Role Of Social Media Advertisement On Consumer Buying Behavior In The Fashion Productions

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Abstract: This study examines the impact of social media advertisement on consumer buying behavior within the fast fashion industry. The study employs a quantitative research design to explore the relationship between social media advertisements and consumer buying behavior among younger consumers aged 18 to 25 in Bengaluru District. Data were collected from a sample of 95 respondents using a structured questionnaire, which assessed exposure to social media ads, consumer attitudes, preferences, and buying behaviors. Convenience sampling was used to select participants. The analysis involved Percentage Analysis, Independent t-test, and One-way ANOVA with Scheffe's Post Hoc Analysis, using SPSS and MS Excel, with a significance level set at 0.05. The study concludes that social media advertising significantly influences consumer buying behavior among young Indian consumers in the fashion industry. Female consumers exhibit higher engagement and responsiveness to social media advertisements compared to male consumers. Age differences also impact consumer behavior, with younger consumers (18-25 years) displaying different preferences and behaviors compared to older groups (25-30 and 30-35 years). The preference for brand and quality when searching for products on social media underscores the importance of maintaining a strong brand presence and ensuring high product quality. The significant positive correlation between social media advertisement and consumer buying behavior highlights the effectiveness of social media as a marketing tool

Index Terms - Consumer Identity, Advertisement, Health Consciousness, Consumer Behaviour, Healthy Food Consumption, Millennials

1. INTRODUCTION:

In recent years, the fashion industry has witnessed a significant shift in how products are marketed and consumed, largely due to the proliferation of social media platforms. Social media advertising has emerged as a powerful tool for fashion brands, enabling them to engage with consumers directly and influence their buying behaviors. Platforms like Instagram, Facebook, and Pinterest have become integral to fashion marketing strategies, offering brands the ability to showcase their products through visually appealing content, influencer partnerships, and targeted advertisements.

Social media advertisements provide fashion brands with the unique advantage of reaching a broad audience quickly, creating a more personalized shopping experience through targeted ads based on user preferences and behaviors. This shift in marketing dynamics has transformed consumer buying behavior, as

social media not only influences what consumers purchase but also how they perceive fashion trends and brand identity. For instance, the instant accessibility of fashion content on social media platforms has shortened the traditional fashion cycle, pushing consumers towards more frequent purchasing behaviors driven by the latest trends showcased online.

1.1   Significance of the Study

The significance of this study lies in its exploration of how social media advertising influences consumer buying behavior within the fashion industry, particularly among younger consumers. As social media continues to dominate marketing strategies, understanding its impact on consumer preferences and purchase decisions is crucial for fashion brands looking to stay competitive. This study provides valuable insights into how social media content, brand familiarity, and targeted advertising shape consumer behavior, helping fashion marketers refine their strategies to better engage with their audience, increase brand loyalty, and drive sales in an increasingly digital marketplace.

1.2   Statement of the Problem

The problem selected for the present study is "Role of Social Media Advertisement on Consumer Buying Behavior in the Fashion Productions."

1.3   Objectives

1. To examine the relationship between social media advertisements and consumer buying behavior.

2. To compare the buying behavior between male and female consumers and younger consumers.

3. To compare the buying behavior among younger consumers across different age groups.

1.4 Hypotheses

1. There is no significant relationship between consumer buying behavior and social media advertisements.

2. There is no significant difference in buying behavior between male and female younger consumers.

3. There is no significant difference in buying behavior among younger consumers based on different age groups.

2.   LITERATURE REVIEW

The role of social media in shaping consumer behavior, particularly in the fashion industry, has been extensively explored in recent research. According to a study by Shrivastava and Rao (2021), social media platforms have become a critical avenue for fashion brands to connect with younger consumers, who are more likely to engage with and be influenced by visual content online. The study highlights that Instagram, in particular, plays a pivotal role in creating brand awareness and driving consumer purchase intentions through influencer collaborations and user-generated content.

Clair McClure and Yoo-Kyoung Seock (2020) revealed that brand familiarity and the quality of information presented on social media significantly influence consumer engagement with a brand's social media pages. Their study highlights that the content shared by brands on social media has a more substantial impact on consumer engagement than mere brand recognition. This suggests that fashion brands must prioritize creating high-quality, relevant content to effectively engage their audiences and drive purchasing behavior.

Kumar and Singh (2020) found that social media advertising significantly impacts consumer attitudes towards fashion brands, with positive engagement on platforms leading to higher brand loyalty and increased purchase likelihood. The authors emphasize that the interactive nature of social media allows consumers to feel more connected to brands, which enhances their overall shopping experience and influences their buying decisions.

In the Indian context, Sharma and Gupta (2019) explored how social media advertisements affect the buying behavior of Indian consumers in the fashion industry. Their findings suggest that the visual appeal and relatability of content on platforms like Instagram and Facebook significantly contribute to consumer purchase decisions. The study also indicates that the rise of e-commerce in India, coupled with the widespread use of smartphones, has amplified the impact of social media advertisements on consumer buying behavior.

In a related study, Geetha, Samuel Rajkumar, and Arunachalam (2018) found a significant relationship between e-advertising on social media platforms and students' purchase intentions in online shopping. Their research underscores the influential role of social media in shaping consumer behavior, particularly among younger consumers who are more likely to be active on these platforms. The findings indicate that social media advertisements are not just peripheral tools but central to the decision-making processes of consumers, particularly in the fashion industry.

Nawaz Ahmad and Rubab Ashiq (2015) explored the various forms of online information sharing, emphasizing how conversational media facilitated by online applications—such as text, images, videos, and audio—play a crucial role in influencing consumer behavior. The study suggests that the multifaceted nature of social media content allows brands to communicate more effectively with consumers, using different formats to appeal to diverse audience segments.

Furthermore, Ioanas (2014) stressed the importance for marketers to understand the information consumption patterns of specific demographic groups and to tailor their marketing messages accordingly. This insight is particularly relevant in the context of social media advertising, where targeted messaging can significantly enhance the effectiveness of marketing campaigns by resonating more deeply with specific consumer groups.

In the broader context of consumer behavior, Brake (2009) viewed fashion as a consumer behavioral phenomenon, deeply intertwined with social influences. The study highlights the dual nature of fashion—

encompassing both tangible products and intangible cultural trends—underscoring the importance of social media as a platform for disseminating these trends and influencing consumer perceptions and behaviors.

Alba and Hutchinson (1987) contributed to the understanding of consumer behavior by emphasizing the importance of visual information. Their research highlighted that consumers often engage in visual searches to identify specific products or collections, a behavior that has become increasingly relevant in the era of social media, where visual content is dominant. This finding is particularly pertinent to fashion marketing, where the visual appeal of products showcased on social media can significantly influence consumer decisions.

3. METHODOLOGY

3.1 Research Design

This study adopts a quantitative research design, utilizing a structured questionnaire to collect data from a sample of 95 younger respondents aged 18 to 25 in Bengaluru District. The questionnaire encompasses measures of social media advertising exposure, consumer attitudes, preferences, purchase intentions, and actual buying behaviors.

3.2 Population and Sample

- **Population:** The population consists of younger respondents aged 18 to 25 residing in Bengaluru District, Karnataka, India.

- **Sample:** Data were collected from a sample of 95 consumers selected from the population using a convenience sampling method.

3.3 Data Collection Method

Primary data for this research were collected using a structured research tool distributed to the target respondents through both offline and online channels. Secondary data were gathered by referencing previous studies and other relevant sources.

3.4 Statistical Analysis

The data will be analyzed using Percentage Analysis, Independent t-test, and One-way ANOVA along with Scheffe's Post Hoc Analysis. The data will be processed using SPSS software and MS Excel, with the assistance of a statistician. The level of significance was set at 0.05.

4.   DATA PRESENTATION AND ANALYSIS:

The statistical analysis stated above employed to test the hypotheses derived from the study's objectives. The detailed tables are given along with interpretation.

Table-A: Gender wise distribution of young consumers

Variable	Group	N	%
Gender	Male	35	36.80
	Female	60	63.20
Age	18 to 25 years	51	53.70
	25 to 30 Years	21	22.10
	30 to 35 years	23	24.20
Hours spend for Social Media	Upto 30 minutes	39	41.10
	30 to 60 minutes	32	33.7
	1 to 3 hours	18	18.9
	More than 3 hours	6	6.3
Elements considered when searching for best product on social media	Product	23	24.2
	Brand	44	46.3
	Quality	24	25.3
	Product Demand	4	4.2
Online shopping sitters preferred.	Flipkart	3	3.2
	Amazon	35	36.8
	Ajio	31	32.6
	Myntra	26	27.4

The study examines the impact of social media advertising on consumer buying behavior in the fashion industry, with a specific focus on young consumers. The gender distribution among respondents shows that 36.80% are male and 63.20% are female. The age distribution reveals that 53.70% of the participants are between 18 to 25 years, 22.10% are between 25 to 30 years, and 24.20% are between 30 to 35 years. Regarding the time spent on social media, 41.10% of the respondents spend up to 30 minutes daily, 33.70% spend 30 to 60 minutes, 18.90% spend 1 to 3 hours, and 6.30% spend more than 3 hours. When searching for the best products on social media, 24.20% consider the product itself, 46.30% focus on the brand, 25.30% prioritize quality, and 4.20% look at product demand. Preferred online shopping sites among these consumers include Amazon (36.80%), Ajio (32.60%), Myntra (27.40%), and Flipkart (3.20%).

Table-B: Table shows Coefficient of Correlation results related to Consumer Buying Behaviour and Social Media Advertisement

Variable	Mean	Standard Deviation	'r' Value	Sig. Level
Consumer Buying Behaviour	17.503	7.228	0.550	**
Social Media Advertisement	71.273	13.146		

r(N=95, df=93, 0.01=0.254); **Significant at 0.01 level.

　　　　The table presents the coefficient of correlation results between Consumer Buying Behaviour and Social Media Advertisement. The mean and standard deviation for Consumer Buying Behaviour are 17.503 and 7.228, respectively, while for Social Media Advertisement, they are 71.273 and 13.146. The correlation coefficient (r) is 0.550, which exceeds the critical value of 0.254 at a 0.01 significance level with degrees of freedom (df) of 93 for a sample size (N) of 95. This indicates a significant positive relationship between Consumer Buying Behaviour and Social Media Advertisement, leading to the rejection of the null hypothesis and confirming that Social Media Advertisement significantly influences Consumer Buying Behaviour.

Table-C: 't' Test Results related to Consumer Behaviour based on Gender.

Gender and its Groups	Number	Mean	Std. Dev.	't' Value	Sig. Level
Male	35	14.114	5.645	3.98	Sig. at 0.01 level
Female	60	19.483	7.354		

　　　　The 't' test results related to consumer behavior based on gender indicate a significant difference between male and female consumers. The study sample includes 35 male and 60 female participants. The mean consumer behavior score for males is 14.114 with a standard deviation of 5.645, while the mean score for females is higher at 19.483 with a standard deviation of 7.354. The calculated 't' value is 3.98, which is significant at the 0.01 level. This suggests that female consumers exhibit significantly different (and higher) consumer behavior patterns compared to male consumers in the context of the study.

Table-D: Shows 'F' test results regarding scores of Consumer Behaviour based on age

Groups	Sum of Squares	df	Mean Square	Obtained Results ('F')	Remarks
Between Groups	1472.286	2	736.143	19.69	Sig. at 0.01 Level
Within Groups	3439.461	92	37.385		
Total	**4911.747**	**94**			

　　　　Table-D presents the results of an 'F' test conducted to examine the variation in consumer behavior scores based on age. The analysis includes two groups: between groups and within groups. The sum of

squares for the between groups is 1472.286, with 2 degrees of freedom (df), resulting in a mean square of 736.143. For within groups, the sum of squares is 3439.461 with 92 degrees of freedom, leading to a mean square of 37.385. The obtained 'F' value is 19.69, which is significant at the 0.01 level. This indicates that there are significant differences in consumer behavior scores among different age groups.

Table-D(i): Scheffe's Post Hoc Analysis on Consumer Behaviour based on Age

Age Group			Mean Difference
18 to 25 Years	**25 to 30 Years**	**30 to 35 Years**	
17.176	11.857	-	5.319*
-	11.857	23.391	11.534*
17.176	-	23.391	6.214*

*indicates significant at 0.05 level.

Table-D(i) provides the results of Scheffe's Post Hoc analysis to further explore the differences in consumer behavior among the specific age groups: 18 to 25 years, 25 to 30 years, and 30 to 35 years. The mean difference between the 18 to 25 years group and the 25 to 30 years group with a significant difference of 5.319 at the 0.05 level. The mean difference between the 25 to 30 years group and the 30 to 35 years group with a significant difference of 11.534 at the 0.05 level. Lastly, the mean difference between the 18 to 25 years group and the 30 to 35 years group with a significant difference of 6.214 at the 0.05 level. These results suggest that there are significant differences in consumer behavior among all three age groups, with each pair showing distinct patterns.

5. FINDINGS OF THE RESEARCH

The study reveals several key insights into the impact of social media advertising on consumer buying behavior in the fashion industry among young Indian consumers. First, there is a significant gender difference in consumer behavior, with females displaying higher consumer behavior scores compared to males. Age also plays a crucial role, with distinct consumer behavior patterns observed among different age groups (18-25, 25-30, and 30-35 years). The time spent on social media varies, with the majority of consumers spending up to 30 minutes daily, and fewer spending more than 3 hours. When searching for products on social media, consumers predominantly consider the brand and quality over the product itself or its demand. Preferred online shopping platforms include Amazon, Ajio, Myntra, and Flipkart. The correlation analysis further confirms a significant positive relationship between social media advertisement and consumer buying behavior.

6.　CONCLUSION

The study concludes that social media advertising significantly influences consumer buying behavior among young Indian consumers in the fashion industry. Female consumers exhibit higher engagement and responsiveness to social media advertisements compared to male consumers. Age differences also impact consumer behavior, with younger consumers (18-25 years) displaying different preferences and behaviors compared to older groups (25-30 and 30-35 years). The preference for brand and quality when searching for products on social media underscores the importance of maintaining a strong brand presence and ensuring high product quality. The significant positive correlation between social media advertisement and consumer buying behavior highlights the effectiveness of social media as a marketing tool.

7.　IMPLICATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

For marketers and advertisers, these findings emphasize the need to tailor social media advertising strategies to different demographic segments, particularly focusing on gender and age differences. Enhancing brand visibility and ensuring high product quality should be prioritized to attract young consumers. Given the significant influence of social media advertisements, fashion brands should invest in targeted social media campaigns to boost consumer engagement and drive sales. Future research could explore the long-term effects of social media advertising on consumer loyalty and retention. Additionally, investigating the impact of specific types of social media content (e.g., influencer endorsements, user-generated content) on consumer behavior could provide deeper insights. Further studies could also examine the role of social media advertising on consumer behavior in other industries to compare and contrast with the fashion sector.

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