

Impact of Digital Disruption on Consumer Purchase Intention in China Apparel Industry

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ABSTRACT

The purpose of this research was to conduct an analysis on the impact of the digital disruption on the consumer purchase intention. The critical analysis of the literature revealed that consumers are associated with the digital platforms by getting connected with each other through social media. The literature review revealed important dimensions of digital disruption, which are selected as the independent variable in this study including electronic word of mouth, perceived quality and online advertising. By using these variables, research framework and hypotheses were developed. This study was conducted in China and focused on the customers population of the clothing industry in Guangdong Province. Guangdong Province in China is having the most clothes company and the apparel industry in Guangdong benefits from the province's strategic location, favorable economic climate, and efficient transportation and logistics networks. Respondents were identified randomly who are stay in Guangdong Province, China. The philosophical assumption of the study was positivist and methods were selected accordingly. The analysis was conducted on the responses while the response rate was 93%. The analysis comprised of the descriptive and inferential statistical tests. The results revealed that the selected independent variables created significant and positive impact on the consumer purchase intention. These findings also validate the findings from the previous studies. Based on the analysis conducted, conclusion was drawn along with revealing the practical and theoretical implications of the findings. In the end, recommendations were made for the conduction of the future research by identifying the limitations of this study.

Keywords: Digital disruption, social media, online advertisement, electronic word of mouth, perceived quality and consumer purchase intention.

INTRODUCTION

Over the last couple of decades, rapid and significant digital disruption has directed the companies to avail themselves of numerous opportunities such as access to the global market, flexibility, recognition, and brand awareness (Su et al., 2022). These opportunities followed numerous hurdles such as intense competition, diversified product substitutes, changing patterns and demands, and other related aspects (Ruan, Sang & Zeng, 2022). The success of the company in this digital era relies on effective marketing strategies and the development of positive purchase intention through committing value and delivering it. Kaplan and Haenlein (2010), as well as Jain and Raman (2022) stated that the younger generation is more indulgent in the adoption of digital technologies. Balakrishnan, Dahnil, and Yi (2014), as well as Hu (2022) also stated that the adoption of social media, which is part of digital disruption, has provided an access to a lot of information, which has affected the awareness level of customers and overall images of the companies. Another study by Sussman and Siegel (2003) revealed that the companies are influenced by the information, which has grown in volume due to digital disruptions. Therefore, considering the growing importance of digital advancement and its impact on the operational activities of the companies, this research is conducted

(Ghosh, et. al., 2022).

The digital transformation is related to the exploitation of the digital opportunities created by advancing and adopting new practices. It is a process that directs the economies, communities, and societies to restructure themselves by adopting digital practices (Brennen & Kreiss, 2016). Different digital technologies such as cloud technology, big data, sensors, 3D printing, and other digital advancement have created a significant impact on the performance of the companies (Matzler, Bailom, Freidrich, & Kohler, 2013). These changes and innovations are witnessed to create a relationship between the company's representatives and customers. Kiel, Arnold, Collisi, and Volgt (2016) stated that digital advancement has created a significant impact on the performances of the companies by increasing the efficiency of their workforces and improving the relationship with customers through higher satisfaction, engagement, and loyalty. However, Coupette (2015) argued that with the increase within the digital development and growth of the companies through the adoption of technology, a significant change has been witnessed with the expectations of the customers and also in their awareness levels.

Pena-Garcia, Gil-Saura, Rodriguez-Orejuela, and Siqueira-Junior (2020) argued that the digital disruption has directed the companies to reach out to the diversified target market from different cultures. This diversity has also impacted the sharing of knowledge among the customers and their opinions and perception. Furthermore, the companies also face challenges because the products supplied in one market are not of similar quality as those offered in others. This impacts the overall selling potential of the company. Amaro and Duarte (2015) also added that the availability of information online has improved the analytical and research skills of the customers. They look for the best options to consider and to make their decisions on. Therefore, considering a good brand is a real challenge these days. Belanche, Casalo, and Guinalis (2015) also added that digital disruption has directed companies to develop e-loyalty among customers. People are now not only interacting with the company's representatives but also have the power to disperse their opinion to the large target group, which affects the image of the company, which ultimately impacts the loyalty developed among the customers.

Overall, most of the studies conducted on digital disruption from customer's perspectives have emphasized that the customers have the power to impact a company's goodwill or reputation. There is a need to form strategies, which could direct the companies to create a positive relationship with their customers and ensure a positive response from them. Thus, based on these studies and their conclusion, this study is proposed to be conducted on evaluating the impact on consumer's purchase intention due to this rapid digital disruption in the world.

Problem Statement

The Chinese apparel industry faces sustainability challenges and the disruptive influence of digital technologies, highlighting the need to investigate the complex relationship between few factors and their influence on consumer-related variables. With the advent of e-commerce, social media, and mobile technologies, digital disruption has transformed many industries, including the apparel industry. This disruption has altered not only how consumers interact with brands, but also their expectations and behaviors regarding product quality and sustainability. However, the relationship between sustainability issues, digital disruption, and consumer variables in China's apparel industry is still ambiguous.

Understanding how sustainability-related factors and digital disruption impact electronic word of mouth in the Chinese apparel industry is crucial as consumers increasingly rely on online platforms to share their experiences and opinions (Kennedy, et. al., 2022). By analysing the impact of sustainability practises, digital platforms, and consumer engagement on electronic word of mouth, it is possible to obtain valuable insight into how these factors affect the reputation of an industry and the dissemination of sustainability-

related information (Filieri, Acikgoz & Du, 2023).

Moreover, the perceived quality of apparel products is affected by both sustainability challenges and digital disruption (Paul, Shukla & Trianni, 2023). Sustainability-related factors such as ethical sourcing, environmental impact, and social responsibility have a growing impact on consumers' perceptions of product quality (Lu, Cheng & Hung, 2023). Concurrently, digital disruption has increased access to information and consumer reviews, influencing the formulation and communication of perceptions of quality. Insights into consumer preferences and decision-making processes can be gained by investigating the impact of sustainability challenges and digital disruption on the perception of quality in the Chinese apparel industry.

In addition, online advertising is significantly impacted by both sustainability issues and digital disruption (Ray & Nayak, 2023). To effectively communicate their sustainability efforts and engage consumers via digital channels, the Chinese apparel industry must navigate these factors. Understanding how sustainability practices and digital disruption impact online advertising strategies and consumer responses can aid in crafting persuasive messages. This research will illuminate how brands can leverage digital platforms and sustainability narratives to improve the effectiveness of their online advertising and strengthen their connection with consumers.

The above problems are going to be addressed through this study in how digital disruption has impacted consumer purchase intention. This study aims to provide a comprehensive understanding of how sustainability challenges, digital disruption, and consumer-related variables, such as electronic word of mouth, perceived quality, and online advertising, influence consumer behaviour in the Chinese apparel industry. The findings will provide industry stakeholders with actionable insights, aiding them in navigating the digital landscape while effectively addressing sustainability challenges, and promoting positive change towards a more sustainable and digitally transformed apparel industry in China.

The issue in these studies have been conducted from a broader perspective. The studies have mainly focused on understanding the growing demand for digital technology and how consumers from diversified industries are being facilitated through it. The main problem associated with this is the lack of evidence from industries. Furthermore, the research area also lacked evidence about specific industries or companies being affected through it. The clothing industry is largely developed and there are diversified local and international companies involved in the market. There is limited research being conducted on the digital disruption in such companies from a marketing perspective and the impact on consumer's purchase intention. Furthermore, Dreze and Hussherr (2003) also emphasized that the changing digital patterns are adopted differently by each industry. This difference is also reflected in the consumer buying behavior of these companies. Furthermore, Singh (2019) stated that the opinion and perception of the consumers developed through digital disruption are very important. He also added that in each industry the nature and pattern of the impact created are found to be different. Thus, this research issue, which is to provide a case study analysis for a better understanding of digital disruption, is conducted by selecting a specific unit of analysis.

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Research Questions

This study is to focus on digital disruption and how it has been directed to shape out the companies' performance by impacting the consumer purchase intention. As discussed earlier, the problem is that the companies are moving toward the adoption of different digital technologies and platforms for interacting and communicating with their potential customers. These advancements provide an access to the information by the customers, which further impact the image developed or perception about the company. Thus, the purpose of this study is to select a few important aspects of digital disruption, which were studied in previous studies, and evaluate their impact on the purchase intention of the customers of the clothing industry. Hence, the following questions are designed to conduct the research:

RQ 1: Does electronic word of mouth give positive impact on the consumer purchase intention in China apparel industry?

RQ 2: Does perceived quality give positive impact on the consumer purchase intention in China apparel industry?

RQ 3: Does online advertisement give positive impact on the consumer purchase intention in China apparel industry?

Research Objectives

This study aims to examine the influence of electronic word-of-mouth, perceived quality, and online advertising on consumer purchase intent in the Chinese apparel industry. By analyzing these factors, the study seeks to shed light on the dynamics of consumer behavior and inform marketing and communication strategies for apparel brands. To achieve a comprehensive understanding of the relationships between electronic word of mouth, perceived quality, online advertising, and consumer purchase intention, and to contribute to the existing body of knowledge on consumer behavior within the context of the Chinese apparel industry, the research objectives will be formulated. Hence, the following research objectives was designed for this study:

RO 1: To examine either electronic word of mouth affects the consumer purchase intention in China apparel industry.

RO 2: To study either perceived quality affects the consumer purchase intention in China apparel industry.

RO 3: To investigate either online advertisement affects the consumer purchase intention in China apparel industry.

The Implication of Study

The digital advancement has resulted in creating a significant change within the performance and practices of the organizations. This study is focused on understanding the impact of this change on the consumer purchase intention for the clothing industry. The study will help in understanding how digital-related changes are impacting consumer purchase intention. This research contributes to the corpus of knowledge

on consumer behavior in the context of digital disruption and the apparel industry. Furthermore, the study will select specific dimensions of digital disruption, which is related to the digital practices adopted for reaching out to the customers by the clothing companies. This research fills this void and improves our understanding of how disruptive technologies and digital platforms reshape consumer behavior by investigating the specific influence of digital disruption on consumer purchase intention.

The study produces significant implications from theoretical as well as practical perspectives. From a practical perspective, the selected dimension of digital disruption will reveal their importance in creating a positive impact on the purchase intention of customers. This study contributes to the comprehension of the Chinese apparel market, which is of great importance given its size, development, and significance in the global apparel industry. This research provides valuable insights into the unique characteristics, preferences, and behaviors of Chinese consumers, who play a pivotal role in shaping market trends and demand, by examining the perspectives of Chinese customers. Understanding the impact of digital disruption on consumer purchase intention in this particular context enables industry stakeholders to adapt their strategies and offerings accordingly, thereby maximizing market potential.

Considering the nature of the impact, the selected companies from the clothing industry can use the findings to improve the positive and effective impact on their digital activities. Furthermore, the aspects revealed during the research are added in the recommendations for future research. Academicians can use these dimensions to conduct future research. The findings of this study have implications for marketers and industry professionals. Digital disruption has altered consumers' interactions with brands, access to product information, and buying decisions. This research provides actionable insights for apparel brands operating in China by identifying the specific factors and mechanisms by which digital disruption influences consumer purchase intention. Such insights can inform marketing and communication strategies, allowing brands to effectively engage with customers, establish trust, and enhance their online presence in order to influence consumer purchase intent.

Lastly, the relevance of this study extends beyond the apparel industry and can be applied to other industries confronting digital disruption and consumer-driven markets. This study's findings can serve as a foundation for future research on the effects of digital disruption on consumer behavior in a variety of contexts, thereby contributing to broader discussions on the implications of digital transformation for industries and economies.

LITERATURE REVIEW

Digital Disruption

The adoption of digitalization in the corporate sector has been followed by the adoption of the internet facility along with its implication within society. Brennen and Kreiss (2016) argued that the digitization process has directed companies to convert analog and unorganized information into digital form. Westerman, Calm ejane, Bonnet, Ferraris, and McAfee (2011) stated that organizations are directed toward the adoption of the technologies for improving their performances and also expand the scope of the business. On the other hand, Bloching et al. (2015) stated that the adoption of the technology within the organizations where the economies are directed to meet the digital need of the economies. The restructuring of societies and institutes is witnessed through digital diffusion. It is observed that the change in digital practices has resulted in creating an impact on the overall performance of the company. Organizations are directed to adopt new and creative ways of reaching out to customers (Linz, M uller-Stewens, & Zimmermann, 2017). Furthermore, the study also revealed the changes taking place within the economies. Lee and Young (2009) stated that advancement within the technology has resulted in adopting different practices and strategies. These are followed by the development of unique platforms like social media to

communicate and create interaction among people.

Electronic Word of Mouth

Word of mouth is considered one of the most effective and useful tools for conducting the marketing of the products. Lee and Youn (2009) stated that consumer buying decisions are found to be significantly affected by word of mouth. It is defined by them as, “any statement made by the person either positive or negative made by the customers of the company related to any product or company, which is made accessible to the large size of people through the internet”. Consumers are nowadays engaged in using social media platforms for interacting and communicating such as Facebook, Twitter, Flickr, Blog, and numerous other related platforms. Consumers are directed toward using diversified forms and tools for the exchange of information. Lee and Youn (2009) stated that word of mouth provides a valuable opinion, which is shared with a large group of people.

With progress in data innovation, the utilization of the web and web-based media have gotten incredibly far-reaching; they have significantly affected the methods of correspondence utilized and liked by individuals (Chan and Ngai, 2011). Electronic informal (e-WOM) has become the most ordinarily utilized medium to impart insights and surveys about different items and administrations accessible on the lookout (Cheung and Thadani, 2012). In light of its adequacy and the different useful results that can be accomplished with the utilization of e-WOM, individuals in both the expert and the scholarly networks have gotten distinctly keen on examining it (Cheung and Thadani, 2012). Other significant parts of advertising, for example, the buy aims of purchasers, brand picture, brand mindfulness, brand value, message source believability (Wu and Wang, 2011), and trust in the conclusions posted online versus those introduced in the conventional media are being concentrated to acquire more clear knowledge.

The examination has shown that individuals have grown undeniable degrees of trust in mysterious individuals who post their audits on the web, while they have low degrees of trust for surveys on TV, radio, papers, or magazines (Lee, Park, and Han, 2011). As indicated by Lee et al. (2011), customers trust the surveys introduced by different shoppers considerably more than the cases set forward by the makers or vendors of the item; this trust probably brings about online audits greatly affecting buyers’ buy goals and purchasing choices (Lee and Youn, 2009). It was focused on that e-WOM is fundamentally founded on the casual correspondence among buyers utilizing the different online media to examine the positive or negative qualities of any products or benefits, or even the makers or merchants. E-WOM is for the most part viewed as invaluable because it is effectively accessible and available to any individual who can utilize the Internet (Evans and Erkan, 2014).

Perceived Quality

The perceived quality developed by the customers is declared as the subjective response created for defining the product’s characteristics (Calvo, 2002). It ought to be found as far as the insights and assumptions for buyers dependent on their assessment of an item ascribes. In layman’s terms, seen quality is the shopper’s judgment about the prevalence or greatness of an item (Zeithaml, 1988). In any case, a significant highlight is that apparent quality is certainly not quite the same as evenhanded, item-based quality and assembling quality. Maybe, saw quality is a more theoretical idea that alludes to the view of the client first. Consequently, we generally consider it to be the picture of items in the brain of buyers. Further, this idea shows that the impact of customer assumption on quality discernment depends on the characteristic and extraneous variables of an item. Balestrini and Gamble (2006) characterize inborn traits as follows: Intrinsic credits are identified with the targeted nature of the item and the strategies for handling, used to make it. In a refreshment, inherent signs would incorporate such characteristics as flavor, shading, surface, and level of pleasantness. Inherent credits can’t be changed without modifying the idea of the actual item and are burned-

through as the item is burned-through. Interestingly, extrinsic credits are identified with the abstract quality. They incorporate the value, bundling, naming, and brand name, which can all be adjusted without changing the item.

The pertinent writing is fairly restricted. Partner an item with a country that has gained notoriety for an excellent product can emphatically affect assessments of the item. Be that as it may, if buyers feel animosity toward the country, it can now and again contrary affect the craving to buy the item (Hong and Dong, 2006). The prevailing difficulties may surpass customer perception that the culpable nation creates great items (Amine 2008). Even though lower levels of hostility may not impact item decisions, more significant levels of an ill will might be solid to the point that they impact or cloud decisions and lead to a reluctance to purchase a country's items. Hong and Dong (2006) guessed that the adverse consequence of high buyer enmity would be more articulated when the item was not firmly connected with the country being referred to. There is additionally an examination that expresses a finding with the contrary judgment. Even though lower levels of enmity may not impact item decisions, more elevated levels of enmity might be solid to the point that they impact or cloud decisions and lead to a reluctance to purchase a country's items. Then again, when the nation was known for great items, the impact of its standing may supersede any impacts that animosity toward the nation has made. Shoppers are not fanatical and will buy items on the off chance that they see them be of great. The normal purchaser, despite bearing high hostility, will change their anticipated conduct dependent on their item quality appraisal (Guido, Prete, Tedeschi, and Dadus, 2010).

Online Advertisement

Online advertisement is found to work rapidly these days and is directed toward creating an impact on the perception of the people. The success of the business depends on the ability of the company to advertise and promote the product and creates awareness among the people (Rai, 2013). Singh (2012) conducted a study on online advertisements. He revealed that almost 34% of the cost associated with the product is related to its market. This was defined as the important aspect of the business as through it the marketers can achieve a higher level of goals and targets. They described that the marketing of the product through any platform is the most important aspect of the product success.

Kotler, Keller, Koshy, and Jha (2009) stated that with the advancement and change within the technologies, it has observed that new practices have been adopted for the marketing of the products. One of them is the online advertisement of the product. They revealed that online marketing has created a significant impact on the cost associated with the advertisement of the products and also has the higher reach of the other platforms. Based on this Rai (2013) study added that using different online platforms help in reaching the global target market with higher conversion.

Sadhasivam and Priya (2015) stated that the companies are directed to opt for the combination of the platforms to reach their target market. The reason for this diversity is to acquire a positive response from the customers. However, the information shared on the online platforms are also believed to create an impact on the perception or mindset of the people. Furthermore, Pongiannan and Chinnasamy (2014) argued that the intention of the consumer to purchase the product is created by considering different aspects, which include the perception being developed by looking into the information shared to them from their surroundings.

Consumer Purchase Intention

Consumer purchase intention refers to the subjective judgment made by the consumers based on the evaluation made by one to avail the service or buy the product (Morwitz, 2014). Researchers have considered a different meaning to this statement by stating that either it is related to the willingness of the consumers to buy the product, repurchasing the product, or developing an intention to buy in the future.

Montano and Kasprzyk (2015) stated that purchase intention is the degree of a customer's perceptual conviction to buy a specific product or service. The decision of the consumer to make the specific purchase is affected by numerous factors. Morwitz, Steckel, & Gupta and (2007) stated the purchase intention can be measured and used for measuring the effectiveness of the different decisions made within the organization. They emphasized that efforts can be made for improving the system and enjoying favorable returns. Researchers also argued that using the information acquired through online platforms can also help the business to get geographically diversified and create new markets.

Montano and Kasprzyk (2015) revealed that the intentions of the consumers are an important factor in predicting the behavior of the consumers. Thus, online businesses are engaged in understanding the perception and opinion of people. Armitage and Conner (2001) selected the intention of the customers and considered it for determining the customer behavior. These factors are related to the pre-purchase stage of the shopping. Fishbein and Ajzen (1977) stated that to predict consumer behavior, it is important to identify the attitudes, assessments, and internal factors of the individuals, which are believed to impact the purchase intention of the consumers. Pavlou (2003) stated that the purchase intention of the consumers is to identify the willingness of the consumers to purchase the products.

Numerous studies in the context of marketing are based on analyzing different aspects of today's events. One of the studies was conducted on green marketing, where the focus was that the perception of the consumers is influenced by the attitude developed by the consumers toward the specific products (Nguyen, Lobo, & Greenland, 2016). Wei and Ho stated that the business-to-business activities and interaction of the consumers with the business. George (2004) stated that the online buying intention is determined by the consumer's desire to purchase the product. Ajzen (1991) stated that consumer behavior is affected by numerous factors and these factors are linked with the perception and opinion developed by the stakeholders toward the product.

Digital Disruption and Consumer Purchase Intention

Lim, Osman, Salahuddin, Romle, and Abdullah (2016) stated that the adoption of the trend of online shopping is found to vary from market to market. It has witnessed to empower the businesses to sell out their products into the global market. On the other hand, Najdic (2011) stated that the perception of the consumers is influenced by the information shared through online platforms. The purpose of this research was to understand how the tourism industry is affected by online research. It was revealed that the psychology of the consumers is affected by the facts and figures being shared online by others. Furthermore, it was propounded that the impression of significant worth is administered by the obvious quality and expenses just as by the item and organization ascribed. Furthermore, from among a whole course of action of different traits, the client surveys only a few of them. Kim, Park, and Schwarz (2010) endeavored an exploration on how the purchaser evaluates the item through contemplating their feelings. It is so because generally, the choices rely upon debauched assumptions – will it be valuable for me to do this? As communicated by Fishbein and Ajzen (2015), examination of demeanor towards internet shopping is basic to comprehend the properties of an online customer. Lexhagen (2015) explained clarifications behind the online travel industry market's slower than expected development rate.

Nasir, Vel, and Mateen (2012) expressed that online media doesn't generally require some language or words to spread the message to the purchaser. At the point when an item and the administrative and showcased then the setting can be deciphered by the expected purchaser. Based on that, the purchaser gives the reaction. It very well may impede buying an item, repurchasing an item or it tends to be as not buying an item. Thus, this cycle depends on the client's need, his insight, and enjoyment towards the item, brand devotion and brand esteem, verbal exchange, and its interest. Then again, Barhemmati and Ahmad, (2015) uncovered that the best and the fruitful method of promoting is Social Media Marketing. The examination

centers around knowing the components of how the purchasing behavior of those customers who are on social media through Social Network Marketing change. This examination additionally discovers the connection between the selling products of the organizations and the client commitment and their buy conduct. In this, a review was directed among the 50 understudies at Malaysian National University. The aftereffect of the examination shows the positive connection in the middle of purchaser purchasing conduct and Social media commitment.

Besides, Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh (2016) expressed that the utilization of social media is expanding quickly. For the organizations and the Marketing experts, social media can be utilized to expand the mindfulness about an item and the administrations. In this exploration paper, a review has been done to decipher and dissect the association between social media use, social media promoting, and the purchaser purchasing conduct. The key inquiry additionally remembered the enrollment status for various Social media destinations and the produced content by them on those locales. The investigation of the exploration gives measurable proof of how social media has a higher effect on shopper purchasing conduct.

The literature review reflects that digital disruption or digital advancements have been researched by academicians from different fields and by considering different factors to be affected through it. As Uwemi and Fournier-Bonilla (2016) stated that the people from the developed countries are witnessed to facilitate from the internet and this advancement has resulted in bringing changes in their lifestyles. It has been witnessed and observed from the previous studies that over the years, the digital world has changed the economy as well as social activities. People from different cultures and backgrounds were able to interact and share their opinions and perceptions. From the literature, it is observed that researchers have witnessed an impact of the digital disruption on the consumer's buying behavior and their purchase intention. However, the area to consider is which factors are witnessed to create the impact. It is important to understand that changes are created due to different factors. Some factors lead toward a positive impact while some to the negative one.

In the case of digital disruption, technology has granted access to everyone to every fact and figure equally. This change has directed the consumers to make their decisions for certain reasons. Some of the important elements from digital disruption considered in this study are, electronic word of mouth, perceived quality, and online advertisement. The reason is that electronic word of mouth directs individuals to share their opinion, which reaches out to the masses and creates an impact on the perception developed by them about the particular product or brand. Similarly, the perceived quality through digital marketing and sharing of stories creates an impact on the customer's mind by creating an image of the product or service. Also, the online advertisement and use of diversified tools to convey the message and create an impact on the minds of the customers. All of these factors create an impact on consumers' mindsets. These factors are not considered in previous studies collectively nor considered for conducting a study on the clothing industry. Thus, a potential research gap is identified to be filled by the researcher by conducting a study on the clothing industry by selecting specific companies and gathering evidence from their potential customers.

Research Framework and Hypotheses

Figure 1 below is the research framework constructed for this study. According to Figure 1 below, dependent variable is consumer purchase intention. This study is looking into the impact of the three independent variables, which are the electronic word of mouth, perceived quality and online advertisement, towards the dependent variable.

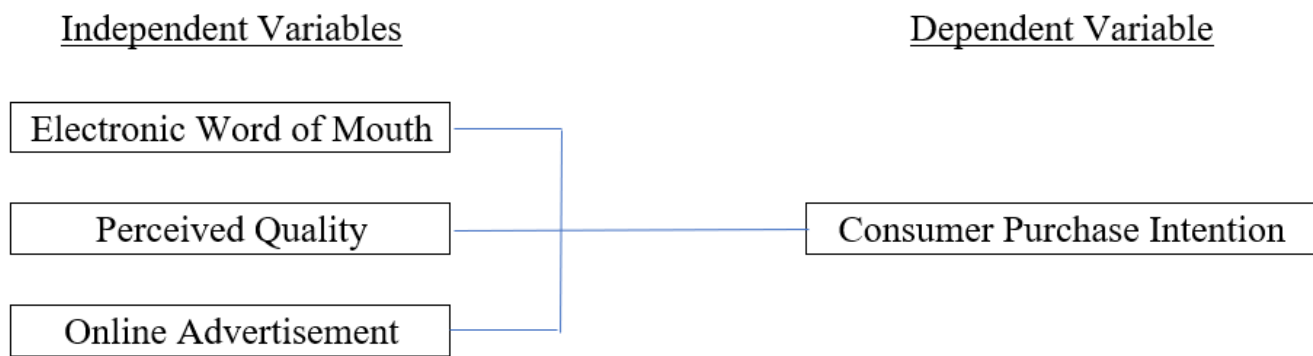


Figure 1: Research Framework

Based on this framework, the following research hypotheses are formulated for testing them by using the collected data:

H1: Electronic word of mouth has a positive impact on the consumer purchase intention in China apparel industry.

H2: Perceived quality has a positive impact on the consumer purchase intention in China apparel industry.

H3: Online advertisement has a positive impact on the consumer purchase intention in China apparel industry.

RESEARCH METHODOLOGY

Muijs (2010) stated that for conducting educational research, it is recommended to adopt the methods, which are previously tested and determined to be reliable for conducting the study. This study was conducted by adopting the positivistic philosophical assumption. Furthermore, the deductive approach and the quantitative method are chosen for gathering the data and making an observation. The time horizon of the study is cross-sectional while a survey strategy was used for collecting the data. Data Collection was conducted through Statistical Package for the Social Science (SPSS) for the analysis of statistical data.

The population of this study is the customers of the clothing industry in Guangdong Province. Guangdong Province, situated in southern China, is a prominent apparel industry center. Cities such as Guangzhou, Shenzhen, and Dongguan are home to numerous clothing manufacturers and supply chains (Li, Tan & Xue, 2022). The province is renowned for its sophisticated production capacities, diverse product selection, and powerful market presence. The apparel industry in Guangdong benefits from the province's strategic location, favorable economic climate, and efficient transportation and logistics networks. It contributes to the province's economic development and employment opportunities by playing a vital role in China's textile and apparel industry. Guangdong Province in China is having the most clothes company and most of it had a great involving in digital components in their operations such as Youngor Group Co., Ltd., Peacebird Group, Romon Group etc. This includes the use of digital marketing strategies, the establishment of online retail channels, the implementation of supply chain digitization, and the exploration of technologies such as virtual reality and augmented reality to enhance consumer experiences. Thus, the social media pages of these companies were accessed to reach out to potential customers and gather their opinions. The focus of this study for digital disruption from the customer's perspective was on social media.

To conduct the research, a non-probability sampling method is considered. This study is focused on the consumer purchase intention for online clothing products. Thus, the population is the general public and

there is no chance of any specific individual getting selected. Hence, a non-probability sampling method is used while a convenience technique is selected. It means that individuals are selected who are accessible easily.

The sample size of the study was 150, followed the recommendation by Daniel (2011) which to select and analyze sample size in terms of the parameter of the population to be estimated, cost of sampling and also the importance of the information, the readiness of the information, population's spread, hardness to collect the data, and the requirement of estimated precision.

In this study, a significant volume of research is conducted in different geographical contexts. The concept of digital transformation is widely researched. Furthermore, the purpose is to get opinions instead of acquiring any precise estimates. The collection of the data from a very large sample group is not possible due to time constraints. Thus, the sample size of 150 was found to be suitable and appropriate as previous studies such as Singh (2019), Balakrishnan, Dahnil, and Yi (2014) are also conducted by using similar sample sizes.

The data collection is made through primary sources as researchers have gathered first-hand information from the respondents. The structured questionnaire is used as a research tool for collecting the data from 150 respondents. The questionnaire is developed by adopting the items related to the research variables from the previous studies. It helped in acquiring a reliable tool for gathering the data from the respondents (Pena-Garcia, et al., 2020 & Balakrishnan et al. 2014). The response rate of this study is 93% as 139 complete responses are gathered. Dilman (2011) stated that above 80% is a good response rate for the study. The questionnaire was distributed online by creating in Google and the link was shared with individuals in Guangdong Province.

DATA ANALYSIS AND RESULTS

This chapter presents the data analysis conducted on the responses collected from the respondents through online surveys. The chapter is distributed into different sections, each is related to an important aspect of the data analysis section. First, the description section covers the respondents' profile through frequency distribution, and the mean and the standard deviation is measured for the main variables' responses. Followed by it, the statistical test was conducted by measuring regression and coefficient values. Furthermore, the validity of the data was measured by using Pearson correlation, and findings were validated by using the triangulation method. In the end, a summary was produced related to the data analysis and results.

Respondents' Profile

The profile of the respondents was analyzed by conducting the frequency distribution test on the responses. It helped in understanding the overall profile of the respondents who have shared their valuable opinion and participated in the research. The results are shown in the table below:

Frequency Distribution for Respondents' Profile		
	Frequency	Percent (%)
Gender		
Female	56	40.3
Male	83	59.7
Age		
18-24	2	1.4

25-34	82	59.0
35-44	43	30.9
45-54	12	8.6
Education		
Primary/Secondary	4	2.9
University Degree	78	56.1
Post Graduate	51	36.7

Table 1: Frequency Distribution of Respondents

The gender analysis revealed that 40.3% of respondents were female while 59.7% were male. It was a significant and diversified representation of both genders. Lavrakas (2008) stated that any research with diversity helps in conducting neutral and well-conducted research. Thus, this study is also witnessed to acquire the opinion of the diversified group of the people. The age group has a response of the four age groups while 2 groups were not reached out by the research. The majority of the respondents were from the age group of 25 to 34 years followed by the 35 to 44 age group. This shows that the mid-age group is more engaged in social media for seeking advice and developing their perception. The education level showed that 4 respondents were having primary or secondary level education while 78 had university degrees and 51 had a post-graduate degree. Lastly, 6 respondents have other educational qualifications. This shows that the majority of the people were educated and were engaged in social media and also interested to share their opinions for research purposes.

Overall, the analysis conducted on the respondent’s profile has shown that a high level of diversity is witnessed within the profile and background of the respondents. Based on this diversified profile, further tests are conducted for understanding the nature of the relationship among the variables.

Mean and Standard Deviation

Descriptive statistics are related to understanding the overall response of the respondents. Mean refers to the average response while standard deviation refers to the deviation of the responses among the respondents. The test results are produced as below:

Descriptive Statistics			
	N	Mean	Std. Deviation
electronic word of mouth	139	2.0317	.57597
Perceived Quality	139	2.1568	.48976
Online Advertisement	139	2.2320	.58718
Consumer Purchased Intention	139	1.9482	.42756
Valid N (list wise)	139		

Table 2: Descriptive Statistics of Data

Table 2 shows that electronic word of mouth, perceived quality, online advertisement, and consumer purchase intention have a mean of 2, which means that majority of the respondents agreed with the statements. This reflects that degree of agreeableness was witnessed with the statement developed by the respondents.

On the other hand, the standard deviation of electronic word of mouth, perceived quality, online advertisement, and consumer purchase intention is also varying from 0.42 to 0.59. This means that less than

a point of deviation was witnessed among the responses of the respondents. Overall, it reflects that the majority of the respondents have similar opinions about the independent and dependent variables of the study.

Reliability Test

This is the important test, which is conducted for determining the ability of the research instrument to produce the similar results on a repeated basis. Frey (2018) stated that reliability is about the instrument to produce same results and the range of this test varies from 0 to 1. Here, the reliability is measured through Cronbach’s alpha test. For a good and reliable tool, the value of this test should be greater than 0.6. The results for this test are shown in the table below:

Reliability Statistics	
Cronbach’s Alpha	N of Items
.688	4

Table 3: Reliability Test Result

Table 3 shows that Cronbach’s alpha is measured as 0.688. This value is greater than 0.6. Thus, the instrument developed for gathering the data from the field is found to be reliable and appropriate for conducting the research. This test was conducted for the computed variables of the research. It reveals that the instrument was appropriate and the researcher can rely on the findings of this study to determine the nature of the relationship among the variables.

Regression Test

There are different statistical tests, which are developed to conduct the analysis and understand how the nature of the relationship is witnessed to change. The first test conducted for determining the magnitude of the change is through the linear regression test. The test result is shown below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596a	.355	.340	.41641
a. Predictors: (Constant), electronic word of mouth, perceived quality, online advertisement				

Table 4 Regression test Result

Table 4 shows that R-square is 0.355 while the adjusted R-square is equivalent to 0.340. It shows that almost 34% change within the consumer purchase intention is because of the because of electronic word of mouth, online advertisement, and perceived quality. The remaining 66% change is created because of other factors, which are not considered in this study.

ANOVA Test

The next test conducted by the researcher was to determine the variance within the data. This test was conducted for measuring the F value, which determines the significance of the relationship among the variable. The result of the ANOVA test is shown below:

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.869	3	4.290	24.738	.000b

	Residual	23.409	135	.173		
	Total	36.278	138			
a. Dependent Variable: and consumer purchase intention						
b. Predictors: (Constant), electronic word of mouth, perceived quality, online advertisement						

Table 5: ANOVA Test Result

Based on the test result, it is witnessed that the F value is 24.738, which is greater than 16. A value is greater than 16 means that the relationship among the variables is found to be significant and positive. The significance value is 0.000, which is less than 0.05. It means that a significant nature of the relationship is measured among the variables.

Coefficient Test

The Coefficient test is related to conducting an analysis for understanding the nature of the unit level relationship among the variables. It measures the change within a unit of the dependent variable when one unit of an independent variable is changed (Ruel, Wagner, & Gillespie, 2015). The test conducted and the result produced by the research are shown in the table below:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.747	.190		3.936	.000
	Electronic word of mouth	.473	.054	.401	3.340	.019
	Perceived Quality	.757	.266	.765	2.848	.005
	Online Advertisement	0.207348	.268	.213	2.774	.040
a. Dependent Variable: consumer purchase intention						

Table 6: Coefficient Test Result

Table 6 shows that each unit of the independent variables is creating a significant change within the dependent variable. Electronic word of mouth is witnessed to create a change of 0.401 in a unit of consumer purchase intention. This change is found to be highly significant. The t-value is measured as 3.340, which is greater than 2, and the significance level is less than 0.05. This shows that a significant relationship is witnessed to exist between the electronic word of mouth while the nature of impact is also found to be positive. The perceived quality is witnessed to create a change of 0.765 in a unit of consumer purchase intention. This change is found to be highly significant. The t-value is measured as 2.848, which is greater than 2, and the significance level is less than 0.05. This shows that a significant relationship is witnessed to exist between the perceived qualities while the nature of impact is also found to be positive. The change is found to be the greatest of all other variables. This shows that the perception developed about the quality is the most important factor to determine the purchase intention of the consumers.

Lastly, the online advertisement is witnessed to create a change of 0.213 in a unit of consumer purchase intention. This change is found to be significant as well. The t-value is measured as 2.774, which is greater than 2, and a significance level of 0.040. This shows that a significant relationship is witnessed to exist

between the online advertisements while the nature of impact is also found to be positive.

The coefficient analysis conducted has revealed that each of the independent variables is found to have a significant impact on the dependent variable. The three variables selected in this study are found to create an impact on the dependent variable. Based on these findings, conclusions are drawn by the research to predict the nature of the relationship and also the pattern of effects.

Test the validity and authenticity of the data

The validity of the findings is important to be measured. Bobko (2001) stated that to measure the validity of the test, the Pearson correlation test is used. This test is used for determining the association among the variables. The value of this test varies from 0 to 1. The value closer to 0 shows no correlation while a value closer to 1 shows the identification nature of the variable. For the appropriate correlation and valid data, the range is from 0.3 to 0.8. The value coming in this range shows a good correlation among the variables and valid data to determine the relationship. The test conducted presented the following results:

Correlations					
		Electronic word of mouth	Perceived Quality	Online Advertisement	Consumer Purchase Intention
Electronic word of mouth	Pearson Correlation	1	.477**	.346**	.440**
	Sig. (2-tailed)		.001	.000	.004
	N	139	139	139	139
Perceived Quality	Pearson Correlation	.477**	1	.964**	.588**
	Sig. (2-tailed)	.001		.000	.000
	N	139	139	139	139
Online Advertisement	Pearson Correlation	.346**	.964**	1	.560**
	Sig. (2-tailed)	.000	.000		.000
	N	139	139	139	139
Consumer Purchase Intention	Pearson Correlation	.440**	.588**	.560**	1
	Sig. (2-tailed)	.004	.000	.000	
	N	139	139	139	139

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7: Correlation Test Result

The correlation test conducted by the researcher has shown that the relationship of each variable is found to be valid with other variables. The electronic word of mouth shows a correlation of 0.477 with perceived quality, 0.346 with an online advertisement, and 0.440 with consumer purchase intention. The existence of the correlation among these variables is a reflection of the fact that an association is found to exist among the variables. The change in the variable will lead toward creating a significant change within the other related variables.

On the other hand, the perceived quality shows a correlation of 0.477 with electronic word of mouth, 0.946 with an online advertisement, and 0.588 with consumer purchase intention. Based on the values of the significance, it is found that all the significance value of perceived quality with other variables is less than 0.05. It means a significant nature of the relationship is measured among the variables.

Furthermore, the online advertisement shows a correlation of 0.346 with electronic word of mouth, 0.946 with perceived quality, and 0.560 with consumer purchase intention. This variable also shows that a significant and reliable relationship is measured among the variables. The significance values are also measured as less than 0.05.

Lastly, the consumer purchase intention shows a correlation of 0.440 with electronic word of mouth, 0.588 with perceived quality, and 0.560 with online advertisement. This is the dependent variable of the study and was found to show a good correlation with the other variables. The significance level of the variable with other variables is also measured as 0.000, which is less than 0.05 and is found to be valid.

Based on the correlation test result and the values measured, it is found that there is a strong correlation between the variables. Furthermore, the nature of the correlation among the variables is direct as positive values are extracted. These values are found to be relevant and related to each other. Thus, the research data are found to be valid and the findings based on this set of data are found to be authentic.

Validation Through Triangulation

The validation of the study's findings is made through the triangulation method. According to Scholz and Tietje (2002) when the study's findings are required to be analyzed, then it is important to conduct an analysis and understand the similarities between the patterns of findings of the current study with the past study. It helps in understanding whether the researcher produced the valid facts and if there are any changes, then there is a need of supporting it with the research studies and authentic facts and figures.

In this study, three research independent variables were analyzed and their relationship with the dependent variable was measured by gathering the data from the customers of the clothing industry. First, electronic word of mouth is found to have a direct, positive, and significant nature of the relationship with the variables. The past study conducted by Wei and Ho (2019), revealed that consumer purchase intention is linked with numerous factors, which are associated with the perception development of the consumers. As referred to in the theories, theory of reasoned action, and theory of planned behavior, the actions of every individual are related to the decisions being made by the person. Thus, when the opinion of other people is shared with everyone, then depending on their reasons, a perception is developed among the consumers. In this, the researcher has also found that there is a significant nature of the the relationship between electronic word of mouth and consumer purchase intention. This is revealed through the opinion of the consumers who are engaged to buy products by getting from online platforms. Furthermore, as revealed by Wei and Ho (2019) the buying decisions of the consumers are related to their perception developed about the products through the opinions developed by the other based on their experiences.

On the other hand, the perceived quality of the product is found to have an impact on the purchase intention of the consumers. This is found to be the most authentic factor, which is found to have an impact on the purchasing intention. The reason is that the consumers seek the opinions of others and understand how they have found the product. Thus, as stated by George (2004) the online buying decisions of the consumers depend on their frequency of buying. Thus, when consumers are satisfied and the perception developed about the quality of the product is fulfilled, then consumers are willing to seek the information, which could help in understanding the quality of the product being offered. Copeland and Zhao (2019) also added in this context that what is being shared by others is believed to create an impact on the behavior and perception of

the people. This is the reason that when individuals are directed to acquire information about the quality of the products, they are witnessed to observe a significant change within their buying decisions. The quality perception is developed on numerous factors, especially on the content shared and how the product is being promoted.

The findings on online advertisement have also been found to reveal that the consumer purchase intention is affected by the information shared on these platforms. The study conducted by Lim et al. (2016) stated that the content displayed on social media is affecting the perception of the people. There is much more to be explored in this context. However, the studies in the past have provided facts that online advertisement and massive marketing of the impact of the product the purchase decision. Paylou (2003) stated that the consumers are directed to acquire information about the products from different online sources. It includes the gathering of the data from the online sources and it includes the ads, which impact their buying intention.

The findings of this study are found to align with the findings of the previous studies. The study has validated the findings and also revealed that the perception of the consumers for the clothing industry is also found to be similar and related to the consumer purchase intention.

In the previous chapter, three hypotheses were developed. These hypotheses are tested by the researcher based on the t-value and the significance level of the relationship among the variables. The results of the hypotheses are shown in the table below:

Hypotheses	T-value	Significance	Status
Electronic word of mouth has a positive impact on the consumer's purchase intention in the clothing industry.	3.340	.019	Accepted
The perceived quality has a positive impact on the consumer's purchase intention in the clothing industry.	2.848	.005	Accepted
Online advertisement has a positive impact on the consumer's purchase intention in the clothing industry.	2.774	.040	Accepted

Based on the observations made and data collected, it is witnessed that all three research hypotheses of the study are accepted. This leads toward an understanding that digital disruption is creating a positive impact on the consumer's purchase intention based on the selected dimensions of digital disruption.

SUMMARY

It is summarized from the conducted analysis that the profile of the respondents has shown the diversity within the background of the respondents. The mean and standard deviation showed a variation, which shows the difference was witnessed within the opinions of the respondents. The statistical tests were conducted, which revealed that a significant relationship is witnessed among the variables. Regression revealed that 34% change was created in the consumer purchase intention due to the electronic word of mouth, online advertisement, and perceived quality. Similarly, the coefficient result showed that each variable had a significant relationship with the dependent variable and was found to create a significant change in the dependent variable's unit. Furthermore, the correlation was measured for determining the validity of the results, which is found to be valid and significant in nature. Followed by it, the study also validated the findings of the past studies. Based on these results, a conclusion is drawn in the next chapter.

Discussion & Conclusion

This chapter presents the discussion and conclusion to the findings of the research. The purpose of the study was to analyze the impact of digital disruption on consumer purchase intention. Thus, based on the purpose,

the conclusion is made as per the nature of the relationship predicted through the data analysis. Furthermore, the discussion is made by considering the findings of this study and linking them with the previous studies. The meaning of this study and its implications is also discussed. Along with this, the limitations of the study are identified along with drawing recommendations for future study. In the end, the overall conclusion is drawn to the study.

Summary of Research Results

The study conducted on 139 respondents produced a 93% response rate. The analysis conducted on the respondent's profile through frequency distribution presented that a significant level of diversity is witnessed within the profile of the respondents. The mean and standard deviation showed that the responses of the respondents were varying, but the majority of them are interrelated. The reliability test conducted showed that the instrument is found to be reliable and the findings are made on it. The correlation test showed that a significant association is found among the variables. The variables correlated with each other and found to have a significant level of relationship is measured among the variables. Furthermore, the statistical tests were conducted for determining how the dependent variable is regressed by the independent variables. The coefficient test conducted revealed that each unit of the independent variables is directed toward a significant change within the dependent variable. Based on the test conducted, it is revealed that digital disruption through electronic word of mouth, perceived quality, and online advertisement is resulting in creating a positive impact on the consumer purchase intention. Thus, the three research hypotheses developed by the researcher were accepted.

Discussion and Elaboration

The findings of the current study are found to align with the findings from the past studies. The relationship of the variables was identified from the literature and it is testified by the researchers by conducting the study in this context. Electronic word of mouth is about the opinions shared by other customers on online platforms. This study revealed that the information shared by others on social media is directed to create an impact on the consumer purchase intention. The opinion expressed is witnessed to create a similar nature of the impact. In the previous studies, it was revealed that word of mouth shared on electronic platforms such as social media is believed to create an impact on the consumers. Another study by Cheung and Thadani (2012) revealed that when the consumers are sharing their opinion, it is believed that they are sharing their experiences. People consider them because it adds perceived value to the product or service. Along with this, the people do not take risks with their money. Thus, they are engaged in acquiring the maximum information to make suitable and appropriate decisions.

On the other hand, the perceived quality was revealed to impact the consumer purchase intention. The perception developed by the people about the specific product or service depends on the information shared with them. In most cases, the individuals look for others to understand what they think about the specific product. This study also revealed that people develop a perception about the quality and this perception has a significant impact on the purchase intention of the consumers. According to Guido, et al. (2010), when the consumers can get the real experience, they are willing to try it. This is the reason that the consumer purchase intention is found to create a significant impact on the buying decisions of the consumers.

Additionally, online advertisement is related to the marketing done by the companies to share their products or services on the online platform. It is revealed from this study that online advertisement was witnessed to create an impact on the consumer purchase intention. The study by Raju and Devi (2012) showed that when the consumers are engaged in using social media, then the advertisements displayed are witnessed to have an impact on the mindsets of the consumers. These advertisements are designed by adding all aspects that could create a positive impact on the psychological aspect of the individuals.

The findings of this study are found to provide traces of evidence, which support the nature of the relationship of the variables. The independent variables of this study have shown that dependent variables are affected by them.

Implications of Study's Findings

The meaning of this study was to understand from the consumer management perspective how the changes taking place in the world are affecting the intention to purchase. The core purpose of any profit-driven organization is to create a positive impact on the perception of the people and develop an association among them, which leads toward the creation of profit. The problem encountered in most cases is that rapid changes are taking place in the corporate world. These changes are directed to create a significant impact on the perception of the people and also direct them to change their perception toward different brands and their offers. In this study, the role of digital disruption from electronic word of mouth, perceived quality, and online advertisement. It has been found to create a positive and significant impact on consumer purchase intention.

Based on the study's findings, implications are drawn. The theoretical implication of this study is that researchers have found that in the clothing industry the perception of people is affected by digital disruption. Researchers can use this framework and research to understand other factors, which are impacting the purchase intention of the consumers. Furthermore, future study recommendations are made, which can be used for researching different contexts.

This study is found to be effective from the practical implication. The findings have shown that consumers are getting affected by numerous aspects of digital disruption. The reach of the customers to every information through social media has intensified the competition and also the demand for customer support services. The organizations can use the findings of the current study to develop positive strategies for consumer management. Furthermore, the findings of the study can be used for focusing on the factors, which are of utmost importance to the consumers. These factors will lead toward creating a positive impact on the purchase intention and relationship development with the customers.

Limitations of this Study

This is a cross-sectional study as data was collected in a specific period and by using the limited resources. Based on the nature of the study, the following are limitations of this study:

- This study was conducted in a specific period by using limited financial resources. This directed the research to limit the scope of the study.
- This study was conducted on the consumers of three companies while the majority of them were from two companies as discussed in the previous chapter. Thus, the findings cannot be universally accepted by the clothing industry.
- The study was conducted on a small sample group due to the time limitations and nature of the research as supported in the research methodology chapter. Thus, their opinions cannot be considered to represent the population.
- The study was conducted on specific Chinese clothing brands. Thus, the findings of the study cannot be universally accepted in the geographical region.

Suggestions for Future Research

This study was conducted by selecting three dimensions, which were linked with the social media platform. There are different ways through which digital disruption is creating an impact on the consumer's purchase

intention. A future study can be conducted by selecting information access to the consumers and its impact on their purchase intention. It is believed that excess information creates confusion. Thus, when a large amount of information is shared by the customers, then analysis can be made on the impact that is created on the mind of the customers. Another future study can be conducted for understanding how the digital disruption has affected the marketing activities of the companies. It is witnessed that consumers are affected by the information and how it is being shared. There is a significant impact on the marketing activities of the company and how it has directed the companies to address the competition and retain their target market.

Future studies can be conducted by considering cross-country or cross-industry analysis. It will help in understanding how changes in the context or aspects of the study are witnessed to impact the purchase intention of the consumers. Furthermore, the future study can also be conducted by selecting a large sample size. It will help in understanding the opinions and perceptions of people by selecting the larger representation of the population. It will help in better predicting and understanding the nature of the relationship among the variables. The study can also be conducted by selecting the specific companies and conducting the comparison with other companies. For this, approval is required from the companies as ethical aspects of the research. It will help in understanding how different social media activities by the companies are creating a different impact on the consumer purchase intention.

CONCLUSION

It is concluded from the conducted research that digital disruption has created an impact on consumer purchase intention. This study was conducted by considering the role of social media, which is the invention of digital changes. The study revealed that consumers are affected when someone shares their opinion on an online platform. It reveals that the vast number of people sharing their opinions on social media is creating an impact on the perception and opinion of the people. Followed by it, the perceived quality is also witnessed to create an impact on the consumer purchase intention. It is believed that the consumer's perception of the quality of the product is affected by the information available on social media. It leads toward impacting the purchase intention of the consumers. Furthermore, online advertisement is also witnessed to have an impact. This is because online advertisements are widely presented to display different products and services. The advertisement impacts the mind of consumers and leads toward creating a change in their buying decisions. Overall, the study found the significant and appropriate nature of the relationship among the variables.

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