

(Impact of Social Media on Consumer Behaviour) (Fashion Industry)

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Abstract

This research paper is all about the study of how now a day's social media is making impact on consumer behaviour in purchasing the products after watching the ads on it especially in the regards of fashion industry. In the research paper we have use google forms to collect the real-life data on the potential consumers of fashion industry. And to evaluate the data we have taken the help of SPSS software to analyse the data and on the basis of that analyses we have come to our conclusion.

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I. INTRODUCTION

1.1 Introduction to the study

The world has become a Global Village and with the advent of information technology the means of communication and work have been completely redesigned. The advent of social media has changed the world and all its work, bringing the world closer to its people. Social media refers to activities, practices, and behaviours between groups of people who gather online to share information, experiences and ideas using social media. Meeting or chat media is basically online applications that are enabled to create and send content in the form of words, pictures, videos and sounds.

One industry that is considered completely relevant and naturally fit for social media is Fashion. When we talk about social media in the fashion industry, we are referring to social networking websites and other online platforms that enable the fashion industry to communicate with their customers using the latest social media technology. The fashion industry uses social media to study styles and anticipate fashion trends. Embrace social media that has enabled it to emerge as an action.

The development of social networking websites such as Instagram, Facebook, and

Twitter has created a new archive for Factionists. From fashion blogs to lifestyle Streaming of catwalk shows, from major fashion weekends to social media stores we get a variety of ideas on various platforms via Instagram, Facebook, twitter and other social media websites. It has become a very important trend in the fashion industry. The power and influence of Social Media in the fashion industry is undeniable. Twenty-first century the presence of fashion designers on social networking sites is very important. The designer and brands that realize the true value of social media are the ones with the next biggest fans.

The current situation is that the fashion industry has embraced blogging because it inevitably determines, transforms and transforms the media industry and its performance. The fashion industry is now easily accessible and accessible to the public thanks to the vast expansion of communication in recent years.

1.2 Background of the Study

The fashion industry is highlighted in terms of identifying the latest trends in clothing, furniture, and the like. The whole industry has always been closely related to the manufacturing and marketing process of clothing, accessories, or anything else associated with these factors. However, a few studies have shown the difference between the word fashion industry and the clothing industry. This is because the fashion industry is associated with the high fashion context and the clothing industry is directly related to the making of clothing, or more exposure as fashion. However, this was identified a few decades ago, The modern definition of the fashion industry is aimed at defining different styles of clothing or simply distinguishing different types of style commonly used and worn by people in a trendy way. The industry has also provided a platform to display things based on the differences between women and men. We have seen that two hundred years ago; gender identity is not defined primarily as the cause of cultural uncertainty in terms of masculinity and femininity. Research has clearly shown that based on social construction, gender is more pronounced.

In the fashion industry, designers need to play a key role in this. The movement of the dress of different times to show the difference in the trends developed at different times. Several categories can be highlighted in terms of fashion, such as the production of raw materials, including fibres, wool, textiles, and leather, making fashion items and goods through a combination of designers, contractors, manufacturers and more. After these levels comes the selling and selling aspect, which shows the strategies taken to sell fashionable goods directly. This shows the different types of ads and promotional measures used in the fashion industry. Descriptive items contribute to the development of fashion styles in various categories. However, there are a number of factors that play a major role in influencing fashion trends; political, economic, technical, and social factors.

Technological features and social change in particular highlight the use and impact of social media in this context. This can be demonstrated by the aspect of online technology including online retailers and various social media platforms established to discover fashion trends, which further develop the fashion industry, which was associated with gender differences in the fashion industry. This emphasizes that a number of studies focus not only on the organization of communication and customer procurement decisions, but on various aspects.

As mentioned above, social media plays an important role in the development of the fashion industry and in customer service. This shows the strong relationship between decision-making processes and purchases made by the consumer and social media. The increase in purchases contributes to an increase in profits in the industry that highlights the importance of customer purchasing decisions. This has enhanced the unique online culture of the fashion industry so that customers around the world can easily access the latest products and trends offered by the industry.

1.3 Objective of the study

- The purpose of this study is to find out the role and impact of social media platforms in the fashion industry.
- To know customer preferences regarding fashion trends.
- Identifying the influential factor of change in fashion.

This study aims to analyse the importance of social media and its involvement in the fashion industry. In this case, the study would focus mainly on the context of customer purchasing decisions related to this. Research has focused on the influence of social media and its relation to customer experience, which continues to be linked to the performance of the entire industry.

1.4 Statements of Problem

A statement of the problem of how it benefits social media in building product awareness among customers and the impact of communication on Industry. The purpose of this study is to better understand how social media has influenced fashion perception by the consumer including the factors and factors that contribute to changing fashion trends. It proves to be a useful resource for understanding the importance of social media and the marketing strategies used in it. We are particularly focused on how social media has come to influence fashion trends in consumer thinking about fashion.

This report aims to study the growing impact of social media on fashion and consumer awareness and the impact of this change.

1.5 Importance of the study

- Once the research is completed, it will give me insight into the practical situation.
- I will also show you how to fix marketing problems in relation to an influential factor in the fashion industry.
- This project will benefit or be expanded as a reference point for similar future research related to the fashion industry.
- Partnering with them aims to promote growth and social contribution media marketing in the fashion industry.

The questionnaire method is used for data collection only and the questionnaire limits apply to the study.

II. RESEARCH METHODOLOGY

2.1 Introduction-

The objectives of this research are two fold – first to seek out the components and variables involved in deciding process; second to spot the changes that social media has delivered to the choice making process, in which, essentially by elaborating the difference between marketing via social media and via traditional ones. This research strives to supply a clearer, and maybe a far better, understanding to both consumers and

corporations of why, when, and the way social media has impacted on deciding process. It's going to also offer possible insights for companies to spot the pitfalls and opportunities within the new marketing era.

In essence, the dominant approach of this research involves the event of a theory that's subjected to a rigorous test, where the theoretical framework provides the idea of explanation, permit the anticipation of phenomena, predict their occurrence and thus allow them to be controlled. Secondary data – theoretical framework is the inspiration for this research, and first data aims to answer the objectives stated within the research and to supply evidence in supporting the secondary data. The primary data of this research were collected through questionnaires from individuals in Noida.

Theoretical part regarding steps and components constituting the buyer deciding process has demonstrated a scientific approach in buying of the stages individuals would engage during a potential market transaction before, during, and after the acquisition. On the opposite hand, it's also identified the essence of social media marketing during which has illustrated a clarification on the change of the character in today's marketing approach, and its effects on purchasing decision.

The empirical part focuses on checking out how individual process information on social media before a sale, the actions administered after a consumption, also as what are their perspectives regarding the new marketing era, especially with social media. By getting a general perspective on the present buying behaviour, this research also aims to supply new insights regarding the impacts of social media on different demographics (age and gender) within the deciding process.

2.2 Data Collection Methods and Tools

Apart from looking at research methods, the main methods of data collection are primary and secondary sources. The main sources of data collection have become more selective when researchers aim to obtain data directly from real people when people are considered study participants.

Collecting the experience you see, the tools are different depending on the measurement and measurement methods. For example, the tools used to collect quality data from key sources are in-depth discussions, document review, review methods, and group discussions. In general, the main source of the method of data collection by means of measurement includes complete questionnaires, computer extraction, and information systems as tools. However, a major source of data collection is a time-consuming process to collect data directly from people.

Therefore, another option for researchers is to use a second source of data collection, which requires only the inclusion of previously published books in books or journals, magazine articles, commercial reports, and actual web pages as its basic tools. . Another reason for choosing both the main method was to obtain large and impartial data to show customers and / or retailers a view of the importance of communication in order to influence morals, especially in the fashion industry.

As a result, data collection by a primary source can allow for a better understanding and achievement of research objectives. Key tools used to collect key data include a complete questionnaire completed by 100 randomly selected participants. In addition, the completed questionnaire is structured in a simple way consisting of 10 questions regarding the topic and options to apply using the Likert Scale.

2.3 Methods of Data Analysis

Depending on the quantitative research process, the data analysis method also follows a prescribed method in which raw numerical data is mathematically analysed to make the data sense and its understanding different from research, which follows a standardized research method. Standardized research methods often adopt non-detailed data analysis methods since the data collected cannot be quantified. The way these types of research are followed usually involves interpretation.

With this respect, the current study focuses on the use of mathematical analysis. This is because the study follows a measurement approach and addresses a questionnaire with proven answers. In order to accurately analyse, SPSS will enable customers' to comprehend the raw data collected from 100 participants. SPSS represents the Statistical Package of Social Sciences, which is a system used by researchers to perform all data entries and analysis. SPSS is considered an analysis tool because it allows for the management of small and large data sets and includes various statistical analysis tests.

SPSS is a standard tool used by researchers at all levels due to its advantages such as table and graph installation. For this purpose, SPSS has been selected as the data analysis method. With this respect, both descriptive and contrasting tests will be used. These tests are used because they enable better understanding of the data. For this purpose, mean and standard deviations are used in descriptive statistics while t-test and regression will be used to highlight answers that answer the research question.

III. DATA ANALYSIS

3.1 Introduction

The following section presents the analysis done on the data collected in the questionnaire. A set of questions based on the ideas discussed in the preceding chapters was sent to all who could possibly live in the Noida. Each question and answer option is associated with opinion components, and has been modified to allow respondents to easily understand and avoid any possible misunderstanding.

The results chapter presents the study tables to illustrate the research questions identified above. The chapter describes and links the raw material in relation to the research question to answer it. The section analysed the raw material received from customers through descriptive analysis using SPSS software.

3.2 Analysis

3.2.1 Descriptive Statistics

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	100	1	3	1.81	0.615
Gender	100	1	2	1.6	0.492
interact_seekinginfo	100	1	3	1.6	0.778
socialmedia_purchasedecision	100	1	3	1.81	0.72
enhanced_customer_relationship	100	1	3	1.98	0.853
purchase_decision	100	1	3	1.73	0.75
developing_market_strategy	100	1	3	2.33	0.817
brand_loyalty	100	1	4	2.69	0.929
welldeveloped_socialmedia_platform	100	1	3	1.61	0.695
socialmedia_relevant_role	100	1	3	1.72	0.712
quality_over_price	100	1	3	1.99	0.916
highquality_increasedprice	100	1	3	1.9	0.81
socialmedia_site	100	1	2	1.34	0.476
Valid N (listwise)	100	100	100	100	

Interpretation: Table above shows the general sense and deviation of the received data. The table emphasizes that the standard deviation values are below the definition. This indicates that the data obtained from the study has a general distribution. This means that the data is not dispersed and lies close to the definition.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	30	30	30	30
	26-33	59	59	59	89
	34-42	11	11	11	100
	Total	100	100	100	

Interpretation: Table 2 shows the distances of participants who are close to data collection. Participants vary significantly between 26-33 years followed by 18-25, 34-42.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	40	40	40
	Female	60	60	60	100
	Total	100	100	100	

Interpretation: Table 3 emphasizes the gender of the participants closest to data collection. Participants in particular were female.

3.2.1.1 Do you interact with social media a lot in terms of seeking information regarding the fashion industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	58	58	58	58
	Agree	24	24	24	82
	Disagree	18	18	18	100
	Total	100	100	100	

Interpretation: Table presented the above projects participants' responses to their involvement in social media with regard to information required in terms of fashion. The results from the table suggest that the majority of participants agreed (58 strongly agree and 24 agree) with a question indicating that social media is used to search for information while 18 participants disagree indicating that they have other sources of information related to the fashion industry.

3.2.1.2 Do you think that the platform of social media has an impact on your purchase decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	37	37	37	37
	Agree	45	45	45	82
	Disagree	18	18	18	100
	Total	100	100	100	

Interpretation: From the table, it is considered that the social media influence your decision to buy. This is reflected in the responses that people make to their views regarding the statement. The table showed that 37 participants strongly agreed and 45 agreed while 18 disagreed. This shows that most favour the idea that a social media platform is a factor in your decision making.

3.2.1.3 Do you think that a better social media platform has enhanced the relationship between consumers and fashion industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	45	45	45
	Agree	37	37	37	82
	Disagree	18	18	18	100
	Total	100	100	100	

Interpretation: Table highlighted participants' responses to their views on whether better communication platforms had improved consumer relations with the fashion industry. Results from the projects at the table most participants strongly agreed (37) and agreed (28) with the question showing that better communication platforms have improved consumer relations with the fashion industry, while 35 participants disagreed indicating that they do not think the relationship has improved.

3.2.1.4 Is your purchase decision solely based on the aspect of social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	45	45	45
	Agree	37	37	37	82
	Disagree	18	18	18	100
	Total	100	100	100	

Interpretation: Table shows the answers as to whether participants perceive that their purchase decision depends solely on the social media element. The table showed that 45 participants strongly agreed and 37 agreed and 18 disagreed. This shows that many believe that in particular this decision depends on social media.

3.2.1.5 Do you think that the industry has been more focused on developing marketing strategies for enhancing the social media platform instead of concentrating on quality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	22	22	22	22
	Agree	23	23	23	45
	Disagree	55	55	55	100
	Total	100	100	100	

Interpretation: Table shows participants' responses to the question if they believe that the fashion industry was more focused on building marketing strategies to improve the communication platform rather than focusing on quality. The table shows that the majority of participants did not agree with the statement (55 disagreed) and with a slight variation some agreed with the statement (22 strongly agreed and 23 strongly disagreed). This shows that although there are small differences many people think that marketing strategies do not focus on improving the communication platform instead of focusing on quality.

3.2.1.6 Do you focused on brand loyalty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	14	14	14	14
	Agree	21	21	21	35
	Disagree	47	47	47	82
	Strongly Disagree	18	18	18	100
	Total	100	100	100	

Interpretation: Table above shows that people in particular do not have a tendency to product reliability. When asked if they focused on product reliability, the answers showed that about 14 strongly agreed and 21 agreed while 47 disagreed and 18 disagreed strongly. This has shown that the majority do not focus on product integrity.

3.2.1.7 Do you think your purchase decision is associated with how well developed the social media platform of the fashion industry is for delivering proper information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	51	51	51	51
	Agree	37	37	37	88
	Disagree	12	12	12	100
	Total	100	100	100	

Interpretation: Table shows that participants' responses to the question if the purchase decision is related to how the communications platform of the fashion industry is developed to provide relevant information. The table suggests that 51 participants strongly agreed and 37 agreed while only 12 disagreed. This shows that people's decisions are related to how the social media is developed to provide relevant information.

4.2.1.8 Do the social media play a relevant role in depicting the information that you need regarding any item or good?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	43	43	43	43
	Agree	42	42	42	85
	Disagree	15	15	15	100
	Total	100	100	100	

Interpretation: Table shows that participants' responses to a question if the media plays a relevant role in showing the information you need about any object or good. The table emphasizes that 43 participants strongly agreed and 42

3.2.1.9 Do you prefer quality over price?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	42	42	42	42
	Agree	17	17	17	59
	Disagree	41	41	41	100
	Total	100	100	100	

Interpretation: Table 12 shows that people prefer quality to price. In question, if quality is chosen rather than price, 42 participants strongly agree and 17 agree. However, 41 people disagree. Although most have shown a preference for quality, the difference is small and contradictory among participants depending on their needs.

3.2.1.10 Do you think in terms of high-quality items, increased price would influence your purchase decisions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	38	38	38	38
	Agree	34	34	34	72
	Disagree	28	28	28	100
	Total	100	100	100	

Interpretation: Table projects that participants' responses to the question when they consider high-quality items, increased prices may influence their purchasing decisions. The table showed that 38 participants strongly agreed and 34 agreed, however, 28 disagreed. This indicates that price increases will affect their purchasing decisions even if the quality of the items is high.

3.2.1.11 Which social media site is used for checking latest fashion and related information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	66	66	66	66
	Instagram	34	34	34	100
	Total	100	100	100	

Interpretation: Table 14 featured in response to the fact that Facebook is the most widely used social media site to influence customer-purchasing decisions by the fashion industry followed by Instagram and Twitter.

IV. CONCLUSION AND RECOMMENDATION

4.1 Conclusion

The importance of social media in people's lives, it has also been shown that they also play a major role in the way people shop. The current study focused on answering research questions about the effects of advertising on social media in consumer relationships with the fashion industry. What is the impact of communication on consumer purchasing decisions in the fashion industry? and which social networking site is most widely used as a tool to influence consumer purchasing decisions by the fashion industry?

Researchers suggest that companies use social media and other industries to enjoy the benefits they offer. One of these industries is the fashion industry which has also used social media to promote the latest trends in the fashion world. Customers themselves have reported ease of access to information and information online. Facebook and Instagram are common ways to spread fashion news and raise awareness about new collections and styles within the fashion industry. This promotion and use of social media is considered to have an impact on demand and growth, reflecting the importance of social media in the fashion industry, which is why businesses involved in the sector are investing in the development of social media.

This study used a measurement approach to complete this dissertation. The research focuses on the use of descriptive research design for the purpose of pursuing research in bulk. To gather data, a list of survey questions was composed of 11 questions. A total of 100 people were asked to be considered participants. SPSS was used as a necessary tool for analyzing raw data collected. As the study focused on the measurement method of data collection (the primary method), behavioural observations in relation to participants were fulfilled and were mostly followed.

The results of this study highlighted the role of Social Media, which has a profound impact on consumer and fashion industry relationships. This is because of the services they provide that include searching for information is easy, and communication is easy too. In addition, research has also shown the influence of communication on consumer purchasing decisions in the fashion industry. It was clear that the impact was significant because the relevant information through social media is used for the decision to purchase in particular; however, responses have shown that respondents are less trustworthy and more concerned about product quality and price. On the other hand, research has also shown that this social networking site is widely used by Facebook followed by Instagram and Twitter.

4.2 Recommendation

It has been found that research has helped to expand literature by presenting unique findings however, this study also includes some errors that can be later used by researchers as a source of suggestion that can be included during their research. The current study focused on social media from the perspective of the fashion industry, however, a certain category within the industry was not focused. Future researchers can use this as a comparative analytical approach to focusing on the various categories in the fashion industry. This will help to understand the role of communication separately. Apart from this, a current study that recruited up to 100 participants due to time constraints, however, a larger sample size would help in obtaining a wealth of information data.