

“IMPACT OF SOCIAL MEDIA ON CUSTOMER BUYING BEHAVIOUR IN FASHION INDUSTRY.”

Dissertation submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

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(Affiliated to Mahatma Gandhi University

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**IMPACT OF SOCIAL MEDIA ON CUSTOMER BUYING BEHAVIOUR IN FASHION INDUSTRY**”, has been prepared by **Fathima Febin, Irfan Latheef K A and Jaffer A N** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

We, **Fathima Febin, Irfan Latheef K A, Jaffer A N**, B.Com Final year students, Department of commerce (Finance and Taxation), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

“Social media refers to digital platforms and online communication tools that enables users to create, share and interact with content, as well as connect with other users. These platforms are typically web based or mobile applications that facilitate various forms of user generated content, including text, images, videos and links. Social media has become a fundamental part of modern digital culture and communication, allowing people to stay connected, express themselves, and engage with a wide range of topics and interests”.

In addition, social media are used to store memories, discover and learn about things, promote oneself, make friends, and cultivate ideas through the development of blogs, podcasts, films, and gaming websites. In today's digitally connected world, social media has become an integral part of our daily lives. Social media is no longer just used for personal connections; it has also impacted business, particularly in the fashion sector. In today's world, fashion is not just about clothing; it's a form of self-expression, identity, and personal style. Social media has become a place where individuals seek inspiration, advice, and validation for their fashion choices.

With the introduction of social media, the fashion sector, which is highly competitive and known for its swift changes in customer preferences and trends, has witnessed a major change. The dynamic and ever-changing phenomena that links social media to consumer purchasing behaviour has changed the nature of marketing and business. With billions of users worldwide actively engaging on social media platforms , businesses and marketers have realised the enormous potential of social media platforms to reach, engage, and ultimately influence consumers. Social media is frequently used in business to attract new clients, promote brands, retain current clients, and expand awareness of products and services.

Social media marketing refers to the use of social media websites and platforms to advertise a good or service as well as to engage with potential clients. The rise in active user rates on social media websites has led to an increase in social media marketing. Through social media, businesses may post more material and attract more viewers who will view it for free. Previously, customers could only contact businesses by calling a customer service number, sending an email, or going in person. It could take a while to complete this process, and it might be challenging to contact a company at all. Social media has made it simpler than ever for companies to communicate directly with their customers.

One of the main purposes of social media marketing is to raise brand awareness for a business or organisation, engage customers through direct communication, and support customer service. However, since social media enables users to share opinions and experiences with others in a peer-to-peer setting, this has shifted some power from the organisation to the users since these messages can be open and honest and the company cannot control the content of the messages posted by users. Today, fashion enthusiasts, influencers, and everyday consumers are not merely passive spectators but active contributors to the fashion conversation. So it is important for the business to maintain their social media accounts up to date. This study explores the significant influence of social media on consumer purchasing behaviour in the fashion sector. We will also look at the opportunities and difficulties that this digital landscape brings for companies looking to use social media to better understand and interact with their target audiences.

1.2 SIGNIFICANCE OF THE TOPIC

As social media has become a primary platform for brand-consumer interaction, understanding its impact is essential for designing effective marketing strategies and building brand loyalty. Understanding how social media influences customer decisions is crucial for businesses to remain competitive and adapt to shifting trends because the fashion industry is extremely competitive and always growing. Social media breaks borders and gives fashion firms the chance to interact with a worldwide audience. Understanding how social media affects consumer behaviour enables firms to successfully enter global marketplaces. The results of this study can help fashion marketers improve their campaigns' overall efficiency by teaching them how to manage resources wisely and to make the most of social media marketing. This may result in more focused and effective marketing campaigns that eventually increase sales and revenue.

1.3 STATEMENT OF THE PROBLEM

Due to the widespread influence of social media, the fashion industry has recently seen a major change in how customers interact with businesses and make purchasing decisions. The dynamics of consumer decision-making in this market have changed as a result of the extensive usage of social media platforms like Instagram, Facebook, TikTok, and Pinterest as hubs for fashion inspiration, knowledge, and e-commerce. Although the influence of social media on consumer purchasing behaviour is generally recognised, there is a pressing need to fully comprehend and deal with the numerous issues raised by these phenomena. This study will address the following research questions:

- Do social media-related factors affect the buying decisions of consumers regarding the apparel industry?
- Is there any impact of consumers' gender or age on online purchasing behaviour?
- How does social media facilitate customer engagement with fashion brands, and what is the impact of this engagement on customer loyalty and buying behaviour?
- How does a customer's trust in the information and sources they encounter on social media influence their decision to make online purchases?

1.4 OBJECTIVES

- To determine the impact of demographic factors of consumers in their purchasing decision.
- To access the impact of consumers, trust in information.
- To explore the effectiveness of various social media marketing strategies.
- To identify the factors that influence the customers to make a purchase through social media
- To analyse the role of social media in customer engagement

1.5 RESEARCH METHODOLOGY

- Research design:
Descriptive research method approach is being used. It includes the fact findings and survey enquiries. The study will employ a quantitative approach to provide a comprehensive understanding of the research questions.
- Data collection:
This study mainly relies on primary data. Data will be collected by distributing questionnaire through google form and collected the responses. The survey will collect quantitative data on participants' social media usage, trust in social media information, and online purchasing behaviour, demographic information, and relevant psychographic factors. The questionnaire consists of 27

questions. The first part of the questionnaire contains general questions which contains demographic variables like age, gender, income etc. then the specific questions were asked on the topic under study.

- Sample size:

The population for this study will consist of all individuals who are active social media users and engage in online shopping for fashion-related products or services. This population can include a diverse range of age groups, genders, income levels, and geographic locations, as social media and online shopping are prevalent across various demographics. A sample size of 130 respondents will be targeted. Efforts will be made to ensure a diverse representation across age groups, gender, income levels, and geographic locations.

- Tools used:

The data collected was tabulated and then pie diagram were inserted and used to interpret the data. Percentage analysis method and chi-square analysis method was also used to analyse the data collected.

1.6 LIMITATION OF THE STUDY

- Some people were reluctant to give responses.
- The study is conducted within limited time.
- Lack of face to face interaction with respondents.
- Respondents bias towards the questions.
- The study's findings may have a limited shelf life because of how rapidly social media trends and platforms evolve

1.7 SCHEME OF THE REPORT

Chapter 1: Introduction

1.1 Introduction

1.2 Significance of the topic.

1.3 Statement of the problem.

1.4 Objectives

1.5 Research Methodology.

1.6 Limitation of the study.

1.7 Scheme of the report.

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Chapter 3: Theoretical framework

3.1 Social media

3.2 Customer Buying behaviour.

3.3 Factors that influence the customers to make a purchase through social media.

3.4 Advantages and Dis-advantages of purchasing through social media.

Chapter 4: Data analysis and interpretation

Chapter 5: Summary, findings, recommendations and conclusion.

5.1 Findings.

5.2 Suggestions.

5.3 Conclusion.

CHAPTER 2
REVIEW OF LITERATURE

LITERATURE REVIEW

1. Vladimirova *et al* (2023). Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda. Houses use their influence over the customer to win new markets since they are aware of the potential impact influencers may have on their followers. Social media and related platforms are increasingly used as sources for information sharing with the potential to influence customers and promote societal change. As the terrible social and environmental effects of fashion/textile consumption have lately come to light, this has become crucial for the fashion industry. Any attempts to combat the global climate catastrophe must focus on changing lifestyles towards more self-sufficient and responsible patterns of consumption across all consumption domains, including fashion consumption.
2. Allan, *et al* (2022) researched about the factors affecting female online purchase decision. Because of COVID-19 it drove customers to look for unconventional ways to buy items. Due to this, more people started buying online, particularly more women, who now make up 41% of all users. The findings highlighted the electronic interactive features of social media platforms such e-Ads, content credibility, and electronic word of mouth as effective tools that enhance businesses' marketing strategy by having a positive effect on female purchasing behaviour. Women purchase differently from males because of the biological, neurological, and psychological differences between men and women. The findings also highlighted the crucial function of content credibility for businesses engaged in electronic marketing by reducing the perceived risk of customers.
3. Boardman and McCormick (2022). Attention and behaviour on fashion retail websites: an eye-tracking study. This demonstrates the necessity for fashion merchants to invest in e-commerce and the value of a well-designed website. Compared to 'search' products, clothing is more challenging to purchase online since experiential qualities like feel, texture, and fit are difficult to describe on websites, leading to greater doubt. Due to this, apparel is one of the trickiest goods to buy and sell online. In order to attract purchases, fashion businesses must make sure that their website properly displays their products while accurately describing style and fit. An effective website's layout and usability are essential since they can encourage greater client retention and satisfaction. In order to better understand consumer behaviour on a fashion retail website, this study used a multi-method approach that included eye-tracking and qualitative semi-structured interviews.
4. Dewi, Herlina and Boetar (2022) analysed the effect of social media marketing on purchase intention in fashion industry. The goal of fashion's social media brand presence is to reach as many people as possible with the most recent product information. Social media is regarded as the best two-way interacting medium for increasing the value of customers by information exchange and customer involvement. Social media marketing includes the use of the interactive and attractive built-in ads management in order to increase audience and persuade customers to make purchases. Even though the company is new to the market, using the perfect combination of a photo, description, model etc will persuade potential customers to make a purchase.
5. Hassan, Yeap and Al-Kumaim (2022), researched about sustainable fashion consumption: advocating philanthropic and economic motives in clothing disposal behaviour. The findings indicate that personal norms, social norms and environmental awareness were the key influencing factors of sustainable fashion consumption. The fashion market is constantly evolving, with new merchants releasing fresh collections at reasonable rates on a regular basis. Production and

consumption of sustainable fashion span numerous phases, including the creation of textiles, the creation of clothing, distribution, post-purchase, and clothing disposal. For the transition to sustainable consumption to be successful, responsible consumption and post-consumer behaviour at the retail-consumer interface in the clothes supply chain are essential.

6. Husain, Ahmad and Khan (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. The research examines the variables influencing the intention to buy luxury brands and conducts a comparative analysis in the understudied Indian market. The level of interaction of Indian luxury buyers is evident from the rise in popularity of social media platforms. In order to understand how luxury brand purchase intentions in the Indian luxury market are influenced by social media marketing activities, brand equity, trust, and status consumption, researchers looked at these factors. Snowball sampling was used to collect 453 responses from India's top four metropolises.
7. Javed, Rashidin and Xiao (2022) investigating the impact of digital influencers on consumer decision-making and content outreach: using dual AISAS model. Since fashion blogs serve as a source of guidance for consumers and have a high potential to impact their purchasing choice, the opinion of influencers is valuable in the fashion sector. Being so powerful, they are able to quickly attract the attention of the audience, engage them, and increase the consumer's desire. Aesthetic visual appeal also has an effect on consumers purchasing decision. The role of digital influencers on users' purchasing decisions was examined using the theory of buying behaviour, and the multistep flow theory was used to determine their content outreach.
8. Madhura and Panakaje (2022) examined social Media as a Promotional Tool in the Fashion Industry: A Case Study on Meta Platforms Inc. Customers can select trends and fashions as well as take advantage of the convenience of purchasing on their phones, laptops, tablets, and other simple click-through devices. This will increase client involvement in the purchasing process and increase the likelihood of selling a fashion item. Platforms like the Meta platform are profitable and cost-effective, enabling businesses to reach a wider audience. This research makes use of secondary data. The primary information source for customers is now social media platforms, which have developed into one of the primary advertising and marketing channels for fashionistas. Influencer marketing is effective because social influencers regularly post more content about fashion-related products to draw attention to their brands or products and encourage followers to buy them through creative strategies. Additionally, because social influencers enjoy a high level of trust from their followers, their recommendations serve as a sort of social validation for the brand's intended audience.
9. Miah *et al* (2022). Evaluating the impact of social media on online shopping behaviour during COVID-19 pandemic. The psychological state of the customer who is making an online purchase influences their online shopping behaviour. Celebrity endorsements boost a customer's perception of goods and companies as well as their intention to make a purchase because they convey attractiveness, credibility, and celebrity-product compatibility. The quantitative survey approach served as the foundation for this study, and a structural questionnaire was used to gather data. According to the study's findings, online reviews, advertising materials, and celebrity endorsement all significantly influenced Bangladeshi consumers' online shopping decisions. On the contrary, during the COVID-19 epidemic, live broadcasting had no major impact on consumer online purchase behaviour. Positive online feedback and reliable celebrity endorsements are additional factors driving customers to make purchases on social media.
10. Molina-Prados , Munoz-Leiva and Prados-Peña (2022) studied the role of customer brand engagement in the use of Instagram as a “shop window” for fashion-industry social

commerce. Although data were already pointing to a shift in consumer behaviour towards more online shopping and the emergence of social commerce prior to the epidemic, the COVID-19 crisis has merely emphasised this behavioural change. The options provided by the digital world are transforming the ways in which people consume, communicate, express themselves, share with others, and relate to others. Although it has little impact on affection, consumer engagement in fashion is beneficial for cognitive processing and activity. Data on social media users classed as millennials and Generation Z were gathered through a personal online questionnaire. The prototype is structural equation modelling (SEM) analysis. Brand loyalty is found to be moderated by gender. Men showed stronger loyalty because they put in more time, effort, and intensity while following a particular company on Instagram.

11. Rehman and Al-Ghazali (2022). Evaluating the influence of social advertising, individual factors, and brand image on the buying behaviour toward fashion clothing brands. Social advertising is the practise of driving users to social networking sites by using engaging content to grab their attention. Given that behaviour is constantly influenced by both internal and external influences, advertisers place great importance on various techniques to better understand customer purchasing habits. Brand comparison is facilitated by online advertising. Through social media, businesses can reach their target audiences, make their messages clear, encourage targeted customers to make more purchases, and establish a strong brand presence in those areas. Social advertising and individual factors have also a positive significant relationship with the brand image. Moreover, brand image mediates the relationship between social advertising, individual factors, and buying behaviour.
12. Sharma *et al* (2022). Deciphering the impact of responsiveness on customer satisfaction, cross-buying behaviour, revisit intention and referral behaviour. The ease and convenience of online shopping are shifting the customers to e-tailers. Customers are increasingly choosing online retailers due to the simplicity and convenience of internet shopping. Partial least square structural equation modelling (PLS-SEM) was used for data analysis. Data were obtained from a survey that 793 Indian consumers of fashion completed. According to the findings, responsive retailing affects customers' post-purchase behaviour by encouraging them to make more cross-purchases, return to a store, and make more referrals.
13. Sindhu and Jasrai (2022) inspected brand experience of fashion apparel brands through social media marketing. One of the largest and fastest-growing businesses in India is fashion, where traditional marketing methods have been replaced by social media. Clothing businesses must adapt their strategy to shifting consumer preferences, the fashion sector is extremely competitive. They use social media to share the latest information's about brand and product which attracts the customer. A survey was used to conduct the descriptive study. Target responders have been provided with a structured questionnaire via a google form. The data for the study were gathered using purposeful sampling. The findings showed that customer-based brand equity and brand experience have a favourable, statistically significant relationship.
14. Thein (2022), studied the effects of Social Media on Buying Fashion Apparel Intention and Decision. Extreme changes in fashion trends brought on by the emergence of the internet have affected customer purchasing behaviour. Consumers do information searches before making any purchases in order to find information that will affect their judgements. The majority of Thai customers believe that price is a good indicator of the quality of the goods, hence pricing is also thought to be a very significant element. Shopping convenience and payment-related simplicity are additional elements that affect consumers' decision to purchase from a specific brand or platform. Due to the rise of social media, consumers are more active online, and their decision to purchase fashion items is impacted by reviews and the purchases of other customers.

15. Yap *et al* (2022). Fashion shopping on the go. A Dual-stage predictive-analytics SEM-ANN analysis on usage behaviour, experience response and cross-category usage. Fashion businesses have responded by making significant expenditures to set up m-shopping platforms in order to seize the significant prospects created. Consumer characteristics such as preferences, lifestyles, and personalities have a significant impact on consumer shopping intention. Users of mobile devices in Malaysia make up the target population. The sample was gathered through the distribution of survey questionnaires in malls in Malaysia. The findings showed that customers' perceptions of the MU and MEU qualities of mobile shopping are, in fact, determined by how much weight each m-commerce feature was given by consumers' individual lifestyles.
16. Yeo, *et al* (2022) investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era—A study of the fashion and apparel industry. For Instagram users, advertisers, and influencers, AI appears to be very promising and has the power to fundamentally alter the social media landscape. The primary goal of the AI applications is to research consumer browsing patterns in order to attract new customers and grow enterprises. The cost and time required to produce an interactive website from scratch will be greatly. A more efficient purchasing process results from integrating AI into online and social commerce shopping, which enables customer-centric search and a new level of personalization. On the digital platform, consumers express their needs, wants, and opinions in a variety of methods and AI uses these information to give retailers recommendations on product presentation and cataloguing.
17. Chauhan *et al* (2021) conducted a research about the topic a self-congruence and impulse buying effect on user's shopping behaviour over social networking sites. By utilising the idea of self-congruence, the study was established in order ascertain the extent of the consumer's sense of belonging towards purchasing clothes. The study suggests a useful strategy that can aid product designers and marketing specialists in gaining an in-depth knowledge of customer buying behaviour in order to facilitate consumer-oriented products in the Indian fashion industry. The study's first finding demonstrates the exact impact of hedonic value, impulse buying, and self-congruence on customer happiness. The second finding confirms that impulse purchase has a large impact on hedonic value and customer satisfaction.
18. Djafarova and Bowes (2021) studied about the topic 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. According to research, 41% of Gen Z customers make impulsive purchases. They have a faster pace of wanting for new products. On Instagram, ladies were more active than guys. Some of the male participants claimed to use Instagram mostly for general and sports news, while women claimed to use it to gain insight into the personal lives of celebrities and be inspired by their style. This proposes that since each gender uses this platform to meet various goals, businesses should target them differently. The results imply that in order to improve customer engagement, marketers should use Instagram as a creative platform rather than a conventional selling tool. The study's findings show that male Gen Z consumers are less inclined than female Gen Z consumers to make impulsive purchases, hence both genders cannot benefit from these marketing strategies.
19. Khan, Ahmed and Rashid (2021) measured the influence of social media on purchase intention and customer loyalty of generation Y with the mediating effect of conviction: a case of Pakistan. The retailer, marketer, policymaker, and businesses will all benefit from this study's understanding and identification of the effects of social media platforms. This study is conducted to determine the impact of social media use and online word-of-mouth on purchase intention. Confidence is a

moderating factor in the use of social media and the effects of EWOM on purchasing decisions. Buyers' intentions are greatly influenced by online trust. Trust is essential for websites to succeed in the marketplace, because long-lasting connections with customers, satisfy high customer expectations, facilitate transactions, and increase customer retention. Therefore, in the internet world, ongoing and sustained trust is essential.

20. Majeed, Owusu-Ansah and Ashmond (2021) evaluated the influence of social media on purchase intention: The mediating role of brand equity. People can build trust and get over fears by exchanging information, reviews, and comments on social media platforms, which makes them more eager to purchase a company's goods. Regression analysis was used in the study to determine the association between social media, brand equity, and purchase intentions. For this quantitative study, structured online questions were employed because that is the preferred way for determining the many aspects of participants' behaviour. The study found that companies might utilise social media as a tool to build and maintain relationships with customers, enhance brand equity, and boost company performance.
21. Rathore (2021). Fashion Transformation 4.0: Beyond Digitalization & Marketing in Fashion Industry. Many businesses are attempting to transform their business operations & strategies by adapting new technologies and selling trendy products on various platforms. Companies can gain a competitive edge by enhancing customer experience, streamlining operations, and boosting productivity by utilising digital tools like cloud computing, artificial intelligence, machine learning, and data analytics. The use of digital tools has increased accessibility to fashion trends for people all around the world. Social media may be used by businesses to promote exclusive deals and discounts as well as raise brand awareness. Businesses may establish a strong online presence that will enable them to connect with more potential consumers and develop bonds with current ones by utilising the power of social media. Connecting with users through interesting content and interactive experiences is a crucial component of digital marketing.
22. Varghese and Agrawal, (2021) measured the impact of social media on Consumer Buying Behaviour. Due to the rise in social media usage, businesses are now evaluating its potential to affect consumer perception, brand value, and purchasing decisions. The material that features discounts, promotions, and influencers is more appealing to consumers since it has the potential to alter their perceptions and thinking. It has used the six stages of the customer decision process, generally known as the EBM model. According to the data, shoppers are quite picky while making purchases. Despite the abundance of data and information available on social media, consumers' own attitudes influence their decision to choose and make a purchase. These tactics unquestionably require a lot of maintenance, so businesses implementing them should be prepared to fix all marketing services in order to keep their current clients and boost customer lifetime value.
23. Chetioui, Benlafqih and Lebdaoui (2020) investigated how fashion influencers contribute to consumers' purchase intention. The increasing usage of social media by consumers influenced marketing trends and tactics, and marketers began to view social media platforms as important channels for interaction and to communicate with customers. Consumers' opinions about a particular brand have a direct impact on their tendency to buy. This shows that people are prone to like or recommend a brand if it has received a good review from a recognised influencers. The findings show that attitudes towards Fashion Influencers and brands can both be used to account for variations in purchase intention.
24. Sharma *et al* (2020) analysed social media activities and its influence on customer-brand relationship: an empirical study of apparel retailers' activity in India. The Social Media offers an

online space where "customers" can get information about the best product at the most affordable rate as well as reviews and opinions of the goods. The study looks at the effects of five constructs on the Social media marketing activities of a fashion brand on Facebook, including "Interactivity", "Informativeness", "Personalization", "Trendiness," and "Word-of-Mouth." The findings showed that each of the five components significantly influenced the Social Media Marketing activity of fashion firms on Facebook pages. This suggests that when "customers" gain confidence in clothing companies, more loyalty and satisfaction are seen towards particular brands, indicating high buy intentions among consumers.

25. Blazquez, *et al* (2019) exploring the effects of social commerce on consumers' browsing motivations and purchase intentions in the UK fashion industry. The research showed that among UK consumers of fast fashion, informational support has the greatest social commerce impact on browsing habits. Facebook, Twitter, and WeChat were just a few of the social media sites where the survey was made public. In order to obtain a meaningful sample, respondents were requested to share the questionnaire link with other respondents who had comparable profiles. The results of this study suggest that individuals who depend on social-commerce for the sale of goods and services should put more effort into providing enough information than into improving the visual appeal of the social-commerce website. Therefore, no matter how nice a website's design, it could be meaningless if users can't discover the information they need to make informed judgements
26. Khan *et al* (2019). Studied the role of social media marketing activities (SMMA) in apparel brands customer response: A moderated mediation analysis. Social networking applications are growing every day. The goal is that customers may use social media as a platform to learn about companies, share brand information, and engage with brands. Social media is no more just about people connecting, conversing, and engaging with one another through instant messaging. To draw in and keep customers, apparel brands should concentrate on their exposure and reputation on social media. This proved that the advanced, innovative use of social media marketing may be utilised to raise brand recognition, brand image, price premium willingness, and consumer loyalty through interactions, sharing, and trendiness.
27. Khan, Fatima & Matloob (2019) researched the effect of social media marketing in online fashion apparel with the mediating role of fashion consciousness, brand consciousness and value consciousness. According to the survey, fashion and online apparel should focus their marketing efforts on integrating customer importance and disposal into their products. Online fashion executives can typically standardise their marketing approach across the industry by using the quality dimension. Social media marketing is defined as business marketing initiatives or social media practises that aim to influence consumers' purchase decisions. Customers previously made purchases at physical stores such large shopping malls and many others that employ comparable retail methods . The terms "web shopping," "online purchasing," and "internet shopping" are all used in social media to refer to various ways of using online shopping sites to buy things.
28. Nash (2019) exploring how social media platforms influence fashion consumer decisions in the UK retail sector. Social media facilitates consumer-brand contact online, which is crucial for influencing customer behaviour. The objectives of this research is to determine whether and to what extent social media activity by high-street fashion businesses affects the way that consumers make decisions. According to research, reviews from reliable sources and reviews that are transparent have a beneficial impact on users' intentions. It is clear that societal norms, where people desire to feel like their choices are in line with the group's established practises, are important to comprehend, both as consumer motivation and as an evaluation factor within Customer decision making process.

However, the research also showed that consumers' decision-making is not just influenced by social media.

29. Rajapaksha and Dk (2019) evaluated the Influence of Facebook brand page on consumer purchase intention with reference to fashion retailing industry. When customers interact with brands, it is helpful for the brand to understand both good and bad word of mouth for brand enhancements. Sri Lankan Facebook pages, particularly those official pages of brands, are only interested in growing their fan base. The marketing firm or agency in charge of them uses Facebook advertising to do this by sending out promotional messages that prompt users to quickly click the "like" button. This demonstrates the lack of knowledge regarding the use of Facebook brand pages in the context of Sri Lankan fashion retail. As a result, the research addresses a practical empty space by examining how Facebook brand pages affect consumers' purchase intentions. Building solid connections with consumers is a crucial element to successful maintain customers.
30. Wang, *et al* (2019) researched about the success of social media marketing efforts in retaining sustainable online consumers: An empirical analysis on the online fashion retail market. Social media suggestions have a significant impact on internet shoppers' product choices. Additionally, studies demonstrate that consumer purchasing decisions are substantially influenced by reviews from other parties. The information was carefully gathered using online and in-person surveys. In this research they concentrated on three demographic factors: age, gender, and years of shopping online. The five dependent measures—brand association, attachment, preference, loyalty, and buying commitment—were produced as a result of these factors

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 SOCIAL MEDIA

The term "social media" describes online communities and networks that allow people to create, share, and exchange messages, content, ideas, and information. Through a variety of media, including text, photos, videos, and audio, these platforms enable user connection and engagement. Social media platforms facilitate global connectivity, communication, and collaboration between individuals and organisations. Social media is also used for learning and exploring new things, promoting oneself, keeping track of memories, making friends, and encouraging the growth of ideas through the creation of blogs, podcasts, films, and gaming websites.

Users often access social media via web-based applications on their desktops or by downloading services that provide social media functionality on their mobile devices. It has made social media easily accessible. This accessibility has led to the widespread usage of social media. Several widely-used social media platforms, including Twitter, Facebook, WeChat, WhatsApp, Instagram, YouTube, Snapchat, Tik-Tok, Tumblr, Pinterest, Telegram, and LinkedIn, have accumulated over 100 million registered users. Users consisting of various age groups, genders, and geographical locations, actively engage on these social media platforms. Data Reportal estimates that as of late 2022, internet users aged 16 to 64 globally spent an average of two hours and thirty-one minutes each day on social media.

Social media platforms are great tools for sharing content across networks. News, trends, and information can spread quickly among a large audience through social media sharing. Some content has the capacity to go viral. Users are more likely to share information or websites with their social network when they go viral, which encourages even more sharing. Businesses find viral marketing campaigns particularly attractive since they can obtain enormous media coverage for a significantly lower price than traditional marketing strategies. Businesses and brands utilise social media platforms extensively these days for advertising, marketing, consumer engagement, and community building.

Initially, social media platforms like Friendster, Myspace, and eventually Facebook, primarily served as tools for connecting with friends and family. These platforms were designed to facilitate personal interaction, allowing users to share personal updates, photos, and communicate with their social circles. The primary focus was on individual connections and the exchange of personal content. As the user base on social media expanded, businesses began recognizing the potential of these platforms for reaching their target audiences. Platforms like Facebook and Twitter began integrating business pages, providing companies with opportunities to create brand profiles and engage with users. Brands leveraged these platforms to share content, interact with customers, and provide customer support, marking the initial phase of social media's transition into a business tool.

The use of websites and social media platforms to market a product or service and build a relationship with consumers is known as social media marketing. The various marketing tools used by business for effective social media marketing are: -

1. **Content marketing:** At the core of social media marketing lies content—valuable, engaging, and shareable. Content marketing involves the creation and sharing of blogs, articles, videos, infographics, and other relevant material that provides value to the audience. The aim is to attract, engage, and retain customers, positioning the brand as a reliable source within the industry.
2. **Influencer Marketing:** Influencer marketing leverages individuals with significant followings and influence on social media platforms. Brands collaborate with these influencers to endorse their products or services. By leveraging an influencer's credibility and reach, businesses can

effectively tap into the influencer's audience, driving brand awareness and potentially influencing consumers buying behaviour.

3. **Social Media Advertising:** Social media advertising refers to the practice of using social networking platforms as a channel for promoting products, services, or brands to a targeted audience. This form of advertising leverages the various features and tools offered by such platforms to create and display ads to specific user demographics based on their interests, behaviours, or other targeting criteria. Social media advertising often includes a range of ad formats, including sponsored posts, display ads, video ads, carousel ads, and more, allowing businesses to reach their intended audience, drive engagement, and achieve specific marketing objectives, such as brand awareness, lead generation, or sales.
4. These platforms offer insights and analytics tools that allow businesses to understand audience behaviour, engagement metrics, and demographics. By analysing this data, businesses can tailor their strategies, refine content, and improve targeting, ensuring their efforts are more effective and result-driven.
5. **E-commerce Integration:** Social media platforms have integrated e-commerce functionalities, allowing businesses to sell directly within the platform. Features like 'shoppable posts' or 'buy now' buttons enable a seamless shopping experience for users, reducing friction in the customer journey.

3.2 CUSTOMER BUYING BEHAVIOUR

Consumer Buying Behaviour refers to the actions taken both online and offline by consumers before buying a product or service. It is the sum of a consumer's attitudes, preferences, intention, and decisions regarding their behaviour in the marketplace when buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.

There are various steps involved in the process a consumer goes through before making a purchasing decision. These consist of identifying the issue, gathering information, weighing your options, making the actual purchase, and reviewing it afterwards. When a consumer notices a difference between their intended and actual state, they recognise a problem. Searching for information about goods or services is known as information search. Evaluation of alternatives leads to a consideration of various options available. These options are taken into consideration before making the purchase decision. Post-purchase evaluation entails determining whether a customer is satisfied or not after making a purchase.

A variety of factors go into the consumer buyer behaviour process, including cultural, social, personal, and psychological factors. The psychological components that influence consumer decisions include Learning, motivation, attitudes, and perception. All these factors play important roles. People's perceptions influence their purchasing decisions by influencing how they understand and interpret information. Purchase decisions are shaped by attitudes towards brands or items, which are impacted by individual experiences and beliefs. Motivation serves as a catalyst, guiding people to meet wants or desires and encouraging them to make purchases. Learning, or the process of taking in knowledge and experiences, influences how customers view and select products.

Buying behaviour is greatly influenced by social variables. Social status, culture, peer groups, and family all influence the decisions made by consumers. Roles, beliefs, and shared values within a household are examples of family factors that affect the products that are bought. Social networks and peer groups also have an impact since people frequently follow social standards or look for approval from them. Consumer behaviour is shaped by culture, which encompasses rules, beliefs, and traditions. Shopping habits are frequently correlated with social class, which is determined by factors including money, education, and occupation.

Behavioural psychology also plays a critical role in deciphering how social media influences consumer emotions and subsequent decision-making processes. Techniques such as social proof, scarcity, and authority are commonly employed. For instance, seeing others engaging positively with a product (social proof) or perceiving a limited-time offer (scarcity) on social media can trigger impulsive decisions based on these biases. Social media allows for constant comparisons with peers and influencers. Individuals may be influenced to make purchasing decisions based on what they perceive as 'normal' or 'desirable' within their social circles, influenced by what they see on social media.

3.3 FACTORS THAT INFLUENCE THE CUSTOMERS TO MAKE A PURCHASE THROUGH SOCIAL MEDIA

INFLUENCER MARKETING

Social media influencers are individuals who have established credibility in specific industries or content types, often with large and engaged followings. They can spark conversations, inspire action, and influence consumer behaviour. There are various categories of social media influencers, including:

- **Celebrity Influencers:** These are well-known figures who attract specific demographics and are often hired by companies to endorse products or services to their fan base.
- **Consumer Influencers:** Everyday people who gained followers through their relatable personalities, often sharing text posts, blogs, videos, or photos that resonate with their audience.
- **Micro-Influencers:** These individuals have topical authority and a smaller but highly engaged following. Their recommendations carry substantial weight with their audience.
- **Content Creators:** Professional bloggers, vloggers, and photographers who consistently produce new content that appeals to their followers.

Influencers establish a close bond with their audience, cultivating trust and credibility. Their recommendations and endorsements are often perceived as authentic and reliable, leading to increased trust in the products they promote. They have the ability to captivate and engage audiences, often reaching groups that traditional advertising might struggle to access. Their content resonates with followers, facilitating a deeper level of engagement. These influencers are the main trendsetter and their endorsements significantly influence the adoption of new products, services, or trends among their followers, because they have trust on the recommendations of these influencers.

USER-GENERATED CONTENTS

User-generated content (UGC) is content created and shared by consumers rather than brands or influencers. It encompasses reviews, testimonials, photos, videos, and social media posts that reflect authentic experiences with products or services. UGC has a powerful impact on consumer decision-making and brand perception. It provides a real, unfiltered view of products or services, offering a genuine portrayal of customer experiences. This authenticity and relatability significantly influence trust and credibility. Reviews, ratings, and testimonials aid in forming opinions and shaping purchasing choices. Positive content often encourages individuals to proceed with a purchase, while negative or constructive feedback might prompt them to reconsider. UGC enhances a products or service's discoverability. Users who share product images, descriptions, or experiences help prospective customers have a better knowledge of the product before making a purchase. This kind of content supports decision-making and facilitates the evaluation of goods.

UGC encourages community building. Users feel a sense of belonging and actively participate in discussions, sharing their thoughts and experiences. This engagement within a community fosters a stronger connection to the brand, as individuals feel heard and valued. It facilitates two-way communication between brands and their consumers, when users share their experiences, feedback, or reviews. Brands responding to UGC, acknowledging or addressing concerns, actively participate in the conversation, enhancing engagement and building relationships. Brands can also encourage UGC by initiating contests, hashtags, or challenges, creating an interactive experience. This engagement generates excitement and motivates users to create content, thereby actively participating in brand-related activities. This can create a positive attitude towards the brand in consumers mind, then they are more likely to choose that brand over competitors.

PAID-ADVERTISING

Paid advertising refers to a marketing strategy in which businesses or individuals pay a fee to platforms, publishers, or networks to display their promotional content or messages to a targeted audience. This method involves placing advertisements or sponsored content across various media channels, such as social media, search engines, websites, television, radio, or print publications. The primary goal of paid advertising is to increase brand visibility, promote products or services, and ultimately influence consumer behaviour by reaching a specific audience that is more likely to engage with the advertised content.

Paid advertising increases brand exposure because of this visibility of a brand or product increases which also increases consumer awareness. As consumers become familiar with a brand due to repeated exposure, they are more likely to consider it during their purchasing decisions. Precise targeting is possible with paid advertising. Advertisers can target specific audiences with demographic, interest-based, or behavioural targeting, which increases the relevance of the material for each individual customer. Consumers respond more strongly to content that is tailored to them and influences their purchasing decisions. Call-to-action components are incorporated into paid advertising, encouraging users to act right away. These advertisements frequently contain clear invitations to visit a website, buy something, or register for a service. These call-to-action buttons greatly impact the purchasing decisions of consumers by creating a sense of urgency.

3.4 ADVANTAGES AND DIS-ADVANTAGES OF PURCHASING THROUGH SOCIAL MEDIA.

ADVANTAGES

- ✓ One of the main benefits of buying through social media is the convenience it provides. Users can shop from the comfort of their homes, anytime, and from anywhere. With just a few clicks, they can browse, select, and buy products or services without the need to visit physical stores.
- ✓ 'Shoppable posts' and 'buy now' features make the shopping experience seamless, minimizing the steps from product discovery to purchase.
- ✓ Social media algorithms analyse user data to provide personalized product recommendations based on individual preferences, behaviours, and past purchases. This tailored experience offers consumers a range of products that align with their interests, making the shopping process more efficient.
- ✓ Buyers can access user reviews, comments, and feedback on products or services, fostering a sense of authenticity and trust. Social proof derived from real user experiences aids in making informed purchasing decisions.

- ✓ Customers have the opportunity to engage directly with brands, seeking information or assistance. This direct interaction, including real-time customer service, contributes to a more personalized and engaging shopping experience

DIS-ADVANTAGES

- ✓ Shopping on social media platforms raises concerns about data security and privacy. Users may feel uneasy about sharing sensitive financial information on these platforms, fearing potential data breaches or misuse of personal data
- ✓ The open nature of social media allows scammers to create fake profiles or shops, leading to the sale of counterfeit or low-quality products. Customers may fall victim to fraudulent schemes or receive subpar items, damaging trust in the platform.
- ✓ Online shopping through social media lacks the physical interaction that traditional stores offer. Customers cannot physically assess products before making a purchase, potentially leading to dissatisfaction if the product does not meet expectations.
- ✓ Customers may encounter difficulties in differentiating genuine products or trustworthy sellers among the vast number of listings on social media platforms, potentially leading to distrust in the products or vendors
- ✓ The constant exposure to products and advertisements on social media might lead to addictive browsing behaviours and impulsive buying, resulting in unnecessary or unplanned purchases.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

1.AGE WISE CLASSIFICATION

The respondents are classified on the basis of their age. Details are shown in the table 4.1

Table 4.1 Age wise classification of respondents

AGE	NUMBER OF RESPONSES	PERCENTAGE(%)
UNDER 20	44	34
21-30	68	52
31-40	12	9
41-50	5	4
51 AND ABOVE	1	1
TOTAL	130	100

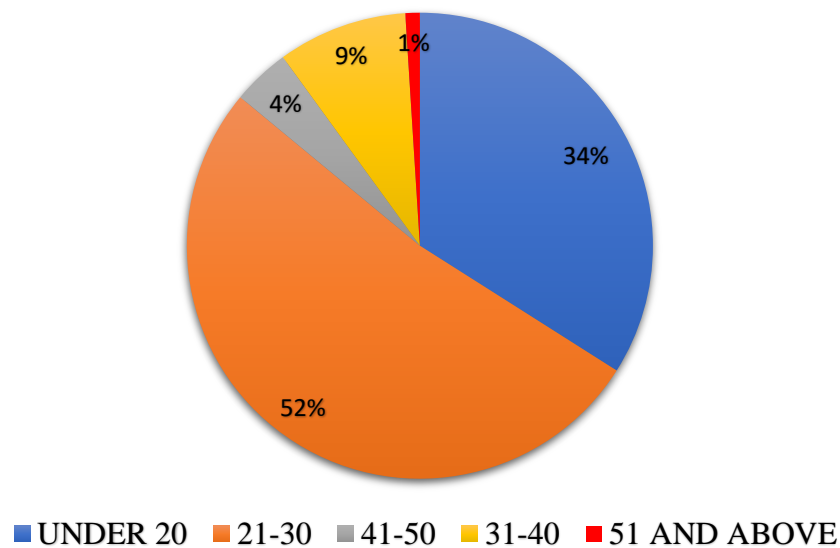


Figure 4.1

Inference:

Table 4.1 shows that respondents who are from 21-30 years old accounts for 52%. 34% respondents are arising from below 20. 9% of the respondents are in the age group 31-40. 4% are in the age group of 41-50. The minority of the respondents are from above 51 and it is only 1%.

2.GENDER WISE CLASSIFICATION

Table 4.2 Gender wise classification of respondents

GENDER	NUMBER OF RESPONSES	PERCENTAGE(%)
MALE	73	56
FEMALE	57	44
TOTAL	130	100

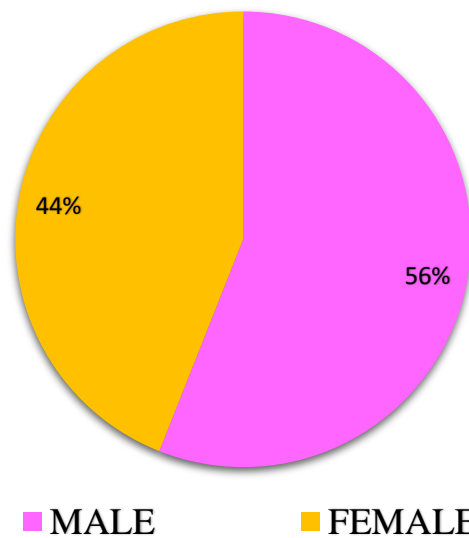


Figure 4.2

Inference:

Table 4.2 shows that the male respondents accounts for 56% and 44% respondents are arising from female. The minority of the respondents is from females.

3.INCOME WISE CLASSIFICATION

Table 4.3 Income wise classification of respondents

INCOME LEVEL	Number of respondents	PERCENTAGE(%)
UNDER ₹30,000	92	71
₹30,001- ₹50,000	13	10
₹50,001- ₹75000	13	10
₹75,001- ₹1,00,000	4	3
OVER ₹1,00,001	8	6
TOTAL	130	100

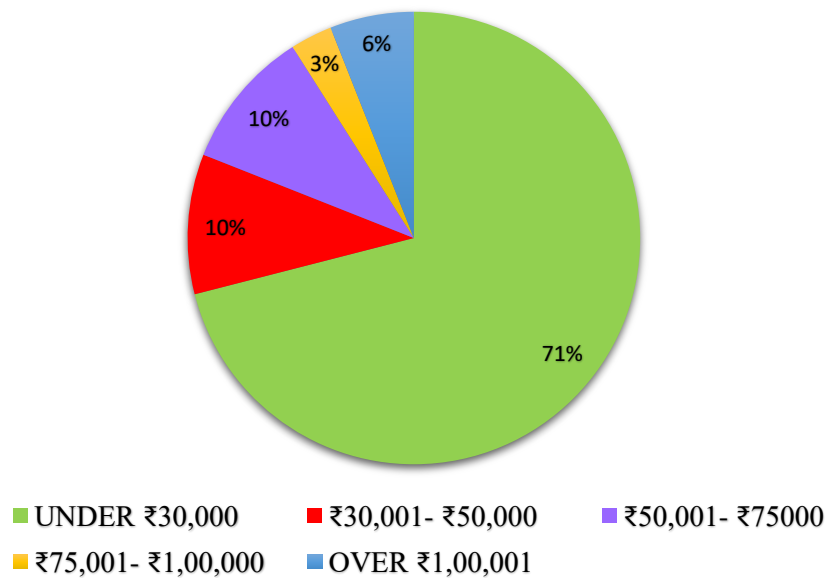


Figure 4.3

Inference:

Out of 130 respondents, 71% of them is having income under 30000. 10% of them is having income in between 30001-50000. And another 10% of them have income between 50001-75000. Only a few respondents have income above 75001.

4. TYPE OF SOCIAL MEDIA USED

Table 4.4

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
INSTAGRAM	110	55
FACEBOOK	12	6
PINTEREST	34	17
YOUTUBE	40	20
OTHER	4	2
TOTAL	200	100

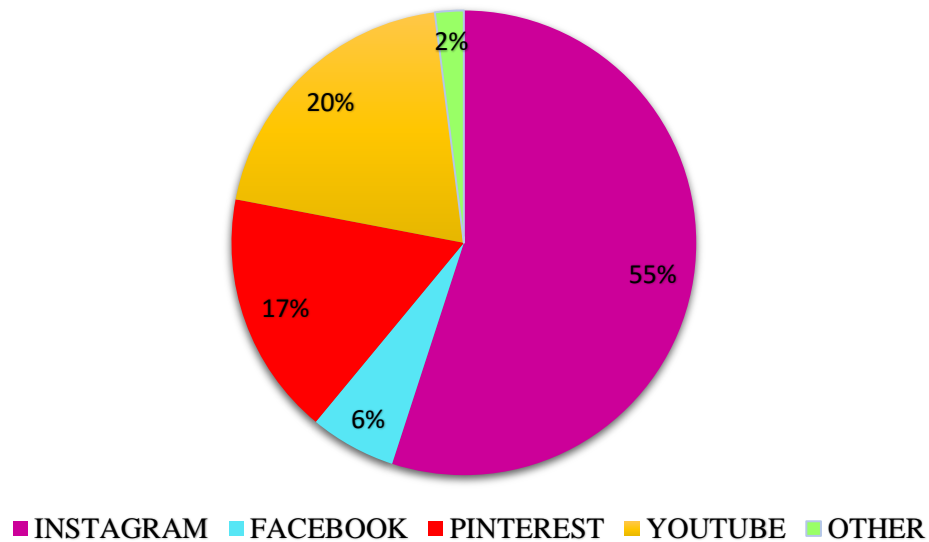


Figure 4.4

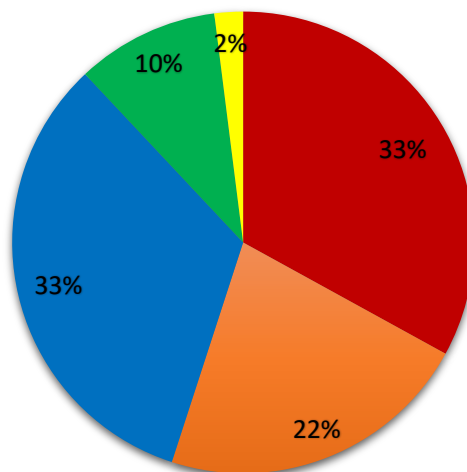
Inference:

Out of 130 respondents, majority of them are using Instagram for searching fashion related contents. 20% of the respondents also use Youtube, and 17% of them uses Pinterest. Only few are using Facebook. Some respondents suggested few other apps such as Whatsapp, Meesho, Amazon and Myntra.

5. FREQUENCY OF ACCESSING SOCIAL MEDIA FOR FASHION RELATED CONTENT.

Table 4.5

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
Multiple times a day	43	33
Once a day	13	10
A few times a week	43	33
Rarely	28	22
Never	3	2
Total	130	100



■ Multiple times a day ■ Rarely ■ A few times a week ■ Once a day ■ Never

Figure 4.5

Inference:

Most of the people access social media multiple times a day for searching fashion related contents. Only few people which is 2% of the respondents never check social media for such contents. 33% of the respondents uses social media few times a week.

6. TIME SPEND ON SOCIAL MEDIA PER DAY, ON AVERAGE.

Table 4.6

PARTICULARS	Number of responses	PERCENTAGE(%)
Less than 30 min	7	5
30 min - 1 hour	22	17
1-2 hour	31	24
2-3 hour	28	22
More than 3 hour	42	32
Total	130	100

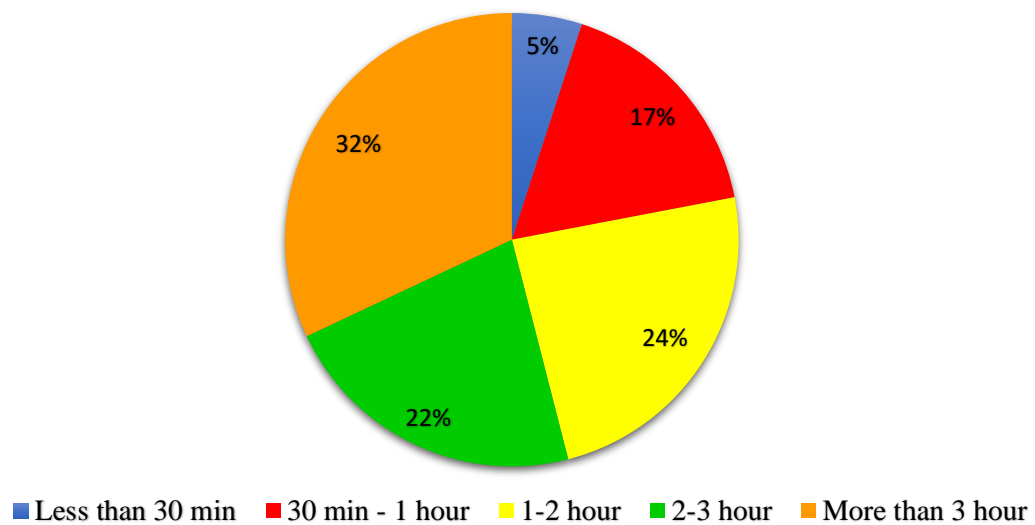


Figure 4.6

Inference:

Out of total respondents, majority of them spent on social media more than 3 hours per day. Almost 32% people spent more time in social media. Only 5% of the respondents is spending less than 30 minutes on social media per day. It can be seen that social media is playing a big role in our daily life.

7. FASHION PURCHASES DIRECTLY INFLUENCED BY PRODUCT RECOMMENDATIONS SEEN ON SOCIAL MEDIA.

Table 4.7

Particulars	Number of responses	PERCENTAGE(%)
YES	76	58
NO	54	42
TOTAL	130	100

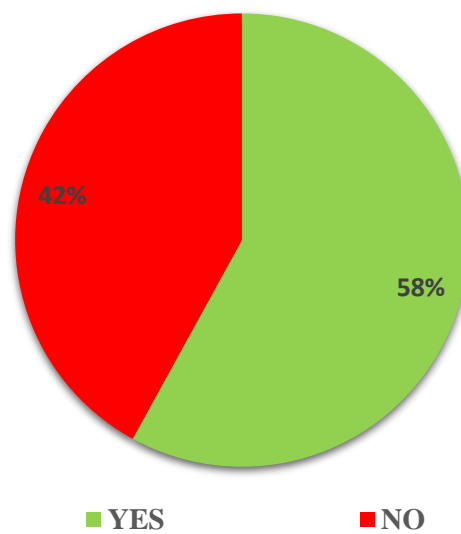


Figure 4.7

Inference:

From the table 4.7, we can understand that 58% of purchases are influenced by fashion recommendations seen through social media. Still 42% of the respondents don't agree with this matter.

8. FREQUENCY OF PURCHASING FASHION PRODUCTS.

Table 4.8

PARTICULARS	Number of responses	PERCENTAGE(%)
Daily	5	4
Weekly	7	5
Monthly	45	35
Rarely	68	52
Never	5	4
Total	130	100

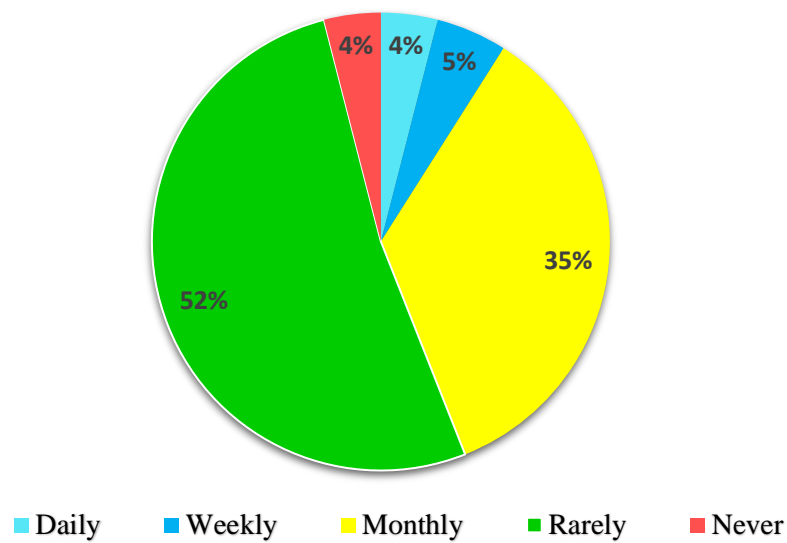


Figure 4.8

Inference:

From the above figures and table we can understand that 52% of the people purchase fashion products rarely. But 35% of the respondents purchase monthly. Only few purchase fashion products daily or weekly.

9. PREFERENCES FOR SHOPPING FOR FASHION PRODUCTS, WHETHER IN PHYSICAL STORES OR ONLINE.

Table 4.9

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
Physical store	42	32
Online	13	10
Both	75	58
Total	130	100

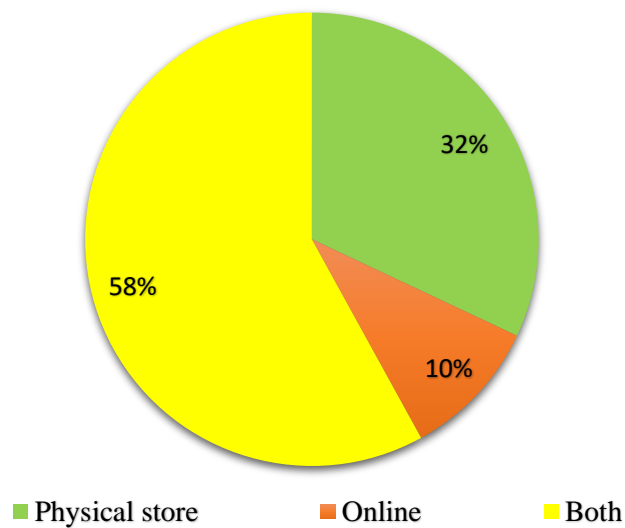


Figure 4.9

Inference:

The details given in the table 4.9 shows that 58% of the respondents prefer both online shopping and shopping in physical stores. Only 10% of the respondents strongly like online shopping, and 32% of the respondents strongly like physical stores.

10. INCOME LEVELS CAN IMPACT THE TYPES OF FASHION PRODUCTS INDIVIDUALS CHOOSE TO PURCHASE.

Table 4.10

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE %
YES	95	73
NO	35	27
TOTAL	130	100

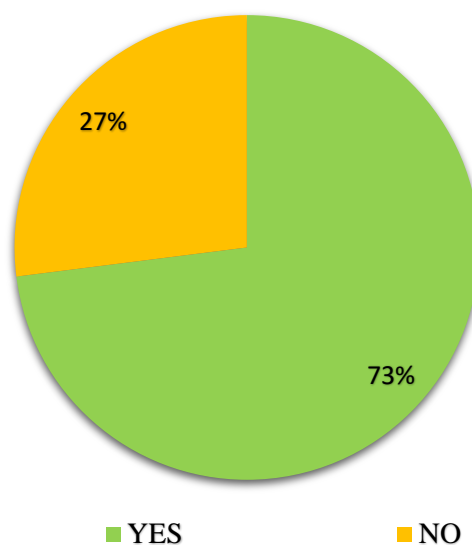


Figure 4.10

Inference:

Out of the 130 respondents, 73% strongly agrees to the fact that the income of the consumer has a major role in their purchasing decision. Only 27% of the respondents don't agree to this fact.

11. FOLLOWING FASHION INFLUENCERS AND CELEBRITIES ON SOCIAL MEDIA.

Table 4.11

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
YES	80	62
NO	50	38
TOTAL	130	100

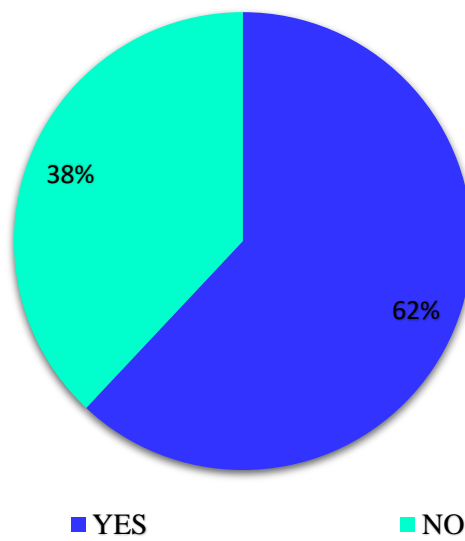


Figure 4.11

Inference:

Almost 62% of the respondents do follow fashion influencers and celebrity influencers through social media. Still there are 38% of them that do not follow these influencers.

12. FACTORS THAT DRIVE ATTENTION IN SOCIAL MEDIA.

Table 4.12

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE %
Product images	19	15
flash sales and discounts	22	17
Influencer recommendations	10	8
fashion related videos	15	12
reviews and testimonials	7	5
all of the above	47	36
none of the above	10	7
Total	130	100

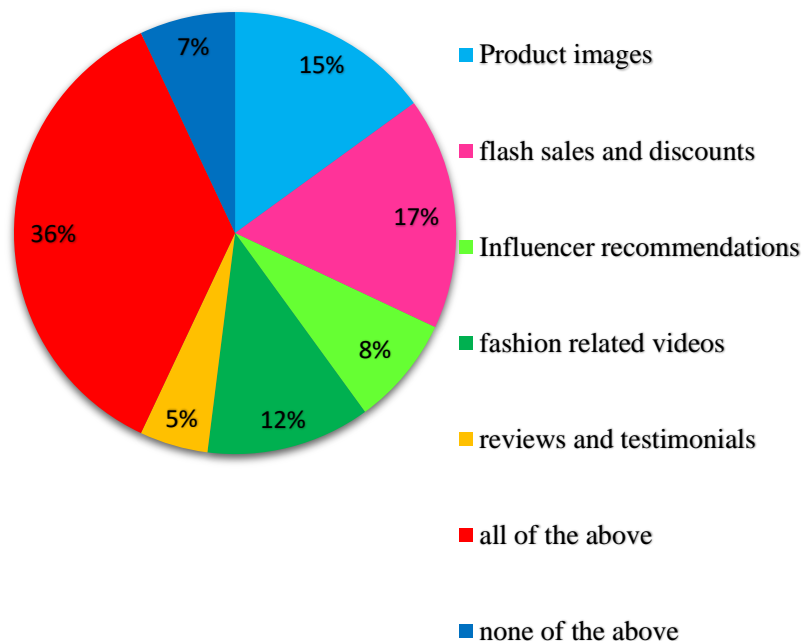


Figure 4.12

Inference:

Majority of the respondents responded that all of the above factors play equal role in gaining attention. But also 17% of the respondents said that in order to grab the attention flash sales and discounts are also important. Along with this the exposure of products images, and fashion related videos also play a significant role in grabbing the attention. Only 7% of the respondent's attention are not driven by any of these factors.

13. IMPORTANCE OF DISCOUNTS AND PROMOTIONS WHEN MAKING FASHION PURCHASES THROUGH SOCIAL MEDIA.

Table 4.13

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
1(NOT IMPORTANT)	14	11
2 (LITTLE IMPORTANT)	14	10
3(NEUTRAL)	36	28
4 (IMPORTANT)	30	23
5(HIGHLY IMPORTANT)	36	28
TOTAL	130	100

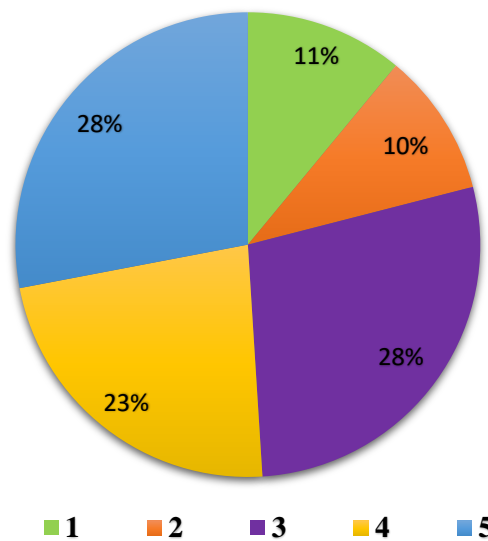


Figure 4.13

Inference:

Out of 130 respondents, almost 50% of them agree that promotions and discounts on social media influence consumer behaviour. Also another 28% of them have neutral opinion. Only 10% of the respondents disagree and 11% of them strongly agree.

14. FOLLOWING BRANDS ON SOCIAL MEDIA.

Table 4.14

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
YES	76	58
NO	54	42
TOTAL	130	100

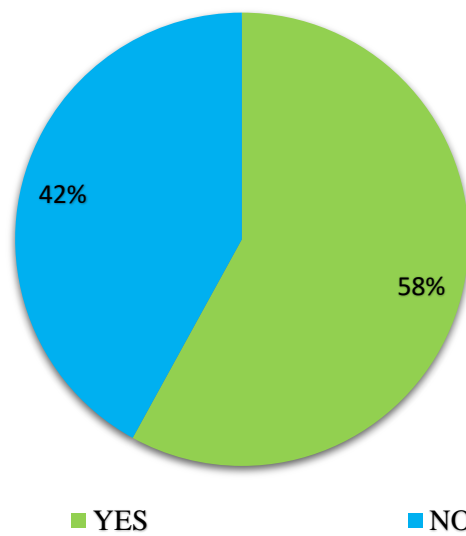


Figure 4.14

Inference:

From the above figure 4.14 and table 4.14 ,it shows that 58% of the respondents do follow brands on social media, which clearly indicates that customers do engage when brands have strong social media presence. Only 42% of the respondents does not follow brand’s social media.

15. ABILITY TO DISCOVER NEW FASHION BRANDS

Table 4.15

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
YES	120	92
NO	10	8
TOTAL	130	100

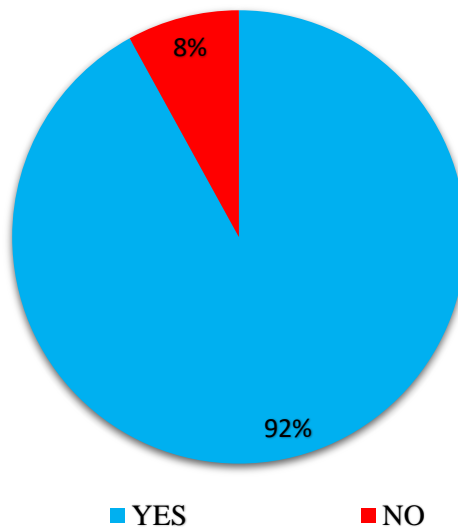


Figure 4.15

Inference:

In table 4.15 it shows that majority of the respondents agree the fact that social media is helpful in discovering new fashion brands. Only 8% of the respondents disagree to this fact.

16. INFLUENCE OF SOCIAL MEDIA ON BUYING DECISION

Table 4.16

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	34	26
AGREE	48	37
NEUTRAL	34	26
DIS-AGREE	9	7
STRONGLY DIS-AGREE	5	4
TOTAL	130	100

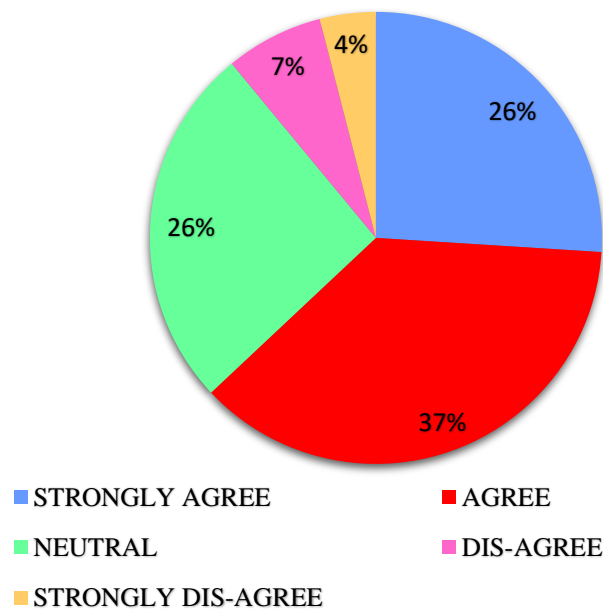


Figure 4.16

Inference:

Out of 130 respondents, 34 respondents strongly agree that their buying decision is influenced by social media, and 48 respondents have also agreed that they are influenced by social media. Buying decision of 14 respondents are not influenced by social media. Buying decision of 34 respondents maybe influenced by social media.

17. PURCHASE LIKELIHOOD LINKED TO FOLLOWING BRANDS ON SOCIAL MEDIA

Table 4.17

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	20	15
AGREE	45	35
NEUTRAL	38	29
DIS-AGREE	22	17
STRONGLY DIS-AGREE	5	4
TOTAL	130	100

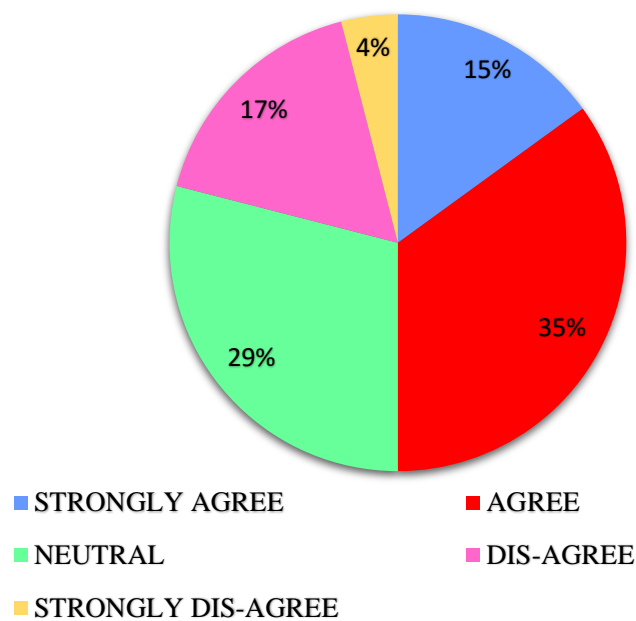


Figure 4.17

Inference:

In the table 4.17, it shows that 35% of the respondents agree that they purchase from the brands they follow. It indicates that having strong social media presence is important for converting viewers to buyers. 29% of them have a neutral opinion. 17% of the respondents disagree and 4% strongly disagrees to it.

18. INFLUENCE OF PRODUCT IMAGES AND VIDEOS.

Table 4.18

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	30	23
AGREE	51	39
NEUTRAL	40	31
DIS-AGREE	3	2
STRONGLY DIS-AGREE	6	5
TOTAL	130	100

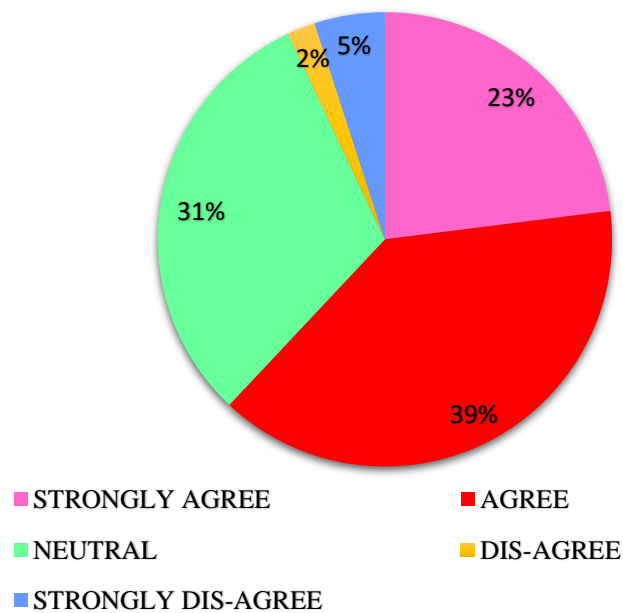


Figure 4.18

Inference:

It shows that around 81 respondents agree that the product images and videos impact their purchasing decision. 31% of the respondents have neutral opinion. Only 2% disagree and 5% strongly disagree the fact that images and videos influence's their buying behaviour.

19. INFLUENCE OF CUSTOMER REVIEWS AND COMMENTS

Table 4.19

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	48	37
AGREE	43	33
NEUTRAL	26	20
DIS-AGREE	8	6
STRONGLY DIS-AGREE	5	4
TOTAL	130	100

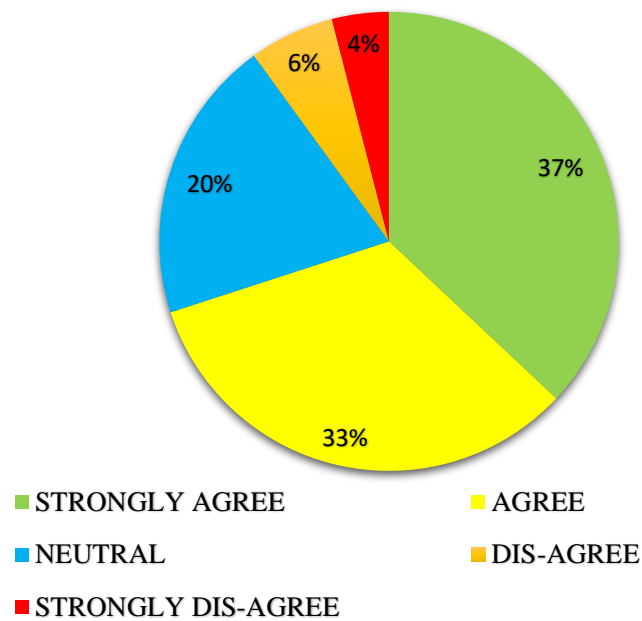


Figure 4.19

Inference:

Majority of the respondents strongly agree on the fact that they check reviews and testimonials from other users in social media. It represents that they trust the user generated content shown in social media. Only 6% disagree and 4% strongly disagree to this matter. Around 20% of the respondents have neutral opinion.

20. IMPORTANCE OF STRONG SOCIAL MEDIA PRESENCE FOR FASHION BRANDS.

Table 4.20

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	19	15
AGREE	49	37
NEUTRAL	41	32
DIS-AGREE	17	13
STRONGLY DIS-AGREE	4	3
TOTAL	130	100

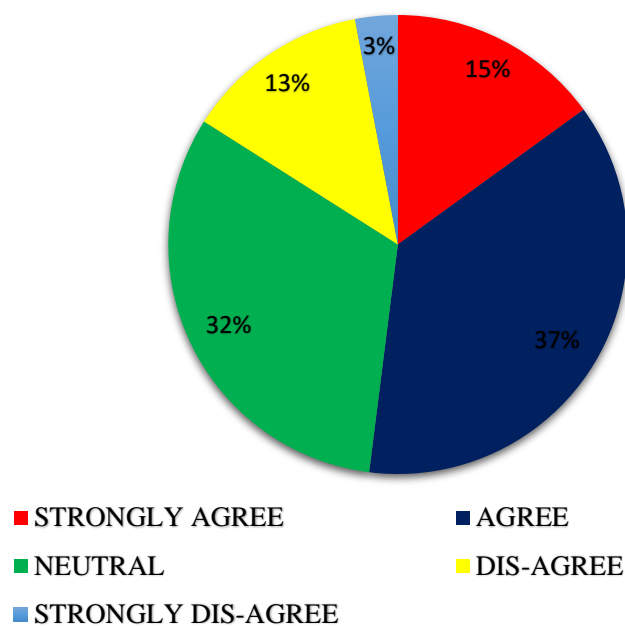


Figure 4.20

Inference:

37% respondents agree with the statement that brand with a strong social media presence gets good customer engagement. It also proves that social media has provided more effective platform for new brands to gain customer attention, and 15% of them have strongly agreed. 32% of the respondents have neutral opinion. 13% of the respondents have disagreed but only 3% of the respondents have strongly disagreed with this fact.

21. Influence of limited-time offers, promotions, and deals on social media in fashion purchases

Table 4.21

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	16	12
AGREE	60	46
NEUTRAL	36	28
DIS-AGREE	14	11
STRONGLY DIS-AGREE	4	3
TOTAL	130	100

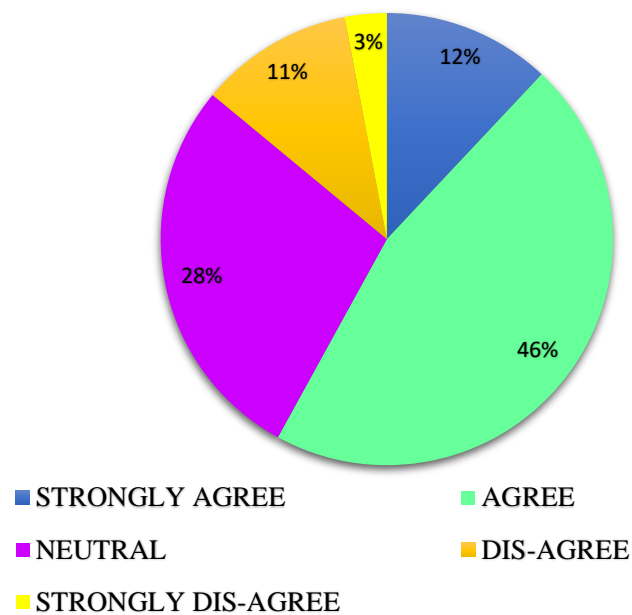


Figure 4.21

Inference:

More than 46% of the respondents agree that promotions and discounts on social media influences consumer behaviour. 28% of them have neutral opinion. Only 11% of the respondents disagree and 3% of them strongly disagree.

22. PARTICIPATING IN SOCIAL MEDIA CONTESTS, GIVEAWAYS, OR CHALLENGES HOSTED BY FASHION BRANDS.

Table 4.22

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	16	13
AGREE	27	21
NEUTRAL	37	28
DIS-AGREE	30	23
STRONGLY DIS-AGREE	20	15
TOTAL	130	100

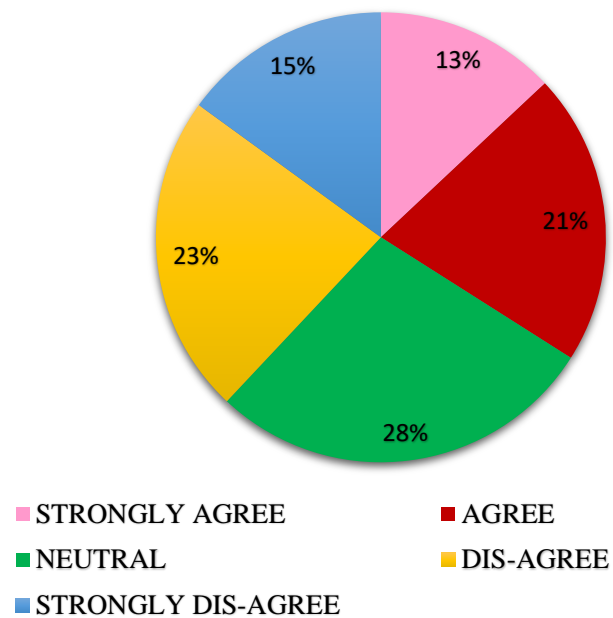


Figure 4.22

Inference:

Most of the respondents doesn't have any strong opinion regarding this matter. But 34% agree that they participate in giveaways and challenges hosted by fashion brands, which indicates that the customer do engage with brands through social media. More than 35% also disagrees for the same.

23. INFLUENCE OF SHOPPABLE POSTS ON SOCIAL MEDIA FOR PURCHASING FASHION ITEMS.

Table 4.23

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	16	12
AGREE	34	27
NEUTRAL	42	32
DIS-AGREE	21	16
STRONGLY DIS-AGREE	17	13
TOTAL	130	100

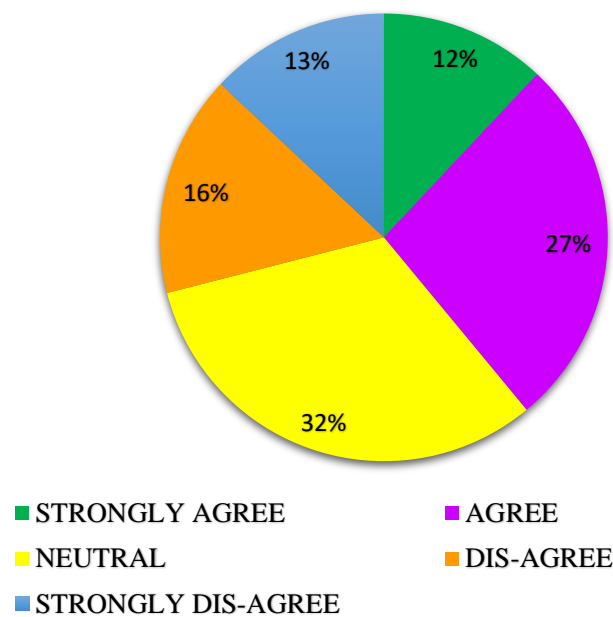


Figure 4.23

Inference:

Out of the total respondents, 50 respondents which sums up to 39% agree with the fact that shoppable posts on social media influences them to make immediate fashion purchases. 32% of the people don't have any particular or strong opinion. Few people strongly disagree with this fact.

24. INFLUENCE OF ADVERTISEMENTS ON SOCIAL MEDIA FOR MAKING A PURCHASE.

Table 4.24

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	19	15
AGREE	30	23
NEUTRAL	35	27
DIS-AGREE	27	20
STRONGLY DIS-AGREE	19	15
TOTAL	130	100

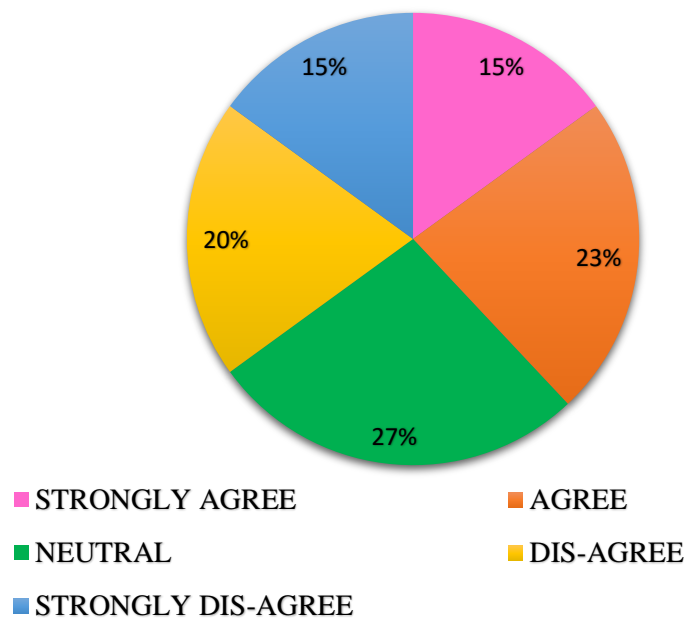


Figure 4.24

Inference:

Majority of the respondents have a neutral opinion on the fact that advertisements on social media influences customers. 23% of them agree to the fact that they can be influenced through advertisements. In this survey almost 15% strongly agree to the fact and shows that they pay attention to all advertisements. But other 15% of the respondents strongly disagree to this fact.

25. TRUST ON SOCIAL MEDIA INFLUENCER’S RECOMMENDATIONS.

Table 4.25

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE(%)
STRONGLY AGREE	15	11
AGREE	43	33
NEUTRAL	41	32
DIS-AGREE	21	16
STRONGLY DIS-AGREE	10	8
TOTAL	130	100

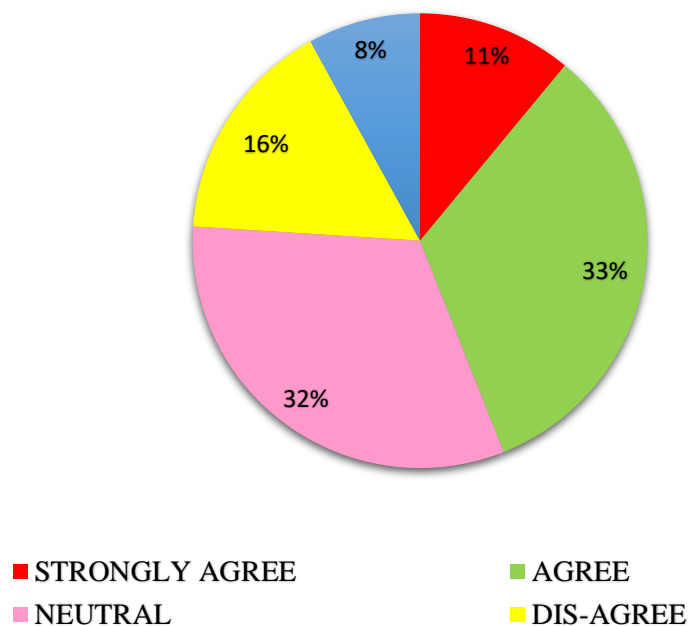


Figure 4.25

Inference:

More than 40% of the respondents agree that they trust the recommendations received from the social media influencers. Still 24% don't have any trust on influencer recommendation. 32% of the respondents don't have a strong opinion with this matter.

CHI-SQUARE TEST BETWEEN SOCIAL MEDIA AND PURCHASE INTENTION.

H0: There is no significant relationship between social media and purchase intention

H1: There is significant relationship between social media and purchase intention.

4) Have you ever made a fashion purchase directly by seeing a fashion recommendation on social media? * 2) How often do you access social media for fashion-related content
Crosstabulation

			2) How often do you access social media for fashion-related content					Total
			Multiple times a day	Once a day	A few times a week	Rarely	NEVER	
4) Have you ever made a fashion purchase directly by seeing a fashion recommendation on social media?	YES	Count	32	10	23	10	1	76
		Expected Count	25.1	7.6	25.1	16.4	1.8	76.0
	NO	Count	11	3	20	18	2	54
		Expected Count	17.9	5.4	17.9	11.6	1.2	54.0
Total	Count	43	13	43	28	3	130	
	Expected Count	43.0	13.0	43.0	28.0	3.0	130.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.517 ^a	4	.009
Likelihood Ratio	13.811	4	.008
Linear-by-Linear Association	12.227	1	.000
N of Valid Cases	130		

Inference:

According to this analysis, the p value is 0.009, which is less than 0.05 (α -value). Hence, there is an significant relationship between social media and the purchase intention due to fashion recommendations received from social media .

Therefore, H0 is rejected and H1 is accepted.

CHI-SQUARE TEST BETWEEN SOCIAL MEDIA AND GENDER

H0: There is no significant relationship between social media and gender.

H1: There is significant relationship between social media and gender.

**13) [Social media directly influences my fashion purchasing decisions.] * gender
Crosstabulation**

			gender		Total
			female	male	
13) [Social media directly influences my fashion purchasing decisions.]	NEUTRAL	Count	17	17	34
		Expected Count	14.9	19.1	34.0
	AGREE	Count	24	33	57
		Expected Count	25.0	32.0	57.0
	STRONGLY AGREE	Count	16	23	39
		Expected Count	17.1	21.9	39.0
Total	Count	57	73	130	
	Expected Count	57.0	73.0	130.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.719 ^a	2	.698
Likelihood Ratio	.716	2	.699
Linear-by-Linear Association	.564	1	.453
N of Valid Cases	130		

Inference:

According to this analysis, the p value is 0.698, is greater than 0.05 (α -value). Hence, there is no significant relationship between influence of social media and the gender of the respondents.

Therefore, H1 is rejected and H0 is accepted.

CHI-SQUARE TEST BETWEEN SOCIAL MEDIA AND DISCOUNTS, DEALS & PROMOTIONS.

H0: There is no significant relationship between social media and discounts, deals & promotions.

H1: There is significant relationship between social media and discounts, deals & promotions.

13) [Social media directly influences my fashion purchasing decisions.] * 18) [Limited-time offers, promotions, or exclusive deals on social media influence my fashion purchases]

Crosstabulation

			18) [Limited-time offers, promotions, or exclusive deals on social media influence my fashion purchases]			Total
			NEUTRAL	AGREE	STRONGLY AGREE	
13) [Social media directly influences my fashion purchasing decisions.]	NEUTRAL	Count	16	17	1	34
		Expected Count	9.4	19.4	5.2	34.0
	AGREE	Count	15	35	7	57
		Expected Count	15.8	32.4	8.8	57.0
	STRONGLY AGREE	Count	5	22	12	39
		Expected Count	10.8	22.2	6.0	39.0
Total	Count	36	74	20	130	
	Expected Count	36.0	74.0	20.0	130.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.027 ^a	4	.001
Likelihood Ratio	18.405	4	.001
Linear-by-Linear Association	16.772	1	.000
N of Valid Cases	130		

Inference:

According to this analysis, the p value is 0.001, which is less than 0.05 (α -value). Hence, there is an significant relationship between social media and discounts, deals and promotions. Therefore, H0 is rejected and H1 is accepted.

CHI-SQUARE TEST BETWEEN SOCIAL MEDIA AND AGE.

H0: There is no significant relationship between social media and age.

H1: There is significant relationship between social media and age .

13) [Social media directly influences my fashion purchasing decisions.] * AGE Crosstabulation

			AGE					Total
			under_20	21-30	31-40	41-50	51_and_above	
13) [Social media directly influences my fashion purchasing decisions.]	NEUTRAL	Count	13	18	1	2	0	34
		Expected Count	11.5	17.8	3.1	1.3	.3	34.0
	AGREE	Count	20	28	7	2	0	57
		Expected Count	19.3	29.8	5.3	2.2	.4	57.0
	STRONGLY AGREE	Count	11	22	4	1	1	39
		Expected Count	13.2	20.4	3.6	1.5	.3	39.0
Total	Count	44	68	12	5	1	130	
	Expected Count	44.0	68.0	12.0	5.0	1.0	130.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.784 ^a	8	.671
Likelihood Ratio	6.320	8	.611
Linear-by-Linear Association	.976	1	.323
N of Valid Cases	130		

Inference:

According to this analysis, the p value is 0.671, is greater than 0.05 (α -value). Hence, there is no significant relationship between influence of social media and the age of the respondents.

Therefore, H1 is rejected and H0 is accepted.

CHAPTER 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The major findings are:

- Out of the 130 respondents, 34% of them is under the age 20, and 52% of them are in the age group of 21-30. 9% of the respondents are in the age group 31-40. 4% are in the age group of 41-50. Only 1% of the age group is 51 and above.
- The primary data is collected from a total of 130 respondents. 56% of the respondents are male. 44% of the respondents are females.
- Out of 130 respondents, 71% of them is having income under 30000. 10% of them is having income in between 30001-50000. And another 10% of them have income between 50001-75000. Only a few respondents have income above 75001.
- Out of 130 respondents, majority of them are using Instagram for searching fashion related contents. 20% of the respondents also use Youtube, and 17% of them uses Pinterest. Only few are using Facebook. Some respondents suggested few other apps such as WhatsApp, Meesho, Amazon and Myntra.
- Most of the people access social media multiple times a day for searching fashion related contents. Only few people which is 2% of the respondents never check social media for such contents. 33% of the respondents uses social media few times a week.
- Out of total respondents, majority of them spent on social media more than 3 hours per day. Almost 32% people spent more time in social media. Only 5% of the respondents is spending less than 30 minutes on social media per day. It can be seen that social media is a playing a big role in our daily life.
- 58% of purchases are influenced by fashion recommendations seen through social media. Still 42% of the respondents don't agree with this matter.
- 52% of the people purchase fashion products rarely. But 35% of the respondents purchase monthly. 4% of the respondents purchases daily, and 5% of them purchases fashion products weekly
- 58% of the respondents prefer both online shopping and shopping in physical stores. Only 10% of the respondents strongly like online shopping, and 32% of the respondents strongly like physical stores.
- Out of the 130 respondents, 73% strongly agrees to the fact that the income of the consumer has a major role in their purchasing decision. Only 27% of the respondents don't agree to this fact.
- Almost 62% of the respondents do follow fashion influencers and celebrity influencers through social media. Still there are 38% of them that do not follow these influencers.
- Majority of the respondents responded that all of the above factors play equal role in gaining attention. But also 17% of the respondents said that in order to grab the attention flash sales and discounts are also important. Along with this the exposure of products images, and fashion related videos also play a significant role in grabbing the attention. Only 7% of the respondent's attention are not driven by any of these factors.
- Out of 130 respondents, almost 50% of them agree that promotions and discounts on social media influence consumer behaviour. Also, another 28% of them have neutral opinion. Only 10% of the respondents disagree and 11% of them strongly agree.
- 58% of the respondents do follow brands on social media, which clearly indicates that customers do engage when brands have strong social media presence. Only 42% of the respondents does not follow brand's social media.
- Majority of the respondents agree the fact that social media is helpful in discovering new fashion brands. Only 8% of the respondents disagree to this fact.

- Out of 130 respondents, 34 respondents strongly agree that their buying decision is influenced by social media, and 48 respondents have also agreed that they are influenced by social media. Buying decision of 14 respondents are not influenced by social media. Buying decision of 34 respondents maybe influenced by social media.
- 35% of the respondents agree that they purchase from the brands they follow. It indicates that having strong social media presence is important for converting viewers to buyers. 29% of them have a neutral opinion. 17% of the respondents disagree and 4% strongly disagree to it.
- It shows that around 23% of the respondents strongly agree and 39% agree that the product images and videos impact their purchasing decision. 31% of the respondents have neutral opinion. Only 2% disagree and 5% strongly disagree the fact that images and videos influence's their buying behaviour.
- Majority of the respondents strongly agree on the fact that they check reviews and testimonials from other users in social media. It represents that they trust the user generated content shown in social media. Only 6% disagree and 4% strongly disagree to this matter. Around 20% of the respondents have neutral opinion.
- 37% respondents agree with the statement that brand with a strong social media presence gets good customer engagement. It also proves that social media has provided more effective platform for new brands to gain customer attention, and 15% of them have strongly agreed. 32% of the respondents have neutral opinion. 13% of the respondents have disagreed but only 3% of the respondents have strongly disagreed with this fact.
- More than 46% of the respondents agree that promotions and discounts on social media influences consumer behaviour. 28% of them have neutral opinion. Only 11% of the respondents disagree and 3% of them strongly disagree.
- Most of the respondents doesn't have any strong opinion regarding this matter. But 34% agree that they participate in giveaways and challenges hosted by fashion brands, which indicates that the customer do engage with brands through social media. More than 35% also disagrees for the same.
- Out of the total respondents, 50 respondents which sums up to 39% agree with the fact that shoppable posts on social media influences them to make immediate fashion purchases. 32% of the people don't have any particular or strong opinion. Few people strongly disagree with this fact.
- Majority of the respondents have a neutral opinion on the fact that advertisements on social media influences customers. 23% of them agree to the fact that they can be influenced through advertisements. In this survey almost 15% strongly agree to the fact and shows that they pay attention to all advertisements. But other 15% of the respondents strongly disagree to this fact.
- More than 40% of the respondents agree that they trust the recommendations received from the social media influencers. Still 24% don't have any trust on influencer recommendation. 32% of the respondents don't have a strong opinion with this matter.

5.2 SUGGESTIONS

As consumers increasingly turn to social platforms for product information, recommendations, and peer interactions, businesses must adapt their marketing strategies accordingly. It is important to utilise it effectively and efficiently. Below are the suggestions to the business owners to increase purchase:

- Low budget and high-quality products will help in achieving sales target
- Colour palette/ combination can be provided to check whether it matches our skin tone.
- More products which can be used every day and has less maintenance with great quality, should be introduced.
- Cash on delivery should be available.
- Need improvement in Privacy on credentials and other data.
- Customization of the products.

- Use real photos instead of edited ones, and honest personal reviews.
- Better discounts make more influences, and also it should be affordable to everyone.
- Create exclusive groups, broadcast and pages recommending only a particular type of product than vast variety, that leads to increase the buying option.
- Explore partnerships with influencers who align with the brand, as they can amplify the reach and impact of social media marketing efforts.
- Businesses should invest in well-crafted, visually appealing ads tailored to their target audience for better conversion rates.
- Businesses should strategically use social media platforms to enhance brand visibility and increase product awareness.

5.3 CONCLUSION

According to studies, social media has emerged as a preferred platform for fashion sector marketers to promote their goods. And a lot of people use social media these days. Because social media is so widely used, one of the main goals of product marketing is to reach consumers on this platform. In order to attract a larger audience and persuade them to make a purchase, social media marketers make use of the integrated ad management and interactive endorsement system found on social media platforms. Additionally, even though the company is new to the market, using the appropriate combination of photo, description, model, and/or endorsement will inspire potential customers to buy. After conducting extensive study, we have discovered that using social media as a marketing strategy effectively will increase brand awareness.

These suggestions made, provide companies with realistic methods for utilising social media, ranging from influencer partnerships to strategic content development. Businesses that invest in genuine and customer-centric initiatives are well-positioned to prosper in the changing world of digital commerce, as they recognise the emotional and trust-building aspects of social media interactions. The dynamic nature of social media's impact on customer behaviour is highlighted in this study, which highlights the need for companies to be adaptable and sensitive to new trends in order to succeed in the long run.

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ANNEXURE

IMPACT OF SOCIAL MEDIA IN CUSTOMER BUYING BEHAVIOUR IN FASHION INDUSTRY.

We are conducting a study to better understand the relationship between social media and fashion-related purchasing decisions. Your input is valuable, please answer the following questions .Your feedback will remain confidential and contribute to valuable research in this area

1. **NAME**

2. **YOUR AGE**

- UNDER 20
- 21-30
- 31-40
- 41-50
- 51 AND ABOVE

3. **GENDER**

- MALE
- FEMALE

4. **INCOME LEVEL**

- UNDER ₹30,000
- ₹30,001- ₹50,000
- ₹50,001- ₹75000
- ₹75,001- ₹1,00,000
- OVER ₹1,00,001

5. **Which social media platforms do you use for fashion-related content?**

(Select all that apply)

- INSTAGRAM
- FACEBOOK
- YOUTUBE
- PINTEREST
- Other:_____

6. **How often do you access social media for fashion-related content**

- Multiple times a day
- Once a day
- A few times a week
- Rarely
- Never

7. **How much time do you spend on social media per day, on average?**

- Less than 30 min
- 30 min - 1 hour
- 1-2 hour
- 2-3 hour
- More than 3 hour

8. **Have you ever made a fashion purchase directly by seeing a fashion recommendation on social media?**

- YES
- NO

9. **How often do you buy fashion products?(clothing, accessories, etc)**

- Daily
- Weekly
- Monthly
- Rarely
- Never

10. **Do you prefer shopping for fashion products in physical stores or online?**

- Physical store
- Online
- Both

11. **Does your income level impact the type of fashion products you purchase?**

- YES
- NO

12. **Do you follow fashion influencers or celebrities on social media?**

- YES
- NO

13. **What type fashion related content do you engage with on social media?**

- Product images
- flash sales and discounts
- Influencer recommendations
- fashion related videos
- reviews and testimonials
- all of the above
- none of the above

14. **How important are discounts and promotions when making fashion purchases through social media?**

(not important) 1 2 3 4 5 (highly important)

15. Do you follow any brands on social media?

YES

NO

16. Do you find social media helpful in discovering new fashion brands?

YES

NO

17. Please rate the following statements

STATEMENTS	STRONGLY AGREE	AGREE	NEUTRAL	STRONGLY DIS-AGREE	DIS-AGREE
Social media directly influences my fashion purchasing decisions.					
I am more likely to buy fashion items from brands that I follow on social media.					
Social media content, such as product images and videos, impacts my fashion buying decisions.					
I frequently check for customer reviews or comments on social media before making a fashion purchase.					
I am more likely to engage with a brand on social media if they have a strong social media presence .					
Limited-time offers, promotions, or exclusive deals on social media influence my fashion purchases.					
I always participates in social media contests, giveaways, or challenges hosted by fashion brands					
Shoppable posts options on social media platforms prompt me to make immediate fashion purchases					
I will make a fashion purchase directly due to a sponsored post on social media					

Social media influencers' recommendations are credible and influential in my fashion buying decisions					
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18. Give some suggestions regarding the improvements needed in how fashion brands use social media for marketing and engaging with customers
