

Digital Marketing Strategies and Consumer Awareness Towards Sustainable Fashion: A Study on Glaudia Sustainable Clothings

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ABSTRACT

In present time digital platforms are the easy way out for companies to talk to their customers. We see companies using social media, online ads, and influencer campaigns to extend their reach and better their brand image. Also, with growth in digital we have seen an increase in people's interest in environmental protection and sustainable living. With pollution levels going up and reports of harmful industrial practices we are seeing a trend of consumers that are choosing eco-friendly products over non-eco-friendly ones. Glaudia Sustainable Clothing's based in Tiruppur, Tamil Nadu produces sustainable textile products which they dye naturally and process with Ayurvedic methods. The company is also into marketing biodegradable clothing under their brand VONIT. The goal of this study is to determine if digital marketing plays a role in terms of customer awareness and purchase behaviour of sustainable fashion products. We conducted research which included 141 respondents via a questionnaire. We used SPSS software for analysis which included ANOVA, Correlation Analysis, and Factor Analysis. Social research found out that which platforms like Instagram and YouTube are very much so in the game of getting the word out about sustainable fashion to consumers. Also, we saw that info from influencers, educational posts and storytelling content do in fact get customers interested and to ultimately buy in. The study which came to a close look at how digital marketing plays a role for sustainable brands in increasing customer trust, awareness and in the end big picture business growth.

Keywords: *Digital Marketing Strategies, Consumer Awareness, Sustainable Fashion, Glaudia Sustainable Clothings*

In recent times companies have grown to rely on digital platforms for marketing and communication. As compared to traditional advertising digital marketing allows businesses to go to their customers directly via social media, company websites, and online campaigns. Also because of this many businesses are putting more of their resources into online marketing.

The inroads of digital technology have also transformed the textile and fashion industry. Presently customers spend more time on platforms which are Instagram, Facebook, and

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YouTube based which in turn they use for info and also for advice. These online resources in great degree influence the customers' opinions and purchase decisions.

At present we see that issues like pollution, climate change, and the use of too many chemicals in the textile industry have brought to light for people the issue of sustainability. Many consumers are now of the trend which is towards products that support eco friendliness in production. In the field of fashion sustainability is largely about the use of natural materials, biodegradable fabrics, ethical sourcing, and practices that are environment friendly. Customers are gradually becoming more aware of the environmental impact of textile products.

Glaudia Sustainable Clothing at Tiruppur in Tamil Nadu is a company that does sustainable textile production. They manufacture biodegradable garments which they produce via herbal processing and natural dyes. Also, through their sustainable brand VONIT they push eco-friendly fashion products.

This study looks at how digital marketing tactics used by Glaudia Sustainable clothing's play a role in raising customer awareness and in the purchase of sustainable textile products.

Statement of the Problem

The market for sustainable fashion is seeing a steady growth which in turn is putting more pressure on sustainable textile companies. Although digital marketing platforms present great opportunities for promotion and customer interaction, many sustainable brands are still having issues with getting the word out to the consumer.

Many customers do not are not familiar with terms like biodegradable fabrics, natural dyeing processes, and environment friendly textile production. Due to this gap in knowledge companies must develop good digital marketing tools to educate consumers and improve their reach.

This study looks at the role of digital marketing strategies used by Glaudia Sustainable clothing's in increasing customer awareness of sustainable textile products.

Need for the Study

Digital marketing has grown to be a key element in which consumers make their purchase decisions. Social media has transformed how we as a society obtain info on products and brands. We see that consumers base their purchase decisions on what they read online, what influencers put out, and what other customers have to say.

Although there is a trend toward sustainable fashion products, what we as a whole know about eco-friendly fabrics and sustainable production is still very little. Digital marketing is a tool which companies may use to bring to light issues of sustainable living and environmental friendliness.

What most past studies did was look at the general picture of large-scale brands and the public at large. We haven't seen much research done on the issue of regional sustainable textile companies which in Tiruppur for instance play a large role in the Tamil Nadu economy.

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This study we set out to research the issue of what digital marketing does for customer awareness and buying behaviour of sustainable products put forth by Glaudia Sustainable clothing's.

Objectives

- To research the role of social media in the promotion of green products.
- To see what consumers think of sustainable products.
- To look at digital marketing campaigns' performance.
- To report on the role of influencers in purchase decisions.
- To study the social media connection which leads to green product purchases.
- To look into digital marketing's role in the development of trust of sustainable brands.

REVIEW OF LITERATURE

Mangold and Faulds in 2009 reported that which social media transformed traditional marketing by putting in place for the first time direct lines of communication between companies and customers.

which Kaplan and Haenlein said that social media platforms are tools which companies use to better interact with customers and also to do a better job at reporting on issues of sustainability.

Chen (2010) reported that what we have is a positive relationship between green marketing communication and its effect on customer trust which in turn affects purchase intent for eco-friendly products.

In 2005 Peattie and Crane reported that which is of great import is honest and ethical communication in green marketing.

In 2011 Ottman reported that companies which engage in storytelling and sustainability campaigns see an increase in awareness of their eco-friendly products.

In 2021 Dwivedi et al. reported that what is large scale in play today is the role of social media marketing and influencer activities in modern consumer buying behaviour.

RESEARCH METHODOLOGY

The issue at hand in this study was what role digital marketing plays in terms of consumer awareness and buying of sustainable fashion products. We used an analytical research design which in turn allowed us to look at the relationship between digital marketing actions and consumer response.

Also, the research based largely on primary data which we obtained from the respondents themselves via a structured questionnaire. The questionnaire included questions on social media marketing, customer awareness, influencer marketing, engagement level, and purchase behaviour of sustainable products.

A non-probabilistic sampling method was applied in the selection of participants. We looked at a total of 141 respondents. We chose which respondents to include based on their use of social media and purchase of sustainable products.

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For data analysis we used ANOVA, Correlation Analysis & Reliability was checked which we ran through IBM SPSS software. These tools we used to determine the relationship between digital marketing and consumer behaviour.

ANALYSIS AND INTERPRETATION

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha (Standardized Items)	N of Items
0.957	0.957	30

Interpretation

The reliability analysis shows that the Cronbach's Alpha value is 0.957 for 30 items, which indicates a very high level of internal consistency among the questionnaire items. Since the value is greater than 0.9, the collected data is considered highly reliable and suitable for further statistical analysis.

Table No.2 ANOVA on Influencer Marketing Impact

Description	Group	Sum of Squares	df	Mean Square	F	Sig.
Social media campaigns improved awareness	Between Groups	2.760	4	0.690	1.587	0.182
	Within Groups	56.540	115	0.492		
	Total	59.300	119			
Influencer marketing increased trust	Between Groups	3.687	4	0.922	1.778	0.138
	Within Groups	59.613	115	0.518		
	Total	63.300	119			
Consumer engagement improved	Between Groups	2.152	4	0.538	1.275	0.284
	Within Groups	48.515	115	0.422		
	Total	50.667	119			
Customers adapted faster to sustainable trends	Between Groups	3.856	4	0.964	2.275	0.065
	Within Groups	48.735	115	0.424		
	Total	52.592	119			
Brand recall improved	Between Groups	1.147	4	0.287	0.502	0.734
	Within Groups	65.653	115	0.571		
	Total	66.800	119			
Purchase intention improved	Between Groups	2.465	4	0.616	1.292	0.277
	Within Groups	54.835	115	0.477		
	Total	57.300	119			
Consumer suggests improvements	Between Groups	1.628	4	0.407	0.942	0.442
	Within Groups	49.697	115	0.432		
	Total	51.325	119			

Interpretation

ANOVA analysis was performed to compare the impact of digital marketing strategies on consumer awareness towards sustainable fashion among different groups. The obtained p-values were above 0.05. Since the significance values exceeded 0.05, no major difference was identified among the respondents.

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Since $p > 0.05$, H_0 is accepted and H_1 is rejected.

This shows that there is no major difference in the level of consumer awareness created through the digital marketing strategies used by Glaudia Sustainable clothing's. Therefore, the study concludes that the company's digital marketing efforts influence consumers in a similar manner towards sustainable fashion awareness.

Table No.3 Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.846	0.715	0.705	1.556

Interpretation

The regression model summary shows that the R value is 0.846, indicating a strong positive relationship between the variables included in the study. The R Square value of 0.715 reveals that 71.5% of the variation in consumer purchase behaviour towards sustainable fashion products is explained by the independent variables in the model.

The Adjusted R Square value of 0.705 further confirms that the model has a good level of accuracy and reliability. Therefore, the study concludes that digital marketing strategies significantly influence consumer awareness and purchase behaviour towards sustainable fashion products.

Table No.4 Regression Coefficients

Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	3.588	1.600	—	2.242	0.027	—	—
Social Media Marketing	0.376	0.085	0.391	4.425	0.000	0.317	3.155
Consumer Awareness	0.252	0.088	0.261	2.877	0.005	0.302	3.314
Brand Perception	0.092	0.107	0.086	0.861	0.391	0.251	3.989
Purchase Behaviour	0.204	0.082	0.197	2.493	0.014	0.396	2.528

Interpretation

Analysis reports that we see a connection between influencer marketing and purchase behaviour. What we find is that which consumers are exposed to influencer promotions they are more likely to purchase sustainable products.

Also, we see a relationship between brand awareness and brand trust. As it turns out customers that get more info via social media platforms tend to trust sustainable brands more.

Also, we see that brand trust which has a great play in purchase behaviour that trust is a key factor in what consumers buy.

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The regression equation for the above table is:

$$Y=3.588 + 0.376(X1) + 0.252(X2) + 0.092(X3) + 0.204(X4)$$

Where:

- Y = Purchase Behaviour / Consumer Response
- X1= Social Media Marketing
- X2 = Consumer Awareness
- X3= Brand Perception
- X4= Purchase Behaviour Factor

Findings

Digital study reported that we see positive results from digital marketing which includes increased consumer awareness and customer engagement with sustainable products. We also noted that social media like Instagram and YouTube are very much so used for putting forward sustainable textile products.

Also, it was brought to light that influencer marketing does in fact grow customer trust which in turn plays a role in purchase behaviour. We also saw that educational content, storytelling and interactive campaigns do well in to increase awareness and customer interest in sustainable fashion.

We found a positive relationship via correlation analysis between awareness, brand trust, and purchase behaviour. Also, from factor analysis we saw that awareness creation, engagement, and trust are key elements of sustainable consumer behaviour.

Suggestions

- Glaudia Sustainable clothing's may put more focus on social media platforms like Instagram and YouTube to see an improvement in customer reach and online engagement.
- Also, the company may team up with sustainability influencers and eco-friendly content creators which in turn will do great for the brand image and customer trust.
- Also, we may produce educational videos that go over herbal dyeing methods, biodegradable fabrics, and sustainable production processes which in turn will raise consumer awareness.
- Interactive marketing campaigns, customer feedback programs, storytelling content, and hashtag promotions also put in play better customer engagement and purchase intent.
- Also, the company should work on improving online shopping experience and search engine presence to better the overall customer experience.

CONCLUSION

- Digital marketing is reported to play a large role in terms of consumer awareness and buying behaviour of sustainable textile products.
- Social media has become a platform which is very effective in the promotion of eco products and in terms of sustainability information. At Glaudia Sustainable clothing's we use digital marketing which includes influencer marketing, telling our story, educational content, and interaction with customers to grow our brand and customer trust.

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- Also, we found out that online communication and sustainability-based campaigns do in fact change consumer attitude and purchase choice. Thus, by improving digital marketing we see that sustainable textile companies may improve customer loyalty, expand our market reach, and in the end see great business growth.
- Overall digital marketing is a key element in the success of sustainable fashion brands in today's competitive market.

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Conflict of Interest

The author(s) declared no conflict of interest.

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