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RESEARCH ARTICLE OPEN ACCESS

A STUDY ON THE IMPACT OF DIGITAL ADVERTISING ON BRAND AWARENESS IN COIMBATORE

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ABSTRACT :

Digital advertising has emerged as an effective tool for promoting fashion brands and creating consumer awareness. This study examines the role of digital advertising in influencing brand recognition and recall among consumers in Coimbatore. Primary data were collected from 50 respondents through a structured questionnaire. The findings highlight Instagram as the leading advertising platform and reveal positive consumer perceptions of digital advertising in building fashion brand awareness**.**

Keywords: Digital Advertising, Brand Awareness, Fashion Products, Social Media, Consumer Behavior.

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I. INTRODUCTION

Digital advertising refers to the promotion of products and services through online channels such as social media, video platforms, websites and shopping applications. Fashion brands use these channels to introduce new collections, display product features, communicate offers and maintain visibility among potential customers. Since fashion products are strongly connected with appearance and personal preference, visual communication is especially important in this market.

Brand awareness is the ability of consumers to recognise or recall a brand when they see its name, logo, products or other identifying features. Digital advertising can repeatedly expose consumers to these brand cues. However, seeing an advertisement does not automatically mean that a consumer trusts the brand or intends to purchase its products. Understanding consumers' perceptions of digital fashion advertising is therefore useful for both marketers and researchers.

1.1 BACKGROUND OF THE STUDY

The growth of smartphones, social media and online shopping has changed the way consumers encounter fashion products. Images, short videos, influencer promotions, sponsored posts and personalised advertisements allow brands to reach audiences in different contexts. These formats can help consumers notice a brand, learn about a product and remember visual or verbal cues associated with it.

At the same time, digital audiences are exposed to a large amount of promotional content. Consumers may ignore advertisements that are repetitive, irrelevant or difficult to trust. For this reason, the effectiveness of digital advertising depends not only on exposure, but also on the clarity, relevance and credibility of

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the message. This study considers the reported experiences of 50 respondents to understand their views on digital advertisements for fashion products.

1.2 STATEMENT OF THE PROBLEM

Fashion consumers encounter advertisements across multiple online platforms, but their attention, recall and responses are not uniform. Some advertisements may make a brand easier to recognise, while others may not be remembered after viewing. Fashion businesses need to understand which platforms consumers notice and how they perceive the contribution of online advertising to brand awareness. The problem addressed in this study is how respondents perceive the role of digital advertising in creating awareness of fashion brands.

1.3 NEED OF THE STUDY

The study is needed to understand the platforms through which respondents commonly notice fashion advertisements and their overall perception of advertising effectiveness. The findings can provide a basic indication of consumer preferences and help marketers plan more understandable and relevant advertisements. The study also offers an academic exercise in collecting primary data and summarising consumer responses using simple statistical tools.

1.4 SCOPE OF THE STUDY

The study focuses on consumer opinions about digital advertising for fashion products in Coimbatore. It covers advertising exposure, the main platform used to notice fashion advertisements, and respondents' perceived overall effectiveness of digital advertising in creating brand awareness. The analysis is based on 50 questionnaire responses collected through Google Forms. Since the sample is limited and convenience-based, the findings should not be treated as representative of all fashion consumers. The geographical scope is limited to Coimbatore city.

1.5 OBJECTIVES OF THE STUDY

1. To study respondents' exposure to digital advertisements for fashion products.

2. To identify the main digital platform used to notice fashion advertisements.

3. To examine respondents' perceptions of the effectiveness of digital advertising in creating fashion brand awareness.

4. To suggest practical ways to improve the clarity, relevance and credibility of digital fashion advertisements.

1.6 HYPOTHESIS OF THE STUDY

H_0 (Null Hypothesis): There is no significant association between exposure to digital advertising and perceived brand awareness among the respondents.

H_1 (Alternative Hypothesis): There is a significant association between exposure to digital advertising and perceived brand awareness among the respondents.

The hypotheses are tested using the Chi-Square test of association between digital-advertisement exposure and brand recall.

1.7 RESEARCH METHODOLOGY

Research Design

The study follows a descriptive research design. It describes respondents' reported experiences and opinions regarding digital advertising for fashion products.

Sources of Data

Primary data were collected through a structured questionnaire using Google Forms. Secondary information for the conceptual background was drawn from established books on brand management and digital marketing.

Sample Size and Sampling Method

The sample consists of 50 respondents from Coimbatore city. The sampling method is

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treated as non-probability convenience sampling because a random selection procedure was not documented.

Research Instrument

A structured questionnaire was used. It included demographic questions and items about exposure to fashion advertisements, preferred platforms, brand recognition, advertisement formats, trust and perceived effectiveness.

Tools for Analysis

Frequency distribution, simple percentage analysis and the Chi-Square test of association were used to analyse selected responses. Percentage was calculated as: Percentage = (Number of respondents ÷ 50) × 100. The Chi-Square test examined the association between frequency of digital-advertisement exposure and brand recall.

Limitations of the Study

The sample is relatively small and may not represent the wider population. Responses reflect personal opinions and memory, which may be affected by individual interpretation. The descriptive design does not establish that digital advertising alone causes brand awareness. The detailed tables in this article present selected questionnaire variables for which frequencies were tabulated.

II. REVIEW OF LITERATURE

Aaker (1991) discusses brand awareness as an important dimension of brand equity. Recognition and recall help consumers identify a brand and can support the development of stronger brand knowledge.

Kotler and Keller (2016) explain that brand knowledge includes brand awareness and brand image. These concepts are relevant to understanding how consumers recognise and distinguish brands in competitive markets.

Chaffey and Ellis-Chadwick (2022) describe digital marketing as the use of digital technologies and channels to support marketing communication and customer engagement. Digital advertising is one means by which businesses can deliver messages to consumers through online media.

Together, these works provide a conceptual foundation for examining how consumers report encountering digital advertisements and how they perceive their contribution to fashion brand awareness. They are background literature and are not findings from the present sample.

III. THEORETICAL FRAMEWORK

Digital Advertising Exposure → Consumer Attention → Brand Recognition and Recall → Brand Awareness

The framework proposes that exposure may lead consumers to notice advertising content and become familiar with brand cues. Platform choice, visual quality, relevance, promotional information and perceived credibility may influence this process. The framework is conceptual; the current descriptive data do not test or prove causal relationships.

IV. DATA ANALYSIS AND INTERPRETATION

The following tables summarise selected demographic and digital-advertising responses from the 50 respondents. Percentages are calculated using the full sample of 50. The tables are presented in a consistent format to make the results easy to compare.

TABLE 1: GENDER OF THE RESPONDENTS

Particulars	Respondents	Percentage
Female	26	52%
Male	24	48%
Total	50	100%

Figure 1: Gender (n = 50)

Interpretation: Female respondents formed a slight majority, accounting for 26 respondents (52%), while male respondents accounted for 24 (48%). The distribution is relatively balanced.

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TABLE 2: AGE OF THE RESPONDENTS

Particulars	Respondents	Percentage
18–25 years	30	60%
26–35 years	10	20%
36 years and above	7	14%
Below 18 years	3	6%
Total	50	100%

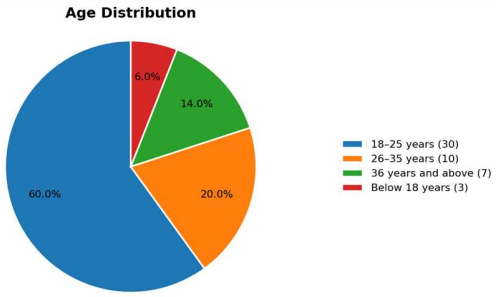


Figure 2: Age Distribution (n = 50)

Interpretation: The largest age group was 18–25 years, with 30 respondents (60%). Respondents aged 26–35 represented 20%, while 14% were aged 36 and above and 6% were below 18 years.

TABLE 3: EDUCATIONAL QUALIFICATION

Particulars	Respondents	Percentage
Postgraduate	22	44%
Undergraduate	19	38%
School level	6	12%
Other	3	6%
Total	50	100%

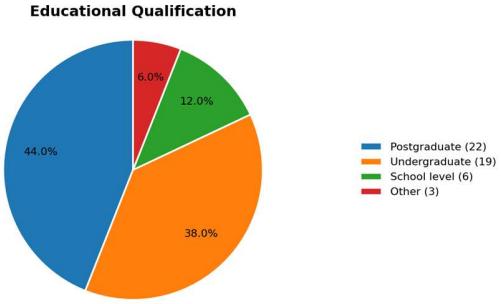


Figure 3: Educational Qualification (n = 50)

Interpretation: Postgraduates formed the largest educational group (44%), followed by undergraduates (38%). School-level respondents accounted for 12%, and other qualifications accounted for 6%.

TABLE 4: FREQUENCY OF DIGITAL ADVERTISEMENT EXPOSURE

Particulars	Respondents	Percentage
Several times a day	31	62%
Once a day	8	16%
Rarely	7	14%
A few times a week	4	8%
Total	50	100%

Figure 4: Digital Advertisement Exposure (n = 50)

Interpretation: A majority of respondents (31, or 62%) reported seeing digital advertisements several times a day. Another 16% saw them once a day. This suggests that frequent exposure to online advertising is common within the sample.

TABLE 5: MAIN PLATFORM FOR FASHION ADVERTISEMENTS

Particulars	Respondents	Percentage
Instagram	36	72%
Shopping websites/apps	4	8%
YouTube	4	8%
Facebook	3	6%
Other	3	6%
Total	50	100%

Figure 5: Main Platform for Fashion Advertisements (n = 50)

Interpretation: Instagram was the most commonly reported platform, selected by 36 respondents (72%). Shopping websites/apps and YouTube each accounted for 8%, while

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Facebook and other platforms each accounted for 6%. For this sample, Instagram appears to be the leading point of contact for fashion advertisements.

TABLE 6: OVERALL EFFECTIVENESS OF DIGITAL ADVERTISING

Particulars	Respondents	Percentage
Extremely effective	23	46%
Fairly effective	16	32%
Slightly effective	6	12%
Not effective	5	10%
Total	50	100%

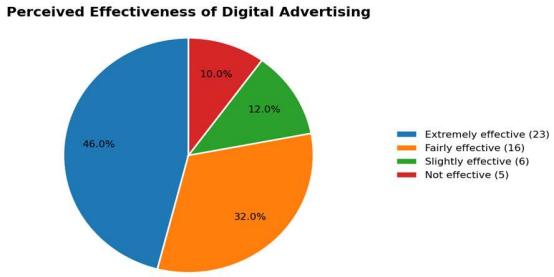
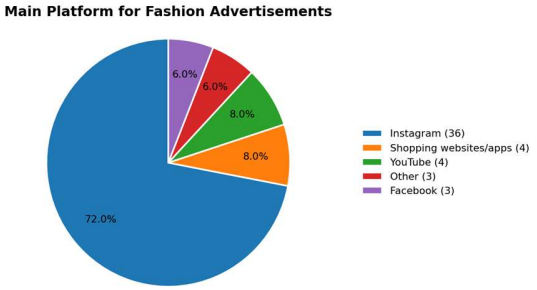


Figure 6: Perceived Effectiveness of Digital Advertising (n = 50)



Interpretation: The largest group (46%) considered digital advertising extremely effective, and 32% considered it fairly effective. Combined, 39 respondents (78%) gave one of these two positive ratings. This reflects perceived effectiveness, not a measured causal impact.

TABLE 7: CHI-SQUARE TEST OF ASSOCIATION BETWEEN DIGITAL ADVERTISING EXPOSURE AND BRAND RECALL

For the purpose of testing the relationship, the first 50 responses were considered. "Several times a day" and "Once a day" were grouped as "Daily or more"; "A few times a week" and "Rarely" were grouped as "Weekly or rarely". Brand recall was grouped as "Clear recall" (remember the brand name clearly / logo or design) and "Limited/no recall" (remember briefly / do not remember).

Advertising exposure	Clear recall	Limited/no recall	Total
Daily or more	24	15	39
Weekly or rarely	8	3	11
Total	32	18	50

TABLE 8: EXPECTED FREQUENCY AND CHI-SQUARE CONTRIBUTION

Category	Observed (O)	Expected (E)	$(O-E)^2/E$
Daily or more – Clear recall	24	24.96	0.037
Daily or more – Limited/no recall	15	14.04	0.066
Weekly or rarely – Clear recall	8	7.04	0.131
Weekly or rarely – Limited/no recall	3	3.96	0.233

Calculated Pearson Chi-Square value (χ^2) = 0.466; Degrees of Freedom = 1; 5% table value = 3.841; p-value = 0.495.

Interpretation: The calculated Pearson Chi-Square value (0.466) is less than the 5% critical value (3.841), and the p-value (0.495) is greater than 0.05. Therefore, the test does not show a

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statistically significant association between frequency of digital-advertisement exposure and brand recall among the 50 respondents.

Result: The null hypothesis (H_0) is not rejected. The study does not establish a statistically significant association between digital-advertisement exposure and brand recall. Since one expected cell frequency is below 5, the result is interpreted cautiously; the continuity-corrected Chi-Square value is 0.107 ($p = 0.744$) and Fisher's Exact Test p-value is 0.724, leading to the same conclusion.

V. DISCUSSION OF THE RESULTS

The study found that 62% of respondents frequently see digital advertisements. Instagram was the leading platform, selected by 72% of respondents. Around 78% felt that digital advertising helps create fashion brand awareness. However, the Chi-Square test showed no significant association between advertisement exposure and brand recall.

VI. FINDINGS OF THE STUDY

1. Female respondents represented 52% of the sample, while male respondents represented 48%.

2. The 18–25 age group was the largest group, accounting for 60% of respondents.

3. Postgraduates formed the largest educational group, at 44%.

4. A total of 62% reported seeing digital advertisements for fashion products several times a day.

5. Instagram was the leading platform for noticing fashion advertisements, selected by 72% of respondents.

6. Overall, 78% rated digital advertising as extremely effective or fairly effective in creating fashion brand awareness.

VII. SUGGESTIONS

Fashion brands should prioritise platforms that their intended audiences commonly use while reviewing campaign performance regularly. Advertisements should display the brand name and logo clearly, use attractive but accurate visuals, and provide practical details such as price, available sizes, product material and delivery information. Influencer promotions should be transparent and credible, and offers should be communicated without misleading claims. Brands should also test different creative formats and collect consumer feedback to understand which messages improve recognition and recall.

VIII. CONCLUSION

The study was conducted among 50 respondents in Coimbatore city. Primary data were collected through Google Forms using a structured questionnaire. Female respondents accounted for 52%, while male respondents accounted for 48%. The majority of respondents (60%) belonged to the 18–25 age groups. Postgraduates represented 44% of the sample. About 62% of respondents viewed digital advertisements several times a day. Instagram was the main platform for 72% of respondents. Overall, 78% considered digital advertising effective in creating fashion brand awareness.

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