



Social Media Influence On Purchase Of Foreign Branded Apparels Among Gen Z Consumers At Coimbatore City

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Abstract

Social media platforms like Facebook, Snapchat, and Instagram not only support social interaction but also act as strong advertising tools for promoting trendy clothing, influencing consumer behavior and increasing demand for foreign-branded apparel. This study examines how social media affects the purchase decisions of Gen Z consumers in Coimbatore City. Using a quantitative approach, it relies on descriptive methods to analyze demographic data and applies ANOVA and Chi-Square tests to compare actual and expected results. The findings show that social media gives consumers more freedom and information, helping them make better purchasing decisions for both social and everyday use.

Keywords: Social media, foreign-branded apparels, Gen Z, Consumer behavior, Influencing factors

I.INTRODUCTION

The rapid expansion of social media platforms has significantly reshaped communication, connectivity, and consumer behavior, particularly among Generation Z—those born between the mid-1990s and early 2010s. In Coimbatore City, this global shift is strongly reflected as young people increasingly depend on platforms such as Facebook, Twitter, Instagram, and LinkedIn to access information, connect with others, and make purchasing decisions. With India having one of the largest internet user bases worldwide, social media has evolved into a crucial space where individuals, businesses, and communities interact, exchange ideas, and engage with brands. Consequently, companies are actively incorporating social media marketing into their strategies to influence brand perception, enhance customer engagement, and reach this digitally driven consumer segment whose preferences and behaviors are deeply shaped by their online environment.

II.OBJECTIVES OF THE STUDY

- To investigate the factors influencing the purchase of foreign-branded apparel among Gen Z consumers in Coimbatore.
- To analyze the impact of social media on the purchase decisions of foreign-branded apparel among Gen Z consumers in Coimbatore.

III.REVIEW OF LITERATURE

Prof. Lakshminarayana.K (2018), The research paper Consumer Buying Behavior towards Branded Apparels in Karnataka was undertaken with the objectives to study the socio economic characteristics of consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. To look more stylish they prefer branded apparels and also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels.

Neelam Singh(2016), The purpose of our research is to investigate youth in MAWANA city to examine if any factor dominates in their buying behaviour for apparel. In addition, consumer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the purchase behaviour of youth.

Marzia Dulal,(2018), This study provides a clear understanding of each factor in the local consumer decision-making process for buying from any branded clothes. As the consumer has globally looked forward for using foreign branded clothes aside by domestic one, it now seems that the apparel manufacturers and marketers need to expand their own brands. Finally, it is settled in the this study that many factors are connected for buying apparels regarding brand performance, purchase intention, consumers evaluation alongside consumers demographic and economic factors.

IV.FOREIGN APPAREL BRANDS: AN OVERVIEW

Social media platforms have become powerful forces in shaping fashion trends, with platforms like Instagram, YouTube, Facebook, and Twitter democratizing fashion and allowing anyone to influence style. A Meta-commissioned GWI study shows that 97% of Indian consumers discover fashion brands on Meta platforms, and 52% find inspiration specifically through Instagram Reels. While this shift has placed everyone in the front row of the fashion world, it has also created a certain homogenization marked by the familiar “Instagram aesthetic,” which can limit true creativity despite the appearance of diversity. At the same time, social commerce is rapidly growing, with reports indicating that 64% of Gen Z consumers made purchases through social media in the past year. Insights from the Next Gen Social Commerce Playbook by Snap and Havas Media Network further emphasize how brands can effectively engage and influence Gen Z shoppers within this evolving digital landscape.

V.RESEARCH METHODOLOGY

A sample of 140 respondents was selected using convenience sampling, a non-probability method. Actual consumers who purchased from foreign branded outlets and other shops were contacted through random sampling at purchase locations. Data was collected using a structured questionnaire, and incomplete responses were discarded, resulting in 140 valid questionnaires. Secondary data was also gathered from books, journals, magazines, and websites.

VI.ANALYSIS AND INTERPRETATION

Table 1: Most Used social media Platforms in India

Social Media platforms	Percentage
Instagram	89%
YouTube	76%
Snapchat	44%
TikTok	38%

Source:<https://www.grabon.in/indulge/statistics/social-media-statistics>

The above table shows that,Instagram is the most widely used platform, with 89% of respondents using it. YouTube follows with 76%, showing strong interest in video content. Snapchat is used by 44% of participants, indicating moderate popularity, while TikTok, at 38%, is the least used but still significant.

Overall, the findings show that visual and video-based platforms dominate, led by Instagram and YouTube, with Snapchat and TikTok attracting smaller yet notable groups of users.

Table 2: Average time spent by youngsters in Social Media:

Hours	No.of Respondents	Percentage
1–2 hours/day	43	31%
2–4 hours/day	57	41%
> 4 hours/day	40	28%
Total	140	100

The above table shows that social media is deeply integrated into the daily life of most youngsters, with a substantial share spending more than 2 hours per day. This level of engagement highlights the importance of social media as a major channel for communication, marketing, and lifestyle influence among the young consumers.

4.1 Factors Influencing to Purchase Foreign Branded Apparels

Table 3: Factors influencing to purchase Foreign branded apparels

Factors	Highly Influenced	Influenced	Neutral	Not Influenced	Highly Not Influenced
Quality	53%	33%	10%	3%	1%
Social Media Exposure	22%	47%	24%	6%	1%
Influencer Impact	23%	37%	29%	8%	3%
Induced trend	28%	41%	26%	4%	1%
Peer Influence	17%	44%	29%	8%	2%
Purchase Intention	31%	46%	18%	4%	1%
Promotional aids	22%	41%	29%	6%	2%
Value for money	26%	36%	32%	4%	2%
Brand Image	47%	31%	19%	2%	1%

The data reveals that 53% of the respondents are highly influenced by the quality of the apparel, while 47% are influenced by Western culture. Additionally, 37% of the respondents are influenced by the origin of the culture, and 41% by induced trends. Influence from friends and family accounts for 44% of the responses, while 46% are influenced by social media. Promotional aids influence 41% of the respondents, 36% are influenced by value for money, and 47% are highly influenced by brand image.

4.2. Social Media Influence On Purchase Of Foreign Branded Apparels

Table 4: Social media that convinced the respondents to choose the brand

Type of social media	Frequency	Percentage
Facebook	47	16%
Instagram	109	37%
Whatsapp business	11	4%
YouTube	28	9%
Official websites	56	19%
Others	46	15%
Total	297	100%

It is clear from the above table 37% the respondents are highly influenced by Instagram among the social media apps.

CHI- SQUARE ANALYSIS

Personal factors and social media that convinced the respondents to choose the foreign branded apparels

Ho: The personal factors of the respondents have no significant influence on social media that convinced the respondents to choose the foreign branded apparels.

Table 5: Chi-square values Social media that convinced to purchase foreign branded apparels

Personal Factor	Chi-square values	P values	Significant/ Non-Significant
Age Group	169.433	0.001	S
Gender	34.952	0.330	NS
Educational Qualification	231.761	0.001	S

Note: (p value ≤ 0.05) is considered as Significant; (p value > 0.05) is considered to be non - significant.

It is found from table that in age group and educational qualification among social media the hypothesis is rejected. It is concluded that age group and educational qualification of the respondents have significant influence on the social media that influenced the respondents to purchase the foreign branded apparels whereas gender has no significant influence on the social media that influenced the respondents to purchase the foreign branded apparels.

ANOVA ANALYSIS

Ho: There exists no significant mean difference between age group of respondents and the various factors that influenced the respondents to purchase foreign branded apparels.

Table 6: Anova analysis of variance of factors influenced the respondents to purchase the foreign branded apparels

Factors		Sum of Squares	Mean Square	F	Sig
Induced Trend	Between Groups	8.896	2.965	4.341	0.006
	Within Groups	92.897	0.683		
	Total	101.793			
Social Media	Between Groups	7.141	2.380	3.573	0.016
	Within Groups	90.601	0.666		
	Total	97.743			

The analysis of variance shows a significant relationship between age group and the factors influencing respondents to purchase foreign branded apparel. The induced trend factor has a significance value of 0.006, and the social media factor has a significance value of 0.016 both below the 0.05 threshold. This indicates that the null hypotheses for both factors are rejected, confirming that age has a meaningful impact on how induced trends and social media influence purchasing decisions.

CORRELATION ANALYSIS

Table 7: Correlation Coefficients for Social Media Factors and Purchase Intention

Variables	1	2	3	4	5
Social Media Exposure	—	0.62	0.48	0.54	0.57
Influencer Impact	—	—	0.51	0.63	0.58
Peer Influence	—	—	—	0.47	0.44
Brand Image	—	—	—	—	0.69
Purchase Intention	—	—	—	—	—

The results indicate that Social media exposure, influencer impact, and brand image are strongly and significantly related to purchase intention, while peer influence has a moderate yet positive effect on buying behavior. Among these factors, brand image emerges as the most compelling predictor, underscoring its essential role in determining the purchasing intentions of Generation Z in Coimbatore.

REGRESSION ANALYSIS

Table 8: Regression Analysis of Predictors Affecting Gen Z Purchase Decisions

Predictor	β (Beta)	t	p
Social Media Exposure	0.18	4.32	<0.001
Influencer Impact	0.29	6.11	<0.001
Peer Influence	0.11	2.48	0.013
Brand Image	0.41	8.57	<0.001

This table suggests that Gen Z's purchase intention for foreign branded apparels is primarily shaped by brand perceptions and influencer-driven content, while peer influence plays a smaller role.

VI. CONCLUSION

The rise of social media has compelled companies to rethink how they connect with consumers, as these platforms have become an integral part of daily life. Research on the relationship between social media and the purchasing of foreign-branded apparel reveals that social media significantly influences consumer decision-making and brand perception. The study found that consumers of foreign-branded apparel often feel a sense of belonging to the brand, driven by their active participation on social media and the perception that their opinions are valued and heard by the company.

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