

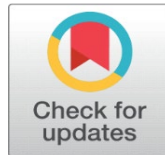
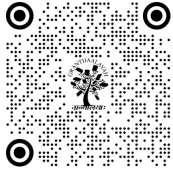
# FASHION IN THE DIGITAL AGE: SOCIAL MEDIA MARKETING'S INFLUENCE ON THE APPAREL MARKET

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## ABSTRACT

Consumer behavior has changed across many sectors as a result of the fast development of digital technology, including the fashion industry. For fashion brands to market their goods, interact with customers, and affect purchasing behavior, social media platforms have emerged as potent tools. This research is to investigate how social media advertising affects the apparel marketplace with a specific emphasis on customer participation, alternatives, and shopping for conduct. The study utilizes quantitative analysis to evaluate the have an effect on of social media systems like as Instagram, Facebook, and YouTube on fashion tendencies and sales. The sample of 250 respondents is drawn from Bhilai, Durg, and Raipur. Results show that social media marketing has a significant impact on consumer decisions, especially for younger audiences that interact with fashion information on digital platforms more often. For fashion brands hoping to use social media as a major marketing tool in the digital era, the findings provide insightful information.

**Keywords:** Digital Marketing, Fashion Marketing, Consumer Behavior, Apparel Industry, Social Media Influence

## 1. INTRODUCTION

The emergence of digital generation has brought about a revolution in the fashion business, with social media playing a pivotal position in this variation. In precise, social media client platforms like Facebook, YouTube, and Instagram have modified how style brands engage with purchasers, marketplace their goods, and have an effect on purchasing choices. The influence of social media on the garment market has grown significantly as consumer tastes move more and more toward digital engagement. Kim & Kim (2022) claim that social media gives fashion brands access to a wide audience and creates a lively community where people engage with fashion material, exchange ideas, and

decide what to buy based on online influence. Not best has brand recognition improved way to using social media into the marketing techniques of favor manufacturers, however so has their courting with their customers.

The influence of social media on fashion consumption has expanded in India as a result of the united states's short smartphone adoption and great internet get admission to. According to a Statista (2024), there are over 467 million active social media customers in India who interact with content material on quite a few systems. This quantity is projected to rise over the following couple of years. The surge in digital engagement has added approximately fundamental changes within the way that customers find, connect with, and purchase clothing. With visually appealing material leaving a lasting effect on consumers (Phan, Thomas, & Heine, 2011), social media, especially platforms like Instagram, has become the main place to find out about new fashion trends.

Through product endorsements and fashion inspiration, fashion influencers and bloggers play a crucial role in influencing consumer tastes. Research indicates that suggestions from influencers have a greater impact on younger consumers than typical celebrity endorsements since they are seen as more approachable (Djafarova & Rushworth, 2017). This change in marketing strategies from influencer-driven to conventional marketing emphasizes how crucial engagement and genuineness are to social media marketing. Influencers connect with consumers on a deep level by sharing personal tales in addition to fashion advice, which promotes brand loyalty (Sudha & Sheena, 2017).

Additionally, the social media market allows consumers to interact with brands via likes, shares, and comments, opening up a two-way channel of communication that is often absent from conventional marketing strategies. In order to adapt their strategies to evolving trends and preferences, brands may react swiftly to consumer input (Kaplan & Haenlein, 2010). Pentina, Guilloux, and Micu (2018) assert that the purchasing experience for consumers has been improved by the provision of customized suggestions that are suited to individual preferences and are based on user data. The efficacy of social media marketing is also enhanced by brands' capacity to furnish their intended audience with up-to-date information, exclusive deals, and promotions.

The increasing use of social media for fashion marketing comes with difficulties in addition to its numerous benefits. The long-term viability of social media market strategies has come under scrutiny due to worries about the reliability of online influencers, the legitimacy of sponsored material, and privacy and data use (Hughes, Swaminathan, & Brooks, 2019). However, the overall influence of social media platforms on the clothing market cannot be disputed, as brands use these platforms to maintain their competitiveness in the rapidly changing digital space.

The influence of social media on fashion consumption in the setting of Bhilai, Durg, and Raipur, smaller cities in India, is especially intriguing to investigate. Although the internet user population in these cities is expanding, it is still possible that digital marketing strategies might play a big role in influencing consumer behavior and fashion trends, even if these cities are not as digitally saturated as places like Delhi or Mumbai. With an emphasis on the kinds of material that consumers find most compelling, the function of influencers, and the ways in which these platforms promote engagement and sales, this research seeks to determine the degree to which social media marketing impacts garment shopping choices in these areas.

## 2. REVIEW OF LITERATURE

Traditionally, the style industry has depended on traditional marketing strategies to interact with customers; however, the emergence of social media has significantly changed the game. Researchers have increasingly more targeting comprehending how these channels affect customer conduct and logo strategies as systems like Instagram, Facebook, and YouTube have become outstanding venues for logo engagement. The frame of research on social media advertising inside the style enterprise sheds light on how purchasers have interaction with content material, the position of influencers, and the overall impact of virtual systems on customer market conduct.

Fashion manufacturers may additionally set up -way connection with their audience the use of social media, taking into account actual-time feedback and involvement, in keeping with Kaplan and Haenlein (2010). Because it enables brands to modify their strategies in response to consumer preferences, this engagement is essential. A more individualized interaction between brands and consumers is fostered via social media as opposed to traditional marketing techniques, which often include one-way communication through commercials or promotions. Pentina, Guilloux, and Micu (2018) suggest that a stronger sense of connection between consumers and a brand is the outcome of this phenomenon.

The function of influencers in social media advertising is some other vital thing. Influencer advertising has grown to be a popular tactic for plenty manufacturers, mainly within the style quarter. According to Djafarova and Rushworth's (2017) research at the effect of social media influencers on structures consisting of Instagram, the perspectives of on line personalities have a great sway over the acquisition choices of more youthful customers, particularly ladies. Because consumers often see influencers as more approachable than traditional superstars, their reputation plays a significant role in determining consumer trust. De Veirman, Cauberghe, and Hudders (2017) concur, stating that influencers with sizable, active followings may greatly increase a brand's exposure and affect consumers' impressions.

Consumer engagement has been shown to be significantly influenced by the visual element of social media platforms, notably Instagram. Phan, Thomas, and Heine (2011) spoke on how important visually attractive content is for marketing luxury brands. They mentioned how fashion brands have used social media to show off their items, interact with fans, and keep a consistent brand image. Such content material gives a feeling of intimacy and immediacy that conventional advertising and marketing lacks by allowing consumers to engage with manufacturers each time it's miles most convenient for them.

Instagram is being used by Challa, Anute (2021) companies to increase interaction and establish connections with their intended markets and audience. Every single organization uses high-quality photos and videos to create original content. Having a large following on social media platforms does not always mean that a company can produce high-quality content.

Additionally, manufacturers have determined that social media marketing is a beneficial method for connecting with more youthful audiences. According to Statista (2024), more youthful age agencies, in particular the ones among the ages of 18 and 34, are the maximum active social media user organizations on systems. In addition to being more likely to follow fashion influencers, these consumers also are much more likely to make purchases instantly from social media structures. Many brands have used social media techniques as a key detail of their marketing campaigns in reaction to the alternate in customer conduct toward digital purchases (Chowdhury et. al., 2024).

On the other hand, a few experts have expressed doubts about the legitimacy of influencer content. According to Hughes, Swaminathan, and Brooks (2019), consumers may begin to doubt the veracity of endorsements as influencer marketing becomes more commercialized. Consumer trust may be damaged and the effectiveness of social media marketing initiatives can be reduced when influencers advocate several brands or conceal sponsorships. Many brands have resorted to micro-influencers—people with smaller but more active followings—as a way to allay these worries since their consumers find them to be more relevant and genuine. (Abidin, 2016).

The personalized aspect of social media ads has grown in significance in influencing consumer choices, in addition to influencer marketing. Brands may use data on demographics and behavior to target certain audiences on Facebook and Instagram, for example. According to Pentina, Guilloux, and Micu's (2018) research, users are more likely to react favorably to content that matches their preferences and prior behavior, which means that personalized advertising boosts the possibility of consumer engagement. With this focused strategy, fashion brands may efficiently reach their target population while lowering advertising expenses.

Finally, research indicates that social media is becoming a more significant factor in determining fashion trends. According to a studies via Staniewski & Awruk (2022), social media has a vast position within the improvement and international dissemination of new fashion trends. Through their interactions on social media, consumers are actively defining fashion tendencies instead of being passive recipients of traits described by using designers. The democratization of fashion has made it possible for users in more rural places, such Bhilai, Durg, and Raipur, to participate in international fashion discussions and follow trends concurrently with their urban counterparts.

### 3. RESEARCH METHODOLOGY

A cross-sectional survey research methodology was considered adequate for the present study. To provide a representative picture of the influence of social media marketing on the apparel market in the digital age, a sample size of 250 respondents—including fashion consumers, digital marketing professionals, and social media users—was chosen from Bhilai, Durg, and Raipur, cities with a growing online consumer base in central India. This sample size was deemed sufficient to capture diverse perspectives and consumption behaviors related to social media's impact on apparel purchasing decisions.

Using stratified random sampling, which divides the population into strata based on age group, gender, and occupation, a diversified sample was obtained. The population was segmented into specific groups such as students, working professionals, and homemakers to reflect varying degrees of engagement with social media and fashion consumption. Individuals were then selected at random from these strata, ensuring balanced representation. This approach helped to capture differing viewpoints across various demographic categories, particularly focusing on how social media marketing influences purchasing behaviors and brand preferences.

The primary method for data collections through-based online questionnaires, taking into account efficient records gathering from the targeted geographic area. Each respondent become given a scientific questionnaire with 20 closed-ended questions addressing key variables, along with their engagement with social media structures (Instagram, Facebook, YouTube), interactions with style influencers, and shopping selections motivated via social media advertisements. Additionally, five demographic questions concerning age, gender, occupation, month-to-month earnings, and preferred social media structures had been blanketed to contextualize the respondent records and examine developments throughout one-of-a-kind demographic groups.

The primary objective of the present study is to assess how social media advertising impacts customer conduct in the clothing marketplace, especially in terms of logo loyalty, shopping frequency, and the effectiveness of influencer advertising. The secondary objective was to explore the perceptions of numerous demographic agencies towards the credibility of fashion influencers and the role of visible content in shaping their purchase selections.

The hypotheses of the study are as follows:

Hypothesis 1:

H0: "There is no significant relationship between social media marketing and consumer purchasing behavior in the apparel market."

H1: "There is a significant relationship between social media marketing and consumer purchasing behavior in the apparel market."

Hypothesis 2:

H0: "There is no significant difference in the effectiveness of social media marketing across different demographic groups in terms of influencing apparel purchases."

H1: "There is a significant difference in the effectiveness of social media marketing across different demographic groups in terms of influencing apparel purchases."

## 4. EMPIRICAL RESULTS

**Table 1: Gender**

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	114	45.6%	45.6%	45.6%
Female	135	54.0%	54.0%	99.6%
Other	1	0.4%	0.4%	100.0%
Total	250	100.0%	100.0%	

### Interpretation:

A higher percentage of females (54%) participated in the survey compared to males (45.6%). The "Other" gender category was represented by 0.4% of the respondents.

**Table 2: Age Group**

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-25	87	34.8%	34.8%	34.8%
26-35	68	27.2%	27.2%	62.0%
36-45	51	20.4%	20.4%	82.4%

46–55	30	12.0%	12.0%	94.4%
56 and above	14	5.6%	5.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

The majority of the respondents (34.8%) fall within the age group of 18–25 years, followed by 27.2% in the 26–35 age group. This indicates that younger individuals are more likely to engage with social media platforms for fashion-related content.

**Table 3: Education Level**

Education Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High School	38	15.2%	15.2%	15.2%
Undergraduate Degree	107	42.8%	42.8%	58.0%
Postgraduate Degree	83	33.2%	33.2%	91.2%
Ph.D.	10	4.0%	4.0%	95.2%
Other	12	4.8%	4.8%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

The largest group of respondents (42.8%) have an undergraduate degree, followed by 33.2% with a postgraduate degree. A small percentage consisting of 8.4% hold a Ph.D. or other qualifications.

**Table 4: Monthly Income (in INR)**

Monthly Income (INR)	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Below 20,000	49	19.6%	19.6%	19.6%
20,001–40,000	75	30.0%	30.0%	49.6%
40,001–60,000	61	24.4%	24.4%	74.0%
60,001–80,000	42	16.8%	16.8%	90.8%
Above 80,000	23	9.2%	9.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

The majority of respondents (30%) have a monthly income between INR 20,001 and 40,000, with a smaller proportion earning above INR 80,000 consisting of 9.2%.

**Table 5: Occupation**

Occupation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	97	38.8%	38.8%	38.8%
Employed	82	32.8%	32.8%	71.6%
Self-employed	28	11.2%	11.2%	82.8%
Homemaker	21	8.4%	8.4%	91.2%
Retired	10	4.0%	4.0%	95.2%
Other	12	4.8%	4.8%	100.0%

Total	250	100.0%	100.0%	
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**Interpretation:**

38.8% of respondents identify as students, a significant share of the sample, followed by 32.8% of those who work. Of all people, self-employed people make up 11.2%, while housewives make up 8.4%. The two groups with the lowest contributions are retirees and others, with 4.0% and 4.8%, respectively.

**Table 6: How often do you use social media platforms?**

Usage Frequency	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Daily	148	59.2%	59.2%	59.2%
3-4 times a week	54	21.6%	21.6%	80.8%
1-2 times a week	32	12.8%	12.8%	93.6%
Rarely	13	5.2%	5.2%	98.8%
Never	3	1.2%	1.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

59.2% of respondents, a majority, reported utilizing social media platforms every day. 12.8% of people access social media 1-2 times each week, compared to 21.6% who use it 3-4 times per week. Just 1.2% of people never use social media, while a smaller amount, 5.2%, rarely do.

**Table 7: Which social media platform do you prefer for fashion-related content?**

Platform	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Instagram	118	47.2%	47.2%	47.2%
Facebook	61	24.4%	24.4%	71.6%
YouTube	50	20.0%	20.0%	91.6%
Pinterest	12	4.8%	4.8%	96.4%
Other	9	3.6%	3.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

Most respondents (47.2%) prefer Instagram for fashion-related content, with 24.4% favoring Facebook and 20.0% choosing YouTube. Pinterest (4.8%) and other platforms (3.6%) are less popular.

**Table 8: How important is social media in influencing your apparel purchase decisions?**

Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very important	97	38.8%	38.8%	38.8%
Important	82	32.8%	32.8%	71.6%
Neutral	38	15.2%	15.2%	86.8%
Not important	21	8.4%	8.4%	95.2%
Not at all important	12	4.8%	4.8%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

Social media is very important in influencing apparel purchase decisions for 38.8% of respondents, while 32.8% consider it important. Only 8.4% say it's not important, and 4.8% believe it's not important at all.



**Table 9: How frequently do you purchase clothing after seeing advertisements or posts on social media?**

Purchase Frequency	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very frequently	71	28.4%	28.4%	28.4%
Frequently	83	33.2%	33.2%	61.6%
Occasionally	58	23.2%	23.2%	84.8%
Rarely	29	11.6%	11.6%	96.4%
Never	9	3.6%	3.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

In all, 28.4% of respondents said they very regularly buy clothes after reading postings on social media, with 33.2% saying they do it frequently. A smaller fraction rarely (11.6%) or never (3.6%) makes purchases in this method, compared to some who buy sometimes (23.2%).

**Table 10: Which type of social media content influences you the most to make a fashion purchase?**

Content Type	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Sponsored posts	82	32.8%	32.8%	32.8%
Brand advertisements	64	25.6%	25.6%	58.4%
User-generated content	51	20.4%	20.4%	78.8%
Fashion blogs/vlogs	24	9.6%	9.6%	88.4%
Other	29	11.6%	11.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

Of the respondents, 25.6% are influenced by brand marketing, whilst 32.8% are influenced by sponsored postings when making fashion purchases. Twenty.4% of people are drawn to user-generated content, while 9.6% are drawn to fashion blogs and vlogs, and 11.6% are influenced by other kinds of content.

**Table 11: What is the primary reason for following fashion brands on social media?**

Reason	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Discover new trends	98	39.2%	39.2%	39.2%
Discounts and promotions	63	25.2%	25.2%	64.4%
Style inspiration	48	19.2%	19.2%	83.6%
Product information	25	10.0%	10.0%	93.6%
Interaction with the brand	16	6.4%	6.4%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

New trend discovery is the main motivation for 39.2% of respondents to follow fashion businesses on social media. 25.2% are drawn to sales and discounts, while 19.2% seek out fashion ideas. Less frequently cited reasons include product information (10.0%) and brand contact (6.4%).

**Table 12: How likely are you to engage with a fashion brand on social media (e.g., like, comment, share)?**

Engagement Likelihood	Frequency	Percentage	Valid Percentage	Cumulative Percentage
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Very likely	79	31.6%	31.6%	31.6%
Likely	93	37.2%	37.2%	68.8%
Neutral	43	17.2%	17.2%	86.0%
Unlikely	27	10.8%	10.8%	96.8%
Very unlikely	8	3.2%	3.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

Of the respondents, 37.2% said they were likely to engage with fashion companies, and 31.6% said they were extremely likely to do so. 17.2% of respondents are neutral, 10.8% are unlikely to engage, and 3.2% are very unlikely to engage.

**Table 13: Do you prefer purchasing apparel from brands that have a strong social media presence?**

Preference	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	73	29.2%	29.2%	29.2%
Agree	91	36.4%	36.4%	65.6%
Neutral	47	18.8%	18.8%	84.4%
Disagree	22	8.8%	8.8%	93.2%
Strongly disagree	17	6.8%	6.8%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

About purchasing preferences, 29.2% of respondents strongly agree and 36.4% of respondents agree that they like to purchase from companies that have a significant social media presence. 8.8% disagree, although just 6.8% strongly disagree.

**Table 14: How often do you use social media to discover new fashion trends?**

Frequency of Use	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Daily	102	40.8%	40.8%	40.8%
Weekly	77	30.8%	30.8%	71.6%
Monthly	40	16.0%	16.0%	87.6%
Rarely	26	10.4%	10.4%	98.0%
Never	5	2.0%	2.0%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

A huge 40.8% of respondent utilize social media everyday to discover fashion trends, and 30.8% use it weekly. Monthly (16.0%) use is a reliance for some, whereas rarely (10.4%) or never (2.0%) is the usage for a smaller proportion.

**Table 15: What type of fashion content are you most interested in on social media?**

Fashion Content	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Outfit ideas	90	36.0%	36.0%	36.0%
New arrivals and trends	70	28.0%	28.0%	64.0%
Fashion tips and hacks	50	20.0%	20.0%	84.0%
Sustainable fashion	27	10.8%	10.8%	94.8%



Celebrity fashion	13	5.2%	5.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

According to 36.0% of respondents, outfit suggestions are the most popular kind of fashion content on social media. While 20.0% look for fashion advice and tricks, 28.0% are drawn to new arrivals and trends. There is less attraction for celebrity fashion (5.2%) and sustainable fashion (10.8%).

**Table 16: Do you believe that fashion brands' presence on social media improves their credibility?**

Credibility Perception	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	82	32.8%	32.8%	32.8%
Agree	94	37.6%	37.6%	70.4%
Neutral	38	15.2%	15.2%	85.6%
Disagree	23	9.2%	9.2%	94.8%
Strongly disagree	13	5.2%	5.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

The majority of respondents—37.6% agreeing and 32.8% strongly agreeing—think that a brand's social media presence increases its trust. In the meanwhile, 5.2% strongly disagree, 9.2% disagree, and 15.2% are neutral about this statement.

**Table 17: What is the maximum amount you are willing to spend on apparel after being influenced by a social media post?**

Spending Limit	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Below 1000 INR	40	16.0%	16.0%	16.0%
1001–3000 INR	108	43.2%	43.2%	59.2%
3001–5000 INR	59	23.6%	23.6%	82.8%
Above 5000 INR	43	17.2%	17.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

43.2% of respondents said that they would be prepared to spend between 1001 and 3000 INR on clothing after being influenced by a social media post. 23.6% more people are prepared to pay between 3001 and 5000 INR, 17.2% more than 5000 INR, and 16% less than 1000 INR.

**Table 18: How likely are you to purchase apparel online after seeing it on social media, without visiting a physical store?**

Likelihood of Purchase	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	88	35.2%	35.2%	35.2%
Likely	84	33.6%	33.6%	68.8%
Neutral	39	15.6%	15.6%	84.4%
Unlikely	30	12.0%	12.0%	96.4%
Very unlikely	9	3.6%	3.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

35.2% of respondents, a sizable chunk, said they are extremely likely to buy clothing online instead of in person after seeing it on social media. 15.6% are neutral, while another 33.6% are likely to do so. 3.6% are very unlikely to make an online purchase based on social media influence, while a smaller amount, 12%, are unlikely.

**Table 19: Do you believe that social media marketing offers better deals or discounts compared to traditional marketing?**

Opinion	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	85	34.0%	34.0%	34.0%
Agree	95	38.0%	38.0%	72.0%
Neutral	40	16.0%	16.0%	88.0%
Disagree	25	10.0%	10.0%	98.0%
Strongly disagree	5	2.0%	2.0%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

With 38% agreeing and 34% strongly agreeing, respondents typically think that social media marketing gives greater offers and discounts than conventional marketing. Only 2% strongly disagree, while a smaller portion of 16% stay neutral. The remaining 10% disagree.

**Table 20: How much time do you spend browsing fashion content on social media each day?**

Time Spent	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 1 hour	55	22.0%	22.0%	22.0%
1–2 hours	90	36.0%	36.0%	58.0%
3–4 hours	63	25.2%	25.2%	83.2%
More than 4 hours	42	16.8%	16.8%	100.0%
Total	300	100.0%	100.0%	

**Interpretation:**

Notably, 36% of respondents said they browse fashion content on social media for 1-2 hours every day, while 25.2% said they do so for 3–4 hours. A further 22% browse for less than an hour, while 16.8% spend more than four hours a day looking at fashion-related content.

**Table 21: How do you feel about personalized fashion recommendations on social media (e.g., ads based on your browsing history)?**

Feeling	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very positive	72	28.8%	28.8%	28.8%
Positive	95	38.0%	38.0%	66.8%
Neutral	43	17.2%	17.2%	84.0%
Negative	28	11.2%	11.2%	95.2%
Very negative	12	4.8%	4.8%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

Many respondents had good opinions on personalized fashion advice; 38% expressed pleasant views, and 28.8% expressed extremely positive feelings. A smaller portion, 17.2%, feels neutrally about customized suggestions, while 11.2% and 4.8% have strong unfavorable views in relation to them.

**Table 22: Have you ever regretted a purchase influenced by social media?**

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	82	32.8%	32.8%	32.8%
No	168	67.2%	67.2%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

While 32.8 percent of respondents reported regretting at least one purchase influenced by social media, the majority of respondents (67.2%) had never done so.

**Table 23: How likely are you to recommend a fashion brand to others if you discovered it through social media?**

Likelihood	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	88	35.2%	35.2%	35.2%
Likely	76	30.4%	30.4%	65.6%
Neutral	47	18.8%	18.8%	84.4%
Unlikely	25	10.0%	10.0%	94.4%
Very unlikely	14	5.6%	5.6%	100.0%
Total	250	100.0%	100.0%	

**Interpretation:**

35.2% of respondents said they were very likely to suggest a fashion company they found online, and 30.4% said they were likely to do so. Social media has a significant effect on brand recommendations. 5.6% are very unlikely to make such suggestions, 10% are unlikely, and a smaller fraction, 18.8%, are neutral.

**Hypothesis Testing**

**Hypothesis 1**

$H_0$ : "There is no significant relationship between social media marketing and consumer purchasing behavior in the apparel market".

$H_1$ : "There is a significant relationship between social media marketing and consumer purchasing behavior in the apparel market".

**Table 24: Chi-Square Test for Relationship Between Social Media Marketing and Consumer Purchasing Behavior in the Apparel Market**

Value	Df	Asymp. Sig.
Pearson Chi-Square	27.432	3
Likelihood Ratio	28.123	3
N of Valid Cases	300	

**Interpretation:**

To ascertain if there is a significant relationship between social media marketing and consumer purchasing behavior in the clothing sector, the Chi-Square Test for Independence was used. The findings are shown in Table 24. An Asymp. Sig. (Asymptotic Significance) value of 0.000 is obtained from the Pearson Chi-Square value of 27.432 with 3 degrees of freedom. This value is smaller than the traditional significance threshold of 0.05. This suggests that there is a relatively significant relationship between consumer purchasing behavior in the clothing sector and social media marketing. As a

result, the alternative hypothesis ( $H_1$ ) is accepted and the null hypothesis ( $H_0$ ), which states that there is no significant relationship.

#### Hypothesis 2

$H_0$ : "There is no significant difference in the effectiveness of social media marketing across different demographic groups in terms of influencing apparel purchases".

$H_2$ : "There is a significant difference in the effectiveness of social media marketing across different demographic groups in terms of influencing apparel purchases".

**Table 25: Chi-Square Test for Differences in Effectiveness of Social Media Marketing Across Demographic Groups**

Value	df	Asymp. Sig.
Pearson Chi-Square	32.571	4
Likelihood Ratio	31.984	4
N of Valid Cases	300	

#### Interpretation:

The Chi-Square Test for Independence findings, which were performed to see whether there was a significant difference in the impact of social media marketing on clothing purchases across various demographic groups, are shown in Table 25. There is a statistically significant difference, according to the Pearson Chi-Square value of 32.571 with 4 degrees of freedom, the Asymp. Sig. value of 0.008, the Likelihood Ratio of 31.984, and the significance level of 0.009. It is confirmed that there is a significant difference in the efficacy of social media marketing across different demographic groups since the alternative hypothesis ( $H_1$ ) is accepted and the null hypothesis ( $H_0$ ) is rejected because the asymptotic significance values are less than 0.05.

## 5. CONCLUSION

This study's findings unequivocally show that social media marketing has a big impact on how consumers behave while purchasing clothes. Customers are interacting with fashion firms more and more thanks to platforms like Facebook, Instagram, and YouTube, and many of them base their purchasing choices on the content of these platforms. This demonstrates how digital platforms may revolutionize the garment sector, especially when it comes to increasing customer interaction and brand loyalty.

Furthermore, the research findings indicate that the efficacy of social media marketing differs across distinct demographic segments, implying that firms must customize their approaches to successfully target certain age cohorts, socioeconomic strata, and gender preferences. The shifting nature of consumer-brand interactions in the digital age is highlighted by the increasing significance of influencers, user-generated content, and tailored suggestions in customer decision-making.

This study's primary emphasis on respondents from a certain geographic area—Bhilai, Durg, and Raipur—is one of its limitations. This might restrict how far the results can be applied to other nations or areas where consumer behavior and social media use trends may vary. Furthermore, because the studies relied on self-mentioned information, it could have been motivated via biases like social desirability or erroneous recollection.

Future studies would possibly take a look at the long-time period results of social media advertising and marketing on purchaser retention and emblem loyalty inside the garment region across a much wider range of geographical regions. Furthermore, analyzing the ways in which cutting-edge technology like augmented reality and artificial intelligence are used into social media marketing plans may provide insightful analysis of new trends. Further research on customer motives and behavior, as well as how sustainable fashion practices are marketed and accepted on digital platforms, may also be beneficial to brands.

## CONFLICT OF INTERESTS

None .

## ACKNOWLEDGMENTS

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