into offerings from clothing to *Home* in 2013, accessories in 2016 and fragrances in 2019 (Khaadi 2025). This expansion in the product line made transformed Khaadi into a complete lifestyle brand. As of 2021, Khaadi achieved a significant milestone with its debut of first Experience Store. It helped in providing customers with an immersive journey. (Khaadi 2025.)

FIGURE 1. Timeline of Khaadi Brand (adapted from Weaves, 2025)

It is important to have a deep understanding about the markets, products and the consumers. By 2002, Khaadi expanded its range to include women unstitched and ready-to-wear clothing. During this time, the brand itself was in the early stages of development, with a limited focus on the designs and innovation. The retail infrastructure, including shopping malls, online platforms and branded outlets, is still developing. However, transitions could be seen, within the years and in 2008, Khaadi introduced Khaadi Khaas, which was envisioned to be a luxury brand. It captured the attention of the audience both locally and internationally. In 2012, Khaadi transitioned into a fast-fashion retail brand, which catered to the ever-changing needs of the customers (Weaves 2025). While the company does not publish it financials, the familiar sources revealed that the company had close revenues of Pakistani rupees (PKR). 16 billion in the financial year of 2016; from which PKR. 14 billion was in Pakistan while the rest PKR. 2 million in the foreign locations (Tirmizi 2017). The numbers make it as one of the largest fashion brands in Pakistan, having taking over the export-oriented Gul Ahmed Textile Mill's domestic brand, Ideas. While the company operates across various business lines, 90% of its revenues comes from two of them, *Pret (Stitched eastern wear)* and *Unstitched clothes.* In particular, high-end women clothing line—Khaadi Khaas—is widely seen by the consumers as been beaten by Sana Safinaz. As for the men's wear, Junaid Jamshed remains as one of the leading brands (Sürücü & Maslakci 2020).

3 DIGITAL MARKETING STRATEGIES

The development of digital technology has allowed the emergence of a new environment of social interactions. This facilitates the demand of profound transformation of digital marketing strategies. Digital marketing is currently one such marketing strategies in which companies dedicate a greater amount of investment. The digital marketing is fundamentally set of approaches, tools and strategies on online platforms, social networks, blogs, mobile and SEO (Nuseir, El Refae, Aljumah, Alshurideh, Urabi, & Kurdi 2023, 21).

3.1 Role of Digital Marketing

Digital marketing is one of the effective and dominant forms of marketing in this new age. It has greatly impacted the way companies communicate with consumers and inspires them to buy a product. Social media campaigns, email marketing, online adverts, and website content are some of the most important strategies that many businesses use to influence consumers' behaviours, enhance brand awareness, and boost customer interactions in the contemporary world (Mukhtar, Mohan & Chandra 2024). The fashion retail industry has benefited from this shift, especially with digital marketing, which can target the right audience, give consumers special offers and even set up engaging experiences (Bibi 2024). This is also evident in Pakistan where digital connectivity, e-commerce growth and mobile marketing strategies have been rapidly growing over the past few years (Akhlaq & Ahmed 2015). Nevertheless, there is still a lack of empirical research that investigates the direct mediating role of digital marketing on consumer behaviour, engagement and their purchasing pattern in the retail industry of Pakistan.

Many advertisers in Pakistan have incorporated digital marketing into their businesses and campaigns with limited research done to determine its direct influence on customers. (Siddiqui, Zafar & Naseem (2025, 933) in their study established firms that run social media advertising campaigns get three times more customer response compared to firms that do not use social media advertising. Bibi (2024) further found e-customer retention is boosted by 40% due to email marketing by brands. The retailers often notify customers via email about the relevant products available at a discounted price. These studies' outcomes imply that well-executed digital marketing techniques can enhance brand effect and purchase intentions. The study also found out some limitations, including digital tiredness, advertisement

clutter, and consumer scepticism on online marketing communication, which has an impact on the effectiveness of marketing. Moreover, the role of website content in influencing consumer trust and conversions is a critical area of study. According to Mukhtar et al. (2024), having organized design and appealing colour schemes effectively described products and easy navigation build consumers' confidence and their intention to buy products. However, poorly optimized websites, coupled with slow loading times and confusing return policies, further lead to higher cart abandonment. Hence, there is the need for enhancing firm website experiences in order to capture the customers' attention and encourage online purchases. Considering the growing importance of online platforms in the retail marketing process, it is essential to evaluate the efficiency of such strategies for fashion clothing companies that seeks to strengthen their online presence and improve customer loyalty (Mukhtar et al. 2024).

3.2 Email Marketing

Email marketing is a direct marketing strategy where businesses use emails to promote products, services and build relationships with the customers. Companies make use of email marketing as a way of communicating with their audience. Email is often used for promoting content, events, discounts and directing people towards the website of a business (Desai & Vidyapeeth 2019). Companies often send emails in the form of email marketing campaign, blog subscription and newsletters. It is also considered as one of the powerful digital marketing strategies that involves sending targeted emails to a group of recipients with the goal of promoting products, services, informing customers and building relationship. Email marketing is a tool for complementing traditional marketing activities by increasing customer engagement, which does not involve high cost (Budac 2016, 306). Not only this, but through email marketing, businesses can reach customers in a personalised manner by segmenting email lists based on past purchases, demographics and behaviours. The purchase of goods and services have shifted from the physical stores to online stores. The new generation of the customers is comfortable in making online purchases.

Email marketing also plays a key role for customer retention and driving repeat purchase intentions among the customers. It tends to foster a direct and personalised communication with the customers to enhance brand loyalty. Email campaigns that are well-crafted with discounts and exclusive offers impact on consumer purchase decisions. It is one of the powerful tools for fashion brands, where direct relationship with the customers is built. Email marketing allows brands to reach to the customers directly in a personalised and targeted way. For instance, Zara, which is one of the leading fashion

brands uses minimalist, image-focused emails that highlights the seasonal trends. It is suggested in research that email marketing is more effective for nurturing long-term customer relationship as compared to digital marketing. The study of Gerritsen (2022) investigated how different marketing strategies in the online environment impacts the purchasing behaviour of consumers. It is important for the marketers to build an understanding on the marketing related strategies. E-tailing is one of the formats, in which the retailer and the customer communicate through an electronic network (Gerritsen, 2022). Thus, the study identified various relationships between marketing activities and the customer purchase behaviours.

3.3 Online Advertisements (Google Ads and Social Media Promotions)

With the rapid digitalisation of media, the landscape of advertising has changed dramatically. Traditional and online advertisements are found to be complementing one another. The purpose of using online advertisements is to disseminate information about the company. The research of Otero & Gutiérrez (2015) examined the effectiveness of online advertising through social networking sites such as Facebook. Two case studies were selected, and the results of the study identified that these techniques have the ability of getting a larger number of clicks and impressions. Social media promotions impact the targeted group or the audience. It is also significant to have a cost-effective relationship of these innovative techniques when promoting businesses among the online communities. Google Ads is a powerful tool for the businesses to target specific demographics that are based upon the interests and search behaviour of the users. Studies conducted previously have highlighted that the search engine advertisements positively impact on recall brand and conversion rates. Also, the click-through rates (CTR) and cost-per-click (CPC) metrics provide insights on the intent of consumer purchasing. Also, how it provides an opportunity for the brands to reach customers who actively search for fashion-related products (Otero & Gutiérrez 2015).

The modern system of communication is multi-dimensional, and the emergence of online social media resources allows moving interaction with the consumers to a new level. The development of dedicated platforms includes the interest and needs of the individuals. Some of the modules that are included in it involves GeoSocializing, GeoAdvertisement and GeoEntertainment. The study reviewed the particular features of social media platforms and the effective tools of promotion. A Geo-social network-based

mobile application was developed. This platform ensured for the unification of information such as the needs of the customers, preferences and locations (Desai & Vidyapeeth 2019).

3.4 Challenges of Digital Marketing

Marketers and business owners are facing challenges and opportunities in the digital marketing. The consumers in this new age are not only exposed to what a company says about a brand, but what has been said by the friends, peer and relatives too. It should not be denied that digital marketing is used for collecting information and how consumers perceive a marketing message. In order to do so, it is important for the marketers to have a consolidated view on the preferences of consumers and their expectations across all the channels. However, the marketers still face challenges to create an experience for the customers. The study of Chowdhury (2016) described various elements of digital marketing, its effectiveness and the challenges and opportunities that the digital marketers and business owners in Bangladesh currently faces.

The challenges include low internet penetration, consumer trust in online shopping, and diverse digital literacy in the people of Pakistan and a relatively untapped market in Pakistan. For this reason, the study selects urban and semi-urban consumers as target consumers, since they are more likely to interact with content and make purchases online. Supporting the study of Akhlaq & Ahmed (2015) noted that Pakistan has more users of the social media in large cities including Karachi, Lahore, and Islamabad, since the three zones are more inclined towards Internet use and smartphones use than rural areas. The decision to focus on purely digital channels corresponds with survey results discussed in Bibi (2024), which showed that Pakistani fashion brands are shifting their focus towards a higher level of investments in social media platforms, influencer endorsement, and email communication instead of print and contemporary advertisements.

4 CONSUMER BEHAVIOUR

The online consumer behaviour involves the stages of consumer decision-making process. It includes problem recognition, searching of the information, evaluation, choice and outcome of making the choice. The study of Nguyen et al. (2018, 255) provided a systematic review of consumer behaviour and order fulfilment in online retailing. The objective of conducting a review was to identify the elements in order fulfilment operations that are relevant to online consumer behaviour. The dimensions involved in the consumer buying behaviour includes purchase, repurchase, positive word-of-mouth and return of the product.

4.1 Purchase Decisions and Fostering Engagement

The rising trend in advertisement expenditure in social media sites, for example, advertising and branded social media campaigns shows these impacts the changing trends of consumer attention (Hassan et al., 2024). The DM strategies significantly impact on the buying behaviour of the consumers. The DM provides an accessibility to the consumers by providing accessible information. It enables for personalised communication, influencing the purchasing decisions of the consumers and fostering engagement through social media. The effectiveness depends on aligning the campaigns with the preferences of consumers. The previously conducted studies have been focused on the impact of DM on the buying behaviour of consumers concerned with the fashion industry (Hassan et al., 2024).

Siddiqui et al. (2025) have also postulated that social media marketing positively impacts consumer involvement and behaviour in fashion marketing indicating that brands which intervene customers more through technology platforms have a higher customer loyalty level. Similarly, Wibowo et al. (2021, 189) suggested that the efficacy of online campaigns, particularly those employing emails and influencers, enhance the likelihood of purchases, especially among the youngster population that mostly rely on digital communication to make purchase choices. Currently, Pakistan has become one of the regional countries with a higher rate of digital adoption, which is 111 million internet users and the 45.7% internet penetration rate in 2024 (Kemp, 2024). Further, the increased usage of social media is proving to be influential because 71.7m social media users are already interacting with brands hence making social media the best platform for marketing businesses (Statista, 2025). In this regard, Mukhtar et al. (2024) studied that Pakistani consumers pay attention to social media advertisements

and influencer recommendations that make them purchase products that do not fit their needs. The statistics also revealed that Pakistan's digital advertising forecasted that 71% of the overall ad spends will be mobile-driven by 2029 (Statista, 2025). However, the impact and effects of these strategic approaches towards enhancing consumer retention and brand loyalty are not researched in the literature.

4.2 Brand Awareness

Along with digital marketing, the integrated marketing communication (IMC) is a method for coordinating with all the customers relations practices that are applicable across the applicable audience points. IMC emerges as one of the valuable methods for the marketers to create and execute marketing messages in a more coherent manner. The purpose of using IMC is to improve consumer attitude that ultimately benefits the product or service with which it is integrated. However, business owners are still confused about how to increase brand image and brand awareness through the effective information dissemination methods. The study of Ihzaturrahma and Kusumawati (2021) confirmed that one of the significant factors on the purchase intentions towards the local fashion products is the sales promotions. Brand image and brand awareness are affected due to advertising and sales promotions.

There is a rapid penetration of social media that is redefining the facets of old marketing and tactics of customer engagement. Fashion brands are primarily struggle to find a balance between using mass communication strategies and their exclusivity of the offerings. Social media can be considered as one of the effective tools for reaching the right audience. The use of right platform by incorporating the relevant content is also ensured through social media. The study of Brambilla et al. (2022) provided empirical validation of the method in Italian luxury fashion market. Both qualitative and quantitative analysis are provided of the content that is shared on social media, while considering timings, modality of sharing and type. Building brand awareness for fashion brands is crucial, specifically in industries where identity, image and emotional connection are built. It is identified as the degree where the consumers recognise and remember a particular brand. In terms of fashion, it means that instantly recognising a logo, i.e., Swoosh of Nike and Interlocking of Chanel. Brand awareness in fashion context primarily means when customers see an advertisement, they begin to recognise the logo, they make buying decisions and they recommend it among friends.

4.3 User Experience

The user interface is a space of interactions between human and technology. In other words, it was an access point where the users can build an understanding about machines. The User Interface (UI) is often discussed with user experience (UX). It may include micro-interaction, visual design, graphical user interface and design layout. The study of Watulingas & Permana (2020) examined and analysed the effect of user interface, user experience and digital marketing on the purchase intentions. The researcher selected 877 users on which the research was conducted by distributing a questionnaire. Statistical analysis was conducted in the form of Partial Least Square (PLS). The results of the study identified that UI has a negative but significant effect on the purchase intentions. However, UX has a positive and significant effect on the purchase intentions. Digital marketing has a positive but insignificant effect on the purchase intentions. Studies have been able to identify that with the rapid advancement of technologies, there have been advancement in how businesses interact with the consumers. E-commerce is becoming essential and influencing on the behaviours of consumers. The study of Sin-wai et al. (2024) highlights and analyse the relationship between the perception attributes of UX that influence perceived value and customer loyalty. Customers in this research were required to complete a simulation of online fashion shopping along with the evaluation of shopping experience. The findings of the research have verified the relationship of the perception attributes of user experience design and formulation of customer loyalty. (Sin-wai et al. 2024.)

4.4 Social Media Campaigns and Customer Perceptions, Brand Awareness and Purchase Intentions

The social media offers a social interaction environment where the consumers have the opportunity to communicate with the brand. Consumers are also found to be exchanging ideas with other users, producing content and influencing the masses. The study of Ceyhan (2019) aimed to measure the effect of consumer perception on marketing applications of brands on Instagram pages and their impact on brand loyalty and purchase intentions. Data for the study was collected through quantitative approach from the Beykent University students. The findings of the study revealed that hedonic value, self-brand image and functional value towards the Instagram page of the brand positively affects the purchase intentions. It is also revealed that the brand loyalty mediates the whole effect of the functional value and co-creation perceptions towards the Instagram page. Social media platforms such as Facebook, Instagram and TikTok play a key role in digital marketing (Ceyhan, 2019). As per the research of Matin et

al. (2020), the social media campaigns influence consumer trust, purchase intention and awareness of a particular brand. The effectiveness of sponsored posts and interactive ads have been extensively studied in the previously conducted studies. It shows that the personalised content led to higher engagement of consumers. The perceptions of the consumers are shaped by the type and frequency of social media campaigns. Research has provided a suggestion that brands that are consistent with content and user engagement are more likely to build a strong image of the brand. Studies have also indicated that well-executed campaigns increase brand awareness by fostering recall and recognition among the customers.

4.5 Theory of Planned Behaviour and Technology Acceptance Model

The TPB theory of Ajzen (1991) states that consumers are likely to act in a certain way if they have positive attitude toward the action, recognize that others around them approve of the behavior, and perceive themselves to be capable of performing the behavior. In the concept of purchasing behavior, they define whether the consumer would respond to social media advertisement, click on the email promotions or make a purchase from the digital marketing campaigns. In support of this, Hoyer et al. (2012) observe that attitudes toward online advertising determine purchase intentions while Bezawada et al. (2014) further note that peer influence/ word of mouth and perceived credibility of the influencer are critical drivers of digital marketing initiatives. Conversly, Davis (1989, 219) proposed the Technology Acceptance Model (TAM) in which perceived usefulness (PU) and perceived ease of use (PEOU) were highlighted. Akhlaq & Ahmed (2015) noted that Pakistani consumer is more likely to interact with digital marketing if the social media campaign is easy to use and helpful in the consumer's shopping context. In support of this, Wibowo et al. (2021, 189) posited that engaging and visually appealing content in social media results in enhanced consumer trust and purchase intention. These theoretical propositions emphasize on the necessary aspect of digital marketing usability consumer perceptions and credibility as factors that influence the buying decision process.

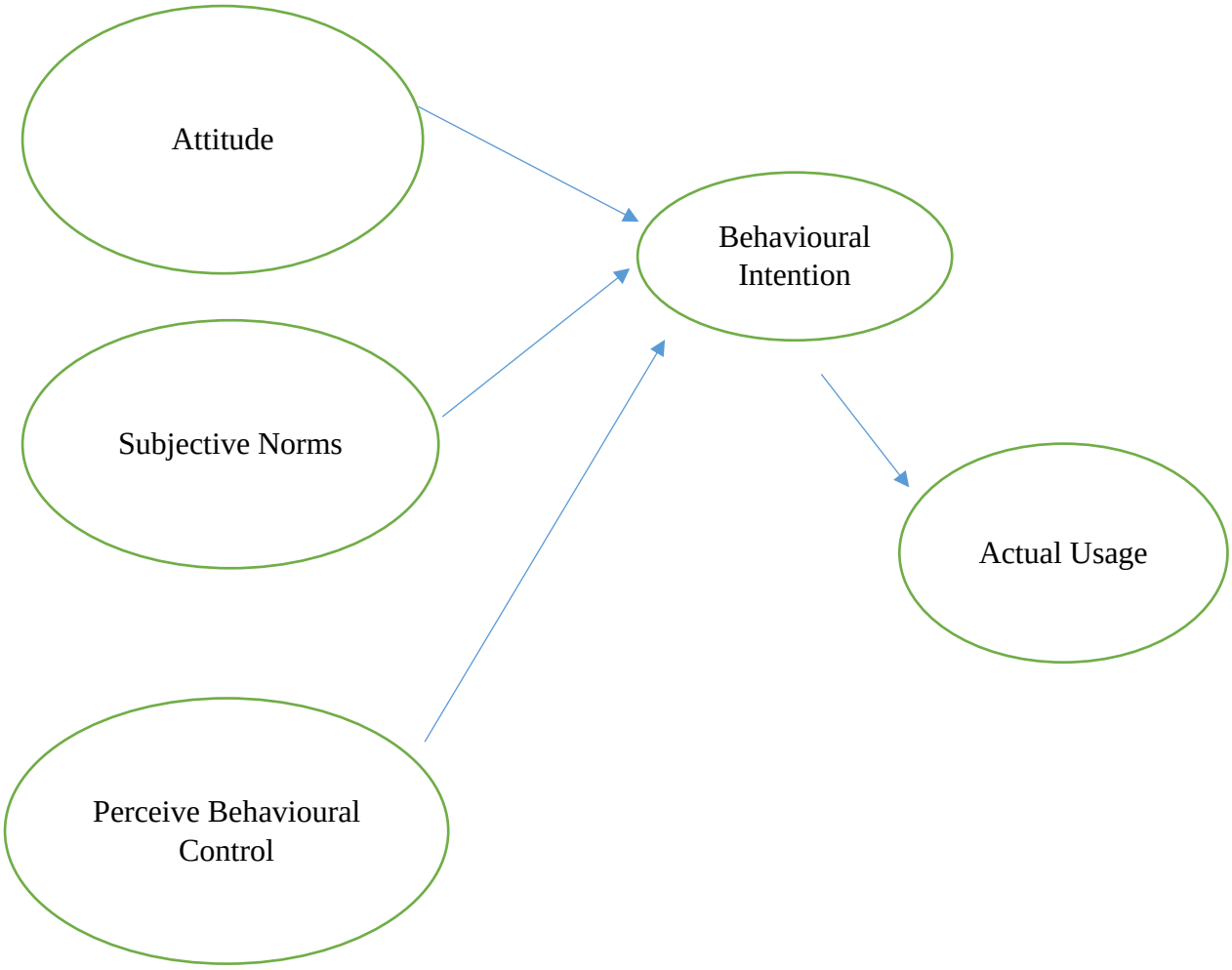

FIGURE 2. Theory of Planned Behaviour Model (TPB) adapted from Kondo & Ishida, 2014

According to the Theory of Planned Behaviour (Ajzen 1991) can be applied to digital marketing by understanding how consumer attitudes, subjective norms, and perceived behaviour influence consumers. This orientation is affirmed by the Technology Acceptance Model (TAM), proposed by Davis (1989, 219), wherein we see how perceived usefulness/relevance and perceived ease of use affect consumers' attitudes towards technology, apposite in the context of online shopping, social media participation, and marketing through mobile applications.

Vahdat et al (2021) also deployed the Technology Acceptance Model, but specifically, in the context of mobile commerce where perceived social influence and perceived peer pressure were demonstrated to influence purchase intention. This is in line with Kazmi et al. (2021, 14064) who sought to examine the impacts of AR in consumer engagement in the fashion retail business in Pakistan. It showed that

mobile-based, AR-integrated content enhances the brand experience and buying behavior in an organisational context, thus underlining the relevance of interactivity on the website and digital marketing initiatives.

5 THE STUDY

The theory part of this research stands on the existing literature review. Various journals, books and articles were used as one of the foundations for the theoretical framework. In the theory part, the aim of the study was to establish an up-to-date view over the researched topic. The current and existing data on DM and consumer behaviour was paraphrased and used in the study. The empirical part of this research was conducted through quantitative research methods. The research method employed in this study shall be descriptive design, in which the primary data was collected through structured questionnaires from the Pakistani public that come across Khaadi's digital marketing content.

The target number of respondents was 100 to get a sufficient number of samples that could represent the entire population. The survey was conducted online through Webropol, shared on social networking sites. The survey participants consist of those who have engaged with the Khaadi either in the social media platforms, promotions via email, the online ads, and e-commerce page. For the survey, questions were developed on a Likert scale to measure the consumer attitudes and frequency of engagement and purchase behavior will be in form of multiple choices. To increase the internal validity of the study, the sample that will be taken from the population will be developed using stratified sampling methods age, income and years of experience in online purchases will be considered.

5.1 Quantitative Research Method

Survey data collected from the respondents was analysed using SPSS (Statistical Package for the Social Sciences) statistical tool and the techniques shall be used includes Frequency Analysis and descriptive statistics. To compound this, Siddiqui et al. (2025) observed the use of regression analysis provides an ideal way of prognosis of digital marketing performance and evaluation of numerous considerations like advertisement exposure, captured click through e-mail, website traffic and purchaser intent. It is going to employ similar statistical techniques to extract viable information from the responses of consumers. Frequency analysis helped in determining the popularity of each of the digital marketing strategies and the consumers' preferred options while ANOVA helped in comparing the effectiveness of the digital marketing strategies between various consumer groups. Furthermore, the correlation analysis helped to identify the extent of the relationship between various digital marketing activities and the extent of consumer participation in order to establish which of the activities produce the

highest engagement by the users and hence can be used to develop brand loyalty. Finally, regression analysis was used to analyze the impact that specific digital marketing strategies will have on the various business performance outcomes such as sales performance, brand loyalty, and purchase intention.

5.2 Validity and Reliability

It is important for a researcher to check the reliability and validity of a research. The reliability ensures that the research that is produced is consistent and have repeatable results. For the survey questionnaire, the researcher checked Cronbach's Alpha. Since this research used Likert Scale in questionnaire, the Cronbach's Alpha was checked in SPSS for internal consistency. The value above 0,7 is generally considered acceptable (Sürücü & Maslakci 2020). Among the same lines, the validity was also ensured in the research. The validity ensures that the study measures. The content of the questionnaire was validated. It was checked if all the items in a survey covers key aspects of digital marketing strategies and consumer buying behaviour. The questionnaire was reviewed by the supervisor of this thesis. Also, the element of construct validity was also added in the research. It was confirmed that all the variables in the study are aligned with the established theories that are theory of planned behaviour (TPB) and technology acceptance model (TAM) (Davis 1989, 219).

The social media campaign is expected to have the strongest impact on consumer ready-made garments especially with the young people who frequently engage in Instagram, Facebook and Tiktok for fashion. It was predicted that this method of sending messages to the customers is also likely to have a high impact on customer retention especially if it involves personalized promotions offers and suggested products. Google Display Ads and Facebook Ads are genres of Internet advertisements that are likely to persuade the buyers to make impulsive decisions especially when products are on offer or when the purchase has time-sensitive gains. The quality of articles on the website, and the user-friendliness of the site are possibly likely to determine a visitor's decision to make a purchase, with factors like the speed at which the site loads, whether it is mobile friendly, and whether the site features third-party seals of approval (such as customer reviews, and return policies etc.) among other factors. Such conclusions will help to formulate sound recommendations for fashion retailers on the improvement of their digital marketing communication, increased user interaction, and conversion rates of online sales in Pakistan.

6 RESULT AND ANALYSIS

The survey in this study was a questionnaire with 21 statements. It was aimed at consumers in Pakistan who are the customers of Khaadi brand. The researcher had the target of collecting 100 responses. Questions were sent out and 86 filled questionnaires were returned. The questionnaire was made in Webropol and the respondents filled the questionnaire electronically. The questionnaire was divided into three sections. The first section of the questionnaire was about demographics in which Age, Gender and the preference of the consumers to shop at Khaadi was asked. The second section was social media campaigns and its use by Khaadi. The third section was about email marketing and how Khaadi uses it for the attention of the customers. The fourth section was about online advertisements and how it impacts on the buying behaviour of the consumers in Pakistan. Other than that, the fifth section of the questionnaire included asking questions about website content and UX. The questionnaires were sent out on 15th March, 2025 in various ways. They were sent through emails and social media platforms.

In the first section of the questionnaire, the gender of the respondents was enquired. The demographics section had three questions, in which the general information about the respondent was asked. The second section of the questionnaire of social media campaigns had six statements. Respondents were asked relevant questions related to social media content of Khaadi, promotions of Khaadi brand through social media and social media advertisements of Khaadi.

The statements were ranked as a scale from 1-5, in which 1 was ‘strongly agree’, 2 was ‘agree’, 3 was ‘neutral’, 4 was ‘Disagree’ and 5 was ‘Strongly Disagree’. In this chapter, the statement and the answers are represented in the same order as originally, they are present in the questionnaire. The results are presented in FIGURES. Each FIGURE is further explained in detail for providing an in-depth understanding about the statements that were asked. Further chapters are of discussion and the last chapter is of conclusion which provides a complete overview about the research that was conducted.

6.1 Demographics

As it has been discussed earlier, the first part of the questionnaire was the demographics section. The first statement was about asking gender of the respondents.

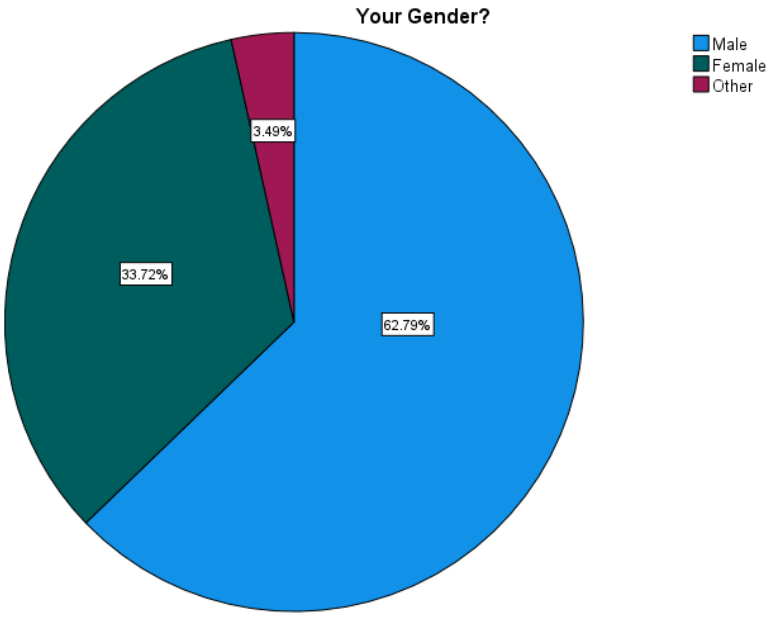

FIGURE 3. Gender

The researcher in this study collected data from males, females and respondents who belonged in the 'others' category. As per the collected data, it is found that 62,79% of the respondents were male, 33,72% respondents were female and 349% respondents belonged in the 'others' category as depicted in the FIGURE 3. The largest portion of the pie chart, as shown in blue indicates that, the majority respondents were identified as males, while the smallest portion as per the pie chart was of 'others' category.

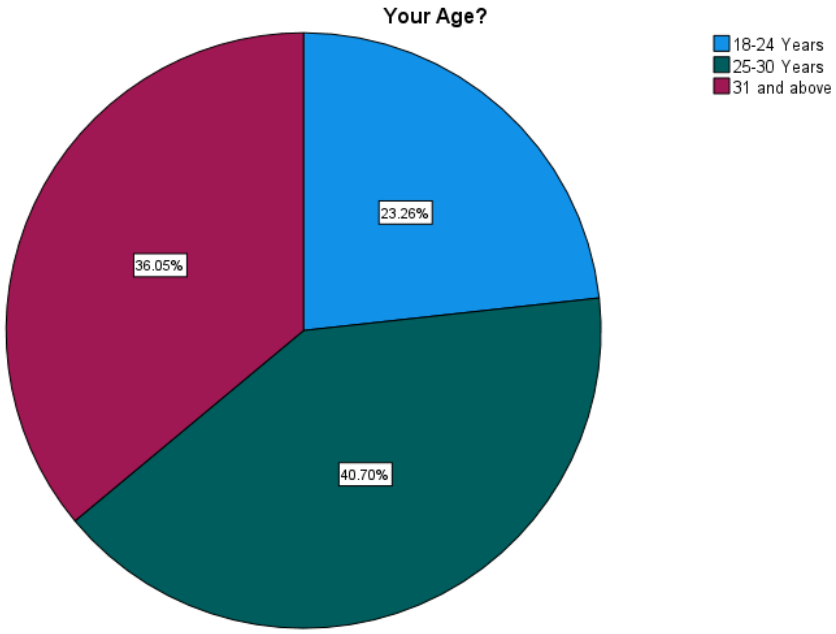

FIGURE 4. Age

The pie chart and bar graph in FIGURE 4 represents the age distribution of the respondents based on the survey questionnaire of 'Your Age'. The chart is divided into three segments; each segment represents a different group. 18-24 years of respondents are 23,26% and it accounts for a smaller portion. 40,70% respondents who participated in the study were aged between 25-30 years. This indicates that most of respondents fall within this age. 31 and above were 36,5%, which formed the second-largest portion of the respondents.

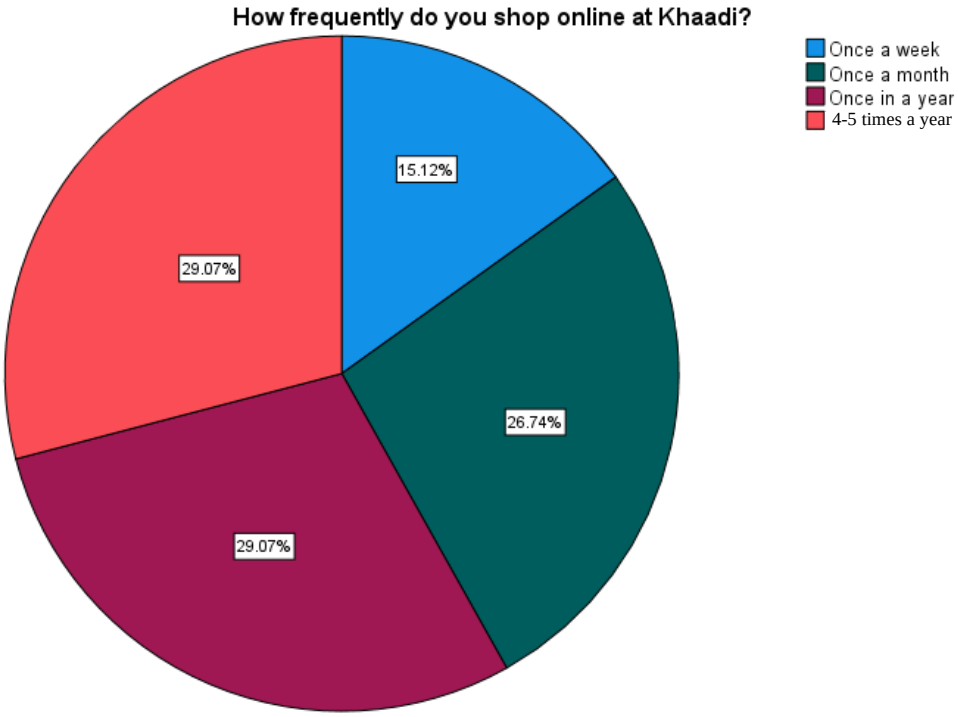

FIGURE 5. Shopping Frequency

The pie chart in FIGURE 5 illustrates the responses of the question ‘How frequently do you shop online at Khaadi?’. The chart is divided into four segments with options once a week, once a month, once in a year, and 4-5 times a year. Once in a week (15,12%) represented in blue indicates that a smaller portion of the respondents shop online at Khaadi on weekly basis. Once in a month (26,74%) represented in green indicates the respondents who shop online at Khaadi on monthly basis. 291% of the respondents were those who shopped 4-5 times a year. Once a year (29,7%) represented in maroon, suggests that a significant number of respondents shop at Khaadi.

6.2 Social Media Campaigns

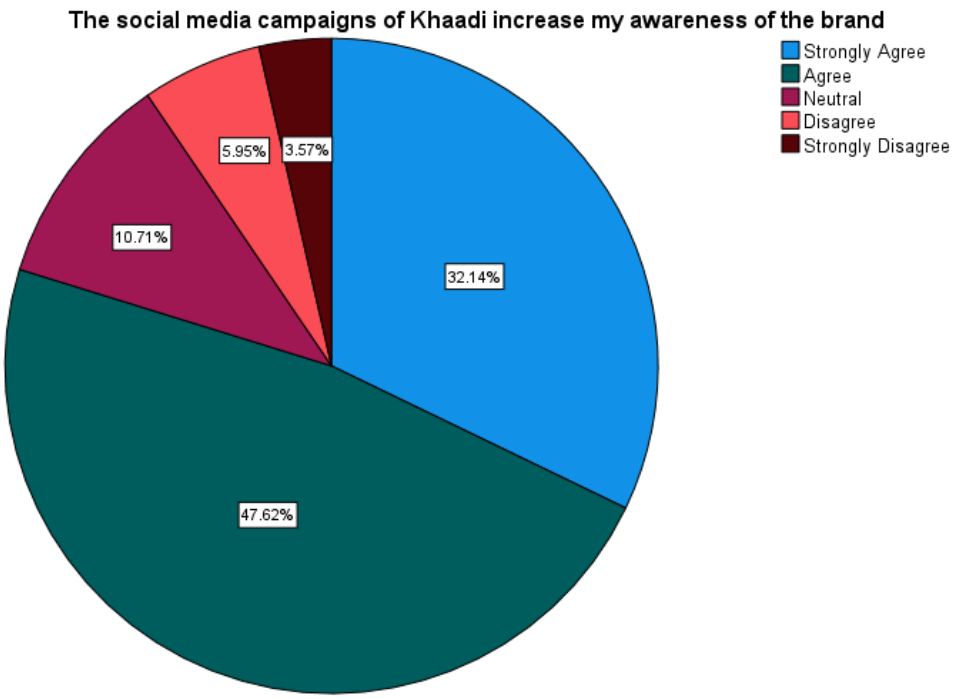

FIGURE 6. Social Media Campaigns to Increase Brand Awareness

The respondents of the study were also asked about the brand awareness that is increased through social media. This question consisted of Likert scale and respondents responded on a scale of 1 to 5. 47,62% of the respondents were those who agreed on the statement. They believed that the social media campaigns of Khaadi increases their awareness of the brand. 32,14% of the respondents strongly agreed on the statement that social media campaigns of Khaadi increases their awareness of the brand.

10,71% of the respondents remained neutral on the asked question while 3,57% strongly disagreed. Those who disagreed on the asked question have this idea that social media does not help in increasing awareness about the brand.

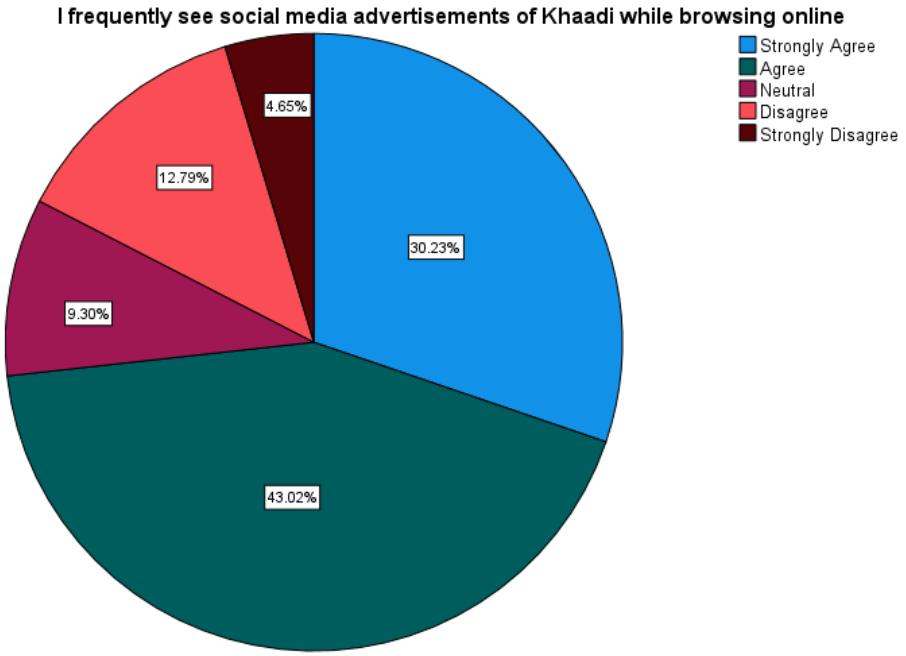

FIGURE 7. Social Media Advertisement

Another statement that was included in the questionnaire was about how frequently the respondents see social media advertisements of Khaadi while browsing online. See (FIGURE 7) to know that there was a larger number of respondents who agreed on the asked question. These respondents were found to be frequently seeing social media advertisements of Khaadi while browsing online. 43,02% of the respondents agreed that they frequently see social media advertisements of Khaadi while browsing online. Also, 30,23% of the respondents strongly agreed on the asked question.

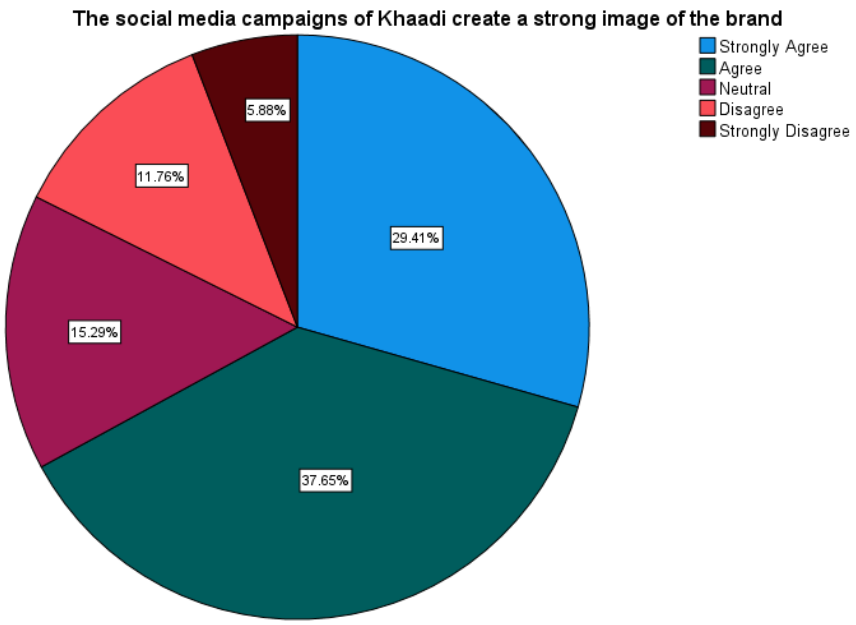

FIGURE 8. Social Media Campaign to Create Brand Image

Brand image is the interpretation of the consumer for a company's product or service. Fashion brands make use of social media for increasing their brand awareness. Another question that was added in the questionnaire was about social media campaigns that are used by Khaadi creates a strong image of the brand. 37,65% agreed on the asked question. There was a small portion of respondents who disagreed on the statement. 29,41% of the respondents were found to be strongly agreeing on the statement while 15,29% remained neutral. There were also some disagreements found as 5,88% of the respondents strongly disagreed and 11,76% only disagreed. They believed that the social media campaigns of Khaadi does not create a strong image of the brand.

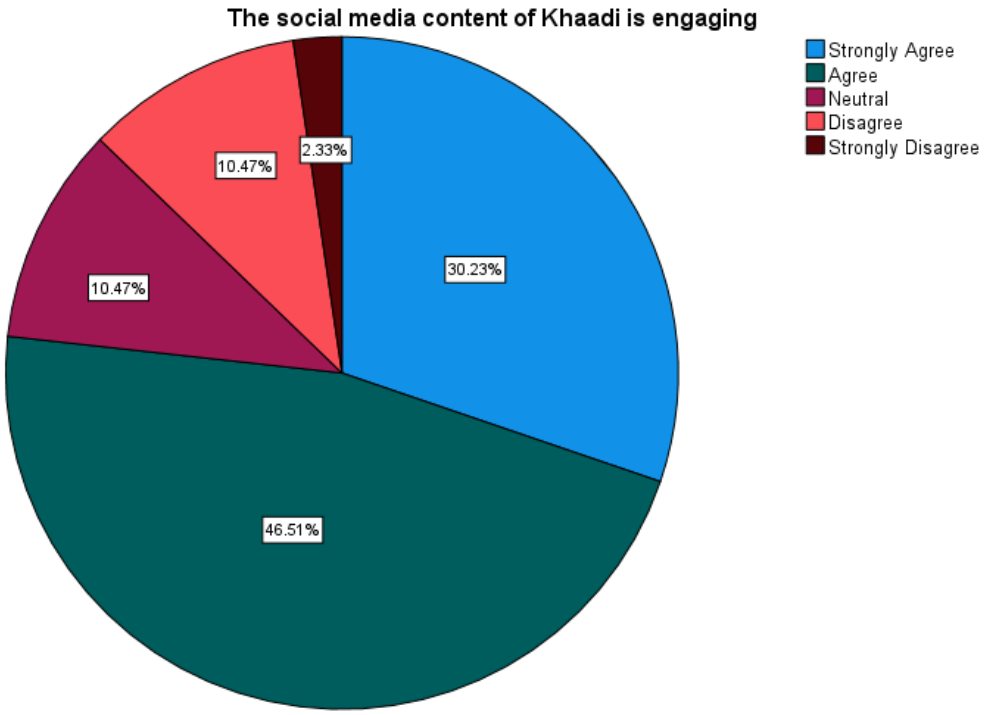

FIGURE 9. Content Engagement

FIGURE 9 displays the responses of the respondents on another question that was in the questionnaire. The respondents of the study were also asked about how engaging the social media content of Khaadi is content. A larger portion of the respondents identified that the social media content of Khaadi is engaging as 46,51% respondents agreed on the asked question and 30,23% agreed on the statement. 10,47% of the respondents remained neutral on the statement, providing an impression that they neither agreed nor disagreed with the asked question. 2,33% of the respondents strongly disagreed and 10,47% disagreed on the statement. with the statement as they determined that the social media campaigns of Khaadi are not engaging. This provides an overview that a larger portion of respondents agree that the content posted on social media is engaging and appealing.

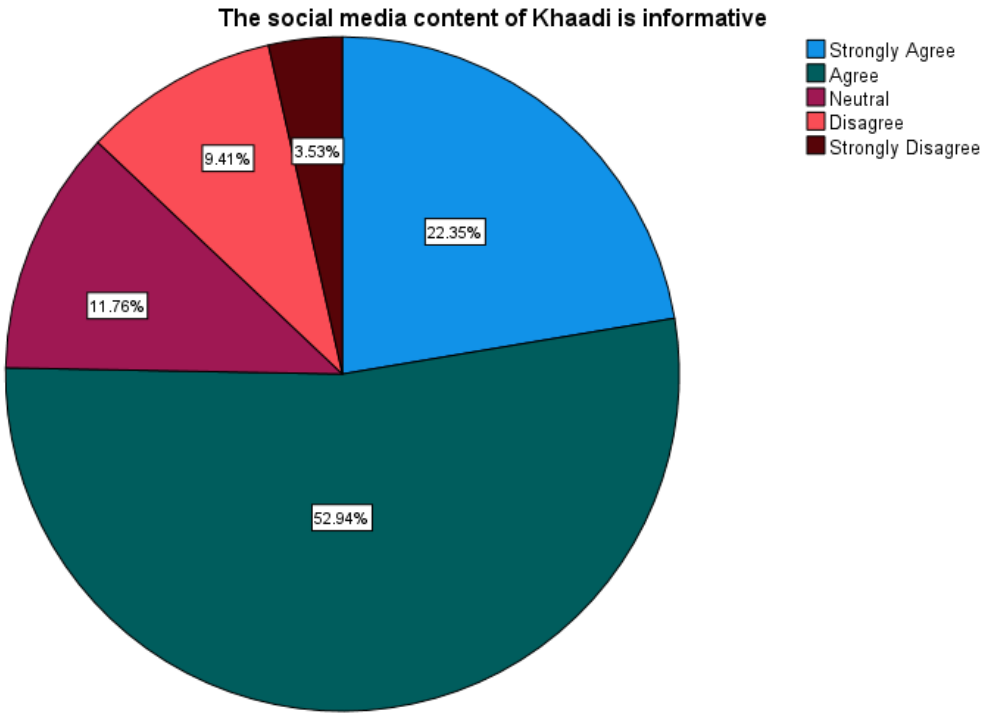

FIGURE 10. Informative Content

The purpose of creating social media posts is to increase awareness and provide information about a particular product or a service. Khaadi uses social media platforms for providing information about the various products. Another statement that was asked from the respondents was about if the social media content of Khaadi is informative. Upon asking this question, it was found that a majority number of respondents agreed that the social media posts and the information posted on it is informative. The pie chart in FIGURE 10 illustrates that 52,94% agreed on the statement that social media posts are informative. However, 3,53% of the respondents strongly disagreed and 9,41% disagreed with the statement. Also, 3,53% strongly disagreed with the statement as they believed that the social media content of Khaadi is not informative.

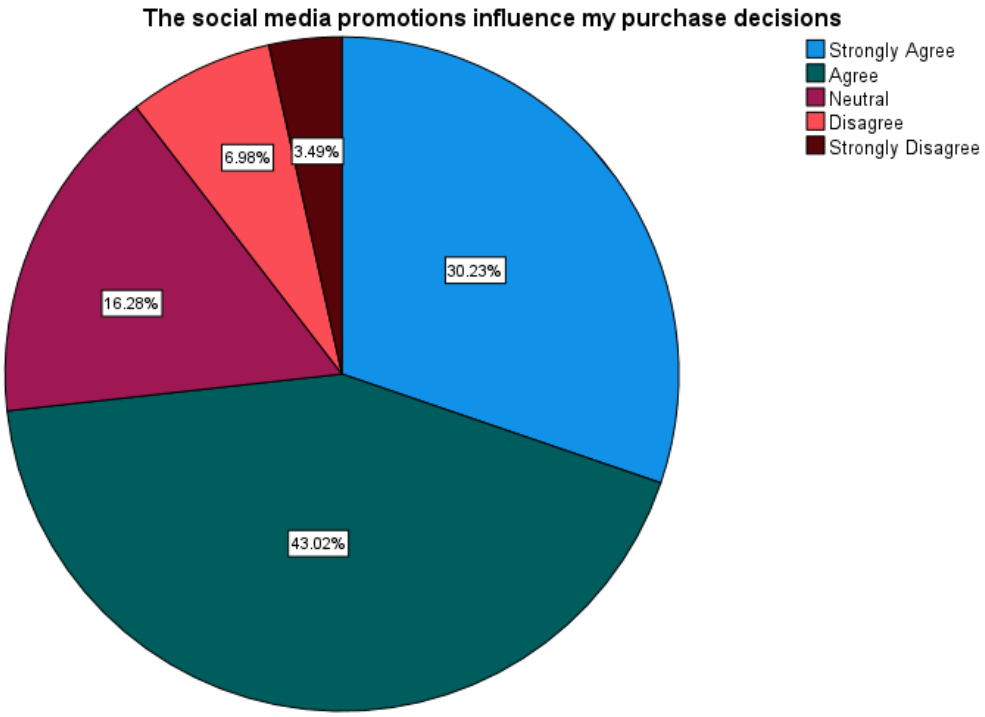

FIGURE 11. Promotions to Influence Purchase Decisions

FIGURE 11 shows that the respondents of the study were also asked if social media promotions influence the purchase decisions of the customers. The pie chart provided above illustrates that 43,02% agreed that social media promotions influence the purchase decisions. These respondents agreed on this point that promotions conducted through social media helps to influence on the buying of customers. However, the findings also revealed that there was also a percentage of respondents who strongly disagreed with the statement. Those who disagreed believed that social media promotions do not influence their purchase decisions. 30,23% strongly agreed with the asked question and 16,28% remained neutral on the statement. There was also disagreement found among the respondents where 3,49% strongly disagreed with the statement and 6,98% disagreed with the statement.

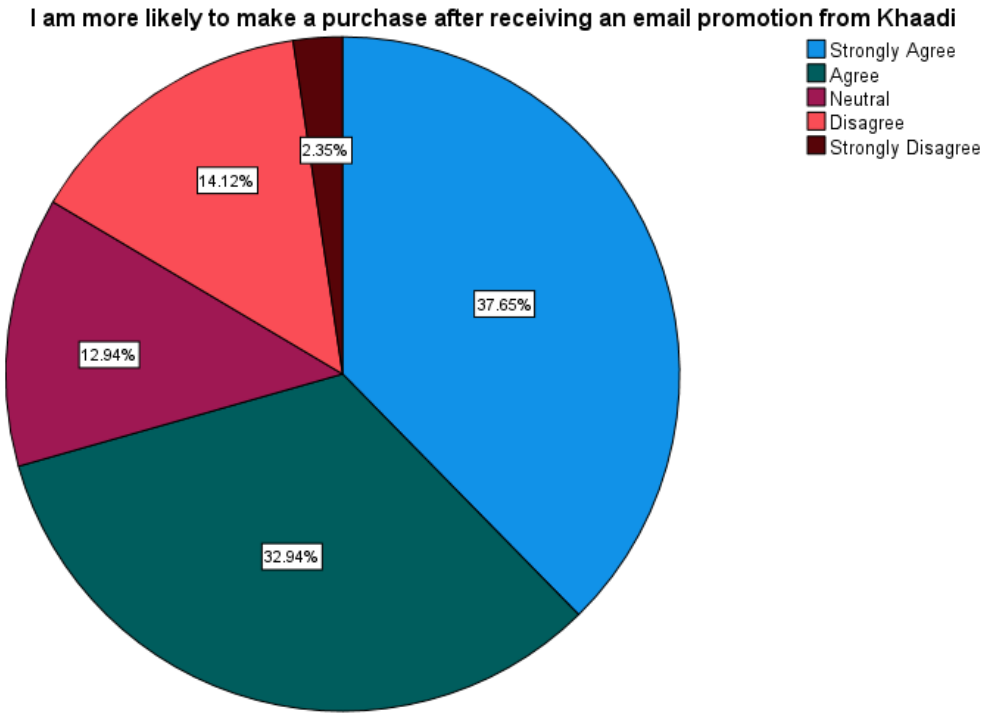

FIGURE 12. Email Marketing to Influence Purchase Decisions

Khaadi uses the approach of email marketing for reaching its customers. The questionnaire also included asking question about if they are more likely to make a purchase after receiving an email promotion from Khaadi. FIGURE 12 illustrates that a larger portion (32,94%) agreed that they would likely make a purchase after receiving an email promotion from Khaadi. However, few respondents also disagreed on the statement (14,12%) as they believed that they would not make a purchase after receiving an email promotion from Khaadi. 2,35% of the respondents were neutral on the asked question as they neither agreed nor disagreed with the asked question.

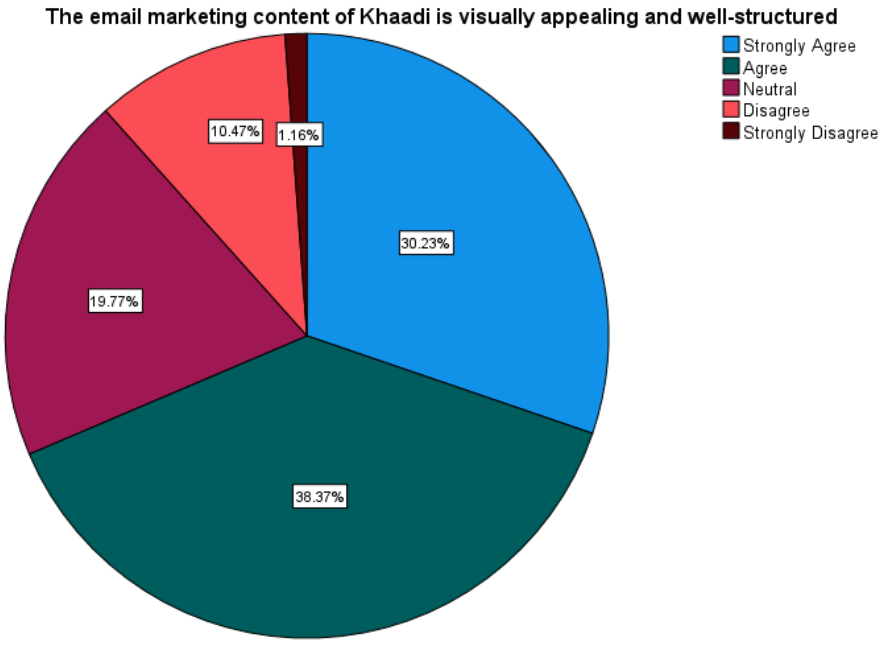

FIGURE 13. Efficiency Of Email Marketing Content

The questionnaire of the study also added another statement asking about if email marketing content is visually appealing and well-structured. As per FIGURE 13, it is seen that a large number of respondents agreed on the asked question i.e., 38,37% agreed on the statement. Also, 30,23% strongly agreed on the asked question stating that the content used in email marketing is appealing and well-structured. 19,77% remained neutral on the statement as they neither agreed nor disagreed with the statement. 10,47% disagreed on the statement and 1,16% strongly disagreed.

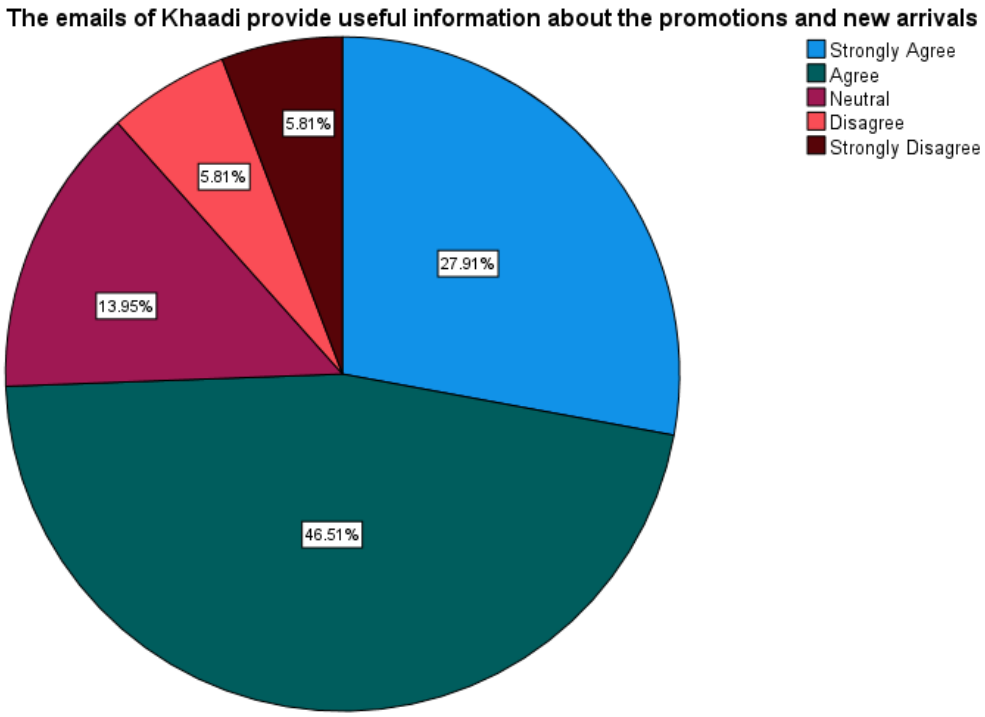

FIGURE 14. Email Marketing for Promotions & New Arrivals

The pie chart (FIGURE 14) illustrates the opinions of respondents on whether Khaadi emails provide useful information about promotions and new arrivals. The chart provided above is divided into five different sections where each section represents a different level of agreement and disagreement with the asked question. A large portion of respondents (46,51%) are found to be agreeing on the statement that the emails of Khaadi provide useful information. Also, 27,91% strongly agreed on the statement about Khaadi providing useful information about the brand. 13,95% remained neutral as they were found to be neither agreeing nor disagreeing with the asked question. 5,81% disagreed and 5,81% strongly disagreed on the questions. They believed that the emails of Khaadi does not provide useful information about the promotions and new arrivals.

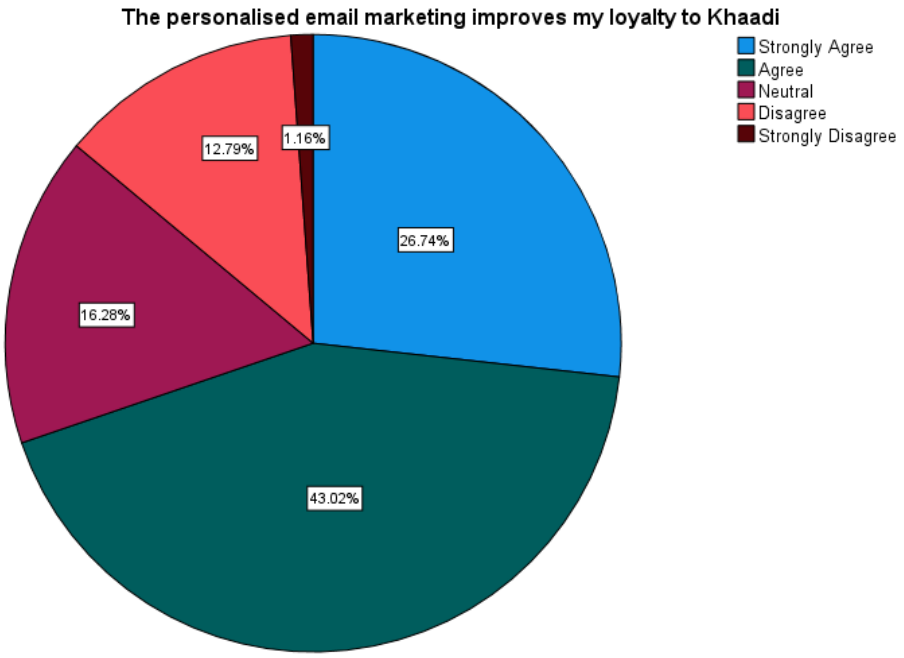

FIGURE 15. Personalized Email Marketing to Enhance Loyalty

The pie chart in FIGURE 15 illustrates the opinions of respondents on whether personalised email marketing improves their loyalty to Khaadi. The largest proportion of respondents agreed on the statement that the personalised emails improve their loyalty to Khaadi (43,02%). 26,74% of the respondents strongly agreed on the statement and 16,28% remained neutral on the statement. There was also some disagreement as 12,79% respondents disagreed and 1,16% strongly disagreed with the statement.

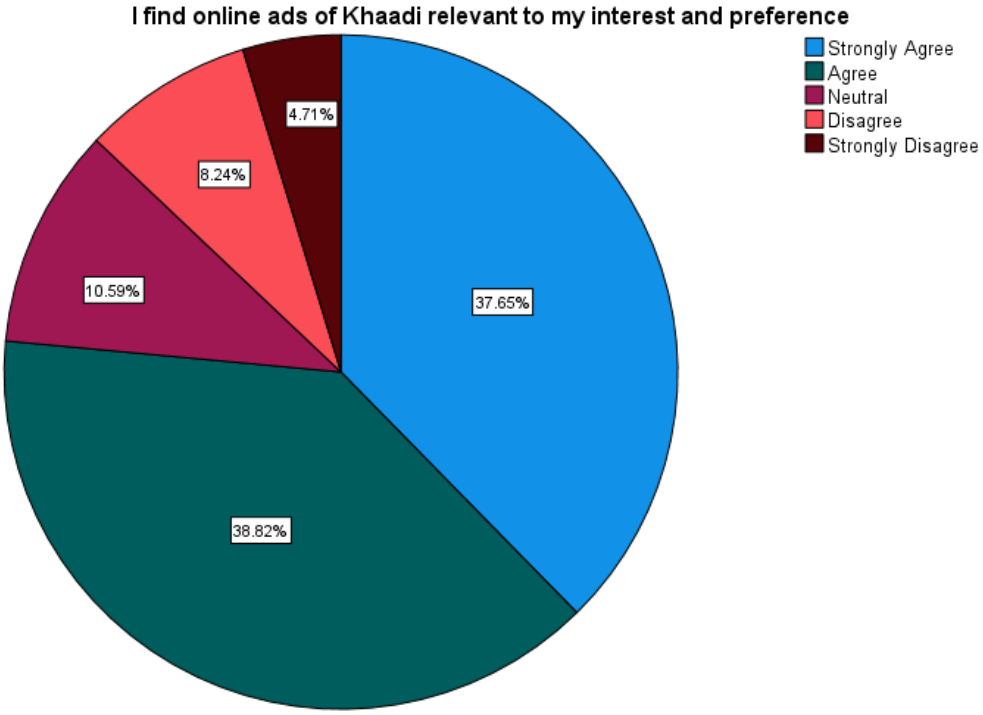

FIGURE 16. Relevancy of Online Advertisements

The pie chart in FIGURE 16 illustrates the opinions of respondents on if they find online ads of Khaadi relevant to their interest and preference. The largest proportion of respondents agreed on the statement that they find online ads of Khaadi relevant to their interest and preference (38,82%). 37,65% of the respondents strongly agreed on the asked question. There were also some respondents who were neutral on the statement (10,59%). Also, 8,24% of the respondents disagreed while 4,71% of the respondents strongly disagreed with the statement.

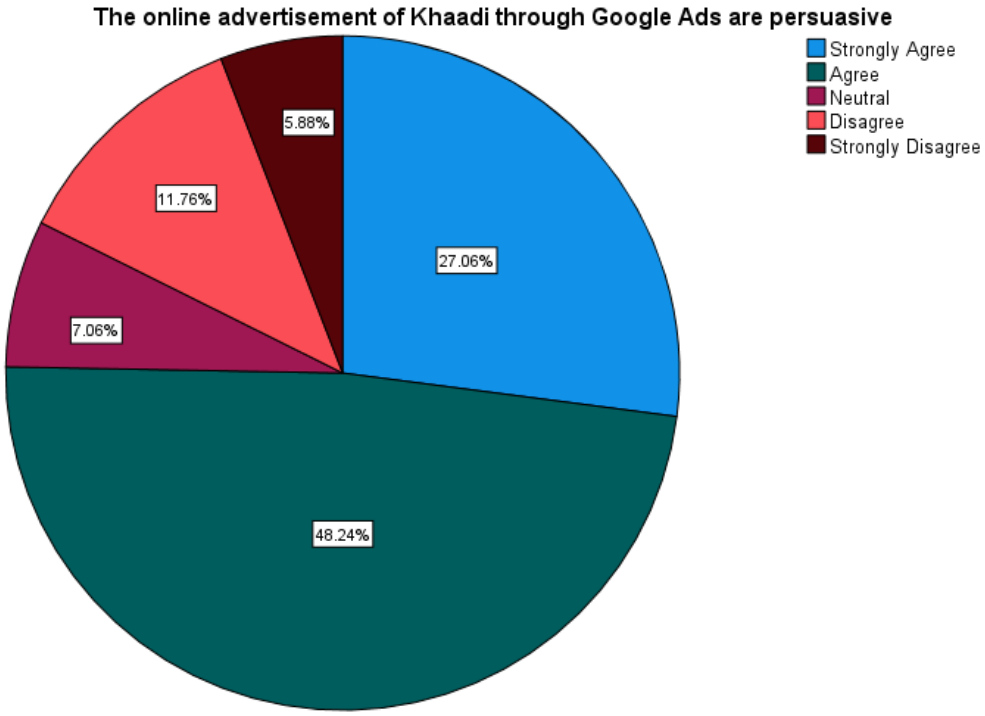

FIGURE 17. Online Ads are Persuasive

The pie chart in FIGURE 17 illustrates that the online advertisements of Khaadi through Google Ads are persuasive. 48,24% of the respondents agree on the asked question while 27,06% strongly agreed with the statement. There were also some respondents who disagreed with the statement as 11,76% disagreed while 5,88% strongly disagreed with the statement. However, 7,06% of the respondents were neutral on the asked question.

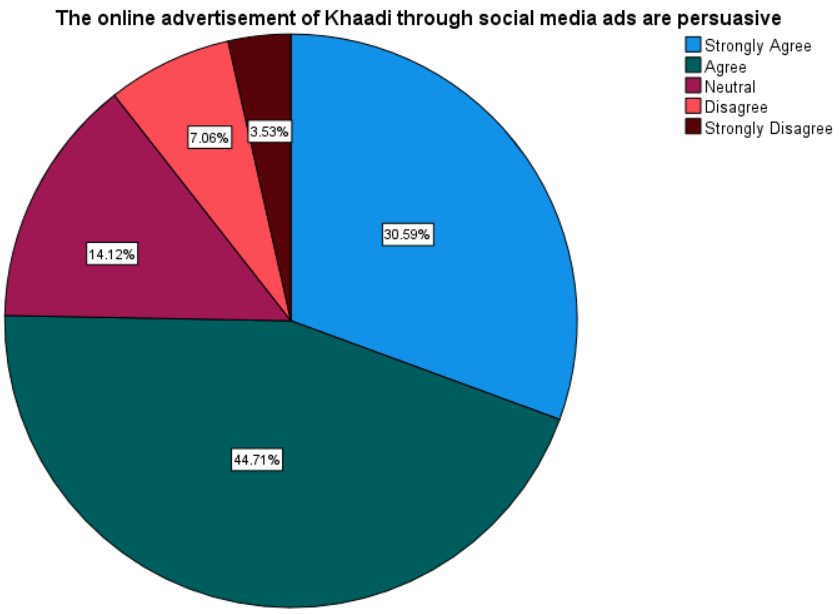

FIGURE 18. Online Ads are Persuasive

The online advertisements of Khaadi are also found on social media. The pie chart in FIGURE 19 illustrates that the online advertisements of Khaadi through social media advertisements are persuasive. 44,71% of the respondents agree on the asked question while 30,59% strongly agreed with the statement. 14,12% remained neutral on the statement. While 7,06% disagreed and 3,53% strongly disagreed with the statement.

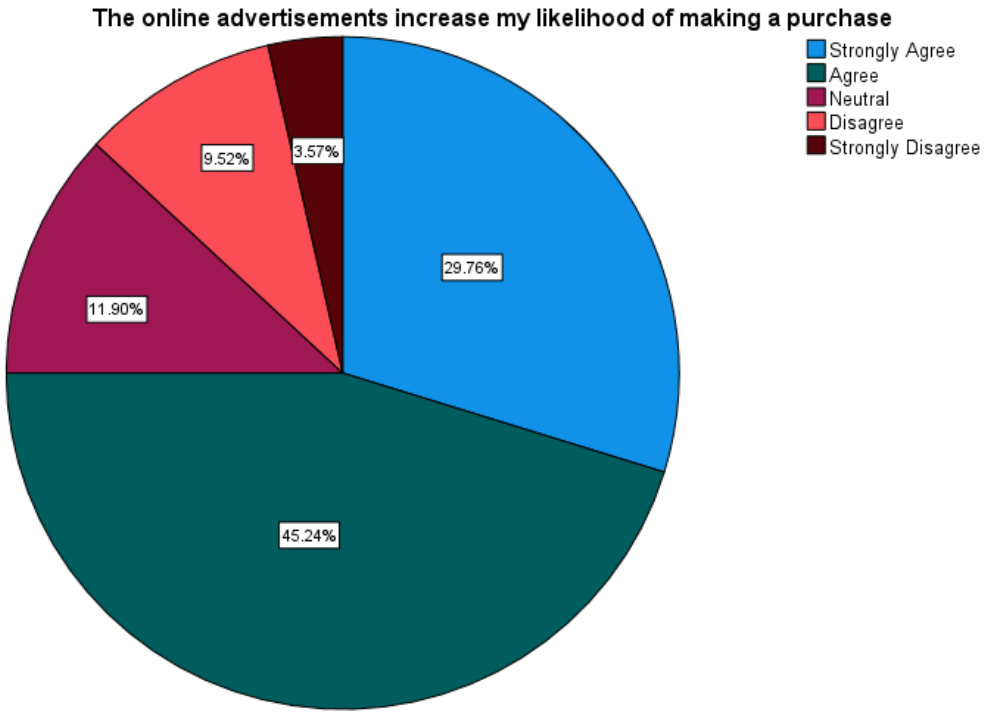

FIGURE 19. Online Ads Increases the Likelihood of Making Purchase

The purpose of online advertisements is to increase the likelihood of making a purchase. Another question that was asked from the respondents was about if the online advertisements increase the likelihood of making a purchase. FIGURE 19 illustrates that 45,24% of the respondents agreed on the statement that online advertisements increase the likelihood of making a purchase. Also, 29,76% of the respondents strongly agree with the statement. 11,90% of the respondents remained neutral as they were found to be neither agreeing nor disagreeing the statement. However, a disagreement among the respondents was also found. 9,52% of the respondents disagreed with the statement and 3,57% strongly disagreed. This determined that the online advertisements do not increase the likelihood of the respondents to make a purchase.

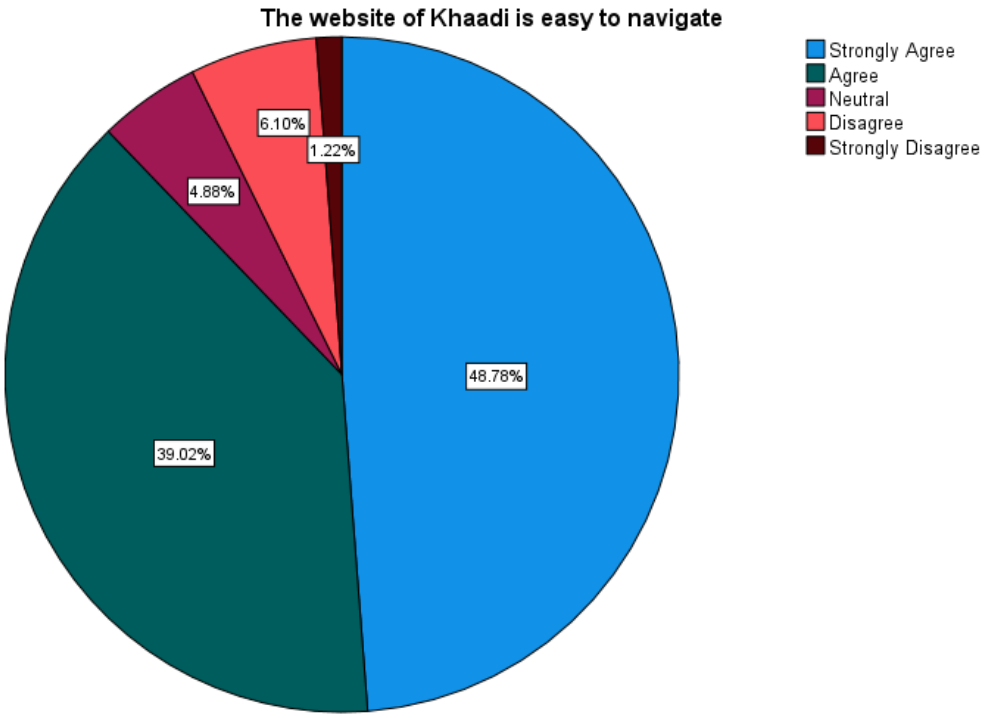

FIGURE 20. Website is Easy to Navigate

Website includes a platform where the customers or visitors can view, shop and make a purchase. The pie chart in FIGURE 20 illustrates that the website of Khaadi is easier to navigate. 39,02% of the respondents agree on the asked question while 48,78% strongly agreed with the statement. However, there was also a disagreement found among the respondents on the asked question as they believed that the website of Khaadi is not easy to navigate. 4,88% of the respondents remained neutral on the statement. Also, 6,10% of the respondents disagreed and 1,22% respondents strongly disagreed with the statement.

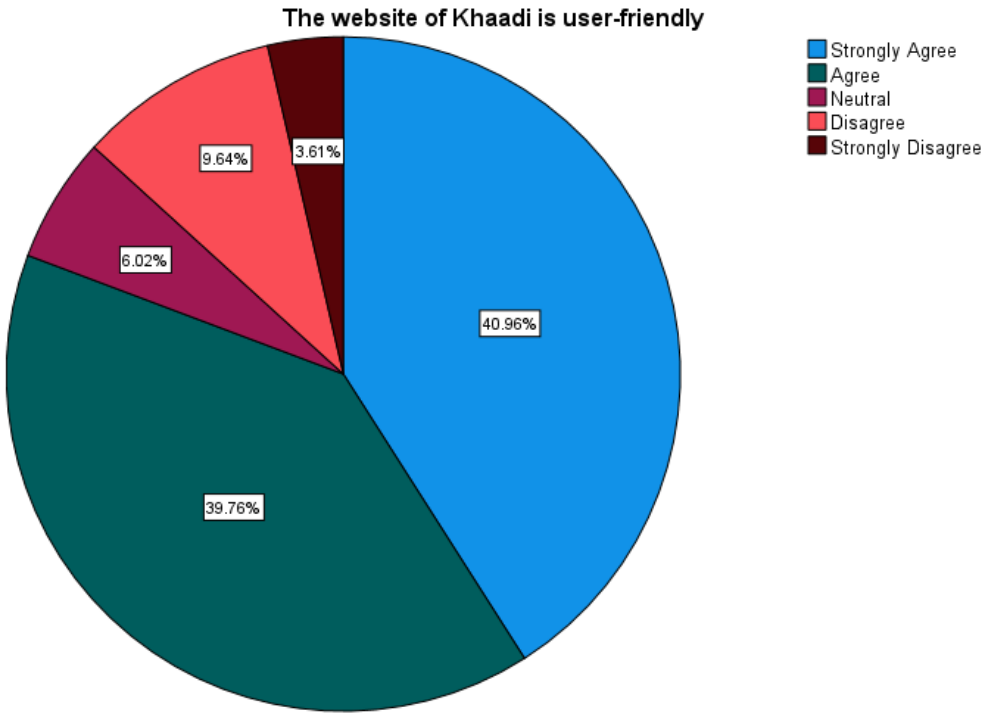

FIGURE 21. Website is User-Friendly

The pie chart in FIGURE 21 illustrates that the website of Khaadi is easier to user-friendly. 39,76% of the respondents agree on the asked question while 40,96% strongly agreed with the statement. However, there was also a disagreement found among the respondents on the asked question as they believed that the website of Khaadi is not user-friendly. 39,76% of the respondents were found to be agreeing on the statement while 9,64% remained neutral on the statement.

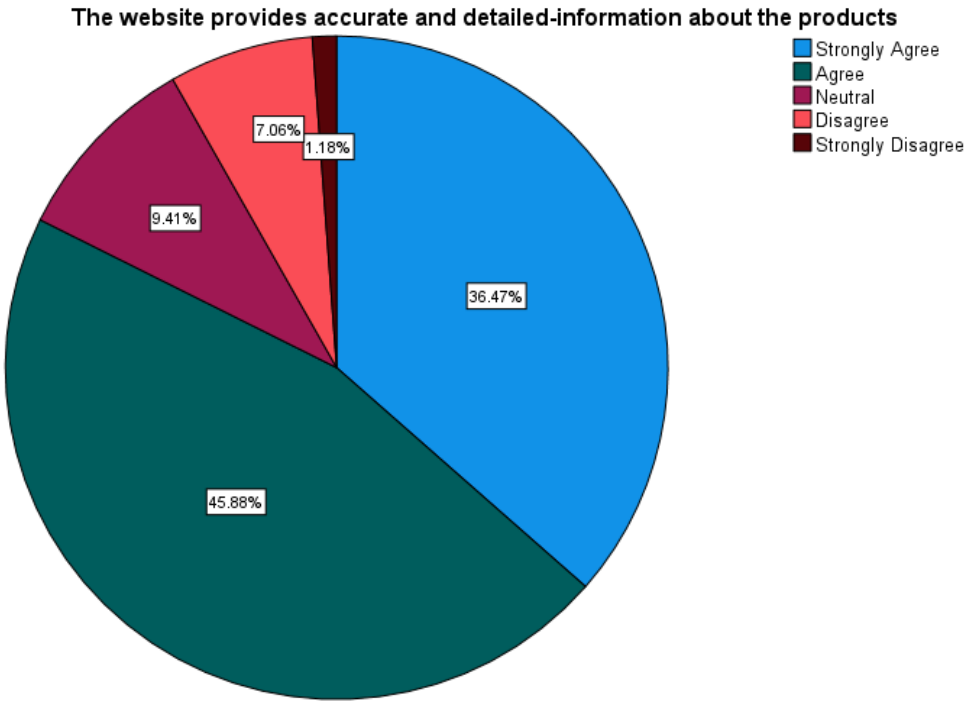

FIGURE 22. Website is Informative on the Product List

The pie chart and bar graph in FIGURE 22 illustrates that the website of Khaadi provides accurate and detailed information about the products. 45,88% of the respondents agree on the asked question while 36,47% strongly agreed with the statement. However, there was also a disagreement found among the respondents on the asked question as they believed that the website does not provide accurate information. 9,41% of the respondents remained neutral on the statement. 1,18% strongly disagreed and 7,06% disagreed with the statement.

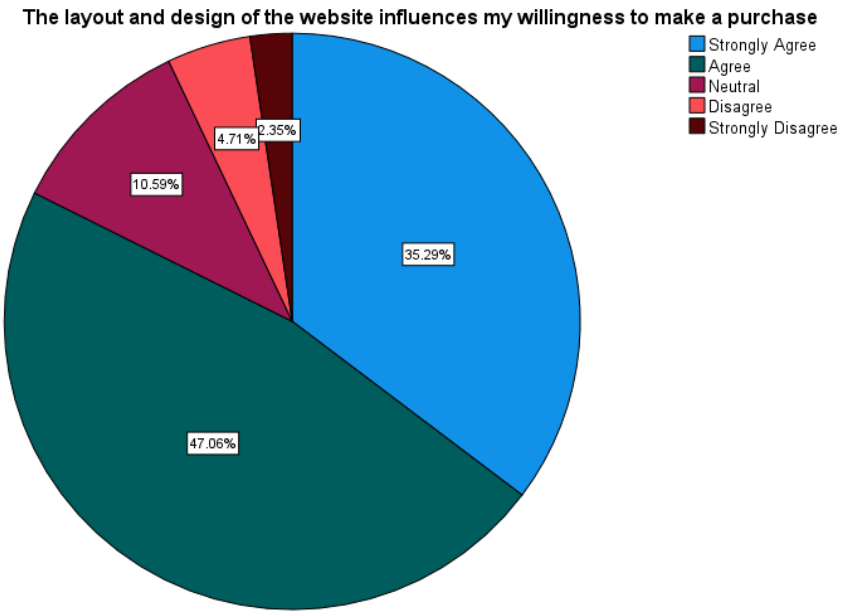

FIGURE 23. Website's Designing Influence Purchase Decisions

The pie chart in FIGURE 23 illustrates that the layout and design of the website influence their willingness to make a purchase. 47,06% of the respondents agree on the asked question while 35,29% strongly agreed with the statement. However, there was also a disagreement found among the respondents on the asked question as they believed that the layout and design of the website does not influence their willingness to make a purchase. 10,59% of the respondents remained neutral on the asked question, 4,71% disagreed on the statement an 2,35% strongly disagreed on the asked question.

6.3 Analysis

This chapter presents an in-depth analysis of the research findings. It presents the interpretation of the collected data through quantitative means. A comparison is also drawn with the previously conducted studies. The research primarily aimed to evaluate how digital marketing strategies of Khaadi, which includes social media campaigns, email marketing, online advertisements and website content. These are found to be influencing brand awareness, purchase intentions and consumer behaviour within the Pakistan fashion industry.

6.3.1 Social Media Marketing and Brand Awareness

The role of social media marketing in enhancing brand awareness has been discussed extensively within the literature. According to Siddiqui et al. (2025), brands using social media advertisements achieve higher brand recall and increased visibility. This is specifically found in the digital age where social media platforms dominate the attention of consumers. Brambilla et al. (2022) placed an emphasis on the power of social media for shaping brand perceptions, contributing to consumer engagement and brand awareness. This are aligned with the findings of the study where 79,76% of the respondents indicated that the social media campaigns of Khaadi helps in the recognition and recalling of the brand.

Moreover, the high frequency of exposure to the advertisements of Khaadi across social media platforms, as reported by 73,25% of the respondents, strengthens the argument of digital marketing. It identifies that the digital marketing channels such as Instagram and Facebook, serves as one of the critical touchpoints for the brand visibility. The findings of the current study are aligned with the research

of Otero & Gutiérrez (2015) who states that advertisements have a far-reaching effect. It makes the brand more memorable and easier to recall.

However, a majority number of respondents perceive social media campaigns of Khaadi as effective for increasing the brand awareness. The overload of advertisements often leads customers to stop having a look at the product. Considerably, the findings of the research and previously conducted studies have suggested that social media can be one of the powerful tools for brand visibility. However, its effectiveness depends upon the preferences of the target audience, the frequency of exposure and quality of content.

6.3.2 Social Media Content and Consumer Engagement

The engagement with content on social media plays a key role in fostering a deeper connection with the consumers. The engaging content on platforms such as Instagram does not only grab the attention of the audience but also fosters brand loyalty and encourages interaction, as suggested by Mukhtar et al. (2024). The findings of the study have also pointed out similar insights where 46,51% of the respondents are found to be agreeing on the statement that the content of social media is engaging and visually appealing. This finding is aligned with the study of Matin et al. (2020) who determined that live sessions, interactive posts and user-generated content are particularly effective in engaging the consumers.

Furthermore, a strong agreement was also found among the respondents which showed that the social media content of Khaadi influences the purchase decisions of consumers (43,02%). This is aligned with the study of Ceyhan (2019) who identified that the functional (useful) and hedonic (pleasure) values are embedded directly in the social media content. It directly impacts on the purchase intentions of the consumers. This provides a suggestion that the product relevance and emotional appeal that are presented in the content of Khaadi contribute to purchase likelihood and brand engagement. However, there was also a small group of respondents who remained neutral or disagreed with the statement. The consumer behaviour is multifaceted and some of the customers are found to be more resistant in digital persuasion (Mukhtar et al. 2024).

6.3.3 Email Marketing and Customer Loyalty

The email marketing is often considered as the cornerstone of direct digital communication with consumers. It is also used in the fashion industry which specifically places an influence on repeat purchase and customer loyalty. Gerritsen (2022) stressed upon personalised email campaigns which have the high probability of converting prospect customers into loyal customers. This is particularly found in the email marketing strategy of Khaadi. It focuses on exclusive launches of products and discount promotions. The results of the study are aligned with this as the study confirms that 43,02% of the respondents agreed that personalised email marketing enhances the loyalty of customers. 19,77% remained neutral on the statement as they neither agreed nor disagreed with the statement. 10,47% disagreed on the statement and 1,16% strongly disagreed. Moreover, the information quality and visual appeal of the emails of Khaadi are high. The study revealed that 68% of the respondents agreed that the design and context of Khaadi emails are informative and attractive. This is aligned with the study of Mukhtar et al. (2024) which reveals that the well-designed email newsletters can be effective in building the awareness of the brand.

Khaadi is already doing well in digital engagement, but shifting from awareness to deeper loyalty and conversion should be one of the key focuses. The fine-tuning of personalisation, emotional resonance and pacing can be critical for staying competitive in the dynamic fashion landscape of Pakistan. Khaadi can keep Instagram and Facebook as its core platforms but should be maintaining content calendar for avoiding ad-fatigue.

7 CONCLUSION

The process of writing this thesis has been both an enriching and transformative learning experience. Choosing to explore the impact of digital marketing strategies on consumer behavior, specifically in the context of Khaadi, enabled a deeper understanding of how modern retail brands navigate the dynamic intersection of technology, branding, and consumer engagement. I am grateful for the opportunity to analyze how Khaadi, a leading fashion retailer in Pakistan, has adapted to and thrived in the digital space through platforms such as Instagram, Facebook, and Google Ads.

This research allowed for an in-depth examination of how Khaadi's strategic use of social media marketing and personalized advertising has shaped consumer perceptions and influenced purchase decisions. The findings revealed that Khaadi's digital presence significantly contributes to increased brand awareness, consumer trust, and loyalty. Respondents strongly identified with Khaadi's brand identity, often associating it with modernity, cultural relevance, and high-quality fashion offerings. However, the study also indicated areas where digital marketing could be more inclusive or better targeted, particularly for niche segments or international audiences.

Conducting this research using quantitative methods, including a consumer survey, provided valuable data while also presenting challenges. While the number of respondents was modest, their input shed light on real consumer sentiments and highlighted the effectiveness of Khaadi's digital outreach. In hindsight, incorporating more open-ended questions would have enriched the data by allowing respondents to share nuanced views about their online experiences and brand perceptions. The theoretical framework, grounded in digital consumer behavior models and advertising effectiveness theories, offered a strong lens through which the results were interpreted. It became clear that digital marketing is not just about visibility; it is about cultivating emotional connections, reinforcing brand authenticity, and engaging consumers through personalized and meaningful content.

What this research ultimately suggests is that successful digital marketing hinges on understanding people—their behaviors, preferences, and cultural values. As digital platforms continue to evolve, so must brands like Khaadi, who wish to maintain relevance and competitive advantage. The thesis concludes that Khaadi's success lies not just in its fashion sense, but in its ability to listen to its customers and reflect their evolving identities through compelling digital storytelling. In a world where digital

engagement defines consumer choices, the future of marketing will belong to brands that combine creativity with data, culture with innovation, and commerce with empathy. With the hope of a more connected, responsive, and consumer-centric digital marketplace, this research encourages continued exploration into how fashion retailers like Khaadi can lead by example in the digital age.

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APPENDIX 1/1

QUESTIONNAIRE

Evaluating the Impact of Digital Marketing Strategies on Consumer Behavior: A Study of Khaadi in Pakistan

1. **Your Gender?**
    - Male
    - Female
    - Other
2. **Your Age?**
    - 18-24 Years
    - 25-30 Years
    - 31 and above
3. **How frequently do you shop online at Khaadi?**
    - Once a week
    - Once a month
    - After a month
    - 4-5 times a time
    - Once in a year

Social Media Campaigns	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
4. The social media campaigns of Khaadi increase my awareness of the brand. 5. I frequently see social media advertisements of Khaadi while browsing online. 6. The social media campaigns of Khaadi create a strong image of the brand. 7. The social media content of Khaadi is engaging 8. The social media content of					

Khaadi is informative. 9. The social media promotions influence my purchase decisions.					
Email Marketing					
10. I am more likely to make a purchase after receiving an email promotion from Khaadi. 11. The email marketing content of Khaadi is visually appealing and well-structured. 12. The emails of Khaadi provide useful information about the promotions and new arrivals. **13.** The personalised email marketing improves my loyalty to Khaadi					
Online Advertisements					
14. I find online ads of Khaadi relevant to my interest and preference. 15. The online advertisement of Khaadi through Google Ads are persuasive. 16. The online advertisement of Khaadi					

through social media ads are persuasive. 17. The online advertisements increase my likelihood of making a purchase.					
Website Content and UX					
18. The website of Khaadi is easy to navigate 19. The website of Khaadi is user-friendly. 20. The website provides accurate and detailed-information about the products. 21. The layout and design of the website influences my willingness to make a purchase.					