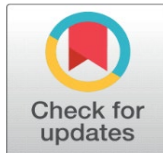


TO STUDY EMERGING TRENDS IN SOCIAL MEDIA DRIVEN CONSUMER BEHAVIOUR TOWARDS READYMADE GARMENTS

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ABSTRACT

The growing influence of social media on consumer behavior, particularly in the fashion industry, has transformed how consumers interact with and purchase ready-made garments. This paper explores the emerging trends in social media-driven consumer behavior towards ready-made garments, focusing on how platforms like Instagram, TikTok, and Pinterest have become key influencers in shaping purchasing decisions. With the rise of visual marketing, influencer collaborations, and personalized content driven by algorithms, consumers are increasingly turning to social media for fashion inspiration and product discovery. The study examines the role of micro-influencers, user-generated content, and peer reviews in building trust and fostering brand loyalty. It highlights the shift from traditional advertising to real-time engagement through live streams, stories, and influencer endorsements, which has created a highly dynamic and interactive shopping environment. Additionally, this paper explores how impulse buying is facilitated by social media platforms' shopping features, enabling consumers to purchase directly from their social feeds. Data was collected through surveys and social media analytics, offering insights into the demographic profile of consumers, their social media usage patterns, and their preferences in ready-made garments. The findings reveal that consumers are highly influenced by visual content, recommendations from influencers, and peer feedback, which significantly impact their purchase decisions. The study also identifies challenges that fashion brands face in keeping up with rapidly changing trends and maintaining consumer engagement in an increasingly saturated market.

Keywords: Social Media Marketing, Consumer Behavior, Ready-Made Garments, Influencer Marketing, Visual Content, User-Generated Content, Peer Reviews, Impulse Buying, Fashion Industry Trends

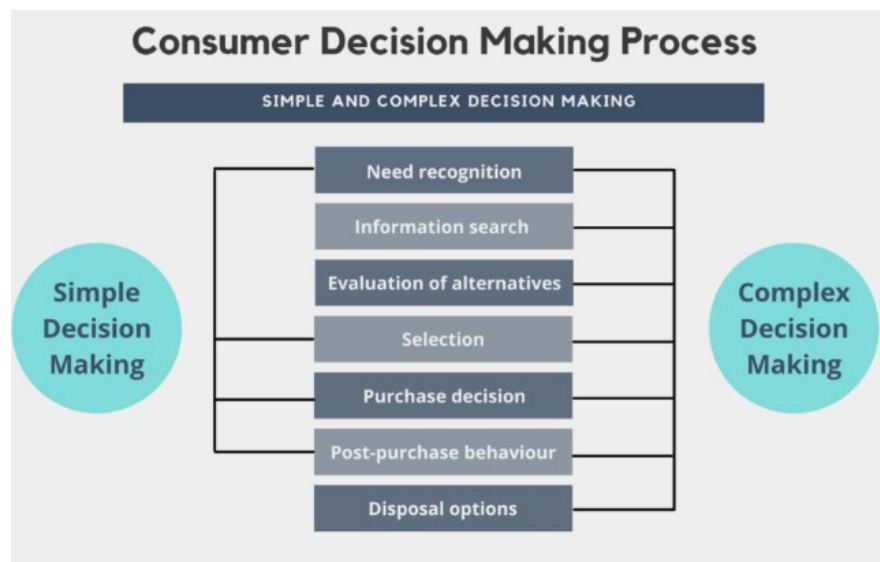
1. INTRODUCTION

The rapid rise of social media has dramatically transformed consumer behavior, particularly in the fashion industry, where platforms like Instagram, TikTok, and Pinterest play a pivotal role in shaping trends and influencing purchasing decisions. Ready-made garments, being a visual and trend-driven sector, have found a natural home on social media, where brands, influencers, and consumers engage in a continuous dialogue. Unlike traditional advertising, which often relied on one-way communication, social media offers a two-way interaction where consumers can engage directly with brands and content creators, providing real-time feedback, recommendations, and even content themselves. The visual appeal of ready-made garments makes them highly shareable, with users often showcasing their own fashion choices or emulating styles promoted by influencers. Social media platforms have evolved into virtual storefronts where users not only discover trends but can also make purchases instantly through integrated shopping features. This has blurred the lines between inspiration, discovery, and purchase, fostering a seamless consumer experience. Moreover, the rise of

influencers, particularly micro-influencers with niche and highly engaged audiences, has amplified the role of social media in driving purchasing behavior. These influencers, through authentic and relatable content, have the power to sway consumer opinions and foster trust in the brands they endorse. Peer reviews, comments, and user-generated content have also become vital tools in shaping consumer perceptions, making it easier for brands to build loyalty and credibility without relying solely on traditional marketing methods. Algorithms on social media platforms further enhance this experience by personalizing content based on user behavior, ensuring that consumers are constantly exposed to fashion products that align with their preferences. This personalized engagement encourages impulse buying, with users often making quick purchasing decisions based on visual appeal and influencer endorsements. However, as much as social media presents opportunities for ready-made garment brands, it also poses challenges. The fast-paced nature of social media trends requires brands to be highly agile in adapting to new styles and consumer demands, while maintaining authenticity in an increasingly saturated market. This study aims to explore the emerging trends in social media-driven consumer behavior towards ready-made garments, examining the roles of influencers, peer influence, and the impact of visual content on purchase decisions. By understanding these dynamics, brands can better leverage social media strategies to enhance consumer engagement, boost brand loyalty, and drive sales in a competitive digital marketplace.

2. SHIFT IN CONSUMER DECISION-MAKING

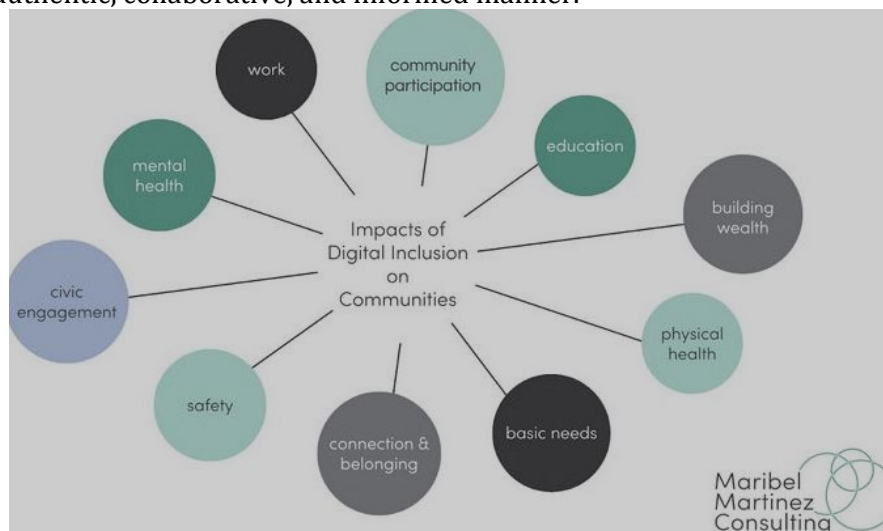
The landscape of consumer decision-making has undergone a profound transformation with the growing dominance of social media over traditional forms of advertising like television and print media. In the past, TV commercials, magazine ads, and billboards were the primary channels through which brands reached their target audience, offering one-way communication with limited engagement. Today, social media has not only replaced these channels but has also revolutionized how consumers interact with brands, products, and peers. Platforms like Instagram, Facebook, and TikTok have created a new digital economy where likes, shares, comments, and follower counts influence consumer buying decisions far more than traditional advertisements ever could. The interactivity of social media allows consumers to engage with brands directly, offering feedback, sharing opinions, and seeking peer validation before making purchases. This real-time interaction has fostered an environment where consumer choices are shaped not only by brand messaging but also by the opinions and experiences of other users. Consumers no longer rely solely on professionally produced advertisements but instead place their trust in user-generated content, influencer endorsements, and reviews from their peers. The sense of immediacy and engagement that social media provides has significantly altered the traditional consumer journey, where once consumers would take time to research products and compare prices, they now make impulse decisions based on what they see in their social feeds. Additionally, the rise of influencer marketing, where individuals with large followings promote products, has further cemented social media's role as the dominant force in consumer decision-making. These influencers often provide authentic, relatable content that resonates more with consumers than polished advertisements.



Consumers are now more likely to make purchasing decisions based on the lifestyle and aesthetic choices of influencers they follow rather than from traditional brand campaigns. Social media's algorithm-driven platforms further enhance this behavior by personalizing the content users see, ensuring they are constantly exposed to products that align with their preferences and past interactions. This personalization fosters an environment where consumers feel more connected to brands and are more likely to make purchasing decisions based on social media cues. Overall, this shift in consumer decision-making represents a move towards a more interactive, peer-driven, and personalized digital economy where social media is the central force shaping consumer behavior.

3. IMPACT OF DIGITAL COMMUNITIES

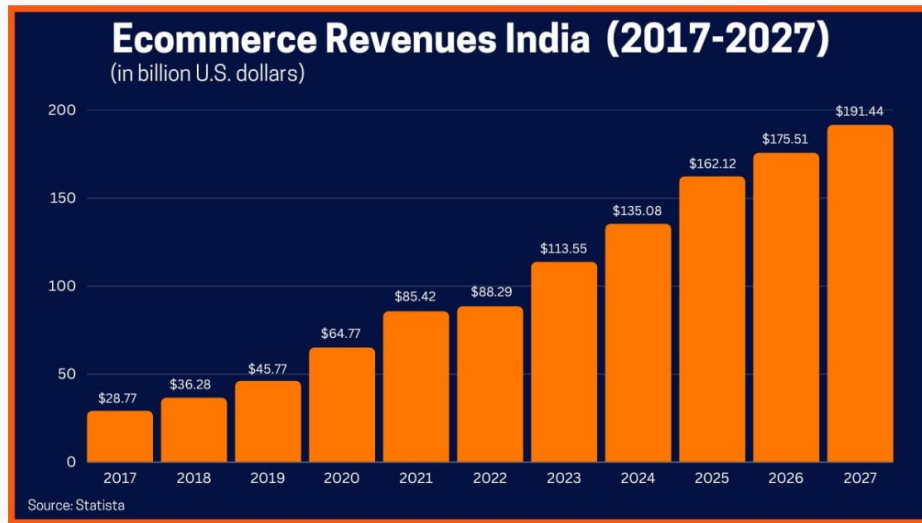
Digital communities, fashion-centric pages, and online groups have significantly altered the way consumers engage with brands and make purchasing decisions. These communities create a sense of belonging for consumers, where shared interests, experiences, and recommendations foster a feeling of trust and camaraderie. As individuals join fashion groups or follow specific pages that cater to their style preferences, they are continually exposed to curated content that resonates with their personal tastes. Unlike traditional advertising, which often feels detached and impersonal, these digital spaces offer a sense of connection that drives consumer behavior in a unique way. Consumers now rely heavily on peer feedback and shared experiences when making purchasing decisions, turning to these communities for advice on what to buy, how to style certain garments, and where to find the best deals. The power of these digital communities lies in their ability to democratize fashion. Rather than relying solely on high-end fashion houses or glossy magazine advertisements, consumers now have the ability to discover trends and styles through their peers. Whether it's through a Facebook group dedicated to affordable fashion or an Instagram page showcasing sustainable clothing, these communities offer consumers a broader, more diverse array of choices. Moreover, the feedback loop created within these groups encourages ongoing engagement and discussion, as users share their own photos, reviews, and experiences with products. This peer-to-peer interaction not only builds trust but also reinforces purchasing decisions, as users see how products look and function in real life. For brands, tapping into these digital communities has become a crucial marketing strategy. By fostering a sense of community around their products, brands can create loyal customer bases who are more likely to advocate for them within these groups. Additionally, the shared experiences and word-of-mouth recommendations within these communities carry significant weight, often driving new customers to explore and purchase products they might not have otherwise considered. In this environment, the voice of the consumer has become a powerful marketing tool, with peer influence often surpassing the effectiveness of traditional brand messaging. Digital communities, therefore, play a pivotal role in shaping consumer behavior, offering a space where individuals can engage with fashion in a more authentic, collaborative, and informed manner.



4. RISE OF E-COMMERCE

The rise of e-commerce has been accelerated by the seamless integration of shopping features within social media platforms, transforming them into virtual marketplaces. Platforms such as Instagram, with its "Shop Now" button, and Facebook Marketplace have bridged the gap between product discovery and purchase, allowing users to browse, review, and buy ready-made garments without ever leaving the app. This integration has blurred the lines between social

networking and e-commerce, creating a hybrid experience where social interactions and shopping coexist. For fashion brands, this has opened up a world of opportunity, providing them with direct access to a large and engaged audience, while for consumers, it offers convenience, speed, and a more immersive shopping experience. Social media platforms have turned into comprehensive ecosystems where fashion trends are not only discovered but also purchased in real-time, influenced by a blend of brand content, influencer promotions, and user-generated posts. The ability to shop directly from a social media feed eliminates the traditional need for consumers to visit separate e-commerce websites, making the buying process more fluid and intuitive. This has created a culture of impulse buying, where users, enticed by visually appealing content and influencer endorsements, can make quick purchasing decisions.



Source: The Rise And Future Of Ecommerce Industry In India

The visual nature of social media, coupled with personalized recommendations driven by algorithms, enhances this behavior, making it easy for users to encounter products that align with their preferences. Furthermore, the introduction of features like Instagram's "shoppable posts" or Pinterest's "Buyable Pins" has added to the convenience, allowing users to complete purchases without disrupting their browsing or social experience. These platforms also integrate customer reviews, ratings, and comments, further reinforcing trust and providing real-time feedback that informs purchasing decisions. For garment retailers, social media e-commerce represents a critical opportunity to drive sales while also gathering valuable data on consumer preferences and behaviors. Brands can track how consumers interact with their posts, what products generate the most interest, and how purchasing decisions are made. This data can then be used to tailor future campaigns, ensuring more targeted and effective marketing. The rise of e-commerce on social media has fundamentally changed the way ready-made garments are marketed and sold, fostering an environment where consumer engagement, brand interaction, and seamless shopping experiences converge to create a new digital retail landscape.

5. INFLUENCE OF ALGORITHMS AND PERSONALIZED CONTENT

Algorithms on social media platforms like Instagram, Facebook, and TikTok play a crucial role in shaping user experiences, particularly in the fashion industry. These algorithms, designed to track user activity, curate personalized content based on individual preferences, browsing history, likes, and interactions with certain accounts or posts. This highly tailored approach ensures that users are constantly exposed to fashion products that resonate with their specific tastes and interests, thereby increasing the likelihood of engagement and purchase. For instance, if a user frequently engages with content related to streetwear fashion, the algorithm will prioritize similar content, such as posts from streetwear brands, influencers, or advertisements featuring related products. This creates an almost seamless connection between users' social media browsing habits and their shopping behavior, blurring the lines between entertainment, social engagement, and consumption. By showing products that align with a user's preferences, these platforms reduce the need for users to actively search for items they are interested in. Instead, the products appear organically in their feeds, encouraging impulse purchases. Moreover, the interactive nature of these platforms—where users can comment, like, and share content—further enhances engagement, as algorithms push popular or highly engaged posts to wider audiences. This cycle creates a feedback loop where the more a user engages with specific types of fashion content, the more they are shown similar items, making it difficult to disengage from the consumer experience.

This personalized content often includes targeted advertisements based on past browsing behavior, ensuring that users see ads that are highly relevant to their fashion preferences. The convenience of in-app shopping features also encourages users to act on their impulse, making purchases without leaving the app. This level of personalization, driven by sophisticated algorithms, has revolutionized the way consumers interact with fashion brands on social media, allowing for a curated shopping experience that feels intuitive and organic. Ultimately, algorithms have become a powerful tool in driving sales in the fashion industry by creating a dynamic, personalized, and highly engaging shopping environment that caters to individual preferences and encourages repeat purchases.

6. REVIEW LITERATURE

(Smith, 2018) studied “Social Media Marketing and Consumer Behavior: An Analysis of Instagram's Impact on the Fashion Industry” and said that social media platforms, particularly Instagram, have become integral to how fashion brands interact with consumers. The study revealed that visual content, peer recommendations, and influencer endorsements significantly impact consumers’ purchasing decisions. Smith found that consumers trust content created by influencers and peers more than traditional advertising, which has led to a shift in how brands market their ready-made garments. The research concluded that Instagram’s visual nature and algorithmic structure encourage impulse buying, with users frequently exposed to content that matches their style preferences

(Jones, 2019) studied “The Role of Micro-Influencers in Shaping Fashion Trends” and said that micro-influencers have a stronger, more personalized connection with their audiences compared to celebrity influencers. Jones highlighted that while celebrity endorsements appeal to a broad audience, micro-influencers create niche markets by engaging with specific segments of consumers, leading to higher conversion rates. The study demonstrated that micro-influencers, who often have fewer followers, build trust by maintaining authentic relationships with their audience, thereby significantly influencing the purchasing decisions of their followers, particularly in the ready-made garment sector.

(Taylor, 2020) studied “The Effect of User-Generated Content on Brand Loyalty in the Ready-Made Garments Industry” and said that user-generated content plays a crucial role in building trust and loyalty among consumers. Taylor’s research found that consumers are more likely to trust peer reviews, photos, and videos posted by other users rather than polished brand advertisements. This form of content was shown to create a sense of authenticity and reliability, which drives repeat purchases and brand loyalty. Taylor concluded that for brands in the ready-made garment industry, fostering user-generated content is key to sustaining consumer interest and maintaining a loyal customer base.

(Brown, 2017) studied “Impulse Buying Behavior on Social Media: The Role of Personalized Content” and said that algorithms on social media platforms tailor content to individual preferences, leading to a personalized shopping experience. Brown discovered that consumers are more likely to make impulse purchases when they are shown products that reflect their personal tastes and previous interactions on the platform. The study highlighted that this personalized content delivery is highly effective in the fashion industry, particularly with ready-made garments, where trends change rapidly, and consumers are constantly seeking new styles.

(Wilson, 2021) studied “The Power of Real-Time Marketing: Live Streaming and Consumer Engagement in Fashion” and said that live streaming events, such as product launches and fashion shows, create a sense of urgency that drives consumer engagement and impulse purchases. Wilson found that real-time engagement allows consumers to interact directly with brands and influencers, ask questions, and receive immediate feedback, creating an interactive shopping experience. The study showed that when fashion brands host live streams on platforms like Instagram or TikTok, consumers feel more connected to the brand, which significantly increases the likelihood of a purchase during or immediately after the event.

(Martin, 2016) studied “Fashion Influencers on Social Media and Their Impact on Consumer Trust” and said that influencers on social media, particularly in the fashion industry, have reshaped the way consumers view brands. Martin’s research emphasized that influencers act as intermediaries between brands and consumers, providing a sense of authenticity that traditional advertising lacks. The study revealed that consumers trust influencer recommendations more because influencers appear more relatable and approachable than corporate ads. Martin concluded that fashion brands need to strategically partner with influencers to build trust and engage with their target audience effectively.

(Clark, 2019) studied “The Role of Instagram Stories in Promoting Ready-Made Garments” and said that Instagram Stories have become an effective tool for fashion brands to engage with consumers in a more casual and timely manner. Clark’s research found that the ephemeral nature of Instagram Stories creates a sense of exclusivity and urgency, encouraging consumers to make quicker purchasing decisions. The study also indicated that Stories offer brands a way

to showcase new collections, behind-the-scenes content, and flash sales, which leads to increased consumer engagement and brand visibility.

(Harris, 2020) studied “Consumer Behavior in the Digital Age: The Influence of Social Media on Fashion Purchases” and said that social media platforms have significantly altered the consumer decision-making process in the fashion industry. Harris found that consumers now rely more on peer reviews, social media influencers, and visual content than on traditional forms of advertising. The study highlighted that Instagram, TikTok, and Pinterest are the most influential platforms for fashion consumers, especially in the ready-made garments segment, where trends change frequently, and visual appeal plays a crucial role in influencing purchasing decisions.

(Green, 2018) studied “How Instagram Algorithms Influence Fashion Consumers’ Purchasing Behavior” and said that Instagram’s algorithm-driven content, which curates posts based on user activity, significantly increases user engagement with fashion brands. Green discovered that the more a consumer engages with fashion-related content on Instagram, the more personalized their feed becomes, leading to higher impulse purchases. The study concluded that Instagram’s algorithms not only showcase products that align with a user’s style but also introduce new trends and collections in real-time, making it easier for users to stay updated on fashion trends.

(Davis, 2019) studied “The Influence of Social Media on Fast Fashion: A Case Study of the Ready-Made Garments Industry” and said that the fast fashion industry has been highly influenced by the speed at which trends are shared and consumed on social media. Davis found that platforms like Instagram and TikTok enable fashion brands to rapidly respond to emerging trends, allowing them to launch products quickly and shorten the traditional fashion cycle. The study highlighted that consumers, particularly younger demographics, expect new collections and styles at a much faster pace, a demand that social media has helped to create and sustain.

(Roberts, 2017) studied “Visual Content Marketing and Its Impact on Consumer Engagement in the Fashion Industry” and said that visual content, particularly high-quality images and videos, is critical in capturing consumer attention and driving engagement on social media platforms. Roberts’ research found that fashion brands that invest in visually appealing content, such as professional photoshoots and well-curated social media profiles, are more likely to engage consumers and drive traffic to their websites. The study emphasized that in the fashion industry, where aesthetics are paramount, visual content is a key driver of consumer interest and engagement.

(Miller, 2020) studied “Influencer Partnerships and Consumer Trust in the Fashion Industry” and said that partnerships between fashion brands and influencers foster trust and loyalty among consumers. Miller found that consumers are more likely to purchase products promoted by influencers they regularly follow and trust, especially when the content feels authentic and aligns with the influencer’s personal style. The study concluded that fashion brands should focus on building long-term partnerships with influencers to maintain consumer trust and engagement.

(Evans, 2018) studied “The Role of Facebook Marketplace in Promoting Ready-Made Garments” and said that Facebook Marketplace has become an increasingly popular platform for fashion brands to reach consumers directly. Evans discovered that the platform’s integration with social media features, such as messaging and sharing, makes it easier for consumers to discover new brands and purchase ready-made garments. The study also indicated that Facebook Marketplace provides an accessible entry point for smaller brands to reach a wider audience, making it a valuable tool for fashion marketing.

7. THE POWER OF REAL-TIME ENGAGEMENT

Real-time engagement through live streaming has become a transformative tool in the fashion industry, reshaping how consumers interact with brands and influencers. Live streaming, whether it’s a fashion show, product launch, or influencer collaboration, offers an immediate and immersive experience that allows consumers to participate in real-time, making social media a key channel for both engagement and purchasing decisions. The appeal of live streaming lies in its interactive nature—consumers can comment, ask questions, and receive answers instantly, creating a direct line of communication with the brand or influencer. This immediate engagement fosters a sense of involvement and connection, making the experience feel more personal and authentic. Fashion brands have increasingly leveraged live streaming to showcase new collections, announce limited-edition drops, or even provide behind-the-scenes looks at their creative processes, all of which generate excitement and anticipation among viewers. The ability for consumers to purchase products instantly during a live session further enhances the power of real-time engagement. Many platforms now allow users to click on items featured in a live stream and complete the purchase without leaving the app, streamlining the buying process and capitalizing on the excitement and urgency created during live events. This immediacy encourages impulse purchases, as consumers feel they are part of an exclusive event, with limited time offers

or special discounts often available only to those watching the live stream. For influencers, live streaming offers an authentic way to connect with their followers, allowing them to discuss products in real-time, answer questions, and offer styling tips. This level of transparency and real-time feedback enhances trust between the influencer and their audience, making followers more likely to make a purchase based on the influencer's recommendation. The sense of urgency that live streams create, combined with the interactivity they offer, makes them a powerful tool for driving engagement and sales. Additionally, brands can use the data generated from live streaming events, such as viewer comments and real-time sales data, to better understand consumer preferences and tailor future content to their audience's needs. Overall, the power of real-time engagement through live streaming has revolutionized the fashion industry by creating a highly interactive, authentic, and immediate shopping experience that fosters deeper consumer connection and drives sales.

8. MICRO-INFLUENCERS AND NICHE MARKETS

While celebrity influencers were once the dominant figures in social media marketing, the rise of micro-influencers has shifted the landscape, allowing fashion brands to connect with more targeted and niche markets. Micro-influencers are individuals who may have smaller followings—typically ranging from 10,000 to 100,000 followers—but their audiences are highly engaged and often more loyal compared to those of celebrity influencers. These influencers are viewed as more relatable and authentic, which resonates strongly with their followers. The personalized and often more intimate nature of their content allows them to cultivate a sense of community, where followers feel personally connected to the influencer and trust their recommendations. In the fashion industry, micro-influencers have become invaluable for brands looking to reach niche consumer segments. For example, a micro-influencer focused on sustainable fashion might have a smaller but highly engaged audience interested specifically in ethical and eco-friendly clothing. By partnering with such influencers, brands can tap into these focused consumer groups, ensuring that their products are seen by individuals who are more likely to convert into buyers. Micro-influencers often provide detailed reviews, outfit ideas, and personal insights that give their followers a deeper understanding of the products they promote. This level of engagement creates an environment of trust, where followers are more inclined to make purchasing decisions based on the influencer's recommendation. Additionally, because micro-influencers are perceived as more approachable and down-to-earth than celebrities, they are seen as real consumers rather than paid endorsers, which enhances the credibility of their content. For brands, micro-influencers offer a cost-effective marketing strategy compared to celebrity endorsements, often delivering higher engagement rates and more targeted results. The relatability of these influencers and their ability to connect with niche markets make them key players in shaping consumer behavior. They also foster a sense of exclusivity within their communities, as followers feel they are part of a close-knit group with shared values and interests. As the digital landscape continues to evolve, micro-influencers will likely play an even more significant role in fashion marketing, helping brands reach new audiences, build authenticity, and drive sales through their ability to create meaningful connections within niche markets.

9. CONCLUSION

In conclusion, social media has fundamentally transformed consumer behavior in the ready-made garments industry by fostering real-time engagement, personalized content, and influencer-driven marketing. Platforms like Instagram, TikTok, and Facebook have become key channels for trend discovery, product promotion, and instant purchasing decisions. Micro-influencers and user-generated content play a significant role in shaping consumer trust and loyalty, while algorithms enhance personalized shopping experiences. As social media continues to evolve, fashion brands must remain agile and responsive to emerging trends to effectively engage with consumers, build brand loyalty, and drive sales in an increasingly competitive digital marketplace.

CONFLICT OF INTERESTS

None

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None

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