"Design Thinking in Digital Marketing: A Smart Business for Fashion Apparel Marketing"

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Abstract: Design thinking is generally defined as an analytic and creative process that engages a person in opportunities to experiment, create and prototype models, gather feedback, and redesign. It stands fundamentally to successful strategy development and organizational change. Design thinking facilitates effective communication with the customers' especially online shoppers as well E-tailer. Hence apparel brands that not focused on their E-Commerce presents have opportunities for dramatic growth as shoppers to move online. The aim of research is to fulfill the service quality of apparel products on the e-commerce applications by finding the gaps between the customers and E-tailors to fulfilling such gap by using gap analysis to improve service quality by implementing the concept of design thinking.

I. INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.

II. GAP ANALYSIS

A technique that businesses use to determine what steps need to be taken in order to move from its current state to its desired, future state. Also called need-gap analysis, needs analysis, and needs assessment.
 Gap analysis consists of (1) listing of characteristic factors (such as attributes, competencies, performance levels) of the present situation ("what is"), (2) listing factors needed to achieve future objectives ("what should be"), and then(3)highlighting the gaps that exist and need to be filled. Gap analysis forces a company to reflect on who it is and ask who they want to be in the future.
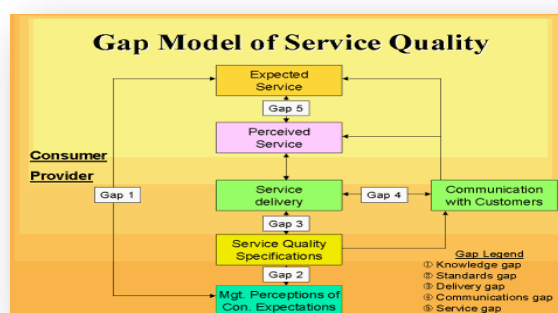
III. DESIGN THINKING

Design Thinking is an interactive process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly

apparent with our initial level of understanding. Design Thinking is extremely useful in tackling problems that are ill-defined or unknown, by re-framing the problem in human-centric ways, creating many ideas in brainstorming sessions, and adopting a hands-on approach in prototyping and testing. Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out concepts and id**.**
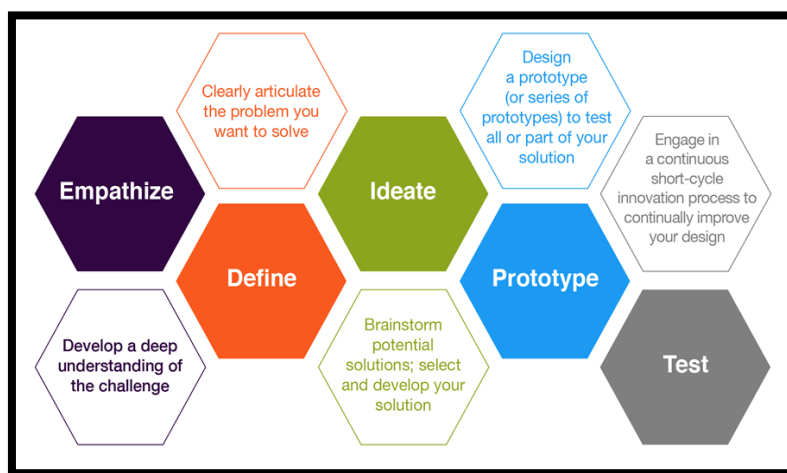
Objectives:
➢ To study on the influence of Digital marketing towards online shopping.
➢ To understand the perceptions of online shoppers towards Apparel products.
➢ To identify the service quality gap between the customers and E-tailers.
➢ To promote a new apparel fashion label in digital marketing through Design thinking.

Need Of The Study:
• This project will help to gain knowledge on how well digital apparel marketing meet up the customer's preferences.
• This project will help to identify the targeting audience for a brands, product and services.
• This project beneficial in digital media channels like ads based on age, profession, region, sex and many other categories.
• This project will help in market tracking in the result of comparing to traditional marketing channels.

Limitations:
        The study is not free from limitations. The finding of the study are limited to selected respondents from Tirupur, a relatively famous for knitted industry Research can also be carried out with consumers from various age groups. A comparative study was also be carried out by focusing on general E-commerce app versus Apparel E-commerce app as because these days online shopping consider as crucial part in their shopping journey. This would give a deeper insight to E-tailers regarding the changing consumer dynamics and can help in improving online retail planning decisions.

Review of Literature
        More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). With the availability of so many choices for customers, it is very difficult for marketers to create brands and increase traffic for their products and services. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). There are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping.
        Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online (Monsuwe, Delleart and Ruyter 2004). Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). The SERVQUAL (serve+ equal) Model is based on the analysis of quality assessment by a group of respondents who have experienced the service in the previous three months. This means that the request of perceptions and expectations evaluation comes at the same time, after the actual experience of the customer. This operation affects undoubtedly expectations, which can change, even

subconsciously (Carman, 1990; Gronroos, 1993). Famously said that if he had asked his potential customers to specify their needs they would have asked for a faster horse. One reaction against too great a focus on the user is the "design driven innovation" model used by design intensive firms, developed by Roberto Verganti and colleagues (Verganti 2008, 2009, 2016).

Research Methodology
(1)Sources of Data: The area selected for the study is in Tirupur, Tamilnadu which is famously known as knitting destination and this study is mainly focused on E-tailors. The reason for the study at Tirupur is to identify the customer's perception towards online shopping especially apparel products even though it's a place of knitted garment destination. A sample of **125** respondents has been taken for this study. The sample size is calculated with the help of Tirupur population and the various age groups. A well-structured questionnaire was designed to collect qualitative and quantitative data. Questions related to the objective of the study from a major portion of the questionnaire. It mainly consists of multiple choice questions,. The questionnaires are arranged in an ordinary way so as to provide a logical progression.

(2) Method Of Analysis: The percentage method distinguish between cross controlling area data, which you maintain in overhead structures, and controlling area related data, success base cost elements, overhead rates and credit objects. In the calculations of percentage the figure is taken as base and is expressed by 100.The other figure is expresses as ratio of this base. It is calculated as follows:

I.   ANALYSIS AND RESULTS

RESPONDENTS FREQUENTLY USING APPS FOR PURCHASE
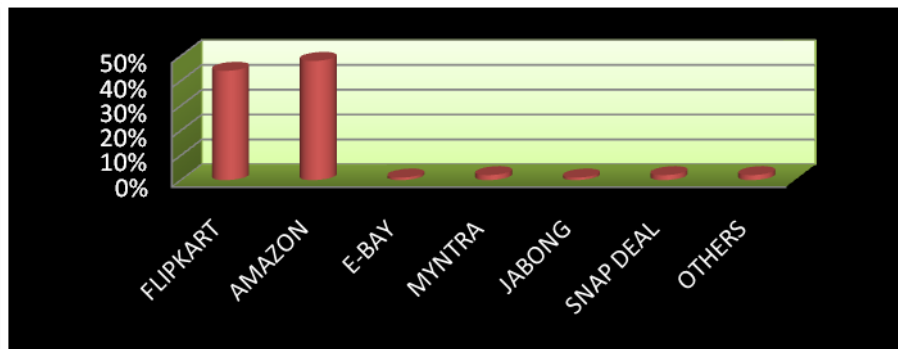
VERSUS
RESPONDENTS PREFERENCE APP FOR APPAREL
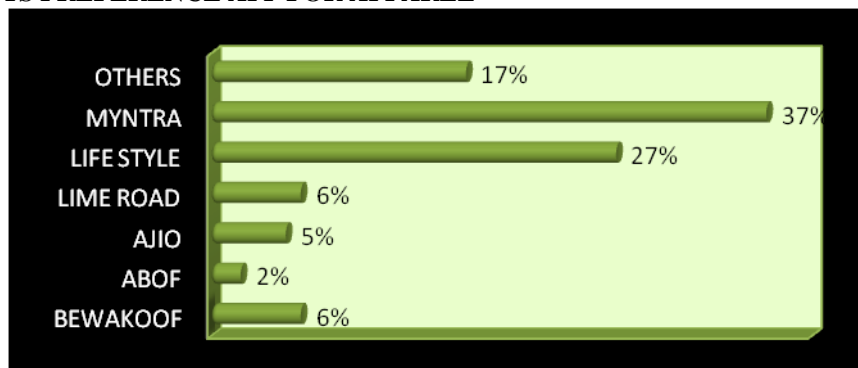
Implications:
➤ This study examines the respondent's priority on Online shopping.
➤ Find out the results of the responses for preferring apparel products through online.
➤ Collected the orders by sharing my own Digitalized App or link to my valuable responses.
➤ Products are completed in the customize way in a particular time and delivered the products with attraction.
➤ This kind of Design thinking in Digital marketing activity will enhance our Apparel products in Online shopping.

IV. RECOMMENDATIONS:

Here are several recommendations for an effective digital marketing including:

➤ **Have A Clear Objective:** Have set quantifiable goals for monitoring your social media marketing plans and then you will be able to more easily identify the needs of the customer.

➤ **Role Out Responsive Design:** After observing how many of your customers view your emails, apps or links in their mobile device.

➤ **Develop A Clear Data Strategy:** Determine the social channels better serve your business and what your customer responds more to.

➤ **Focus On Customer Engagement:** How often your customers connect with you and your messages and then create a strategy to engage them.

➤ **Don't Ignore The Importance Of Mobile:** Overall marketing strategy will be able to conclude how successfully customers are using them

Suggestions:

- Digital marketing is a powerful channel for the marketers
- Rising income & changing consumer's dynamics have significantly impacted purchasing habits of consumers.
- This study attempted to analyze the factors that had an impact on consumers shopping through online.
- It is necessary to study the influence of the various factors to understand the reasons for weak market particularly fashion apparels.
- Design thinking is a new strategy which helps the E-tailers to think in an out of box view and enhance the fashion apparel product

Scope For Future Research:
- The result of the study from the responses on limited questions on preferences towards online shopping.
- Using alternative methodologies, incorporating large samples and covering in and outside of tirupur would definitely improve further analyses.
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V. CONCLUSION

- This research investigates preferences and motivations of online shoppers towards online shopping.
- Customer's visit online shopping for many reasons other than apparel products for them, shopping is a vital source of enjoyment and fulfillment.
- Hence the apparel products should analyze gap between marketers and the e shoppers in the way of design thinking.
- Customized stitching is one of the best ways of Design thinking the person who look for better fitness.
- This empathy thing might actually make marketing easier and drastically cut advertising costs by having better products.
- These ideas on how the brand can better connect emotionally with the customers.
- Hope that our research will boost the field of Digital marketing with the help of Design thinking.
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