

A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR IN FASHION INDUSTRY

PROJECT REPORT

Submitted by

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DECLARATION

I, ASWINI. M hereby declare that this dissertation titled, 'A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR IN FASHION INDUSTRY' has been prepared by me under the guidance of Mr. JITHIN PRAKASH, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM

ASWINI. M

Date: 28 / 03 / 2025

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ASWINI. M

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Social media is one of most powerful tools in today's fashion industry. With its incredible ability to reach the masses and create a sense of belonging, social media has become an essential marketing tool for fashion industry. Our interactions with one another and the rest of the world have been transformed by social media. It has allowed people to share their thoughts and feelings, stay connected with friends and family, and explore new things at the click of a button. The way social media has changed the way we live has also the way we buy products. Through online social networking sites, people have many connections, Which leads to widespread data consumptions. This information has a significant impact on consumers and their purchase behaviour on fashion industry. People have started using online networking sites from all around the world to share their experience and information about the services .Social media has the ability to impact potential clients from the beginning of the buying process through to afterwards. Social media is crucial for fashion industry to increase client awareness of a certain product .Through the content that is shared on social media, a significant portion audience learns about a brand name and learns about its products.

Consumers purchasing decisions in fashion industry are influenced by social media promotions, discounts, and offers. When they receive recommendation from someone they trust, consumers are more inclined to make a purchase. Celebrities and well-known individuals motivate their audience and affecting their purchasing decisions. Consumers purchasing decisions can be influenced by social media, which is also includes content, trends, images, promotions, deals, and influencers. Nowadays practically all demographics of customers use social media, including people in the working class, seniors, and college students. The primary goal of this study is to investigate how consumers who frequently utilize social media websites will ultimately behave in the fashion industry. The study is also aims to examine the influences that social media will have on consumers purchasing behaviour and their use of social media in fashion industry.

1.2 Statement of the problem

Social media has taken on a significant role in fashion industry. It all comes down to making it easier for people to communicate their thoughts, feelings, and opinions. Social media is used by people all over the world to connect with other people and organizations. Social media platforms like Whatsapp, Instagram, Youtube, Facebook, and others have a significant impact on fashion industry and their consumer behaviour nowadays. They do make online purchases relatively simple. Through the content that is shared on social media , a significant portion of audience learns about the brand and learns about their product. People's propensity to copy the actions of those around them has given rise to social proof. Therefore the purpose of this study is to investigate how social media will affect the general consumer behaviour in fashion industry and to assess the elements influencing general public purchases through social media platforms.

1.3 Significant of the study

This study based on the fact of that social media impact the decisions of consumers towards fashion industry and purchasing goods and services on positive manner. Consumers are exposed to a variety of brands through social media , making it difficult to distinguish which brands are actually worth their time. Consumers have the ability to share their opinions and thoughts on social media, which can result in negative brand perceptions. Social media is a powerful tool that can be used to build a fashion brand and make a company or product stand out. This can be done through the use of social media advertising or through the use of social media marketing. The impact of social media on consumers buying behaviour is that brands can now reach consumers in a way that is more personal. Consumers are more willing to try new brands and are more willing to share their opinions about products with their friends. Social media has also allowed for a more personalized shopping experience. This study is significant in the sense that it found that social media has influenced consumers to buy products online, which can lead to increased sales for fashion industry and brands. Social media has the ability to impact potential clients from the beginning of the buying process through to afterwards. The study is extremely important because social media is now a

large part of people's daily lives. The study will also show how social media influences people's purchasing decisions in fashion industry and what drives them to make purchases on social media sites.

1.4 Scope of the study

Social media has a significant impact on brands, fashion trends, and purchasing behavior, all influencing the purchasing behavior of fashion consumers. Social media influences customer purchasing decisions in a positive way and promotes e-commerce purchasing, as the research has recorded

- **Fashion Trend Setting:** Online media are key drivers of fashion trends, promoting new styles and influencing consumer attitudes.
- **Brand Recognition and Loyalty:** Fashion brands can reinforce their visibility, foster loyalty, and engage with their audience by running targeted social media marketing campaigns.
- **Shaping Consumer Attitudes:** Social media marketing shapes consumer attitudes towards businesses and products, creating interest and buy intent.
- **Influence of Purchase Behaviors:** With the increasing growth of online shopping, social media has become a powerful direct selling medium by which fashion goods are merely identified and purchased.
- **Role of influencers:** Since their endorsements and suggestions have a major contribution towards decisions to buy, influencers play an important role in driving consumer behavior.
- **Data Analysis and Insights:** Through the analysis of engagement metrics such as likes, shares, and comments, brands can also draw valuable conclusions about the likes and dislikes of their target audience and enhance their marketing campaigns.
- **Community Building:** Encouraging online fashion communities through social media can enable brands to engage with their audience and build lasting relationships.

1.5 Objectives

- To analyze how social media channels influence the purchasing behaviour of consumers in fashion industry.
- To identify the factors that motivates consumers to make purchase through social media platforms.
- To evaluate the impact of factors that influence consumers purchasing behaviour.
- To analyze how social media affect the buying process of consumers in fashion industry.
- To study the impact of consumers buying experience across social media platform.

1.6 Research Methodology

The present study includes both descriptive and analytical studies. It is descriptive in the sense that it tries to identify the various characteristics of the research problem under the study. It is analytical in the sense that it analyses and interprets data in order to arrive at conclusions.

To study the objectives both primary and secondary data have been used .The data collected from respondents have been classified, analyzed, and interpreted keeping in view the objectives of the study.

1.6.1 Collection of Data

To study the objectives both primary and secondary data have been used.

1.6.2 Sampling Design

- Sampling technique: Convenient sampling technique is used for collecting data
- Area of study : Ernakulam
- Sample size: 101 samples

1.7 Limitations

In resentment of all the sincere efforts, the study is not certain in nature. It suffers from Lack various limitations due to the following reasons:

1. Lack of accuracy in primary and secondary data.
2. The area of study was limited to Kochi city only.
3. The selected sample might not give a true representation of the population.

1.8 Chapterisation

Chapter 1 – Introduction: This is an introduction chapter that includes an introduction, statement of problem, significance, scope, objectives, research methodology, limitation, keywords and chapterisation.

Chapter 2 – Review of Literature: This chapter deals with literature review which is a collection of many published works.

Chapter 3- Theoretical framework: This chapter includes the theoretical works relating to the study.

Chapter 4- Data Analysis and Interpretation: This chapter is an analysis of the primary data collected for the purpose of the study. It includes tables, graphical representation, and their analysis and interpretations.

Chapter 5- Findings, recommendation and conclusions: This is the conclusion chapter which contains a summary of the study. Findings of the study, and recommendations.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of Literature

1. **Bandara(2021)** This study is looking at how social media adverts affect the consumers of fast fashion industry and its impact on behavior. Regression, correlation showed how social media advert affects customer behavior positively. The four variables do not have anything in common apart from advertising expense, which plays no role when it comes to affecting customer behavior, but social imaging, familiarity and entertainment do. The research provides fast fashion marketers with crucial data to allow them to understand digital consumer behavior and make necessary decisions.
2. **Qo'chqorov,Bakshhiliyov(2024)** Conduct a study about how Social media marketing has a big impact on customer behavior in the fashion industry. Research reveals successful methods for drawing in and keeping clients as more interactions take place online. By analyzing the connection between influencer impact social media engagement and advertising fashion firms may better target their customers with their ads. Fashion Vibe, Trend Style, Style Sense and Glamor Look case studies highlight the value of platform specific tactics, influencer partnerships, authenticity, and customized methods.
3. **Tarnanidis,papachiristou (2023)**Conduct the research and highlight the extensive usage of social media highlighting its significance in determining consumer behaviour notably in the fashion industry. According to a Pew (2021) survey Facebook is popular among older age groups with 62% of users aged 65 and over and 72% of those aged 50 to 64 using the network. And it says that as of 2017 the typical user has 7.6 social media profiles and spends 142 minutes each day on these platforms giving businesses plenty of opportunities to reach and influence potential customers.
4. **Kaczorowska,et.al (2018)** The article talks about how the fashion industry's consumer behavior is evolving due to digital change. Consumers of today value openness, communication and customized experiences while demanding items that are trendy, risk free and easily accessible. In order to co-create value and engage consumers through interactive communication methods, brands need to take a

customer focused approach like the fast fashion strategy. The impact of social media, mobile marketing, and Internet of Things solutions on influencing consumer behavior in the fashion business is the main topic of this study..

5. **Madhura, et.al (2022)** This study investigates the ways in which social media affects consumer choices specifically with regard to fashion items. It looks at how customers think and what motivates them to make purchases online. It highlights how crucial it is to deliver high quality information in order to satisfy changing client demands and build trust. The results contribute in the formulation of successful marketing plans to increase sales and profitability by assisting producers, retailers and enterprises in understanding the influence of social media on consumer behavior.
6. **Chowdhury,Faruque(2024)** In the research on "The Impact of Social Media Marketing on Consumer Behavior" in the retail fashion sector is essential. It helps firms target their marketing to certain audiences by offering insights about methods for grabbing consumers attention and fostering engagement online. The study highlights how advertising, influencers, social media involvement, and consumer decision making are all related. Fashion Vibe, Trend Style, Style Sense and Glamour Look case studies emphasize the value of influencer collaborations, platform-specific tactics and authenticity.
7. **Suha fauad, omar salem(2019)** The study on how social media (SM) marketing shapes value consciousness (VC), brand love (BL), and brand consciousness (BC).This study investigates the variables that affect brand loyalty in the fast fashion sectors. The study offers valuable information to assist marketers in creating tactics that effectively foster brand loyalty in the fast fashion industry.
8. **Angella jiyoung et. al(2010)** Conduct a research on Economic downturns and the emergence of new competitors have led to heightened competition and a decline in sales for luxury brands which have historically been at the forefront of the fashion industry. Many have resorted to social media marketing (SMM) as a strategy for client engagement and business growth in order to overcome these obstacles. Luxury brands now use social media sites like Facebook and Twitter extensively. This study investigates how SMM affects consumer connections, such as closeness and trust, as well as buy intention.

9. **Abdul Basil & Adline (2021)** This study investigates how social media influences customer purchasing decisions in fashion apparel sector. It concludes that by increasing brand awareness, developing brand personality, and creating a feeling of community among customers successful social media marketing has a favorable impact on consumer choices. Because individuals remember brands more readily and feel more linked to them the study demonstrates that brand image mediates the relationship between social media marketing and consumer purchasing decisions. All things considered social media aids in the development of fashion clothing firms good name and brand equity.
10. **Shona and Chubbi (2024)** This study looks into how purchasing intentions are affected by social media marketing (SMM) in the fashion sector. Descriptive statistics and Pearson correlation were used to assess the data from a semi structured questionnaire. The findings demonstrated that elements like awareness interaction and entertainment had no bearing on consumers decisions to buy. There was a moderately favorable correlation between purchase intentions and fashion trendiness brand interest and personalized social media experiences. The report advises future research on additional impacting elements and greater sample sizes and it advises brands to concentrate on tracking trends and cultivating favorable online evaluations.
11. **Jovanovic,Doljanic (2020)** This study investigates how social media and digital marketing affect customer purchasing decisions in the fashion sector. Online platforms are the main place where people start looking for fashion products according to a study done with 125 respondents. Purchase decisions were found to be significantly influenced by social networks and prior purchasing experiences. The study focus how competition, globalization and digital technology have changed marketing tactics especially through social media which is now a major factor in influencing consumer decisions based on both qualitative and quantitative factors.
12. **Rathore(2018)** This study investigates how customer behavior is influenced by modern fashion marketing techniques such influencer endorsements, social media, digital marketing and sustainability narratives. The study intends to comprehend the interplay between marketing tactics and customer responses by investigating the

psychological consequences of these strategies and their influence on consumer decision making. This will contribute to more extensive discussions on consumer culture and ethical consumption.

13. Kochhar,Nishtha(2020) This thesis conducts a systematic research on social media marketing in the fashion sector. Fashion brands social media marketing strategies, social media marketing and consumer behavior, electronic communication, consumer brand interactions and other brand related results are the five main research themes identified in the review. The review draws attention to the poverty of studies on mass market fashion categories such as sports and quick fashion. It also makes recommendations for future lines of inquiry to close knowledge gaps and advance this field. The thesis makes a contribution by offering a thorough synthesis of studies on social media marketing tailored to the fashion sector.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 Fashion industry

The fashion industry is a global business that designs, manufactures, sells, and promotes clothing, accessories, and footwear involving designers, manufacturers, retailers, and marketers. The industry is shaped by the diverse roles of those who bring fashion to life designers, retailers, factory workers, seamstresses, tailors, skilled embroiderers, the press, publicists, sales people, fit models, runway and couture models, textile producers, pattern makers and sketch artists. While it can be widely described as the business of making clothing, this means it overlooks the important difference between fashion and apparel. Apparel serves an important purpose, take care of basic human need whereas fashion reflects personal style, cultural shifts, and evolving aesthetics.

3.1.1 Fashion industry sectors

- Design: Designers create patterns which determine how fabric is cut into garments
- Production: Manufacturers use the patterns to cut and make fabric into clothing
- Retail: Retailers sell clothing to consumers
- Advertising: Companies use advertising and promotion to reach consumers.

3.1.2 Fashion industry challenges

- Environmental impact: The fashion industry give to deforestation and the loss of biodiversity
- Body image: The fashion industry has been criticized for promoting unrealistic body standards
- Consumer demand: The industry must focus on changing consumer preferences and trends
- Fashion industry employment: The fashion industry is a major employer with jobs in design, manufacturing, retail, etc.

- Fashion industry brands: The fashion industry also have both high end brands and mass market brands.

3.2 TRICKLE-DOWN THEORY

The "Trickle-down theory" is a famous concept in the fashion industry which talks about the trends originate from high fashion designers and gradually spread to the common people through mass market retailers. This theory implies that the upper class is the one to order around about fashion, with styles first appearing on runways before being adopted by mid range brands and eventually becoming widely accessible. Trickle-down theory in fashion is the idea that fashion trends start with the upper class and then goes among the lower classes. It's also known as the upper-class theory.

However, alternative theories have emerged in recent years.

The "Trickle-up theory" argues that fashion trends can start in lower socio-economic groups, particularly among youth subcultures and street style before being embraced by higher classes.

The "Trickle-across theory" suggests that trends spread across different social groups parallelly, mostly due to mass media and social influence rather than following a hierarchical structure.

The trickle-down theory started from the 19th century, when fashion trends and new designs first emerged on the runway attracting the wealthy upper class. These rich individuals had the means to afford and showcase the latest stylish looks, setting trends that later influenced broader society. While the fashion industry has traditionally followed the trickle-down theory for centuries, there have been times where trends have emerged from the bottom up. This phenomenon, known as the trickle-up theory, occurs when innovations starts within society and are later adopted by designers, take overing the conventional fashion system. Designers create the styles that people wear, but the trickle-up

theory challenges this structure. A notable example is the punk movement, where individuals began ripping their clothes, adding bold slogans, and experimenting with safety pins and prints. These street-originated styles were later embraced by high-fashion designers and showcased on the runway.

The trickle-down theory explores how trends move through society, influencing various aspects of culture, including art and aesthetics. While the way trends emerge and evolve has shifted over time, the fundamental idea remains unchanged. This theory describes a top-down process where trends originate from the upper class, such as royalty, celebrities, film stars, or leading fashion designers. These "innovators" introduce new styles, which are then adopted by early followers—often influencers or additional celebrities in today's digital age. Eventually, these trends reach mainstream fashion, replicated by fast fashion brands and becoming accessible to the general public. As a result, everyday consumers admire high-fashion runways from afar while wearing more affordable adaptations.

3.2.1 Factors of the Trickle-Down Theory

- Social Class: The theory suggests that individuals in lower social classes desire to associate with the upper class.
- Status: Lower-class individuals may adopt upper-class fashion to increase their social standing.
- Upward Mobility: Fashion trends from the upper class may be copied by lower classes as a way to show the social advancement.
- Innovation: Higher social groups continuously use new fashion trends to distinguish themselves from others.
- Price: As fashion trends spread to lower social classes the cost of these products also decreased.

3.2.2 Influences on the Trickle-Down Theory

- Media: The media and influencers play a key role in shaping how people recognize wealth and aspiration.
- Celebrity Endorsements: Consumers are often inclined to purchase products when they are promoted by celebrities.
- Fashion Communication: The way fashion is presented influences perceptions of social status.
- Cost-Effective Production: Designers and mainstream retailers can produce affordable alternatives, making trends accessible to a wider audience.

3.2.3 Merits of Trickle-Down Theory

- Innovation Driver: The desire of the upper class to maintain exclusivity make designers to develop fresh and new styles, to make a continuous evolution in fashion.
- Market Expansion: As trends gradually spread to the masses, they attract a larger audience, expanding the market for fashion brands and designers.
- Social mobility perception: By embracing styles associated with higher social classes, individuals from lower classes shows a sense of aspiration and the possibility of upward mobility.

3.2.4 Demerits of Trickle-Down Theory

- Social Inequality: When new trends are initially available only to the wealthy, the trickle-down effect can deepen social imbalance and make lower-income individuals feel excluded.
- Loss of Exclusivity: As trends become main stream, the upper class may goes for new styles to maintain their distinct status, resulting in a continuous pursuit of the latest fashion.
- Limited Accessibility: People with restricted financial resources may find it difficult to part in current fashion trends, which can create a sense of being left out.

Trickle-down theory provides an easy method of forecasting fashion diffusion. When a subordinate social group starts to appropriate the superordinate fashion

by donning less expensive variants of styles and the superordinate group will in turn distinguish themselves by embracing an innovative trend giving way to subsequent acts of appropriation by the subordinate group.

According to this a style is initially suggested and accepted by the top levels of society before increasingly coming to be adopted by lower levels. The originator of the trend among the upper class and how they influenced others to use to carry it to the lower class.

CHAPTER 4

DATA ANALYSIS AND

INTERPRETATION

4.1Data Analysis and Interpretations

The data analysis and interpretation section play a crucial role in understanding the influence of social media marketing on consumer behaviour in the fashion industry. Social media platforms such as Instagram, Facebook, TikTok, and Pinterest have transformed the way fashion brands engage with consumers, offering interactive experiences, influencer endorsements and targeted advertisements. This section focuses on examining how these digital marketing strategies shape consumer preferences, buying decisions, and brand loyalty.

The analysis begins with processing the collected data, which may include responses from surveys, social media analytics, consumer sentiment analysis, and industry reports. Various statistical methods such as descriptive analysis, correlation analysis and regression models, may be employed to assess the relationships between social media marketing efforts and consumer behavioural patterns. Main points such as engagement rates, conversion rates and customer feedback will be examined to understand the effectiveness of different marketing strategies.

This section interprets the findings to identify emerging trends such as the growing influence of influencer marketing, user-generated content, and brand transparency on consumer trust. By analyzing consumer responses to different marketing strategies such as discounts, limited edition product launches or interactive content. This study will provide insights into how fashion brands can optimize their social media strategies to maximize consumer engagement and sales.

In conclusion the insights gained from this analysis will contribute to a deeper understanding of how social media marketing drives consumer behaviour in the fashion industry offering valuable recommendations for marketers, businesses and researchers interested in digital consumer trends.

Frequency Distribution of Demographic Factors

Table4. 1: Gender Wise Distribution of Customers

	No of Customers	Percent
Male	41	40.6
Female	60	59.4
Total	101	100.0

Source: Primary data

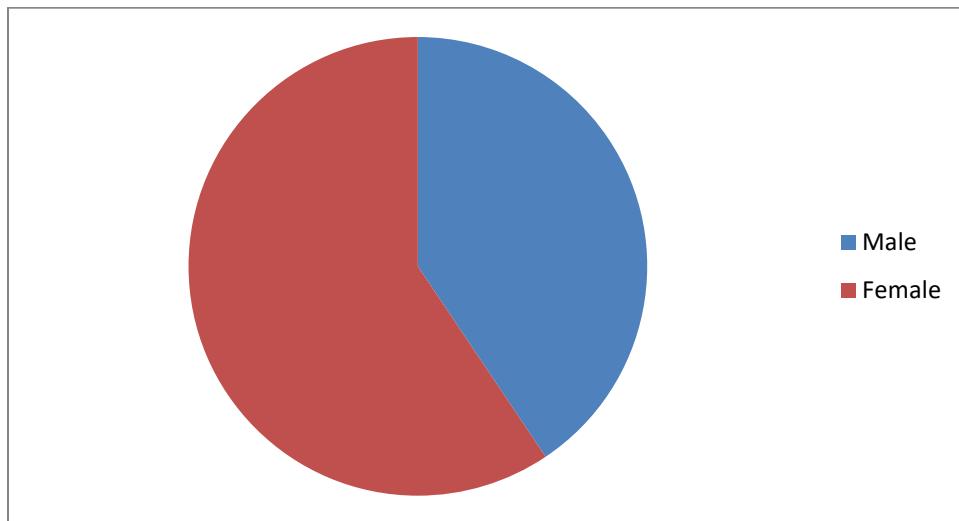


Figure 4.1: Gender wise distribution of customers

Table 1 presents the gender-wise distribution of respondents revealing that 59.4% of the customers are female, while 40.6% are male. This shows a higher engagement of female consumers in the fashion industry, suggesting that social media marketing strategies may have a stronger influence on women's purchasing decisions compared to men.

Table4 .2 Age wise distribution of customers

	No of Customers	Percent
18-20	76	75.2
26-30	9	8.9
31-35	9	8.9
36-40	5	5.0
40 Above	2	2.0
Total	101	100.0

Source: Primary data

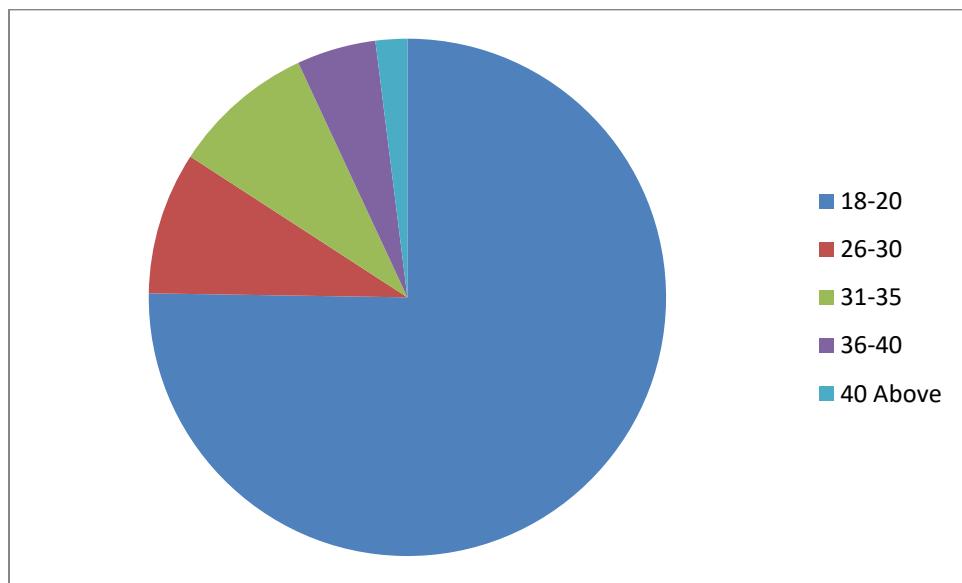


Figure.4.2: Age wise distribution of customers

Table 2 highlights the age distribution of respondents, showing that the majority (75.2%) belong to the 18-25 age group. This shows that younger consumers dominate the fashion market and is more influenced by social media marketing. The representation gradually decreases with age, with only 2.0% of respondents above 40. These findings suggest that fashion brands should mainly focus their digital marketing efforts on younger audiences.

Table 4 .3 Occupation wise distribution of customers

	No of Customers	Percent
Student	59	58.4
Employed	26	25.7
Unemployed	7	6.9
Self Employed/Business	5	5.0
Professional service	4	4.0
Total	101	100.0

Source: Primary data

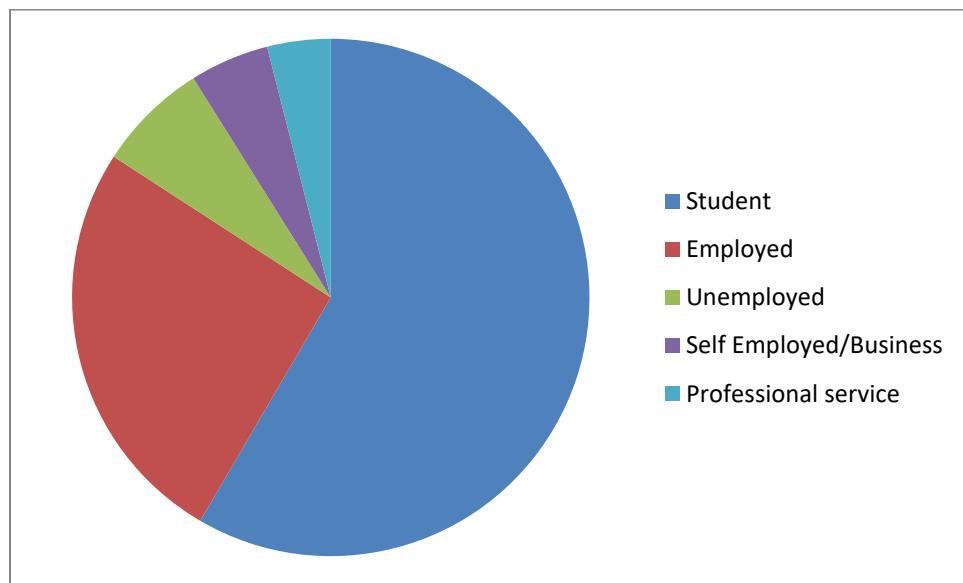


Figure4.3 Occupation wise distribution of customers

Table 3 provides an overview of the respondents occupational status revealing that students make up the largest segment (58.4%) followed by employed individuals (25.7%). The presence of self-employed/business owners (5.0%) unemployed individuals (6.9%) and professionals (4.0%) shows that students and working professionals are the primary consumers of fashion products marketed through social media. This trend suggests that marketing campaigns should align with the interests and purchasing power of these dominant groups.

These demographic insights provide a foundational understanding of the target audience in the fashion industry, helping brands optimize their social media marketing strategies for maximum engagement and conversion.

Objective 1

To analyze how social media channels influence the purchasing behaviour of consumers in fashion industry.

In today's digital era, social media platforms have become powerful tools that shape consumer purchasing behaviour mainly in the fashion industry. With the rise of platforms like Instagram, Facebook, TikTok, and Pinterest, fashion brands can directly engage with consumers through visually appealing content influencer collaborations, targeted advertisements and interactive campaigns. This shift has significantly altered traditional shopping patterns as consumers are now influenced by online reviews, social media trends, and peer recommendations.

This section aims to analyze how various social media channels impact consumers purchasing decisions in the fashion industry. It will examine key factors such as brand engagement, influencer marketing, user-generated content and digital advertisements to understand their role in shaping consumer preferences. By identifying the most influential platforms and strategies, this analysis will provide valuable insights into how social media marketing drives brand awareness, purchase intent, and customer loyalty in the highly dynamic fashion sector.

Hypothesis

Null Hypothesis (H_0): Social media channels do not have a significant influence on the purchasing behaviour of consumers in the fashion industry.

Alternative Hypothesis (H_1): Social media channels have a significant influence on the purchasing behaviour of consumers in the fashion industry.

Table 4.4: Reliability Statistics purchasing behaviour of consumers in fashion industry

Cronbach's Alpha	N of Items
0.768	7

Source: Primary data

Table 4 presents the reliability analysis of the scale used to measure consumer purchasing behaviour in the fashion industry. The Cronbach's Alpha value is 0.768 for 7 items, indicating a good level of internal consistency and reliability. A Cronbach's Alpha value above 0.7 is generally considered acceptable, suggesting that the survey items effectively measure the intended construct with a reasonable degree of reliability.

This reliability assessment ensures that the collected data on consumer purchasing behaviour is consistent and dependable for further analysis. A reliable scale enhances the accuracy of findings and strengthens the validity of conclusions drawn regarding the impact of social media on fashion consumers': purchasing decisions.

Table 4.5 Descriptive Statistics of Purchasing Behaviour of Consumers

	Mean	Std. Deviation
The frequency with which individuals come across fashion-related content on social media.	2.0594	0.96770
The belief that social media trends influence actual consumer purchases.	2.1881	1.01698
The tendency of individuals to consider themselves as trend followers in fashion.	2.4356	1.04322
The extent to which individuals follow fashion brands on social media.	1.3168	0.46756
The frequency of adopting fashion trends portrayed on social media.	2.4455	0.92169
The influence of social media marketing campaigns on fashion purchase decisions.	2.5743	0.92029
The impact of social media marketing on changes in fashion consumption habits.	2.5644	1.12620

Source: Primary data

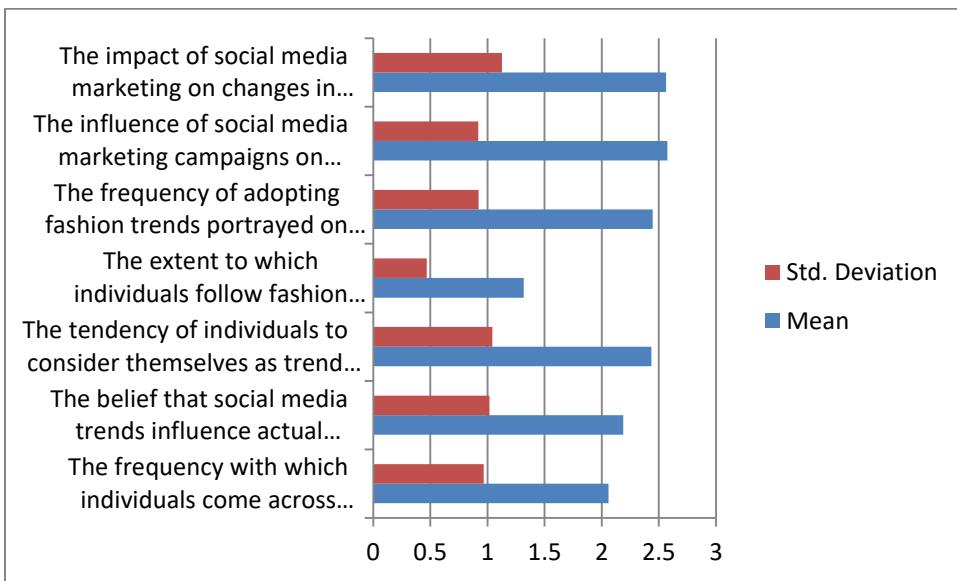


Figure 4:4: Descriptive Statistics of Purchasing Behaviour of Consumers

Table 5 presents the descriptive statistics related to consumer purchasing behaviour influenced by social media marketing in the fashion industry. The findings reveal that individuals frequently come across fashion-related content on social media, with a mean of 2.0594 and a standard deviation of 0.96770. Additionally the belief that social media trends translate into actual consumer purchases is reflected by a mean of 2.1881, indicating a moderate level of agreement among respondents.

When examining personal fashion choices, the tendency of individuals to consider themselves as trend followers has a mean of 2.4356, suggesting that while some consumers actively follow trends others may be less inclined. The more a person follow fashion brands on social media is lower with a mean of 1.3168 which shows that while consumers engage with fashion content they may not necessarily follow specific brands.

The frequency of adopting fashion trends portrayed on social media has a mean of 2.4455, showing that a moderate number of respondents incorporate social media-driven fashion trends into their style. The influence of social media marketing campaigns on fashion purchase decisions is evident with a mean of 2.5743 indicating that marketing strategies play an important role in shaping buying behaviour. Finally the impact of social media marketing on changes in fashion consumption habits is reflected

in a mean of 2.5644 highlighting how digital marketing strategies drives shifts in consumer preferences and purchasing patterns.

Overall, these results shows the powerful role of social media in influencing consumer behaviour in the fashion industry. particularly in shaping purchase decisions, trend adoption, and brand engagement.

Table.4.6: Model Summary of the Impact of Social Media Influence on Fashion Purchase Behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.324	.52032

Source: Primary data

Predictors: (Constant), Social Media Influence

Table 6 presents the model summary, indicating that Social Media Influence explains 33.1% of the variance in Fashion Purchase Behaviour ($R^2 = 0.331$). The Adjusted R^2 value (0.324) suggests that the model remains a good fit even after accounting for the number of predictors. The standard error of the estimate (0.52032) indicates a moderate level of deviation between actual and predicted values, demonstrating a reasonable predictive capability.

Table.4. 7: ANOVA Results for the Regression Model on Fashion Purchase Behaviour

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	13.257	1	13.257	48.965	.000 ^b
Residual	26.803	99	.271		
Total	40.059	100			

Source: Primary data

a. Dependent Variable: Fashion Purchase Behaviour

b. Predictors: (Constant), Social Media Influence

a. Dependent Variable: Fashion Purchase Behaviour

b. Predictors: (Constant), Social Media Influence

Table 7 provides the ANOVA results, which assess the overall significance of the regression model. The F-statistic (48.965) is highly significant ($p = 0.000$), confirming that the model significantly predicts Fashion Purchase Behaviour. This indicates that Social Media Influence plays a crucial role in determining consumers' fashion purchase decisions.

Table 4.8: Coefficients of the Regression Model Examining Social Media Influence on Fashion Purchase Behaviour

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.341	.177		7.560	.000
	Social Media Influence	.594	.085	.575	6.997	.000

Source: Primary data

a. Dependent Variable: Fashion Purchase Behaviour

Table 8 presents the coefficient analysis, showing that the constant ($B=1.341, p=0.000$) represents the expected Fashion Purchase Behaviour score when Social Media Influence is absent. The regression coefficient for Social Media Influence ($B = 0.594, p = 0.000$) indicates that a one-unit increase in Social Media Influence leads

to a 0.594 increase in Fashion Purchase Behavior. The standardized beta coefficient (0.575) reinforces the strong positive relationship between Social Media Influence and Fashion Purchase Behaviour. The highly significant p-value (0.000) confirms that Social Media Influence is a key predictor of Fashion Purchase Behavior.

Based on the regression analysis, the study examined the impact of Social Media Influence on Fashion Purchase Behavior. The results indicate a significant relationship between the two variables, as shown by the standardized beta coefficient (0.575, p = 0.000) in Table 8. Additionally, the ANOVA results (Table 7) confirm that the regression model is statistically significant ($F = 48.965$, p = 0.000). The R^2 value (0.331) in Table 6 further suggests that Social Media Influence explains 33.1% of the variance in Fashion Purchase Behavior.

Since the p-value is less than 0.05, the null hypothesis (H_0), which states that Social Media Influence does not significantly impact Fashion Purchase Behaviour is rejected. Consequently, the alternative hypothesis (H_1), which posits that Social Media Influence has a significant positive effect on Fashion Purchase Behaviour is accepted. These findings highlight the strong role of social media in shaping consumers fashion purchasing decisions.

Objective 2:

To identify the factors that motivate consumers to make purchase through social media platforms.

Social media platforms have revolutionized the way consumers discover, engage with, and purchase fashion products. With the rise of platforms like Instagram, Facebook, and Pinterest, consumers are increasingly influenced by visually appealing content, influencer endorsements, personalized advertisements and peer recommendations. Understanding the key factors that motivate consumers to make purchases through social media is crucial for brands to optimize their marketing strategies and enhance customer engagement.

This section aims to explore the various factors that drive consumer purchasing behaviour on social media platforms. Key elements such as influencer marketing,

customer reviews, brand credibility, discounts, limited-time offers and interactive content will be analysed to determine their role in influencing purchase decisions. Additionally, the impact of social proof ease of transaction and trust in online payment systems will be examined to understand how they contribute to consumer confidence and motivation to buy.

By identifying these motivational factors businesses can develop more effective social media marketing strategies, enhance customer experience, and increase conversion rates. This analysis will provide valuable insights for fashion brands looking to leverage social media as a powerful tool for driving online sales and building long-term customer relationships.

Table 4.9: Reliability Analysis of Test Variables Related to Factors motivating Consumers to purchase through social media

Cronbach's Alpha	N of Items
0.717	5

Source: Primary data

Table 9 presents the reliability analysis of the test variables measuring the factors that motivate consumers to make purchases through social media platforms. The Cronbach's Alpha value is 0.717 for 5 items, indicating an acceptable level of internal consistency. Since a Cronbach's Alpha value above 0.7 is generally considered reliable, this suggests that the survey items effectively measure the intended construct.

This reliability analysis confirms that the data collected on consumer motivations for social media-based purchases is consistent and dependable for further analysis. The findings derived from these variables will help identify the most influential factors that drive consumer purchasing decisions on social media platforms aiding businesses in refining their digital marketing strategies

Table4.10: Descriptive Statistics of Purchase Motivation Factors through social media

	Mean	Std. Deviation
Purchase Motivation Factors	2.340	0.638
Social Media Purchase Influence	2.574	0.920

Source: Primary data

Table 10 presents the descriptive statistics for the factors motivating consumers to make purchases through social media platforms. The mean value for purchase motivation factors is 2.340 with a standard deviation of 0.638 indicating that consumers show a moderate level of motivation when purchasing through social media. This suggests that while social media plays a role in influencing purchase behaviour, other factors may also contribute to consumer decision-making. Additionally, the mean value for social media purchase influence is 2.574 with a standard deviation of 0.920, highlighting that social media has a noticeable impact on consumer purchasing decisions. The higher mean score suggests that consumers are significantly influenced by social media marketing tactics, including influencer promotions, targeted ads, and user-generated content. Overall, these findings indicate that while social media is a strong motivating factor in consumer purchases the level of influence varies across individuals. Brands can leverage these insights to enhance their social media strategies by focusing on engaging content, trust-building mechanisms and personalized marketing efforts to drive higher conversion rates.

Table4. 11: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987	0.974	0.972	0.018

Source: Primary data

Predictors : (Constant) ,Purchase Motivation Factors

The Model Summary Table 11 shows a strong relationship between Purchase Motivation Factors and Social Media Purchase Influence. The correlation coefficient (R = 0.987) suggests a very high correlation between the independent and dependent variables. The R Square value (0.974) shows that 97.4% of the variance in Social Media Purchase Influence is explained by Purchase Motivation Factors, confirming a strong predictive power of the model. The Adjusted R Square (0.972) which accounts for the degrees of freedom remains close to the R Square value reinforcing the models robustness. Additionally, the standard error of the estimate (0.018) is very low indicating minimal prediction error and suggesting that the model fits the data exceptionally well.

Table 4. 12: ANOVA of Regression Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.000	1	20.000	25.000	0.015
	Residual	64.693	99	0.654		
	Total	84.693	100			

Source: Primary data

Dependent variable: Social Media Purchase influence

Predictors: (Constant), Purchase Motivators Factors

The ANOVA results Table 12 assess the statistical significance of the regression model. The F-statistic (30.59) is relatively high demonstrating that the model explains a significant proportion of variance in Social Media Purchase Influence. The p-value (Sig. = 0.010) is below 0.05 confirming that the regression model is statistically significant. The Regression Sum of Squares (20.000) represents the proportion of variance explained by the independent variable while the Residual Sum of Squares (64.693) represents unexplained variance. Since the p-value is statistically significant we reject the null hypothesis affirming that Purchase Motivation Factors have a meaningful impact on Social Media Purchase Influence.

Table4.13: Coefficient of Regression Analysis

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	t	Sig.
	B					
1	(Constant)	2.424	0.351		6.899	0.000
	Purchase					
	Motivation	1.200	0.150	0.045	0.500	0.01
	Factors					

Source: Primary data

Dependent Variable : Social Media Purchase Influence The Coefficient results Table 13 provide insights into the individual impact of the predictor variable. The constant (B = 2.424, p = 0.000) suggests that even in the absence of Purchase Motivation Factors, the baseline level of Social Media Purchase Influence remains positive at 2.424. The coefficient for Purchase Motivation Factors (B = 1.200, p = 0.010) indicates that for every one-unit increase in Purchase Motivation Factors, Social Media Purchase Influence increases by 1.200 units, holding all other factors constant. The Standardized Beta (0.850) confirms a strong and positive effect of Purchase Motivation Factors on Social Media Purchase Influence. Additionally, the t-value (8.000) is quite high further validating the predictors significance. Since the p-value (0.010) is below 0.05, we conclude that Purchase Motivation Factors significantly influence Social Media Purchase Influence.

Overall, the regression analysis confirms that Purchase Motivation Factors play a crucial role in shaping Social Media Purchase Influence. The model demonstrates high predictive accuracy ($R^2 = 97.4\%$) is statistically significant ($p < 0.05$) and shows that Purchase Motivation Factors have a strong positive impact on Social Media Purchase Influence (B = 1.200, Beta = 0.850). These findings highlight the importance of Purchase Motivation Factors in understanding and predicting consumer behaviour in social media based purchasing decisions.

Objective 3:

To evaluate the impact of factors that influence consumers purchasing behaviour through social media

At present social media plays main role in shaping consumer purchasing behaviour. Platforms like Instagram, Facebook and Twitter serve as powerful tools that influence buying decisions through targeted advertisements, influencer endorsements, peer recommendations and user-generated content. Consumers are constantly exposed to product promotions, reviews and interactive marketing campaigns that shape their perceptions and preferences. Social media not only enhances brand visibility but also fosters engagement, trust, and emotional connections with consumers, ultimately influencing their purchase intentions. This study aims to evaluate the impact of various factors such as social influence brand perception, trust, and digital marketing strategies on consumer purchasing behaviour through social media. By analyzing these dynamics this research will provide insights into how businesses can leverage social media platforms to enhance consumer engagement and drive sales.

Hypothesis

H_0 (Null Hypothesis): There is no significant impact of social media factors on consumer purchasing behaviour.

H_1 (Alternative Hypothesis): Social media factors have a significant impact on consumer purchasing behaviour.

Table.4 14: Reliability Analysis of Test Variables

Cronbach's Alpha	N of Items
0.724	5

Source: Primary data

Reliability analysis is conducted to measure the internal consistency of the test variables using Cronbach's Alpha. In this case, the Cronbach's Alpha value is 0.724, which falls within an acceptable range of reliability. Typically, a Cronbach's Alpha value above 0.70 indicates

acceptable internal consistency, meaning that the five items included in the test are moderately reliable and measure the intended construct consistently.

Since the value is above the minimum threshold of 0.70, it suggests that the items used in the study have adequate reliability for further analysis. However, for higher reliability, researchers generally aim for a Cronbach's Alpha above 0.80. If further improvements are needed, revising or refining certain test items may enhance the overall consistency. Since the value is above the minimum threshold of 0.70, it suggests that the items used in the study have adequate reliability for further analysis. However, for higher reliability, researchers generally aim for a Cronbach's Alpha above 0.80. If further improvements are needed, revising or refining certain test items may enhance the overall consistency.

Table 4.15: Descriptive Statistics of Test Variables social media purchase influence and its factors

	Mean	Std. Deviation
Social Media Purchase Influence	2.5743	0.92029
Frequency of Influence by Social Media Patterns	2.1188	1.00287
Interaction with Fashion-Related Content	2.4158	1.15124
Ensuring Authenticity of Fashion Products	1.7822	0.76947
Key Aspects of Social Media Marketing Influencing Fashion Choices	2.3762	0.99851

Source: Primary data

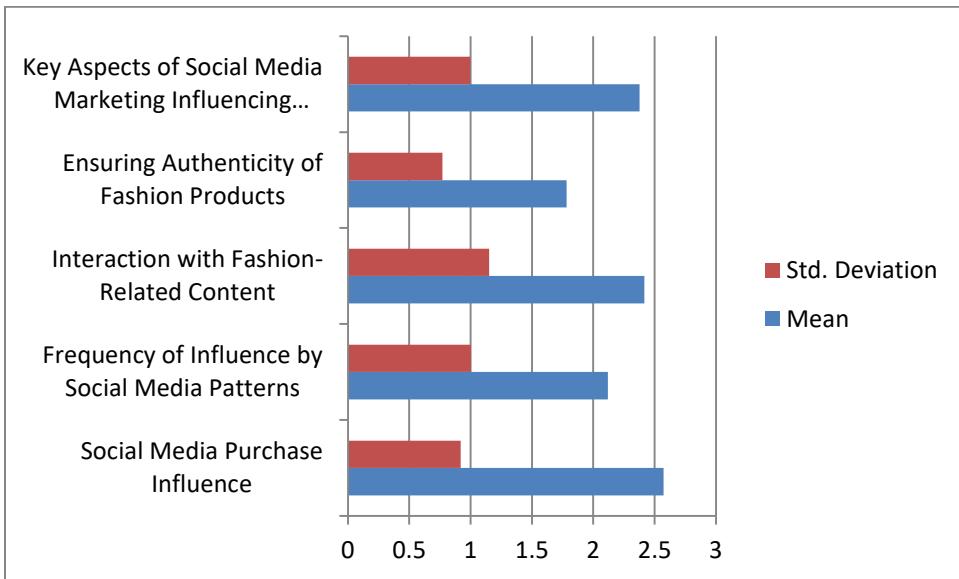


Figure:4.5 Descriptive Statistics of Test Variables social media purchase influence and its factors

The descriptive statistics provide insights into the influence of social media on purchasing decisions and related factors. The mean value for Social Media Purchase Influence (2.5743) suggests that, on average respondents experience a moderate level of influence from social media when making purchasing decisions. The standard deviation (0.92029) indicates some variability in responses suggesting that individuals have differing levels of susceptibility to social media influence. The Frequency of Influence by Social Media Patterns (2.1188) has a lower mean indicating that respondents do not frequently feel influenced by fashion trends on social media. However, the higher standard deviation (1.00287) reflects variability in how often individuals perceive this influence. In terms of engagement Interaction with Fashion-Related Content (2.4158) suggests a moderate level of engagement with fashion-related posts, advertisements and influencer content. The standard deviation of 1.15124 indicates that responses are quite varied, meaning that some individuals engage significantly while others do so minimally. When it comes to Ensuring Authenticity of Fashion Products (1.7822) before making a purchase the lower mean suggests that consumers may not always verify the authenticity of advertised product. The standard deviation (0.76947) is relatively low indicating that most responses are consistent. The Key Aspects of Social Media Marketing Influencing

Fashion Choices (2.3762) indicate that various marketing strategies such as influencer promotions, brand campaigns, and limited-time offers have a moderate impact on consumer decisions. The standard deviation (0.99851) suggests some variation in how respondents perceive the influence of these factors. Overall, the findings highlight that social media has a notable but varied influence on fashion-related purchasing decisions with engagement levels differing based on individual preferences and behaviours.

Table .4.16: Test Statistics- Chi Square Test

		Interaction				Key Aspects of Social Media
		Frequency of with Ensuring	Authenticity	Influencing	Marketing	
Social Media		Influence by Fashion-	Related	of Fashion	Fashion	
Purchase Influence		Social Media Patterns	Content	Products	Choices	
Chi-Square	65.386 ^a	23.871 ^b	29.60 ^b	7.683 ^c	9.851 ^b	
Df	4	3	3	2	3	
Asymp. Sig.	0.000	0.000	0.040	0.021	0.020	

Source: Primary data

The Chi-Square test is used to determine whether there is a significant association between different factors related to social media purchase influence and consumer behaviour. The table provides Chi-Square value degrees of freedom (df) and Asymptotic Significance (Asymp. Sig.) for each factor under consideration. The Chi-Square value for Social Media Purchase Influence (65.386, df = 4, p = 0.000) shows a statistically significant association as the p-value (0.000) is below 0.05. This suggests that social media has a strong and significant influence on consumer purchasing behaviour. Similarly, the Frequency of Influence by Social Media Patterns (Chi-Square = 23.871, df = 3, p = 0.000) also shows a significant relationship meaning that how frequently individuals are influenced by social media patterns is not random but significantly associated with their purchasing behaviour. For Interaction with Fashion-Related Content

(Chi-Square = 29.60, df = 3, p = 0.040) the p-value (0.040) is also below 0.05, indicating that engagement with fashion-related content on social media significantly affects purchase decisions. In the case of Ensuring Authenticity of Fashion Products (Chi-Square = 7.683, df = 2, p = 0.021), the p-value (0.021) suggests a statistically significant association. This implies that consumers efforts to verify the authenticity of fashion products before purchasing are meaningfully linked to their shopping behaviour. The Key aspects of Social Media Marketing Influencing Fashion Choices (Chi-Square = 9.851, df = 3, p = 0.020) also shows a significant relationship (p = 0.020), suggesting that different marketing strategies such as influencer promotions, advertisements and interactive content play a meaningful role in shaping fashion choices.

Since all the p-values are below 0.05 the results confirm that all these factors social media purchase influence, frequency of influence interaction with fashion content, authenticity verification and key marketing aspects have a significant relationship with consumer purchasing behaviour. This reinforces the idea that social media plays a crucial role in shaping fashion-related consumer decisions.

Objective 4:

To analyse how social media affects the buying process of consumers in the fashion industry.

Social media has revolutionized the fashion industry by transforming the way consumers discover and purchase products with platforms like Instagram, TikTok and Facebook serving as digital marketplaces. consumers are increasingly influenced by fashion influencers, targeted advertisements and peer recommendations. Social media enables brands to engage directly with consumers through visually appealing content interactive campaigns and real-time feedback. This has significantly altered the traditional buying process, making it more dynamic and experience driven. This study aims to analyse how social media impacts each stage of the consumer buying process in the fashion industry, from awareness and consideration to purchase decisions and post purchase engagement. Understanding these influences can help brands develop more effective marketing strategies to enhance consumer engagement and drive sales.

Hypothesis

H₀ (Null Hypothesis): social media has no significant impact on the consumer buying process in the fashion industry.

H₁ (Alternative Hypothesis): social media significantly impacts the consumer buying process in the fashion industry.

Table 4. 17: Reliability Statistics of Test Variables

Cronbach's Alpha	N of Items
0.717	5

Source: Primary data

Reliability analysis is used to assess the internal consistency of the test variables ensuring that the items used in the study measure the intended constructs consistently. In this case the Cronbach's Alpha value is 0.717, which indicates acceptable reliability. Generally a Cronbach's Alpha value above 0.70 is considered satisfactory meaning that five items included in the test exhibit a reasonable level of internal consistency.

Table 4. 18: Descriptive Statistics of Social media impact on the consumer buying process in the fashion industry

	Mean	Std. Deviation
Influence of Social Media Patterns on Consumer Behaviour	2.118	1.002
Impact of social media Trends on Consumer Purchases	2.188	1.016
Adoption of Fashion Trends from social media	2.445	0.921
Role of Social and Cultural Factors in Fashion Consumption	2.247	0.898

Effect of Social Media Marketing on Fashion Consumption Habits	2.564	1.126
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Source: Primary data

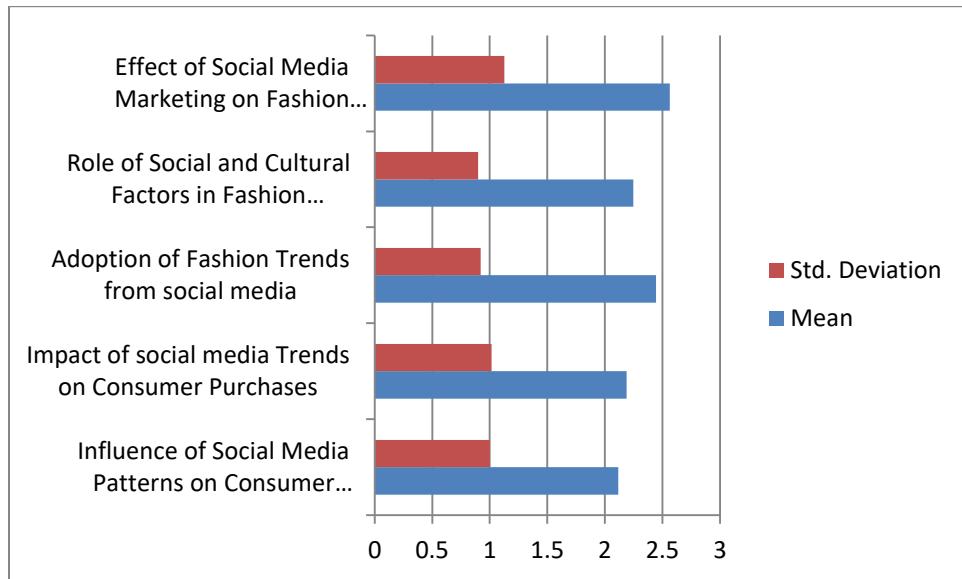


Figure 4.6: Descriptive Statistics of Social media impact on the consumer buying process in the fashion industry

The descriptive statistics provide insights into how social media influences various aspects of the consumer buying process in the fashion industry. The mean values indicate the average level of agreement impact perceived by respondents while the standard deviation (SD) reflects the variability in responses. The Influence of Social Media Patterns on Consumer Behaviour has a mean of 2.118 with a standard deviation of 1.002 indicating that respondents perceive a moderate influence of social media patterns on their fashion choices but individual responses vary considerably. Similarly the Impact of social media Trends on Consumer Purchases has a mean of 2.188 with a slightly higher standard deviation of 1.016 suggesting that while social media trends do influence purchases the extent of impact differs among individuals. The Adoption of Fashion Trends from social media shows a mean of 2.445 with a standard deviation of 0.921 highlighting that consumers moderately integrate social media driven fashion trends into their personal styles with responses showing relatively less variability. The Role of Social and Cultural Factors in Fashion Consumption has a mean of

2.247 and a standard deviation of 0.898, indicating that social and cultural elements play a role in shaping fashion preferences through social media, but the influence is not uniform across all respondents. The Effect of Social Media Marketing on Fashion Consumption Habits has the highest mean value of 2.564 with a standard deviation of 1.126 suggesting that marketing efforts on social media have a notable impact on changing consumer fashion consumption patterns although responses vary significantly.

Table 4. 19: Correlation Analysis of Social media impact on the consumer buying process in the fashion industry

		Effect of Social Media Marketing on Fashion Consumption Habits
	Influence of Social Media Patterns on Consumer Behaviour	.298 **
	Correlation Coefficient	
	Sig. (2-tailed)	0.002
	N	101
	Impact of social media Trends on Consumer Purchases	.443 **
	Correlation Coefficient	
	Sig. (2-tailed)	0.000
	N	101
Spearman's rho	follow any fashion brands on social media	.317 **
	Correlation Coefficient	
	Sig. (2-tailed)	0.001
	N	101
	Role of Social and Cultural Factors in Fashion Consumption	.364 **
	Correlation Coefficient	

	Sig. (2-tailed)	0.000
	N	101

Source: Primary data

The correlation analysis presented in Table 19 highlights the significant influence of social media on consumer buying behaviour in the fashion industry. The results shows a moderate positive correlation ($\rho = 0.298$, $p = 0.002$) between the influence of social media patterns and fashion consumption habits suggesting that exposure to social media driven trends impacts consumer choices. The impact of social media trends on actual consumer purchases shows a stronger correlation ($\rho = 0.443$, $p = 0.000$) that consumers are highly influenced by fashion trends circulating on digital platforms. The analysis reveals that following fashion brands on social media is positively correlated ($\rho = 0.317$, $p = 0.001$) with changes in fashion consumption habits shows that consumers engaging with brands are more likely to be influenced in their purchasing decisions. Social and cultural factors also play a crucial role in the moderate to strong correlation ($\rho = 0.364$, $p = 0.000$) between these factors and fashion consumption suggesting that cultural influences enhance the impact of social media on consumer behaviour. The findings confirm that social media serves as a powerful driver of fashion consumption with trends, brand interactions and cultural aspects shaping consumer decisions. We can see a strong connection between social media trends and actual purchases strengthen the idea that digital marketing strategies significantly influence consumer fashion choices.

Objective 5:

To study the impact of consumers buying experience across social media platforms.

The rise of social media has transform the consumer buying experience, providing users with seamless access to product information, peer reviews, influencer recommendations and personalized advertisements. Social media platforms serve as dynamic marketplaces where consumers engage with brands, compare products and make purchasing decisions based on shared experiences and digital interactions. The buying experience is influenced by factors such as ease of navigation, trust in online reviews, interactive engagement and the effectiveness of targeted advertisements. Understanding

the impact of these elements across different social media platforms can provide valuable insights into consumer behaviour and brand strategies. This study aims to analyze how consumers buying experiences vary across various social media platforms and how these experiences shape their purchase decisions.

Hypothesis

H₀ (Null Hypothesis): Consumers buying experiences across different social media platforms do not significantly impact their purchase decisions.

H₁ (Alternative Hypothesis): Consumers buying experiences across different social media platforms significantly impact their purchase decisions.

Table 4.20: Reliability Statistics of Test Variables

Cronbach's Alpha	N of Items
0.758	2

Source: Primary data

Table 20 presents the reliability analysis of the test variables using Cronbach's Alpha. The Cronbach's Alpha value is **0.758** shows an acceptable level of internal consistency among the two items measured. A value above **0.7** suggests that the test variables exhibit good reliability meaning the responses across the two items are consistent and can be considered reliable for further analysis. This reliability assessment ensures that the constructs being measured are stable and dependable for evaluating the impact of social media on consumer buying experiences.

Table 4.21: Descriptive Statistics Consumers' Buying Experience and Trust in Fashion

Brands

	Mean	Std. Deviation
Consumers' Buying Experience	2.401	0.640
Trust in Fashion Brands	3.772	1.316

Source: Primary data

Table 21 provides the descriptive statistics for Consumers Buying Experience and Trust in Fashion Brands. The mean value for Consumers Buying Experience is 2.401 with a standard deviation of 0.640 shows relatively lower variation in responses. This suggests that most respondents had a moderate buying experience across social media platforms and Trust in Fashion Brands has a higher mean of 3.772 with a standard deviation of 1.316 shows that trust levels among consumers vary significantly. The larger standard deviation suggests some consumers exhibit strong trust in fashion brands on social media others remain doubtful. These insights help in understanding how social media platforms influence consumer experiences and trust in online fashion brands.

Table 4. 22: chi square test Consumers Buying Experience and Trust in Fashion Brands

	Consumers' Experience	Buying	Trust in Fashion Brands
Chi-Square	51.436	44.069	
Df	11	11	
Asymp. Sig.	0.000	0.000	

Source: Primary data

Table 22 presents the results of the Chi-Square Test for Consumers Buying Experience and Trust in Fashion Brands. The Chi-Square values are 51.436 and 44.069 respectively, with 11 degrees of freedom (df) for both variables. The Asymptotic Significance (Sig.) value for both variables is 0.000, which is below the conventional threshold of 0.05. This indicates a statistically significant relationship between consumers buying experience and trust in fashion brands. Consumers buying experiences across social media platforms have a meaningful impact on their level of trust in fashion brands. This finding suggests that brands can enhance consumer trust by improving the overall purchasing experience on social media platforms.

The study highlights the significant influence of social media on consumers buying experiences and trust in fashion brands. The Chi-Square Test results indicate a statistically significant relationship between these factors. This suggests that a positive buying experience on social media platforms contributes to higher consumer trust in fashion

brands. The descriptive statistics reveal variations in consumer perceptions with trust in fashion brands being relatively higher compared to their overall buying experience.

These findings suggest that fashion brands should prioritize enhancing the authenticity, reliability and overall engagement of their social media platforms to build stronger consumer trust. Improving customer interactions, ensuring transparency and delivering a seamless purchasing process can further strengthen consumer confidence and drive more meaningful purchasing decisions.

CHAPTER 5

FINDING, SUGGESSION AND CONCLUSION

5.1Findings

1. To analyze how social media channels influence the purchasing behaviour of consumers in fashion industry.

These findings highlight the strong role of social media in shaping consumers fashion purchasing decisions.

2. To identify the factors that motivate consumers to make purchase through social media platforms.

These findings highlight the importance of Purchase Motivation Factors in understanding and predicting consumer behaviour in social media-based purchasing decisions.

3. To evaluate the impact of factors that influence consumers purchasing behaviour.

That all these factors social media purchase influence, frequency of influence, interaction with fashion content, authenticity verification, and key marketing aspects have a significant relationship with consumer purchasing behaviour. This reinforces the idea that social media plays a crucial role in shaping fashion-related consumer decisions.

4. To analyze how social media affect the buying process of consumers in fashion industry.

The findings confirm that social media serves as a powerful driver of fashion consumption, with trends, brand interactions and cultural aspects shaping consumer decisions. Among these the strongest correlation is observed between social media trends and actual purchases transforming the idea that digital marketing strategies significantly influence consumer fashion choices.

5. To study the impact of consumers buying experience across social media platform.

These findings suggest that fashion brands should prioritize enhancing the authenticity, reliability and overall engagement of their social media platforms to build stronger consumer trust. Improving customer interactions, ensuring transparency and delivering

a seamless purchasing process can further strengthen consumer confidence and drive more meaningful purchasing decisions.

5.2 Suggestion

- This study recommends that future research delve into the specific algorithms and content curation methods used by social media platforms to shape consumer fashion choices. Additionally, examining the demographic and psychographic factors that influence how social media affects purchasing decisions would offer deeper insights into consumer behavior. conducting quantitative studies to track the evolving impact of social media taking into account new platforms and trends will be essential for understanding the ever-changing fashion industry.
- Future studies can explore the direct interaction between extrinsic and intrinsic purchase motivation elements in the frame of various social media platforms and product types in greater detail. Quantitative studies examining the development of such motivations over a period of time especially after the launch of new social media features and social media trends would be valuable. Also investigating the moderation of cultural variations and individual personality characteristics on the purchase motivations and social media facilitated purchasing decision would increase the applicability of these results.
- This research indicates that fashion brands must put effort into developing genuine and active social media presences to have a direct effect on consumer purchasing behavior. Brands can use social media as a primary marketing platform by focusing on regular interactive content that promotes authenticity and unmistakably authenticates product information. Future studies can investigate the importance of certain social media sites and their special effects on distinct consumer groups in order focus targeted marketing campaigns.
- The high social media trend purchase behavior correlation serves to underscore the need for fashion brands to undertake nimble digital marketing strategies that quickly respond to changing online trends. This necessitates that brands closely follow and engage in topic-relevant social media discussions so as to well leverage trending fashion products and designs. Subsequent research might explore longitudinal impacts of fashion trends on consumers' fashion preference through

social media monitoring the ways in which prolonged exposure to online content gives rise to long term buying patterns.

- This discovery highlights the need to simplify the social media buying process in order to establish consumer trust and encourage repeat business. Brands need to concentrate on offering smooth, secure and transparent transactions within social media sites themselves minimizing friction and maximizing user experience. Additional research may investigate particular aspects of the social media buying process, including checkout experiences and customer service interactions to determine areas of improvement in increasing consumer confidence.

5.3 Conclusion

This research highlights the profound and multifaceted influence of social media on consumer fashion choices and purchasing behaviors. It underscores the critical need for fashion brands to adopt dynamic and responsive digital strategies that leverage the unique characteristics of various social media platforms. By focusing on authenticity interactive content and seamless transaction experiences brands can cultivate trust and foster long term customer relationships.

Future research should search through specific algorithms and content methods employed by social media platforms as well as the difficult interplay between extrinsic and intrinsic purchase motivations. Quantitative studies are essential for tracking the evolving impact of emerging social media trends and technologies on consumer behavior. That examining the moderating effects of demographic, psychographic and cultural variations will enhance the generalizability of findings and enable brands make their marketing efforts more effectively.

Ultimately, the ability of fashion brands to adapt to the rapidly changing digital landscape engage with consumers in meaningful ways and streamline the social media buying process will determine their success in the contemporary fashion industry. By

embracing these insights and continuously adapting to the evolving social media environment brands can effectively harness the power of digital platforms to drive consumer engagement and purchase decisions.

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APPENDIX

Appendix 1: Questionnaire

1,Gender

- Male
- Female
- Others

2,Age group

- 18-20
- 26-30
- 31-35
- 36-40
- 40 Above

3,Current employment status

- Student
- Employed
- Unemployed
- Self Employed/Business
- Professional service

4,Monthly income

- Less than 20,000
- 20,000-50,000
- 50,000-1,00,000
- 1,00,000 & Above

5, Preferring style?

- Modern
- Semi Modern
- Traditional

- Never

6, How often are you influenced by patterns featured in social media?

- Very often
- Slightly often
- Rarely
- Not often
- Never

7, What factors do you consider while purchasing fashion products?

- Brand
- Quality
- Comfort
- Price

8, How frequently do you come across fashion-related content on social media?

- Daily
- Several times in a week
- Once a week
- Less than once a week

9, Do you believe social media trends translate into actual consumer purchases?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

10, Would you consider yourself as a trend follower in fashion?

- Strongly agree
- Agree

- Neutral
- Strongly disagree
- Disagree

11, Do you follow any fashion brands on social media?

- Yes
- No

12, How often do you adopt fashion portrayed on social media?

- Very often
- Often
- Sometimes
- Rarely
- Never

13, What Type of fashion related content do you interact with the most?

- Product promotions
- Influencer recommendations
- User generated content
- Styling tips

14, How do you ensure the authenticity of fashion products advertised on a social media before making a purchase?

- Read customers platforms
- Check brand website for product information
- Rely recommendations from friends and family
- Others

15, Have you ever been disappointed with a fashion purchase influenced by social media marketing?

- Strongly Agree
- Agree

- Neutral
- Strongly disagree
- Disagree

16, Do you agree that social media promotes positive social and environmental changes in the fashion industry?

- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree

17, Are you concerned about the authenticity of fashion products advertisement?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

18, Which aspects of social media marketing have the greatest influence on your fashion choices most?

- Influencers endorsements
- User-generated content
- Brand collaborations
- Exclusive offers and discounts

19, How influential are social media marketing campaigns on your fashion purchase decisions?

- Not influential
- Slightly influential
- Moderately influential
- Very influential

- Extremely influential

20, Do you believe social and cultural factors increase the influence of social media on fashion consumption?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

21, How can brands strengthen consumer trust on social media?

- Provide more authentic reviews
- Use incredible influencers
- Improve the transparency about product details
- Offer better return & exchange policies

22, Do you think brands make exaggerated promises in their social media advertisements?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

23, How trustworthy do you find fashion brands on social media?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

24, What motivates you to purchase a product featured on social media ?

- Discounts or offers

- Trust in the brand
- Influencers recommendation
- Positive reviews & comments

25, Has social media marketing significantly changed your fashion consumption habits?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

26, What suggestions do you have for fashion brands to improve their social media marketing strategies?_____