

The Impact of Digital Marketing Tools on Purchase Intention: The Case Study of Local Brands in Clothing Industry

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Abstract

This study aimed at analysis of digital marketing performance of local clothing businesses with their activities. The main objective of this study is to measure the impact of digital marketing tools on purchase intention in Local clothing brands in Myanmar. A survey of 200 respondents has evaluated consumer buying behaviors and digital marketing tools according to five variables which composes of namely social media marketing, online customer community, influencer marketing, content marketing, and chatbots marketing with impact on purchase intention. Respondents are selected by using snowball sampling method and asked by structured questionnaires based on theory. The dimensions proposed in the framework are tested using regression analysis. The finding result is that digital marketing tools play a significant role in shaping how consumers make purchasing decisions. It is suggested that local clothing brands should invest strategically in a combination of these digital tools to maximize their impact on consumer behavior and stay competitive in the evolving market landscape.

Keywords: Local Clothing Businesses; Digital Marketing Tools; Social Media Marketing; Online Customer Community; Influencer Marketing; Content Marketing; Chatbots marketing; Purchase intention.

1. Introduction

In recent years, Myanmar's clothing industry has experienced substantial change. Rapid changes are occurring in Myanmar's fashion business as more customers choose contemporary, ready-to-wear fashion items, which are becoming more widely available thanks to digital channels. The rapid advancement of technology is currently providing a solution for certain people to meet their basic demands. The internet is rapidly expanding as an easily accessible source of knowledge, causing changes in consumption patterns to fulfill lifestyle demands (Zaerofi & Mawarendra, 2022). Many individuals are interested in digital marketing since it makes communication and transactions easier while projecting a sense of flexibility and ease (Putri & Marlien, 2022). Technology and the internet can be used in this way to potentially reach the target market. As of right now, there are 4.20 billion social media users worldwide, up 490 million in the last 12 months, or more than 13% of the total population (Kemp, 2021). Many companies recognize how important social media and digital marketing are to the development of their marketing plans. Businesses can achieve their marketing goals more affordably by utilizing digital marketing. Organizations can benefit greatly from integrating social media into their larger business plan (Hien & Nhu, 2022).

Local clothing industry are adopting digital marketing as a strategic tool to improve their market presence in Myanmar's developing digital landscape. Local clothing industry are strengthening their relationships with customers and boosting buy intention by utilizing e-commerce platforms, social media influencers, and targeted online advertising. Online platforms have made it simpler for Myanmar consumers to access a wider variety of clothing selections and to make well-informed shopping decisions, according to a study by Aung (2021). Additionally, small and medium-sized local clothing brands previously battled with restricted marketing expenditures are drawn to digital marketing's cost-effectiveness and simplicity.

1.1 Problem Statement

The local clothing brands in Myanmar has gradually begun implementing digital marketing strategies like content and social media marketing. By using these tactics, firms may interact with customers directly, reach a wider

audience, and present their goods in a more imaginative way. Although digital marketing has shown promise in international markets (Kotler et al., 2021), it is unknown if these tactics will work as well in a country with Myanmar's distinct culture and economy (Kaplan & Haenlein, 2010). For local clothing brands looking to maximize their marketing strategy and use resources efficiently, this knowledge gap presents a barrier. Examining whether digital marketing as a strategic tool have a major impact on purchase intention is crucial given the local clothing industry's growing reliance on these strategies. By addressing this problem can help local businesses make well-informed decisions regarding their marketing strategies and get important insights into the strategic significance of digital marketing. The purpose of this study is to fill the knowledge gap in this new area of study by investigating the connection between social media marketing, online customer community, content marketing, influencer marketing, Chatbot and purchase intention in Myanmar's local brands in clothing industry.

1.2 Research Aim and Objectives

The research aims to analyze Digital Marketing Tools on Purchase Intention for local brands in clothing industry on digital tools such as social media marketing, online customer community, content marketing, influencer marketing, Chatbot, in Myanmar.

- 1.To identify digital marketing tools' application in local brands.
- 2.To express user perception on Local brands towards purchase intention in Myanmar.
- 3.To analyze the impact of digital marketing tools for local brands on user perceptions toward purchase intention in Myanmar.

1.3 Research Question

- 1.What are digital marketing tools used by local brands in clothing industry?
- 2.How digital marketing tools effects brand users towards purchase intention?

2. Literature Review

Digital marketing strategies that resemble traditional marketing strategies may be used in the process. The promotion and marketing of products to consumers via digital media is known as digital marketing. Internet, mobile devices, social media, webinars, search engines, online consumer communities, chatbots, influencer marketing and other digital platforms can be considered as examples of these digital channels. In addition, email marketing, social media marketing, search engine optimization (SEO), content marketing, and online advertising are some of the methods and strategies used in digital marketing to connect with and influence the target audience. Increasing website traffic, generating leads, raising brand awareness, and eventually boosting revenue and business expansion are the objectives of digital marketing. (Yasar & Gillis, 2019). According to Kotler et al. (2021), digital marketing enables businesses to reach targeted audiences with personalized content, fostering engagement and enhancing customer experiences. Digital marketing is frequently seen as an extra tool for businesses to reach customers and comprehend their behavior, and it incorporates many of the same concepts as traditional marketing. In the 1990s, as the internet became more widely used, digital marketing began to gain popularity (Novak & Aditham, 2024).

2.1 Digital Marketing Tools

Social media Marketing directly influences potential buyers by enhancing brand visibility, building trust, and enabling two-way communication. Consumers who regularly interact with brand content on platforms like Facebook, Instagram, or TikTok are more likely to perceive the brand positively, increasing their likelihood of purchasing from it (Kaplan & Haenlein, 2010; Kim & Ko, 2012). The goal of social media marketing (SMM) is to use social media platforms for content creation, management, and distribution in order to foster relationships and increase website or blog traffic. Social media can be utilized for a variety of purposes, including consumer interaction, product or service promotion, brand awareness, and more. (Monique, 2023). Social media is being used by businesses in a wide range of ways these days. For instance, a company that cares about the opinion's others have about its brand might keep an eye on social media discussions and react appropriately to mentions of it (Lua, 2024).

Online customer communities allow consumers to share experiences, provide feedback, and offer peer recommendations. Positive community interactions, peer reviews, and recommendations enhance trust, social identification, and brand loyalty, significantly influencing members' purchasing decisions (Muniz & O'Guinn, 2001; Zaglia, 2013; Algesheimer et al., 2005). A study by Algesheimer et al. (2005) on European car clubs found that community participation not only strengthens brand relationships but also positively impacts purchasing behavior.

These findings underscore the role of OCCs across diverse industries in enhancing loyalty and influencing consumer decisions.

Content marketing provides informative, valuable, and engaging content that resonates with consumers, fostering trust, loyalty, and brand credibility. High-quality, consistent content encourages consumers to return repeatedly, positively influencing sustained purchase intentions (Holliman & Rowley, 2014; Wang & Chao, 2020). For businesses to gain and keep customers, it must be applied consistently. This is demonstrated in a monthly newsletter or through a program that allows users to sign up for updates on the goods and services a business offers. This strategic marketing method is applicable to things like instructional materials, and other electronic services. It functions best when customers are provided with something unique. (Janse, 2024)

Influencer marketing influences potential buyers through endorsements from trusted public figures or online personalities. Consumers trust influencer recommendations due to perceived authenticity and credibility, and often base their purchase decisions on these endorsements, especially within fashion-oriented markets (Patmawati & Miswanto, 2022; Kilmile & Zuo, 2024). Influencer marketing is the development and delivery of advertising messages through influential people, opinion leaders, and not through the brand itself. They influence by example, more so than using word of mouth to explain why someone should buy the product. (Referral Rock Learn, 2020) Influencer Marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main difference in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers. (Influencer Marketing Hub, 2019)

Chatbot marketing offers immediate and convenient customer interactions and support. Effective chatbot interactions enhance consumer satisfaction by providing timely and personalized information, reducing uncertainties in the decision-making process, thus positively influencing the likelihood of making a purchase (Griol et al., 2019; Men et al., 2023; Puertas et al., 2024). AI Chatbots are defined as that “AI-enabled social chatbots are automated virtual assistants that provide problem-solving information to concerned stakeholders and can carry meaningful conversations with users” (Men et al., 2023, p.236). Given the long-lasting integration of AI Chatbots like “Siri, the intelligent personal assistant emerged as one of the most socially adept forms of artificial intelligence (AI).” (Knight, 2012,p.78) and the ongoing advancements in AI, sources depict clear signs of major corporations adding AI Chatbots to their business. “AI-enabled chatbot social chatbots are utilized by real companies on Facebook” (Men et al., 2023, p.250). Considering these factors of widespread adoption and advancement in technology credible researchers have conducted various studies yielding key results.

2.2 Purchase intention

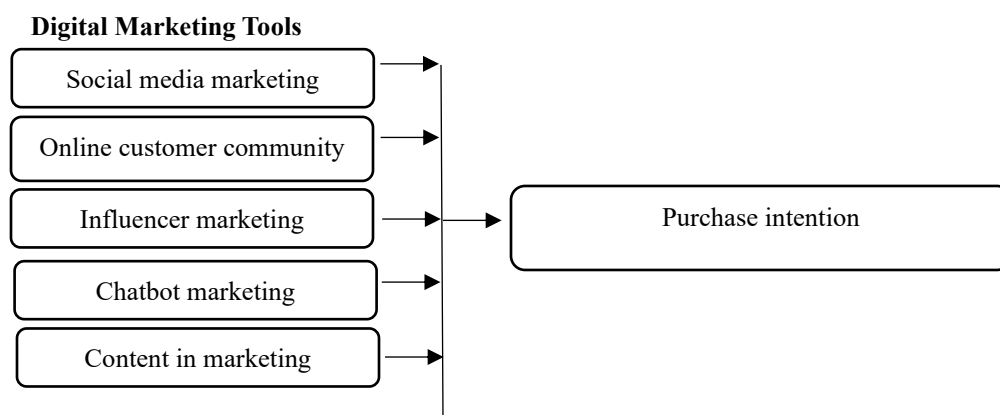
Xiao et al. (2018) looked at the involvement of generation Y students by analyzing their buying intentions. When it comes to long-term planning, negotiation tactics, and rival items on the market, purchase intentions are crucial. When goods and services satisfy quality requirements, they often sell well and leave a good image (Ma and Yang, 2018). Purchase intention can be influenced and affected by a wide range of factors. Brands are under pressure to convince consumers to buy them (Laroche et al, 1996). Furthermore, by pushing in the direction of an online purchase, it demonstrates the purpose of the consumer. Customers' expressed willingness to purchase whether they are online or not is identified. Purchase intention, according to Fandos and Flavian (2006), is a consumer activity that is scheduled for future purchases within a short time frame. Furthermore, before customers make actual purchases, their purchase intentions serve as a foundation (Pandey & Srivastava, 2016).

2.3 Relationship between digital marketing tools and purchase intention

Empirical studies highlight the positive influence of social media marketing on purchase intention. For instance, a study conducted in Malaysia by Liat et al. (2019) surveyed 300 consumers in the fashion industry and found that interactive and visually appealing social media campaigns significantly enhanced purchase intention. Similarly, in India, Ahmad et al. (2020) analyzed data from 500 respondents in the technology sector and confirmed that trust and emotional connection mediated the relationship between SMM and purchase intention. These findings underscore the effectiveness of social media in fostering customer trust and driving purchase behavior. A study by Lee et al. (2021) in South Korea examined 400 participants in the beauty industry, revealing that active participation in brand communities enhanced brand loyalty and increased purchase intention. In the United States, Algesheimer et al. (2005) analyzed 250 automotive enthusiasts in online forums and discovered that social identification within OCCs positively influenced their purchasing decisions. These findings demonstrate the importance of fostering strong community ties to convert engagement into sales. For example, a study in China by Wang and Chao (2020) analyzed 600 respondents in the e-commerce industry and found that informative and high-quality content significantly

increased purchase intention. In contrast, a study conducted in Germany by Holliman and Rowley (2014) in the B2B sector revealed that educational content was more effective than promotional material in driving purchase decisions. These findings highlight the need for content strategies tailored to the preferences of the target audience.

Figure (1): Conceptual Framework



H1: Social media marketing has a direct effect on Purchase intention

H2: Online customer community has a direct effect on Purchase intention

H3: Influencer marketing has a direct effect on Purchase intention

H4: Chatbot marketing has a direct effect on Purchase intention

H5: Content in marketing has a direct effect on Purchase intention

3. Methodology

The research can be identified as positivism philosophy because data and facts uninfluenced by researcher's interpretation or bias based on universalism in order to analyze possible impact of digital marketing tools for local brands in clothing towards purchase intention. This study was prepared to test the existing theory of the association between digital marketing tools on purchase intention. Therefore, a **deductive approach** was considered to research study. In this study, impact of digital marketing tools for local brands in clothing industry towards purchase intention measured in terms of the impact of independent variables such as social media, online customer community, content marketing, influencer marketing and chatbot marketing on purchase intention by local brand users. Hence, this study was considered as **explanatory research** because explanatory designs answer the causality between variables. Moreover, data was gathered via online survey method in order to collect **quantitative data** and social media research was used. The aim is to understand the activities in the different social media communities through observation. According to time horizon, this study is a cross-sectional study because of representation over a given period, depending on research questions.

The survey respondents comprised a voluntary sample of people who are interested in the study's subject or topic because the respondents have some knowledge on the subject or topic and therefore understand the study's terms or words that was used. Moreover, the sampling technique improved the accuracy of the data gathered by reducing participant error. The sample of this study was only composed of living in Myanmar because recent studies have mainly focused on Myanmar consumers and because cultural differences in Myanmar might affect the participants' answers. The questionnaire was published on Facebook, LinkedIn and Instagram. For this study, brands were selected mixing the individuation of the most successful local clothing brands in Myanmar for survey.

The study's target population would be local brand users in clothing industry; therefore, the population size is unknown. Thus, the Cochran formula was used to formulate the sample size:

$$n = \frac{z^2 pq}{e^2}$$

Margin of error = 0.05, p = 0.5, q = (1-p) = 0.5, confidence level 95%, Z = 1.96, Therefore, the sample size (n) = 384 users. Hence, the target sample size for this study is 384 respondents. Because of unknown population size, **non-probability sampling method** was applied in this research. Furthermore, **snowball sampling** was used in this study by asking initial participants to refer others within their network. As a result, the perspectives of both gender from different age groups were included in this study.

This study is **deductive and the quantitative method** allowed to test the research question precisely and on a large sample. Questionnaires are typically used to gather quantitative primary data. The survey was developed as Google form using the platform <https://docs.google.com/forms/u/0/>. The survey will be self-completed type on the Internet through popular social media, but mostly on Facebook for convenience reasons. In this way, the respondents would have the freedom to select the time and location for completing the survey. A questionnaire used a standardized approach to condition the quantitative data, resulting in increased coherence and consistency (Malhotra, 2006). Furthermore, the survey restricted respondent-researcher interaction, which helps to limit potential biases. The questionnaire was allowed to collect two types of information: basic information related to the research question and the demographic characteristics of the respondents. Finally, the survey's responses was examined using two methods: construct validity (also known as confirmatory factor analysis) to assess the validity of the questionnaire and Cronbach's Alpha Value to assess the reliability of the data collected internally. This research paper uses **regression analysis** to examine the influence of independent variable on dependent variable and ANOVA.

4. Empirical results

4.1 Profile of Respondents

According to table (1), profiles of respondents were described in terms of age, gender, education level, income level, occupation, purchasing times and social media source. The most frequent age group is 18-27, with 179 respondents (80%). This is followed by 38-47, with 12 respondents (5%). Other age groups are much less frequent: Under 18 (4%), 28-37 (1%), and no respondents in the "48 and above" category. The majority of respondents are female, with 159 individuals (80%). Males represent 41 respondents (20%), showing a significant gender imbalance. The most common education level is either a Bachelor's degree (76 respondents, 38%) or a Diploma/Certificate (75 respondents, 37%). High School graduates make up 21% of the sample (42 respondents), while only 3% have a Master's degree or higher (5 respondents). A small portion (1%, 2 respondents) reported other education levels. The largest group falls under the income category of under 300,000 MMK, comprising 100 respondents (50%). The next largest group is 300,001-600,000 MMK, with 62 respondents (31%). Smaller groups are seen in the higher income categories: 600,001-900,000 MMK (9%) and above 900,000 MMK (10%).

The dominant occupation category is Student, with 161 respondents (81%). Full-time employment is reported by 27 individuals (14%), part-time employment by 3 respondents (1%), and self-employed by 9 respondents (4%). No respondents fall into the "Other" category. The most frequent purchasing pattern is "Sometimes" (a few times a year), with 110 respondents (55%). The next most common response is "Often" (monthly) with 59 respondents (29%). A few respondents purchase rarely (10%), and very few engage in weekly purchases (3%). A small number (3%) never make purchases. Facebook is the most widely used platform, with 119 respondents (60%). TikTok follows with 68 respondents (35%), while YouTube is used by 9 respondents (3%). Instagram has a minimal presence, with only 4 respondents (2%). No respondents reported using Twitter or other platforms.

Table (2) Reliability Testing

Variable	Cronbach's Alpha	N of Items
Social Media Marketing (SMM)	0.794	7
Country of Origin (COO)	0.786	7
Influencer Marketing (IM)	0.830	7
Chatbot Marketing (CBM)	0.870	7
Content Marketing (CM)	0.882	7
Purchase Intention (PI)	0.860	7

Source: Surveyed data on March 2025

The reliability of all six variables Social Media Marketing (SMM), Online Customer Community (OCC), Influencer Marketing (IM), Chatbot Marketing (CBM), Content Marketing (CM), and Purchase Intention (PI) is strong, as indicated by Cronbach's Alpha values ranging from 0.786 to 0.882. According to Cronbach (1951), a value above 0.7 is considered acceptable for most research purposes, and all these values exceed that threshold. The highest values (0.870 for CBM and 0.882 for CM) indicate excellent internal consistency, suggesting the items used to measure these constructs are highly reliable. Conversely, the lower values (0.786 for OCC and 0.794 for SMM) still reflect good reliability, signifying that the scales used for these variables are stable and consistent, making them suitable for further analysis.

Table (3) Validity Testing

Variables	KMO Values	Acceptable level
Social Media Marketing (SMM)	0.793	Good
Online Customer Community (OCC)	0.821	Good
Influencer Marketing (IM)	0.864	Good
Chatbot Marketing (CBM)	0.871	Good
Content Marketing (CM)	0.900	Excellent
Purchase Intention (PI)	0.855	Good

Source: Surveyed data on March 2025

The Kaiser-Meyer-Olkin (KMO) measure indicates sampling adequacy and suitability of the data for factor analysis. For Social Media Marketing (SMM), the KMO value is 0.793, suggesting a good level of sampling adequacy. Online Customer Community (OCC) has a KMO of 0.821, indicating very good adequacy, thus reflecting suitable conditions for factor analysis. Influencer Marketing (IM) reveals a higher KMO value of 0.864, highlighting strong sampling adequacy. Chatbot Marketing (CBM) has a KMO value of 0.871, also reflecting strong sampling adequacy and excellent factorability. Content Marketing (CM) presents the highest KMO value of 0.900, indicating excellent suitability of the data for the analysis conducted. Finally, Purchase Intention (PI) has a KMO of 0.855, showcasing very good adequacy and affirming appropriateness for factor analysis. These KMO values across all variables clearly indicate that the dataset is well-suited for the principal component analysis performed.

4.2 Perception of respondents on Variables

According to table (4), the statement "Social media marketing helps me discover new local clothing brands" received the highest mean score (4.02) and a standard deviation of 1.04, indicating that most respondents agree with its effectiveness in brand discovery, though opinions vary slightly. In contrast, the statement "I engage with local clothing brands on social media by liking, commenting, or sharing posts" had the lowest mean (2.52) and a higher standard deviation (1.15), suggesting that while overall engagement is low, there is considerable variability in how individuals interact with brands on social media.

According to table (5), the highest mean of 3.28, found in the statement "Online customer communities provide valuable insights about the quality of local clothing brands," suggests that respondents generally agree that these communities offer useful information, with relatively consistent responses as indicated by the low standard deviation of 0.91. In contrast, the lowest mean of 2.34, associated with "I participate in online groups or forums discussing local clothing brands," indicates that respondents are less likely to engage in discussions about local clothing brands in online communities, and the higher standard deviation of 1.12 shows significant variability in participation. The total mean of 3.06 and standard deviation of 0.99 reflect moderate overall agreement with the value

of online customer communities, but with a wide range of opinions, especially when it comes to actual participation in these forums.

According to table (6), the highest mean of influence marketing is 3.48, found in the statement "I often discover new local clothing brands through influencers on social media," indicates that respondents generally agree that influencers are a significant source for discovering new local clothing brands, with a moderate variation in responses as shown by the standard deviation of 1.01. In contrast, the lowest mean of 2.81, associated with "I trust recommendations from influencers when considering local clothing brands," suggests that respondents are less inclined to trust influencer recommendations, and the higher standard deviation of 1.07 highlights a greater diversity in how much trust is placed in these endorsements. The total mean of 3.15 reflects a moderate overall agreement with influencer marketing's role in promoting local clothing brands, while the standard deviation of 1.02 indicates some variability in the respondents' perceptions, particularly regarding trust and relevance of influencer content.

According to table (7), the highest mean of 3.11, found in the statement "Chatbots provide instant responses to my inquiries about local clothing brands," suggests that respondents generally appreciate the speed and convenience that chatbots offer when interacting with local clothing brands, with a moderate variation in responses as indicated by the standard deviation of 1.04. On the other hand, the lowest mean of 2.84, associated with "I prefer interacting with chatbots over traditional customer service methods," indicates that respondents are not strongly inclined to prefer chatbots over traditional methods, and the relatively high standard deviation of 1.11 shows that opinions on this matter are quite diverse. The total mean of 2.97 reflects a moderate overall agreement with chatbot marketing, indicating that while chatbots are somewhat effective and appreciated for certain functions, they are not universally preferred over other customer service methods, and there is a noticeable variation in how consumers perceive their usefulness in local clothing brand interactions, as seen in the standard deviation of 1.04.

According to table (8), the highest mean of content marketing is 3.55, associated with the statement "I appreciate when local clothing brands provide helpful tips and guides through their content," indicating that respondents strongly value practical and informative content from local clothing brands. The relatively low standard deviation of 0.91 suggests that most participants are in agreement on the value of this type of content. The lowest mean of 2.94 is the total mean, reflecting moderate overall agreement with content marketing's effectiveness in engaging consumers with local clothing brands. This suggests that while respondents generally appreciate content marketing, it does not universally excite or engage them to a high degree. The total standard deviation of 0.93 shows a moderate variation in responses, implying that opinions on content marketing's impact on local clothing brands differ somewhat among respondents, but the overall trend leans toward a moderate level of agreement.

According to table (9), the highest mean of purchase intention 3.54, found in the statement "I prefer local clothing brands that actively interact with customers through social media," indicates that respondents strongly value interaction with brands on social media, suggesting that active engagement increases their preference for local clothing brands. The standard deviation of 0.945 shows moderate variation, implying that while most respondents agree, there is some level of differing opinions. The lowest mean of 3.20, associated with "I am likely to purchase clothing from a local brand that I frequently see advertised on social media," indicates that respondents are somewhat inclined to make purchases based on social media advertisements, though not as strongly as other factors. The standard deviation of 1.009 reflects a moderate level of variability in how much social media ads influence purchasing decisions. The total mean of 3.33 and standard deviation of 0.935 suggest a general moderate agreement with the role of digital and social media marketing in influencing purchase decisions, with respondents recognizing its importance but showing some variation in their responses.

4.3 Multiple Regression Analysis on the relationship between Digital marketing tools and Purchase intention

The model summary provides key insights into the overall effectiveness of the regression model used to examine the impact of digital marketing tools on purchase intention among local clothing brand consumers in Myanmar.

Table (10): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952	.907	.905	.21326

a. Predictors: (Constant), CM, CBM, SMM, IM, OCC

b. Dependent Variable: PI

The coefficient of determination (R Square) is 0.907, indicating that the variance in purchase intention (PI) can be explained by the five independent variables: social media marketing (SMM), online customer community (OCC), influencer marketing (IM), chatbot marketing (CBM), and content marketing (CM). This demonstrates a moderately strong relationship between the selected digital marketing tools and consumers' purchase intention. The adjusted R Square value of 0.907 further confirms the robustness of the model by adjusting for the number of predictors, suggesting that the model is not overfitted and maintains good explanatory power. The standard error of the estimate is 0.21326, indicating a reasonable level of accuracy in predicting purchase intention scores based on the independent variables. Overall, the model summary highlights that digital marketing tools collectively have a significant impact on shaping consumer behavior in the local clothing industry. This finding reinforces the importance of strategically utilizing these tools to drive consumer engagement and influence purchasing decisions in the competitive digital marketplace.

Table (11): ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.021	5	17.204	378.270	.000
	Residual	8.823	194	.045		
	Total	94.845	199			

a. Dependent Variable: PI

b. Predictors: (Constant), CM, CBM, SMM, IM, OCC

The ANOVA table evaluates the overall significance of the regression model used to assess the impact of digital marketing tools on consumer purchase intention. The results show that the model is statistically significant, as indicated by the **F-value of 378.270** and a **p-value (Sig.) of .000**. This p-value is well below the standard significance threshold of 0.05, confirming that the model as a whole provides a good fit for the data and that the independent variables (digital marketing tools) collectively have a significant effect on the dependent variable, which is purchase intention (PI). The **sum of squares for regression is 86.021**, showing the amount of variation in purchase intention explained by the five predictors such as social media marketing (SMM), online customer community (OCC), influencer marketing (IM), chatbot marketing (CBM), and content marketing (CM). The **residual sum of squares is 8.823**, representing the variation in purchase intention not explained by the model. The **total sum of squares is 94.845**, combining both explained and unexplained variation. These results show that the selected digital marketing tools play a meaningful role in influencing consumer purchase intentions. Therefore, businesses can confidently invest in these tools to strategically shape consumer behavior in Myanmar's clothing industry.

Table (12): Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.164	.088		1.879	.062
	Social Media Marketing	.143	.383	1.009	2.983	.003
	Online Customer Community	.863	.377	.764	2.288	.023
	Influencer Marketing	.200	.055	.182	3.640	.000
	Chatbot Marketing	.127	.026	.171	4.904	.000
	Content Marketing	.445	.062	.420	7.183	.000

a. Dependent Variable: Purchase Intention

The hypothesis that social media marketing significantly influences purchase intention is supported by Table (12). Social Media Marketing shows a positive relationship with purchase intention, as indicated by a standardized beta coefficient of 1.009. The t-value is 2.983, and the significance level (p-value) is 0.003, which is below the conventional threshold of 0.05. This clearly confirms the statistically significant contribution of social media marketing towards influencing purchase intention among consumers. Online Customer Community also significantly affects purchase intention with a standardized beta coefficient of 0.764. The corresponding t-value is 2.288, and the p-value is 0.023. Thus, participation in online customer communities positively and significantly influences consumers' purchase decisions for local clothing brands. Influencer Marketing significantly and positively contributes to purchase intention as well, showing a standardized beta of 0.182, a t-value of 3.640, and a p-value of 0.000. These statistics confirm the influential role of influencers in shaping consumers' purchase intentions toward local clothing brands. Chatbot Marketing similarly exhibits a positive and statistically significant impact, with a standardized beta coefficient of 0.171, a strong t-value of 4.904, and a p-value of 0.000. These results highlight the effectiveness of chatbot marketing in positively affecting consumers' intention to purchase. Lastly, Content Marketing has a considerable positive and statistically significant influence on purchase intention. The standardized beta coefficient is 0.420, the t-value is 7.183, and the significance level is 0.000, clearly indicating that content marketing strongly influences consumer attitudes and encourages purchase decisions. Among the variables examined, content marketing demonstrates one of the most robust impacts on consumers' purchase intentions.

Overall, the regression results presented in Table (12) strongly support the hypothesis that Social Media Marketing, Online Customer Community, Influencer Marketing, Chatbot Marketing, and Content Marketing all significantly and positively affect consumers' purchase intentions toward local clothing brands.

5. Findings and Discussion

The research identified five key digital marketing tools used by local clothing brands in Myanmar: social media marketing, influencer marketing, content marketing, online customer communities, and chatbot marketing. Social media marketing, especially via Facebook and TikTok, is widely used for visual ads and interactive promotions. Online customer communities foster peer interactions, enabling consumers to share experiences, reviews, and recommendations, which boosts trust and loyalty. Influencer marketing leverages trusted local personalities to increase brand visibility and credibility. Chatbot marketing supports personalized, real-time customer service, helping streamline the purchase process. Content marketing is used to deliver engaging, relevant content like fashion tips and brand stories that align with local consumer interests.

The study analyzed the influence of five digital marketing tools—social media marketing (SMM), online customer communities (OCC), influencer marketing (IM), chatbot marketing (CBM), and content marketing (CM)—on consumer purchase intention in Myanmar's local clothing industry. All five tools were found to have a significant positive impact, with social media marketing showing the strongest effect. A one-unit increase in SMM correlated with a 1.009 rise in purchase intention, highlighting the effectiveness of engaging and community-driven social media campaigns. Platforms like Facebook and Instagram were identified as key channels for consumer-brand interaction, product discovery, and experience sharing, all of which drive purchasing behavior.

The study revealed that Online Customer Communities (OCC) have a significant positive impact on purchase intention in Myanmar, with a strong beta coefficient of 0.764 and a p-value of 0.023. This indicates that active consumer engagement—through sharing feedback, reviews, and recommendations—builds trust and loyalty, ultimately influencing buying behavior. Influencer Marketing (IM) also showed a positive effect, with a one-unit increase in IM leading to a 0.182 rise in purchase intention. The credibility and relatability of influencers, especially in the fashion sector, play a key role in shaping consumer decisions, particularly when they align well with the brand's image and values.

The study found that Chatbot Marketing has a statistically significant positive effect on purchase intention, with a beta coefficient of 0.171 and a p-value of 0.000. This highlights the effectiveness of chatbots in enhancing customer service and engagement, particularly through timely, personalized interactions adapted to local cultural needs. Meanwhile, Content Marketing was identified as the most influential digital marketing tool, with a beta coefficient of 0.420. Providing consistent, relevant, and engaging content—via blogs, videos, or social media—was shown to significantly increase consumer trust and purchase intention. These results reinforce the importance of value-driven content and personalized digital experiences in shaping consumer behavior.

5.1 Theoretical Implications

This study explores the impact of digital marketing tools—social media marketing (SMM), online customer communities (OCC), influencer marketing (IM), chatbot marketing (CBM), and content marketing (CM)—on consumer purchase intention in Myanmar's local clothing industry, contributing valuable insights to digital marketing theory and consumer behavior research. The findings confirm that these tools significantly shape consumer decisions, with social media marketing showing the strongest effect. This supports existing theories emphasizing the power of personalized, engaging, and visually rich content in influencing behavior. Influencer marketing and social media engagement are shown to enhance brand visibility and trust, consistent with previous research in fashion marketing. Chatbot marketing is found to positively affect purchase intention by delivering culturally relevant and personalized customer service. The study suggests that chatbots are successfully integrated into Myanmar's digital landscape, offering opportunities for further exploration into their local optimization. Online customer communities also play a significant role, supporting Social Identity Theory by fostering emotional connections and peer influence, which in turn drive purchase behavior. The research concludes that digital marketing tools are highly effective in Myanmar's clothing sector and align well with established marketing theories, while also offering avenues for future research in emerging markets.

5.2 Practical Implications

This study offers practical insights for local clothing brands in Myanmar on using digital marketing tools to boost consumer purchase intention. The most effective tools identified are content marketing, social media marketing (SMM), and influencer marketing. Brands should focus on producing high-quality, engaging, and personalized content—such as blogs, videos, and tutorials—that aligns with audience preferences to build loyalty and drive purchases. Social media marketing is crucial for brand awareness and interaction. Brands should create engaging campaigns on platforms like Facebook and Instagram, use user-generated content, targeted ads, and social listening to better understand consumer sentiment. Influencer marketing, particularly with local micro-influencers, can increase trust and authenticity, influencing purchase decisions. Chatbot marketing needs refinement. Brands should improve chatbot functionality to provide timely, personalized support and integrate chatbots with e-commerce for smoother customer experiences. Online customer communities (OCC), while not yet significantly influencing purchases, offer long-term value. Brands should build active, exclusive communities that foster engagement and loyalty. Overall, brands should strategically allocate their budgets across these tools, experimenting with formats, enhancing engagement, and strengthening digital presence. These findings provide actionable guidance for Myanmar clothing brands to effectively engage consumers and support sustained digital growth.

6. Conclusion

The study explored the impact of various digital marketing tools on consumers' purchase intention within the local clothing industry. The results revealed that digital marketing tools play a significant role in shaping how consumers make purchasing decisions. Each tool examined in this research demonstrated a measurable and positive influence on purchase intention, highlighting the growing importance of digital strategies in competitive consumer markets. These findings suggest that digital marketing is not just a supportive function but a critical driver of consumer engagement and brand success. Among the tools investigated, content marketing (CM) and social media marketing (SMM) had the strongest effects on influencing consumer behavior. Content marketing, through informative and

visually appealing materials, helps consumers better understand brand values and product benefits, thereby increasing their likelihood to purchase. Social media platforms, on the other hand, create direct and interactive communication channels between brands and consumers, making it easier to build relationships and influence consumer choices. The role of online customer communities (OCC) also proved vital, as they contribute to trust-building, word-of-mouth promotion, and brand loyalty among consumers. Influencer marketing (IM) and chatbot marketing (CBM), while slightly less influential than the others, also contributed meaningfully to purchase intention. Influencers enhance brand credibility and reach by connecting with niche audiences, while chatbots improve customer service and response time, making the shopping experience smoother and more personalized. Altogether, these tools form a comprehensive digital marketing ecosystem that enhances consumer experience and encourages purchase decisions. Therefore, local clothing brands should invest strategically in a combination of these digital tools to maximize their impact on consumer behavior and stay competitive in the evolving market landscape.

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Appendix

Table (1) Profile of Respondents

Profiles of respondents were described in terms of age, gender, education level, income level, occupation, purchasing times and social media source.

Sr No.	Category	No. of Respondents	Percentage (%)	
1.	Age	Under 18	7	4
		18-27	179	80
		28-37	2	1
		38-47	12	5
		48 and above	0	0
	Total	200	100	
2.	Gender	Female	159	80
		Male	41	20
	Total	200	100	
3.	Education Level	Bachelor degree	76	38
		Diploma/Certificate	75	37
		High School	42	21
		Master degree or higher	5	3
		Other	2	1
	Total	200	100	
4.	Income Level	Under 300,000 MMK	100	50
		300,001-600,000 MMK	62	31
		600,001-900,000 MMK	17	9
		Above 900,000 MMK	21	10
	Total	200	100	
5.	Occupation	Employed (Full-time)	27	14
		Employed (Part-time)	3	1
		Self-employed	9	4
		Student	161	81
		Other	0	0

		Total	200	100
6.	Purchasing times	Never	6	3
		Often (Monthly)	59	29
		Rarely (Once a year)	19	10
		Sometimes (A few times a year)	110	55
		Very Often (weekly)	6	3
		Total	200	100
7.	Social media Platform	Facebook	119	60
		Instagram	4	2
		TikTok	68	35
		Twitter	0	0
		YouTube	9	3
		Other	0	0
		Total	200	100

Respondents' age, gender, education level, income level, occupation, purchasing times and social media source.

Table (4) Social Media Marketing

No	Social Media Marketing	Mean	Std. Deviation
1	I frequently see advertisements for local clothing brands on social media platforms.	3.84	1.09
2	Social media marketing helps me discover new local clothing brands.	4.02	1.04
3	I trust product recommendations for local clothing brands that appear in social media advertisements.	2.99	0.93
4	Social media promotions (e.g., discounts, giveaways) influence my decision to buy from local clothing brands.	3.47	1.07
5	I engage with local clothing brands on social media by liking, commenting, or sharing posts.	2.52	1.15
6	Social media marketing provides useful information about the latest clothing trends from local brands.	3.73	1.02
7	I am more likely to purchase clothing from a local brand if I see it promoted on social media.	3.27	0.95
	Total	3.41	1.04

Table (5) Online Customer Community

No	Online Customer Community	Mean	Std. Deviation
1	I participate in online groups or forums discussing local clothing brands.	2.34	1.12
2	The opinions of members in online communities influence my decision to buy from local clothing brands.	3.03	1.11
3	I trust product reviews and recommendations shared in online fashion communities.	3.12	1.04

4	Being part of an online customer community helps me make informed clothing purchases.	3.21	0.93
5	Online customer communities provide valuable insights about the quality of local clothing brands.	3.28	0.91
6	I am more likely to buy from a local clothing brand if it is positively discussed in an online customer community.	3.26	0.96
7	Online customer communities enhance my trust in local clothing brands.	3.21	0.90
	Total	3.06	0.99

Table (6) Influencer Marketing

No	Influencer Marketing	Mean	Std. Deviation
1	I trust recommendations from influencers when considering local clothing brands.	2.81	1.07
2	Influencer on social media enhances my awareness of local clothing brands.	3.23	1.01
3	I am more likely to engage with a local clothing brand promoted by an influencer I follow.	3.15	1.09
4	The content shared by influencers about local clothing brands is relevant to my style.	3.05	1.03
5	Influencers provide valuable information that helps me understand local clothing brands better.	3.20	1.01
6	I often discover new local clothing brands through influencers on social media.	3.48	1.01
7	The authenticity of an influencer affects my perception of the local clothing brands they promote.	3.16	0.97
	Total	3.15	1.02

Table (7) Chatbots Marketing

No	Chatbots Marketing	Mean	Std. Deviation
1	Chatbots provide instant responses to my inquiries about local clothing brands.	3.11	1.04
2	Chatbots enhance my overall experience while shopping with local clothing brands.	2.99	0.98
3	The information provided by chatbots is accurate and relevant to my needs.	2.87	1.03
4	I prefer interacting with chatbots over traditional customer service methods.	2.84	1.11
5	Chatbots help me find specific products from local clothing brands more efficiently.	3.03	0.99
6	I feel comfortable asking questions to a chatbot about local clothing brands	2.99	1.12
7	Chatbots make it easier for me to learn about promotions and offers from local clothing brands.	3.08	0.99
	Total	2.97	1.04

Table (8) Content Marketing

No	Content in Marketing	Mean	Std. Deviation
1	I enjoy engaging with content related to local clothing brands, such as blogs and articles.	3.27	0.94
2	I find value in how local clothing brands share their stories through content marketing.	3.33	0.95
3	The quality of content created by local clothing brands influences my perception of the brand.	3.40	0.96
4	I am more likely to follow local clothing brands that produce engaging content.	3.27	0.94
5	I appreciate when local clothing brands provide helpful tips and guides through their content.	3.55	0.91
6	Content marketing encourages me to engage with local clothing brands on social media.	3.39	0.87
7	I believe that informative content can enhance my understanding of local clothing brands.	3.39	0.95
	Total	2.94	0.93

Table (9) Purchase Intention

No	Purchase Intention	Mean	Std. Deviation
1	I am likely to purchase clothing from a local brand that I frequently see advertised on social media.	3.20	1.009
2	I consider buying from a local clothing brand when it has positive reviews in online communities.	3.53	.966
3	I am influenced by social media marketing when deciding to buy from a local clothing brand.	3.32	.959
4	My engagement with online customer communities increases my likelihood of purchasing from local clothing brands.	3.22	.846
5	I prefer local clothing brands that actively interact with customers through social media.	3.54	.945
6	The quality of digital marketing content from a local clothing brand influences my purchase decision.	3.39	.895
7	I intend to purchase clothing from local brands that use effective digital marketing tools.	3.40	.935