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The Impact of Artificial Intelligence in Fashion Marketing in the Modern Business Environment

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Abstract

With digital technologies like AI having gained attention due to their ability to connect businesses at a global level, the fashion industry has slowly begun to adopt the technology despite using traditional marketing approaches for decades (Edit, 2020)

The increment in customer awareness coupled with the evolvement of new online as well as offline fashion shopping mediums has changed the traditional decision-making process of customers. However, despite the fashion sector being one of the most dynamic, there is limited use of AI techniques that have the potential to capture data and use it to conduct operations in the sector. The low rate of adoption is due to the fact that most fashion marketers lack adequate knowledge on how they can leverage AI to understand customers' shopping patterns, price awareness, rate of impulse purchasing, and product exposure to increase the competitiveness of their organizations (Giri et al. 2019). As a result, this thesis seeks to address the above gap by exploring how AI can be used to understand the shopping journeys of both online and offline customers with a specific focus on impulse buying.

The study's main aim was to determine the precise factors that triggered impulse purchases of fashion products in physical and online stores. The specific objectives that the research intended to address include exploring how AI impacted the decision-making process of consumers in the fashion sector, finding out the role of AI in determining the extent to which customers were exposed to different products and their prices as well as its overall impact on impulse purchasing, and determining the future of fashion marketing as a result of adopting AI. Further, the main hypotheses that the study sought to test include; AI helped marketing personnel

in the fashion sector to appreciate the distinctions in customer behavior, AI helped marketers to recognize the extent to which customers were aware of the prices of fashion items, AI had a positive impact on the level of planning in fashion marketing and that AI was vital in helping to comprehend customers' shopping patterns as well as their rate of impulse buying. The study adopted a quantitative methodology where questionnaires were the main tools of data collection.

The research results showed that AI collected suitable data about customers and used it to profile the customers and recommend fashion items that matched their preferences, thus increasing the probability of impulse purchasing. Further, it was also unveiled that AI helped customers to compare the features and prices of related items as well as give recommendations on how newly designed outfits could match, which jointly increased the likelihood of impulse purchases.

Moreover, it was evident that AI's ability to gather data on such parameters as the purchase duration of customers and their rate of interaction made it possible for marketers to use personalized marketing and consequently increase impulse purchases. All the hypotheses were accepted in the research, and further investigation on the possible negative implications of AI was proposed.

Keywords: artificial intelligence, impulse purchases, price awareness, planning, shopping habits.

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Chapter One: Introduction

1.1 Background Information

In the recent past, digitalization has led companies to undergo a digital transformation. Digitization describes a technological change and includes new business models that provide opportunities for other solutions for trade (Natter, 2020). Especially in the last year, online shopping has increased significantly as a result of the Covid-19 pandemic (Chatwalee, 2021). With numerous improvements in the field of technological advancements, which are developed at a faster rate through Artificial Intelligence (AI), computers are used to simulate the intelligence processes of human beings and their behavior (Wierenga, 2010). Thus, AI provides a platform through which innovations are explored, leading to emerging technologies that have transformed the manner in which operations are done in different sectors of the modern business environment; fashion marketing notwithstanding (Sharma et al., 2010). Essentially, AI is transforming not only the manner in which products and services are created or offered but also the disposition in which these products and services are marketed to the intended customer base through various means of interactions with customers and suppliers in predicting trends and consumption patterns.

In simple terms, AI in marketing makes reference to the use of AI technologies in making numerous automated decisions that are founded on the tenets of the digital collection of data, analysis, and observations of economic trends or audience (consumers) that are likely to have an impact in the efforts of marketing (Liu, 2011). Accordingly, this implies that data concerning the profiles of customers are technologically used in establishing how best to engage customers through product communication by providing them with tailored information which is aimed at triggering their purchase decisions (Ellott, 2017). The most important feature of AI marketing is

that messages are provided in a timely manner with no or minimum intervention from the marketing team since technology does this automatically, a fact that can ensure maximum efficiency in marketing efforts (Lorica, 2017). In this regard, in the modern business environment, the use of AI is often aimed at augmenting the marketing teams in performing tactical tasks which require minimum human interventions.

AI incorporates diverse techniques that are applicable in the fashion sector. Precisely, AI is able to handle the speed, variation, volatility, and complexity of data that are constantly created in the fashion sector (Mohr, 2013). Despite the fact that there are diverse methods, applications, and models of AI that are slowly being adopted in the fashion sector, their implementation has shown to be challenging to most fashion organizations, which has made a considerable number of them shy away from adopting them (Sarah, 2016). As a result, there is a need for additional academic research on how marketers can effectively adopt diverse AI techniques in fashion.

1.2 Fashion Marketing Industry

One of the major industries taking advantage of the adoption of AI in the modern business environment is fashion marketing. Fundamentally, several innovative ways are evident in the manner in which the fashion industry has generally utilized AI through data compilation, particularly from the internet such as social media platforms in gaining insights on the evolving trends, identification of the needs of fashion customers, designing process, as well as in understanding the key competition features and price decisions (Mohr, 2013). The main advantage for companies in the fashion industry associated with AI adoption is the ability to collect large amounts of data, synthesize them in an objective approach and efficiently make marketing decisions (Sarah, 2016). Nonetheless, this advantage may be linked to a number of

legal challenges despite being beneficial to industry players, thus creating threats in the context of traditional concerns on rights of intellectual property and privacy.

Despite the emerging concerns and issues related to AI use in digital marketing, especially regarding ownership of property rights, there is a thin separation line between machine-created technologies and human creation, thus, making the challenges blurred in the face of modern innovations (Oklander & Kudina, 2021). Thus, many companies strive to gain a competitive advantage in the market through digital marketing, a fact that is increasingly becoming common without much emphasis on privacy issues (Rees-Roberts, 2020). The most important aspect concerning AI use is to understand the possible legal implications, as this is critical and should not be overlooked (Park, Ciampaglia & Ferrara, 2016). Therefore, emerging developments in the manner in which AI impacts fashion marketing just like other sectors present opportunities and challenges, a fact that necessitates an empirical investigation in understanding the practical implications for fashion marketing in the modern business environment. In summary, the specific use cases of AI in marketing include but are not limited to real-time personalization, automated making of decisions, media buying, content generation, processing of natural language, and data analysis respectfully.

1.3 Problem Statement

Fashion is recognized as one of the valuable sectors across the globe, with its worth being estimated at about 3 trillion dollars of the Global domestic product (Sennaar, 2019). With digital technologies like AI having gained attention due to their ability to connect businesses at a global level, the fashion industry has slowly begun to adopt the technology despite using traditional marketing approaches for decades (Edit, 2020). Precisely, AI is being utilized to a certain extent by fashion companies to help quickly respond to the changing needs of customers (Edit, 2020).

The increment in customer awareness coupled with the evolvement of new online as well as offline fashion shopping mediums has changed the traditional decision-making process of customers. However, despite the fashion sector being one of the most dynamic, in that new information is created every time new fashion items like garments are either designed, produced, or even purchased, there is limited use of AI techniques that have the potential to capture the diverse data and use it to conduct diverse operations in the sector (Giri et al. 2019). The low rate of adoption is due to the fact that most fashion marketers lack adequate knowledge on how they can leverage AI to understand customers' shopping patterns, price awareness, rate of impulse purchasing, and product exposure to increase the competitiveness of their organizations (Giri et al. 2019). As a result, the present research seeks to address the above gap by exploring how AI can be used to understand the shopping journeys of both online and offline customers with a specific focus on impulse buying.

1.4 Aim and Objectives

1.4.1 Research Main Aim

The main purpose of this study is to find out the factors that trigger impulse purchases among fashion customers in online and physical stores.

1.4.2 Specific Objectives

The specific objectives that guided the conduct of this research are;

(i) To investigate how Artificial Intelligence influences consumers' decision-making process in the fashion sector.

(ii) To establish the role of Artificial Intelligence in determining customers' product and price awareness as well as shopping habits in fashion.

(iii) To explore the potential future trends in fashion marketing as a result of Artificial Intelligence.

1.4.3 Research Hypotheses

The following hypotheses, which are stated in the alternate form, were formulated to aid in the conduct of this research.

H1: AI helps marketers in the fashion industry to understand differences in customer journeys.

H2: AI is beneficial to marketers in understanding the degree of price awareness among customers.

H3: AI positively impacts the degree of planning in fashion marketing.

H4: AI promotes understanding of customers' shopping habits and their impacts on impulse purchases.

1.4.4 Research Questions

The research will be guided by the following research questions:

1. In what ways does AI influence the decision-making process of customers?
2. What abilities of AI have the most significant impact on customers' impulse purchase behavior?
3. What is the future of fashion marketing with the continued adoption of AI in the sector?

1.5 Significance of the Study

The completion of this research will be significant to various parties. Firstly, it will help marketing professionals develop a deeper understanding of the potential impacts of AI in the fashion industry. Secondly, the results could be insightful to my future work in the field of AI and fashion marketing in identifying gaps. Finally, the outcomes of the study will have a

significant contribution to the existing body of knowledge, in addition to helping myself to develop a deep understanding of the relationship between marketing and technological developments.

1.6 Thesis Structure

The overall thesis will be split into six chapters: namely, the introduction, literature review and theory, methodology, analysis, discussion, and conclusion. The introduction section has provided a brief overview of the concept of Artificial intelligence in the fashion marketing sector. Further, it has expounded on the problem statement, which provides the rationale for the current research. Additionally, objectives and hypotheses that guided the study have been formulated in addition to the significance of the study. The section on theory and review of literature provides various models supporting the concept of this research in addition to a review of the work of past researchers. The section on methodology outlines the specific techniques that have been adopted in completing the study. The analysis chapter is mainly on the presentation of the data that was collected in accordance with the proposed methods. The discussion section compares and contrasts the findings of the study with the theory and literature reviewed. Finally, the conclusion chapter gives the summary of the study as well as the recommendations derived thereon.

Chapter Two: Theory and Literature

2.1 Introduction

In this chapter, the focus is put on the theories underpinning the study as well as the observations made from past studies. The sections of the chapter include the theoretical review, review of past studies, and research gap identification.

2.2 Theoretical Review

The theories that underpinned the study include the technology-related theories (disruptive of innovations theory and technology acceptance model) as well as marketing theories (consumer decision-making process and communications mix model) as discussed beneath.

2.2.1 Disruptive of Innovations Theory

The theory of disruptive innovations was first coined by Christensen Clayton and his colleagues in the year 1995 in America (Christensen et al., 2015; Rahman, 2017). The theory is anchored on the assumption that disruptive innovations lead to the establishment of new markets, new demand, new structures, new alliances, and new services and products (Wu et al., 2019). In this case, the supporters of this theory argue that technology continues to evolve, leading to the establishment of new networks that eventually displaces the existing ones in the market. According to the view of this theory, not all innovations are disruptive despite their revolutionary disposition (Durantin et al., 2017). In this case, for innovations to be considered disruptive, they must displace the prevailing conditions in the market and create new demands as well (Rajagopal, 2014). The main observation made by Christensen and his collaborators is that disruption is often a product of the emerging entrepreneurs and outsider parties to the exiting market structures (Christensen et al., 2015). In other words, the status quo is usually opposed to

these new innovations, making the existing and leading market players resistant to such technological discoveries. As a result, new inventors embrace the innovations and implement them, despite the fact that they are not supported by leading companies in the market (Bhatt, 2017). Additionally, given that at the onset, such innovations are not attractive in terms of profitability, existing and leading market players do not find them relevant in their quest to make profits (Weeks, 2015). However, once they have been established, they end up being profitable and eventually displace the existing businesses, which find it difficult to cope with the emerging competition.

Applying this theory to the context of marketing, it is argued that such innovations must cause a disruption in the manner in which marketing is done. For example, rather than using traditional marketing techniques, the use of digital marketing has become a common practice in various industries, displacing what used to be the norm in ancient times. Moreover, the use of AI in gathering data concerning consumer buying behavior and patterns can be seen as a disruptive innovation since it is absolutely new and has introduced a new paradigm shift in the practice of marketing. The theory is relevant to the current research as the world of fashion marketing, just like other sectors, is characterized by multiple new technological innovations, including AI, the Internet of Things (IoT), the use of robots, and many others in not only understanding the needs of the customers but also in the simulation of the purchase intentions and consumer behaviors. Thus, this theory will underpin the current research by providing the foundation through which social media buying habits can be explained, such as impulse buying, which is part of the research aim of this study. In this case, the theory links the research objectives with the anticipated observations on how AI has impacted fashion marketing in the modern business environment.

2.2.2 Technology Acceptance Model

The theory of Technology Acceptance (TAM) is founded on the justification of how users of technology eventually come to accept and use new innovations (Muhammad et al., 2015). Closely related to the disruptive innovation that has been considered the most innovative idea in the modern field of business, TAM provides that there are two specific considerations, namely; perceived ease of use and perceived usefulness of a given innovation, which together determine the attitude of the users of technology (Rahimi et al., 2018). Accordingly, supporters of this theory argue that there is no innovation that can be accepted if it is not useful and easy to apply (Nadri et al., 2018). Thus, the perceptions or attitudes of people in society are shaped by what they believe will be the benefits of any technological advancements (Fathema et al., 2015). Closely supporting the assumptions of this model, the diffusion of innovations concept provides the process through which innovations are communicated across the system or society (Okafor et al., 2016). Thus, if innovation is made, say, in one region geographically, it is eventually communicated or diffused to other parts of the world because it is considered easy to use and useful. The theories are the foundations on which various innovations are adopted in different sectors. Nonetheless, the supporters of the model argue that adoption of innovation is at different rates because people differ, ranging from early adopters to laggards and later the majority, respectively.

Applying this theory in marketing, examples of innovations such as AI can critically be interpreted to mean those discoveries that have been embraced because they are useful and easy to use. In the context of the current research, fashion marketing can be said to have significantly benefited from the fact that AI has been accepted in the business environment as easy to use, leading to its communication across the business system in various sectors of the economy

including fashion marketing. Thus, this theory supports the objectives of the study, especially in exploring the potential future trends in fashion marketing as a result of Artificial Intelligence.

2.2.3 Consumer Decision Making Process

The theory or model of consumer decision-making provides the specific process that marketers should evaluate in understanding the overall consumer behavior. According to the proposers of this theory, it is important for marketers to track the process which consumers go through in making decisions as part of mapping the customer journey (Kotler et al., 2009). Furthermore, the theory's assumptions maintain that the customer journey right from start to finish is important is it determines the specific interventions or measures to be put in place in the marketing effort so as to attract and retain buyers (Niklas et al., 2012). In view of the theory, there are five stages of the decision-making process characteristic of consumers: namely, recognition of the problem or need, searching for information, alternatives evaluation, purchase, and finally, post-purchase dissatisfaction or satisfaction (Yang & Ziv, 2010). Thus, understanding the stage at which a consumer is can help marketers in tailoring the marketing messages so that they are received in a timely manner (Yoon et al., 2012). Applying this theory in the current research, it can critically be interpreted to imply that AI helps in gathering data about the customers, a fact that makes it possible for marketers to profile them and provide them with the needed information. Therefore, once consumers are able to access information concerning the problem or need they want to satisfy, they are able to make purchase decisions faster, leading to the success of marketing strategies. The theory is relevant to the current research as it helps in showing the linkage amid the use of technology like AI in comprehending the decision-making journey of customers in fashion from the need recognition stage to the point they make a choice on whether to purchase a fashion item or not.

2.2.4 The Communication Mix Model

The communications mix is a marketing theory that is founded on the tenets of considering the specific tools that are used in communicating with the customers or even the potential customers of an organization by the marketing team (Kusumawati et al., 2014). The various modes of communication can include but are not limited to advertising, product packaging, social media, exhibitions, events, websites, direct marketing, and so forth (Posner, 2015). According to the supporters of this theory, for a successful marketing approach, all the elements of the communication mix must be considered such that the information is tailored to reach the correct audience (Benzo et al., 2017). Further, an integrated and multi-channel or omni-channel approach provides organizations with superior competition in the market (Pogacar et al., 2017). The application of this theory in the current research is justified in the context of attaining competitiveness through an omni-channel approach where technology is adopted in gathering data about the needs and behaviors of customers. As a matter of fact, this is especially made possible through the use of innovations such as AI in analyzing and interpreting data such that strategic marketing decisions are made. The theory is linked to the objectives of the research in that using AI to understand how customers purchase fashion items will help recognize the appropriate channels to use so as to foster effective and relevant communication with customers. For example, if it is found through the use of AI that fashion customers are largely reliant on online data to inform their purchase decisions, then marketers will adopt such marketing strategies as the use of social media platforms like Facebook to sensitize customers on their product offering.

2.3 Review of Past Studies

In reviewing past studies, the focus was put on AI from the perspectives of consumer impulse buying, price awareness, shopping habits, and product exposure, respectively.

2.3.1 Impulse Buying

There exist contrary arguments on whether the rate of impulse buying is likely to be more in online or offline channels. On the one hand, Laura and Carlos (2017) argue that the capability of physical stores to establish sensory experiences among customers coupled with the atmosphere in the stores contribute to more impulse purchases in offline stores than online ones. The authors opine that impulse buying is largely associated with experiences of an emotional and hedonic nature, which consequently contribute to sensory stimulation. Contrary to the preceding argument, Jain and Gandhi (2021) highlight that online channels could generate more impulse purchases than offline ones due to such evolutions as the use of Artificial Intelligence. In a study of online shoppers in the fashion industry, Jain and Gandhi (2021) recognized that AI's ability to gather information on such parameters as purchase duration, rate of human interaction, information on products, and proposed products encouraged impulse purchase in that customers are exposed to fashion items that they preferred. Similar to preceding findings, Yin and Qiu (2021) mention that online channels had a greater potential to contribute to impulse buying than offline ones due to such encouraging factors as an enhanced assortment of products, the possibility to make purchases in any geographical location at any time, and the use of personalized marketing techniques. Whilst there are concerns that such factors as delayed possession or even shipping costs may discourage the rate of online shopping, Yin and Qiu (2021) share a similar viewpoint with Jain and Gandhi (2021) that artificial intelligence has aided in overcoming the limitation due to its ability to present online shoppers with realistic pictures

and information on products and present them in a personalized manner. The findings above thus show that there are while there are contrary views on whether impulse buying is higher in online or offline channels, there is a shared viewpoint that AI is enhancing the rate of impulse buying in online platforms due to such factors as providing personalized information to online shoppers.

2.3.2 Price Awareness

The role of AI in enhancing price awareness among fashion customers cannot be underestimated. According to Akter et al. (2021), the ability of AI to make statistical analyses of large volumes of data makes it very applicable in the optimization of prices in the fashion sector. Based on the fact that pricing strategies require to be not only low to attract customers but also high to earn firm sustainable profits, Akter et al. (2021) opine that using AI will enable fashion organizations to analyze numerical data so as to establish optimal prices and then change them in real time. In support of the previous idea, Liang et al. (2019) mention that AI is not only being adopted in fashion to make predictions on the items that customers are likely to purchase but also to evaluate the prices that should be charged on products as well as whether to provide price promotions to customers or not. Liang et al. (2019), however, acknowledge that there is minimal research that focuses on how AI can be used optimally to determine the prices of fashion products as well as the promotions to be adopted at a given time. Further, Davenport et al. (2020) agree with Akter et al. (2021) and Liang et al. (2019) on the fact that marketers in the fashion sector are now using AI in making pricing decisions with the aim of increasing sales. Davenport et al. (2020) highlight that through the use of AI algorithms, organizations like Amazon are able to increase product prices when an item is in demand for the realization of high profits. It is thus portrayed by the above findings that AI can positively be used to determine the prices and promotions of fashion products, but there is minimal investigation on the same.

2.3.3 Shopping Habits

According to Raj and Gupta (2019), AI has brought a shifted focus to the fashion industry, whereby the customer has become the key driver of determining how products are designed and produced. Consequently, fashion organizations have begun to establish supply chains that are founded on the insights of consumers. In a similar manner, Hwang et al. (2016) accentuate that it is inevitable for fashion companies to create supply chains that are led by AI analytics. Different from the preceding findings, Hwang et al. (2016), however, mention that companies that continue to use the old marketing strategies in fashion face the risk of extinction as they are not aligned to the changing consumer demands. The authors argue that it is impossible for marketers in fashion to fail to think about AI analytics with the continued closure of physical stores and shopping malls due to the rise in direct-to-customer marketing models. Distinct from preceding scholars, Kim et al. (2017) indicate that personalization of fashion items is becoming fundamental for organizations to remain ahead of the race. According to Kim et al. (2017), now more than ever, there is a rising desire among customers to adopt their preferences in fashion, with social media being key to this change. Kim et al. (2017) thus support the ideas of Raj and Gupta (2019) as well as Hwang et al. (2016) that fashion companies are only able to turn customer information into tangible insights through the use of AI analytics. With only a limited number of companies having managed to use AI in their operations effectively, Kim et al. (2017) opine that further exploration of the use of AI in the development of customer-driven marketing strategies in fashion is required. Further, Davenport et al. (2020) also acknowledge that fashion stylists are also adopting AI analytics to recommend items to their customers based on their preferences in such aspects as size, order history as well as general style. In agreement with Kim et al. (2017), Davenport et al. (2020) state that the adoption of AI in fashion is at its infant stages

and that a better understanding of its advantages and cons is required by conducting additional research. The above scholarly findings show that usage of AI in fashion is on the rise to aid in addressing the changing customer demands and that further exploration regarding the adoption of AI in analyzing shopping trends is required.

2.3.4 Product Exposure

AI is offering opportunities to marketers in fashion to manage their entire catalog, from making photoshoots to product displays in their online stores. According to Giri et al. (2019), AI algorithms are not only able to learn the style of fashion brand by analyzing the images, tags, and descriptions of previous collections but are also able to use the information to generate new and multilingual product descriptions as well as on-brand tags for different fashion products. In agreement with the previous outcome, Yeo et al. (2022) assert that AI has made it easier for customers to evaluate similar items when making their purchase due to its ability to use visual detection coupled with main product attributes to propose products that are visually similar. Customers' shopping journey is thus eased as AI is able to understand their intents and consequently suggest other alternatives that match the customers' selection. Distinct from the ideologies of previous scholars, Huang and Rust (2021) highlight that AI is also helpful in the event that a given product is out of stock in that it is able to redirect customers to different and relevant products on the same website, thus eliminating the frustration that occurs when customers have to start the process of product search again. In favor of the findings by Giri et al. (2019) and Yeo et al. (2022), Huang and Rust (2021) indicate that the ability of AI to use similarity proposals has shown to not only increase customer engagement but also reduce the sales that are lost to competing organizations. Further, Davenport et al. (2020) also acknowledge that AI has offered solutions to customers that wish to try out new fashion items and lack the

knowledge on how to style them. In particular, AI-enabled outfit proposals show clients the different ways they can wear fashion items together, thus increasing the likelihood of purchasing the desired outfits. Davenport et al. (2020), however, caution that there is a need for advanced research on the use of AI in fashion as there are limited investigations that have been conducted focusing on the sector. Overall, the above scholarly findings show that AI-enabled algorithms enhance customers' exposure to products, but there is a need for further research on the area, as only limited studies exist.

2.4 Research Gap

Based on the scholarly findings discussed in the literature review above, it is apparent that there is limited exploration of the use of AI in the field of fashion. Precisely, it is evident that with AI being an emerging technology whose usage is in the infancy stages, its role in helping marketers to comprehend customers' shopping habits, impulse buying, and price awareness is not fully explored. As a result, the present research seeks to address the gap with the aim of providing insight into the future of the fashion sector due to the adoption of AI technology.

2.5 Chapter Summary

The first part of the chapter has demonstrated the linkage amid such theories as the technology acceptance model and communication mix model to the usage of AI in the fashion sector. Further, the latter segment in the chapter has reviewed the findings of diverse scholars that focus on the connection between AI and such attributes as impulse buying, price awareness, product attributes, and product exposure. The next chapter discusses the methods that will be adopted in the research to aid in the collection of suitable data that relates to the research objectives.

Chapter Three: Methodology

3.1 Introduction

The chapter provides details on the method of research that was adopted by justifying the used research philosophy, design, and approach. Further, details of the research's target population, sampling strategy, sample size, instrumentation of data collection and analysis, as well as the ethical foundations, are discussed.

3.2 Research Philosophy

In the current research, a positivism philosophy was used. The adoption of positivism was justified owing to its assumption that the knowledge that must be accepted in explaining a phenomenon must be factual and should be gained through observation and measurement (Collins, 2010; Wilson, 2010). According to the positivist philosophers, the role that must be played by a researcher should be that of gathering and synthesizing the obtained data, thus, being independent of the study (Bajpai, 2011; Tsung, 2016). In this case, objectivity is enhanced in positivism-based studies, leading to increased levels of trust in the inferences to be made. Moreover, positivism research philosophy maintains that quantifiable observations are critical in making inferences due to the statistical computations and analyses that provide an overview of how constructs are related to each other (Saunders et al., 2014). In this case, this stance was relevant to the current research in establishing the relationship between AI and fashion marketing in the era of digital transformation, a fact that was the main question in the current research.

3.3 Research Design

The current study employed a descriptive design of research. A descriptive design is justified based on its ability to formulate answers to numerous forms of questions: namely, how, which, when, who, and what (McNabb, 2008; Healy & Devane, 2011). However, this strategy of

research design is limited by the fact that it does not provide conclusive answers to the 'why' form of questions (Saunders et al., 2014). In the current study, since the emphasis was on the impact of AI in the fashion marketing industry in the modern environment, the relevant questions, according to my judgment, included establishing what is the impact of AI on fashion marketing, finding out how AI influences consumer decision making, determining in which way is consumer behavior influenced by AI, and obtaining evidence on which was will the future of fashion marketing be influenced by digital innovations. Thus, given that there was no need to focus on the 'why,' the descriptive research design was considered the most appropriate in the current research.

3.4 Research Method and Approach

The current study adopted a quantitative research method. The main justification of a quantitative method is founded on its objectivity since it relies on fewer constructs and numerical data in making inferences (Collis & Hussey, 2014). Further, quantitative studies are in line with the suggestion by positivist philosophers that will lead to inferences that are reliable and trustworthy in exploring a given phenomenon, which in this case is the association between AI and fashion marketing. Additionally, I adopted a deduction approach, which is a reasoning that is founded on drawing inferences or conclusions through a logical process, where knowledge is gained from a single view to a broad view (Novikov & Novikov, 2013). Thus, the elements to be involved in the study will be used as a basis for making conclusions with regard to the overall population of the study. Essentially, empirical evidence to be obtained will guide me through quantitative evidence in concluding how AI generally impacts fashion marketing owing to the evidence gathered.

3.5 Research Population

The population of the study was the consumers of fashion industry products who use online platforms such as Facebook and Instagram. According to the assertions by Saunders et al. (2014), an important feature of a research population is that all elements must have similar traits. The main feature that is common among the current population that was targeted is that they use social media in making purchase decisions or ordering their needed products. Essentially, this was relevant to the current research since questions on how AI has impacted their buying patterns and perceptions with regard to the fashion industry could be answered from a fast hand view point, thus, further promoting objectivity of the research outcomes.

3.6 Sampling Technique

The current research adopted a convenience sampling technique. Although this sampling technique is non-probability based in nature, it is especially suitable when the research is limited on time since the researcher selects the participants who are close to hand (Christensen & Johnson, 2012). In this regard, I save time by recruiting the individuals that are readily available to take part in the study. In the current study, I recruited close friends, family members, and acquaintances to collect needed data. However, care was taken to ensure that the recruited participants used social media platforms, mainly Facebook and Instagram, for making fashion purchases. The current study's sample size was 100 since I sought to gather enough evidence to make conclusions in a deductive approach.

3.7 Data Collection and Instrumentation

In gathering data, I used a structured questionnaire in which case questions were designed using a 5-point Likert scale to make it easier to gather numeric data. The questionnaire was distributed through a Qualtrics survey, which is an online approach to gathering data through

predictive intelligence and key metrics, as opined by Albaum and Smith (2006). The link on the online survey instrument was shared on my Facebook and Instagram timelines, inviting friends, family, and acquaintances to participate in the study. The potential respondents were given a total of 2 weeks to participate in the study before the data collection exercise was closed.

3.8 Data Analysis Techniques

The collected data were analyzed through descriptive and inferential statistics. According to Albaum and Smith (2006), researchers often combine Qualtrics with SPSS in analyzing data so as to test the association between variables. In the current research, Qualtrics and SPSS were used to test whether the factors (AI and Fashion Marketing) have an effect on impulse purchases in different customer journeys. On the one hand, the specific descriptive analysis techniques used included mean, standard deviation (STD), frequencies, percentages, and minimum and maximum scores, respectively. On the other hand, the inferential statistics performed included the correlation coefficients and ANOVA in establishing the existing relationships among variables.

3.9 Ethical Standards

Given that the research deployed primary data in making inferences, care was taken to ensure that necessary ethical guidelines were followed to the letter, as suggested by Heather (2014). Precisely, I ensured that respondents' confidentiality and privacy were maintained by ensuring that their personal information and contact details were not included in the study. Further, the respondents were aptly informed about the objective of the study and that there was no financial compensation expected after participation in the survey. Finally, I maintained objectivity throughout the research process by avoiding personal views, as well as by ensuring that the results of the study reflect the actual perceptions given by the sampled population. The findings of the study were purely used for academic purposes.

3.10 Chapter Summary

The methodology chapter has discussed in detail the entire steps and techniques taken in gathering and analyzing the needed data. Exactly, I provided the justification for the choice of a positivism philosophy, a quantitative method, and deductive reasoning in undertaking this descriptive design-based research. The population of the study has also been justified, along with the sampling approach used in gathering and analyzing data. The previous chapter presented theory and literature, while the next chapter offers the findings of the study.

Chapter Four: Results

4.1 Introduction

The chapter presents the quantitative findings that were attained in the research after applying the methods that were discussed in the preceding segment. Precisely, the section presents findings on the response rate attained, background data, descriptive statistics, and inferential statistics. Each category of the results is presented in the sections that follow.

4.2 Response Rate

A total of 96 responses were attained out of the anticipated sample size of 100 respondents. The response rate of the survey was, therefore, 96%. Attainment of a 96% response rate implied that the findings attained in the research were adequate in making concrete inferences on the role of AI in influencing the impulse purchase conduct of fashion customers.

4.3 Gender

46% of the participants that took part in the surveys were female, while the remaining 54% were male, as presented in Table 1 that follows.

Table 1

Respondents' Gender

Gender	Frequency	Percentage
Male	52	54%
Female	44	46%
Total	96	100%

Adapted from Survey Data (2022).

The almost equivalent representation of both male and female participants implied that the outcomes attained in the present investigation were not biased towards any gender. As a

result, the inferences made in the research were highly dependable as they were founded on the views of all categories of fashion customers, irrespective of their gender.

4.4 Age Bracket

Participants were further needed to indicate their age from the categories provided. Table 2 provides a summary of the age distribution of the consumers that took part in the survey.

Table 2

Participants Age Distribution

Category	Frequency	Percentage
18-25 years	32	33%
26-35 years	28	29%
36-40 years	21	22%
Above 40 years	15	16%
Total	96	100%

Adapted from Survey Data (2022).

The consumers that took part in the research were spread across the age categories, with the majority (33%) being between 18-25 years and only 16% being above 40 years. Representation of all age categories in the research implied that I was able to attain extensive information from both young and older consumers on how AI and marketing techniques influenced their rate of impulse purchasing.

4.5 Consumer Usage of Online Platforms

The last focus area on the background information of the participants was whether they used online platforms like Facebook and Instagram to either inform their purchase decisions for

fashion items or order items online. Table 3 that follows shows the proportion of consumers that used online platforms.

Table 3

Usage of Online Platforms

Usage of Online Platforms	Frequency	Percentage
Yes	96	100%
No	0	0%
Total	96	100

Adapted from Survey Data (2022).

All the participants (100%) that took part in the research indicated that they used Facebook and Instagram to gather information on fashion items, which consequently influenced how they made their decision on whether to purchase the items or not. The above outcome implied that I attained the intended target audience; thus, the inferences that were made in the research were relevant as they were derived from a suitable audience.

4.6 Likert Scale Findings

After indicating their background information, participants were further required to indicate their level of agreement with various Likert scale questions that focused on such aspects as impulse buying, artificial intelligence, and fashion marketing. Table 4 that follows shows the results attained for the 10 Likert scale questions that the participants were required to answer.

Table 4

Likert Scale Summary

Statement	F	Min	Max	Mean	STD
In my view, there is more impulse purchase in offline stores than online ones.	96	3	5	4.6338	0.6864
Online channels generate more impulse purchases than offline ones	96	2	4	3.4865	0.6178
In my view, AI's ability to gather information on such parameters as purchase duration, rate of human interaction, information on products and proposed products encourages impulse purchase	96	3	5	4.6724	0.6459
Delayed possession of fashion products or even shipping costs discourage the rate of impulse buying in online stores	96	2	5	4.3543	0.6324
Recognition of a fashion problem or need, searching for information, alternatives evaluation, purchase, and finally posting purchase dissatisfaction or satisfaction are the steps I follow when purchasing fashion items in both offline and online channels	96	3	5	4.6112	0.6543
In my view, now more than ever, there is a rising desire among customers to adopt their preferred fashion items, with social media being key to this change	96	4	5	4.6904	0.6409
Personalized marketing of fashion items encourages impulse buying	96	3	5	4.6143	0.6804

AI helps me to easily compare prices of similar fashion items at the point of purchasing them	96	4	5	4.6823	0.6324
In my view, I think that AI has made it easier for customers to evaluate similar items when making their purchase	96	4	5	4.6387	0.6123
In my view, I think that AI-enabled outfit recommendations show clients the different ways they can wear fashion items together	96	3	5	4.6321	0.6509

Adapted from Survey Data (2022).

Table 4 above shows a summary of the descriptive statistics attained, with the main focus areas being minimum, maximum, mean, and standard. The results unveiled that most consumers agreed with the fact that there was a higher likelihood of making impulse purchases in offline stores in comparison to online ones, as demonstrated by a mean of 4.6338. It thus implied that while all the participants were online consumers, they were of the view that it was easier to buy an item that was not budgeted for in a physical store than in an online one. With the standard deviation being below 1 (0.6864), it meant that most consumers were in strong agreement with the ideology as their responses were within the mean. Closely related to the preceding outcome, most of the participants remained neutral on the fact that there was a high likelihood for the rate of impulse purchasing to be higher in online channels than in offline ones, as demonstrated by a mean of 3.4865. The result, therefore, supported the preceding one that physical stores were associated with higher rates of impulse purchases than in the case where items were sold online.

Whilst it was apparent that the rate of impulse purchase was higher on offline than online platforms, the consumers agreed that AI-enabled features such as its ability to propose related items to customers motivated them to make impulse purchases, as demonstrated by a mean of

4.6724. A minimum score of 3 implied that the majority of the consumers recognized AI as a technology that had a substantial influence on their shopping behavior. Despite the fact that AI was identified as a motivator to impulse purchasing, the results revealed that there were several factors that discouraged customers from making impulse purchases on online platforms, such as the long duration of time that it took to possess online fashion items and the additional shipping costs that were incurred as demonstrated by an average of 4.3543. Whilst the standard deviation (0.6324) showed that most responses were within the mean, it was also evident that the minimum score was 2, which showed that some consumers had a contrary opinion on the same.

In reference to the journey that customers took to purchase fashion items, it was apparent that most of them followed one similar process, whether in online or offline stores, as shown by a mean of 4.6112 and a minimum value of 3. Since none of the participants disagreed, it was apparent that fashion consumers followed similar decision-making journeys irrespective of the platform where they wanted to buy the items. The participants shared a common viewpoint on the fact that fashion trends were changing and that social media was a major force behind the change, as shown by a mean of 4.6904 and a minimum of 4. The result showed that at the present time, consumers were the driving force behind the changes that occurred in fashion and that social media provided the avenue for them to display what they preferred.

In reference to marketing, the majority of consumers affirmed that personalized marketing of fashion items encouraged them to buy unplanned items, as demonstrated by an average of 4.6143 and a minimum score of 3. It thus meant that technology like AI used historical data to recognize customer preferences and displayed items that matched the preferences to the consumers, thus increasing the likelihood of impulse buying. Additionally, the participants also acknowledged that AI had made it possible for consumers to compare the prices

of similar items, which consequently informed their purchase decisions. The result was supported by a mean of 4.6823 and a minimum of 4, which showed that everyone agreed with the viewpoint. The finding thus showed that AI enhanced consumers' price awareness on related items. Closely linked to the previous result, consumers also supported the view that AI made it possible for them to evaluate the features of similar products, thus making it easier to select the item that best matched their specifications. The finding was evidenced by a mean of 4.6387 and a standard deviation of 0.6123, which implied that all the responses were within the average. Lastly, a mean of 4.6321 coupled with a minimum of 3 showed that most participants were in favor of the view that AI-enabled recommendations were guiding them on how to match different fashion outfits. The result showed that AI was providing new opportunities for fashion consumers to try out new designs and styles.

4.7 Inferential Statistics

In order to ascertain the preceding results, I further conducted correlation analysis in order to justify the model that was used and to establish the association amid the variables of the study. The correlation analysis results attained also aided in supporting or rejecting the established hypotheses.

Table 5

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
	0.6735[a]	0.5322	0.6815	0.0344

a. Predictors: (Constant) AI

b. Dependent Variable: Impulse purchases

Adapted from Survey Data (2022).

Table 5 above shows the summary of the model that was used. The R square value that was obtained was 0.5322, which implied that AI techniques and capabilities accounted for 53% of the rate of impulse purchases in both online and offline stores. It, therefore, also meant that other aspects were responsible for 47% of the impulse purchases done on both physical and online fashion shopping platforms.

Table 6

The ANOVA Table

Model		SS	df	MS	F	Sig.
	Regression	65.9362	1	65.9362	38.1691	0.000[b]
	Residual	0.2804	15	0.0715		
	Total	66.2156	16			

Dependent Variable: Impulse Purchases

Predictors: (Constant), AI

Adapted from Survey Data (2022).

The ANOVA table above sought to test the extent to which the model was significant. Due to the fact that the significance level obtained was 0.000, which is below the alpha value of 0.05, it was therefore concluded that the model was significant.

Table 7

Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
Intercept	.901	0.1703		3.824	0.000
Customer Journey	.6522	0.0312	0.0043	1.860	0.002
Price awareness	.710	0.0418	0.0016	1.466	0.004
Degree of planning	.6214	0.0492	0.0083	12.124	0.008
Customers' shopping habits	.6348	0.0542	0.0020	0.376	0.001

Adapted from Survey Data (2022).

From Table 7 above, the regression co-efficient for customer journey was identified to be significant, as evidenced by B = 0.6522 and p-value = 0.002. The above result implied that if customer journey were increased by one, then the rate of impulse purchase would increase by 0.6522. The implication of the result was that enhancing the fashion shopping journey of consumers on both online and offline platforms through the use of AI would have a consequent positive impact on the rate of impulse purchasing on the platforms.

Further, it was also apparent that price awareness had not merely a significant but positive impact on the impulse buying behavior of customers, as demonstrated by the B value of

0.710 and p-value of 0.004. The above result showed that increasing the price sensitization level of fashion consumers by one unit was likely to cause a consequent rise in impulse purchases by 0.710. The finding showed that in the event that AI was able to enhance the price awareness level of consumers in both physical and online stores, then there would be a corresponding increase in the frequency of impulse purchases.

Moreover, the regression co-efficient for degree of planning was also shown to be significant (0.6214, p-value 0.008). The result implied that when marketers in fashion enhanced their degree of planning by one, then there would be a consequent rise in the rate of impulse purchasing by 0.6214. The result showed that improving the existing fashion marketing techniques through such means as adopting personalized marketing enabled by AI contributed to a rise in the number of consumers that bought unintended products as they perceived that they matched their preferences.

Nonetheless, customers' shopping habits were also recognized to have a positive and significant linkage with the extent to which fashion consumers made impulse purchases. The above result was proved by a Beta Value of 0.6348 and a p-value of 0.001. The result showed that increasing trends of impulse purchasing were attainable when customers' changing shopping patterns were keenly monitored through AI and suitable marketing approaches established.

4.8 Chapter Summary

The chapter has presented data on the background information of the research participants as well as the descriptive and inferential statistics that were attained. The subsequent chapter critically discusses the research findings in reference to the literature review as well as highlights whether the study hypotheses were accepted or rejected.

Chapter Five: Discussion

5.1 Introduction

The chapter analyzes how the results presented in the preceding chapter compare and contrast with the scholarly findings attained in the literature review. Discussion of findings will also highlight whether the research hypotheses established in the first chapter will be accepted or rejected.

5.2 Role of AI in Understanding Consumer Journey and Its Impact on Impulse Purchase

It was apparent from the results that fashion consumers shared a similar consumer journey, whether they shopped in online or offline stores. In particular, the findings showed that the decision-making steps that consumers took included recognizing a fashion problem or need, searching for information, evaluating alternatives, purchasing, and posting their satisfaction or dissatisfaction. The steps are similar to those highlighted in the consumer decision-making model, as stated by Yang and Ziv (2010). It thus meant that the purchase thought process of customers was the same, irrespective of their preferred platform for purchasing the items. Moreover, it was also unveiled by the outcomes that the customer journey had a significant and positive impact on the impulse purchasing level of customers. Precisely, the results showed that the rate of impulse purchase was higher in physical stores than in online ones since such factors as delayed possession of products and shipping costs demotivated consumers from making impulse purchases, as ascertained by Yin and Giu (2021). The finding was, however, contrary to Jain and Gandhi (2022), who were of the viewpoint that impulse buying was higher on online fashion shopping platforms than on offline ones. This viewpoint was not supported by the presented results. It thus implied that physical stores had higher abilities to create sensory experiences among customers, which consequently resulted in higher impulse purchase intents.

However, it was also apparent that the role of AI in comprehending the customers' journey would have a significant impact on the rate of impulse purchases. In particular, the findings affirmed that personalized marketing that was aided by AI enhanced impulse buying since the technology was able to gather consumers' data, profile it and then provide suitable recommendations to customers on similar items and their distinctive features, which consequently informed their purchase decision. It, therefore, implied that AI had capabilities that helped marketers in making personalized marketing, which was similar to the affirmation by Kim et al. (2017). The findings, therefore, demonstrated that whilst the decision-making process was similar for both online and offline platforms, AI made it possible to understand the distinctions in customer preferences in each of the stages. As a result, the first hypothesis of the research that indicated that AI helped marketers in the fashion industry to understand differences in customer journeys was accepted.

5.3 Role of AI in Understanding Customers' Price Awareness and Its Effect on Impulse Purchase

The research outcomes showed that customers' level of awareness of different fashion prices significantly determined the extent to which they would make impulse purchases. The outcome implied that customers could only make impulse purchases if they were aware of the amount they would additionally incur since the purchase was not initially budgeted for. Moreover, customers were mainly attracted to making impulse purchases for products with affordable and low prices, which was similar to the assertion by Akter et al. (2021). Further, the results also portrayed that customers' price awareness had a positive significant influence on impulse buying. It was therefore construed that the purchase decisions of fashion customers were largely reliant on product prices. Additionally, the results also revealed that AI was very

instrumental in helping fashion consumers to recognize the distinctions in the prices of similar items, which consequently informed their purchase choice. It meant that AI evaluated customers' data to provide recommendations for products with alike features and their respective prices or even promotions and discounts. Based on the fact that discounts and promotions were only provided once in a while, there was a high likelihood for customers to purchase fashion items that had such offers if they were appealing. The finding thus affirmed the assertion by Liang et al. (2019, that consumers were attracted to low-priced items as well as those with promotions. The outcome implied that it was inevitable for marketers to fail to adopt AI to help their customers easily recognize when there were changes in fashion prices or to help them compare the prices of related items. The second hypothesis of the study that stated that AI was beneficial to marketers in understanding the degree of price awareness among customers was therefore supported by the findings above.

5.4 Impact of AI on the Degree of Planning in Fashion Marketing and Its Effect on Impulse Purchase

The outcomes of the study further showed that in modern times, customers were the major drivers of the trends in fashion design, with social media being one of the platforms that were promoting the change. It thus meant that through platforms like social media, consumers had the opportunity to display their preferred fashion items and share them with others. The result was comparable to that attained by Raj and Gupta (2019), who highlighted that the fashion industry was experiencing rapid changes where the customers were becoming the key influencer of how products were designed or even produced. Moreover, the findings showed that AI has various capabilities that enable marketers not only to gather data on the changing consumer trends but also to develop personalized marketing that motivates consumers to make impulse

purchases. It implied that fashion companies had no option to shy away from adopting AI in their marketing plans in order to remain relevant in the modern world where customers' demands and preferences were constantly shifting. The assertion by Hwang et al. (2016) that fashion companies that were solely using traditional marketing techniques in the modern era risked extinction was thus supported by the outcome. The results showed that AI's ability to gather information on the purchase duration of customers and their rate of interactions with others and consequently develop suitable product recommendations based on the gathered information enhanced the probability of impulse purchases. It was thus construed that AI was a beneficial technology that was bringing disruption to the traditional approaches of marketing that were dominant in the fashion sector. AI has shown to be a disruptive technology due to its ability to inform marketing strategies by gathering large volumes of data on customers' behavior, which could not be done in the past. The affirmation by Rajagopal (2014) that technology was only disruptive if it had the potential to bring change to the existing norms as postulated by the technology acceptance model was thus affirmed. Founded on the realization from the above findings that AI was a disruptive technology with the potential to gather diverse categories of information on fashion consumers, it was interpreted that it was a powerful tool that fashion marketers needed to adopt for the development of strategies that were aligned to the changing consumer demands and to increase impulse buying. As a result, the third hypothesis that indicated that AI positively impacted the degree of planning in fashion marketing was thus upheld.

5.5 Role of AI in Understanding Customers' Shopping Habits and Its Impact on Impulse Purchase

Consumer shopping habits were identified in the research to have a substantial impact on the extent to which impulse buying took place on both online and offline shopping platforms. It thus meant that customers had diverse habits that marketers needed to evaluate in order to determine the specific marketing approaches to adopt based on their distinctions. The implication of the result was that fashion marketers thus required a technology like AI with the ability to recognize the distinctive customer shopping habits so as to reduce the probability of losing sales to competitor organizations as well as increase the likelihood of unplanned buying, as mentioned by Yeo et al. (2022). Grounded on the findings, AI was recognized to have the capabilities to help customers to compare the features of similar products as well as provide recommendations such as how to match a newly developed fashion outfit. The outcome showed that AI had the ability to cater to the divergent shopping behaviors of customers by recommending items that matched their preferences or search specifications. The finding was an affirmation of the viewpoint by Yeo et al. (2022) that AI used abilities like visual detection to propose related items to customers during their shopping journey. Further, founded on the realization from the results customers were using platforms like social media to either gather information or order fashion items, it was interpreted that AI could be adopted to help recognize the appropriate channels that marketers could adopt to communicate with their customers, so as to increase the probability of impulse buying. Passing information using the channels that were predominantly used by fashion consumers was likely to increase the rate of converting potential clients to actual ones. The ideology postulated by Posner (2015) that using an omni-channel approach to communication was appropriate in catering to the divergent needs of individuals. The findings thus showed that

using AI in fashion marketing aided in appreciating the divergent shopping habits of customers and increasing the likelihood of impulse purchases, and therefore, the fourth research hypothesis was upheld.

5.6 Chapter Summary

The section has critically shown the relationship between the study results and the empirical findings attained in the literature review. The next chapter summarizes the research findings, highlights the conclusions, and provides the proposals for further improvement or research.

Chapter Six: Conclusion

6.1 Introduction

The chapter provides the study inferences based on the discussion of findings in the preceding segment. Other focus areas in the chapter are proposals for additional scholarly research and those for improvement by marketers in the fashion sector, as well as the limitations that were experienced when conducting the research.

6.2 Summary of Findings

Founded on the discussion of findings in the preceding section, it was apparent that fashion consumers followed similar steps of decision-making both online and offline. These steps included recognition of a fashion need, searching for relevant information, alternative evaluation, purchasing an item, and lastly, posting on the level of satisfaction or dissatisfaction. While customers' purchase journeys were identified to be similar for online and offline platforms, it was apparent that customer journeys had a significant impact on impulse purchases, with the rate of the latter being higher on offline than online platforms. The role of AI in customers' journey was identified to be paramount in that it helped in the collecting data,

profiling it based on customers' needs, and consequently providing recommendations to customers on what to purchase. The above findings thus suitably answered the first research questions that sought to evaluate the impact of AI on customers' decision-making process. Further, it was also apparent from the outcomes that price awareness had a significant and constructive impact on impulse buying and that AI helped customers to compare the prices of different fashion items at the point of purchase. Moreover, AI helped customers to recognize any promotions and discounts that were available, thus increasing the likelihood of online purchases. Additionally, the findings further showed that consumers had become the key drivers for changes in fashion trends and that incorporating AI in the planning of market strategies to increase impulse purchasing was inevitable. Precisely, AI was recognized to have such abilities as determining the purchase duration of customers as well as their rate of interaction with others. As a result, it was possible for marketers to adopt personalized marketing techniques, which consequently increased the chances of impulse buying. Moreover, it was also unveiled that shopping habits significantly influenced the level of impulse purchasing on both offline and online platforms. Irrespective of customers' shopping habits, AI was unveiled to have the ability to help the consumers to compare the items of similar products as well as provide recommendations such as on how to match different outfits, which increased the probability of impulse purchases. The research outcomes thus suitably showed that AI had diverse capabilities with the potential to enhance impulse purchase conduct. The second research question that sought to explore the abilities of AI that had the most significant on customers' impulse purchase conduct was answered. Lastly, since the research outcomes demonstrated that AI had diverse positive benefits on fashion marketing, it was apparent that the future would be optimistic if the technology were effectively adopted.

6.3 Conclusions

The first objective of the research sought to find out how artificial intelligence influenced the decision-making process of customers. The research outcomes unveiled that the decision-making process of fashion customers significantly influenced impulse buying and that AI aided in the collection of customers' data, such as their preferences and search patterns. Consequently, the collected analytics were then used to show customers the possible fashion items they could buy that matched their expectations, thus increasing the likelihood of impulse buying. It was thus concluded that AI significantly influenced the decision-making process of customers in fashion, and therefore, the first objective of the research was suitably addressed. Further, the second research objective sought to find out how AI determined customers' price and product awareness as well as shopping habits in fashion. The outcomes aptly unveiled that with product awareness, product exposure, and shopping habits having a significant impact on impulse buying, AI helped customers to compare product prices, compare features of similar items and provide recommendations on fashion items that could be used together. It was thus concluded that AI significantly influenced customers' knowledge of fashion products and their prices, which consequently informed their shopping behavior. The second objective of the research was thus suitably achieved. Lastly, based on the realization that AI had diverse capabilities, such as gathering information on the purchase duration of customers and their level of interaction, it was concluded that using the technology in fashion marketing was likely to increase the gain of the sector in the future. As such, the third objective of the research that sought to explore the potential future trends in fashion marketing as a result of AI was achieved. Based on the conclusions above and the decisions of the preceding chapter, Table 8 that follows shows a summary of the research hypotheses of the research.

Table 8

Summary of Research Hypotheses

Hypotheses	Accepted or Rejected
AI helps marketers in the fashion industry to understand differences in customer journeys.	Accepted
AI is beneficial to marketers in understanding the degree of price awareness among customers	Accepted
AI positively impacts the degree of planning in fashion marketing.	Accepted
AI promotes understanding of customers' shopping habits and their impacts on impulse purchases.	Accepted

Adapted from Author (2022).

6.4 Recommendations

6.4.1 Recommendations for Improvement

Based on the realization from the research outcomes that whilst AI had diverse capabilities such as increasing customers' awareness of fashion products and their price to enhance the probability of impulse buying, the rate of impulse buying was still higher on offline platforms than on online ones, where it was easier to use the technologies. The research thus proposed that marketers in fashion needed to be creative in using AI in online platforms to increase the sensory stimulation of customers and attain comparable rates of impulse purchases as in the case of offline stores.

6.4.2 Recommendations for Further Research

Based on the realization from the research above that AI is an emerging technology with the capability of bringing diverse positive implications to the fashion sector, it is recommended

that researchers also needed to explore the possible negative implications of using the technology in the sector.

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Appendices

Appendix A: Questionnaire

TOPIC: IMPACT OF ARTIFICIAL INTELLIGENCE IN FASHION MARKETING IN THE MODERN BUSINESS ENVIRONMENT

PART A: BACKGROUND INFORMATION

Instructions: Please tick as appropriate that which best describes you.

1. Kindly indicate your gender

   Male

   Female

2. Kindly indicate your age bracket

   Below 18 Years

   18-25 Years

   26-35 Years

   36-40 Years

   Above 40 Years

3. Do you use online platforms like Facebook or Instagram to make your fashion purchase decisions or order fashion items online?

   Yes

   No

PART B: SURVEY QUESTIONS

In the following section, kindly indicate the extent to which you agree or disagree with the provided statements using a scale of 1-5, where 1 strongly disagrees, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree.

	Statement	1	2	3	4	5
5	In my view, there is more impulse purchase in offline stores than online ones.					
6	Online channels generate more impulse purchases than offline ones					
7	In my view, AI's ability to gather information on such parameters as purchase duration, rate of human interaction, information on products and proposed products encourages impulse purchase					
8	Delayed possession of fashion products or even shipping costs may discourage the rate of impulse buying in online stores					
9.	Recognition of a fashion problem or need, searching for information, alternatives evaluation, purchase, and finally posting purchase dissatisfaction or satisfaction are the steps I follow when purchasing fashion items in both online and offline channels					
10	In my view, now more than ever, there is a rising desire among customers to adopt their preferred fashion items, with social media being key to this change					
11	Personalized marketing of fashion items aided by AI encourages impulse buying					
12	AI helps me to easily compare prices of similar fashion items at the point of purchasing them					
13	In my view, I think that AI has made it easier for customers to evaluate the features of similar items when making their purchase					
14	In my view, I think that AI-enabled outfit recommendations show clients the different ways they can wear fashion items together					

Thank you for your participation!