

# **The Influence of Social Media Marketing on Consumer Buying Decision Through Brand Image in The Fashion Apparel Brand**

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## **Abstract**

Social Media Transformed Consumer Communication. The New Trend Affects Fashion Apparel Brand Also. Despite This, Social Media's Role In Consumer Decision-Making Is Still Understudied. The Research Examined How Social Media Affects Brand Image-Mediated Customer Purchase Choices. During The Covid-19 Epidemic, Fashion Clothing Customers Were Surveyed Online. This Research Found That Fashion Clothing Businesses' Social Media Marketing Affects Customer Purchase Decisions. Hence, Social Media Helps Fashion Clothing Firms Create A Personality And Build Trust. Hence, Social Media Marketing Enhanced Top-Of-Mind Brand Memory By Increasing Brand Presence On Social Media Platforms

**Keywords:** Social Media Marketing, Consumer Buying Decision, Brand Image And Fashion Apparel Brand

## **Introduction**

Businesses That Want to Build Connections with Their Clientele Must Prioritize Consumer Engagement In Online Spaces. Brands Can Interact with Consumers, Provide New Material, And Get New Followers Thanks To Social Media. By Actively Engaging With the Brand Online, Customers Are More Likely To Recommend It To Their Friends. So, It Is Essential for A Business To Understand How To Increase Social Media Participation. (Colliander And Dahlén, 2011) Social Media Is Helpful For Building Communities Because It Facilitates Two-Way Communication Between Users And Companies And Makes Previously Inaccessible Content Easily Available To The General Public. These Days, We Can't Imagine Life Without Our Many Social Media Accounts. Connected Technology And Communications Influenced Cultural Norms. With The Help Of Connected Computers, People Were Able To Set Aside Physical Barriers And Make New Connections Across Time And Space. Marketers Have Taken Notice Of Social Media Because Of The Communities It Has The Ability To Foster, And Social Media Is Now An Integral Part Of Any Conversation About Marketing Or Advertising. Each Year, Social Media Gains More And More Importance In The Eyes Of Marketers. As Much As 92% Of Marketers Cited The Importance Of Social Media In 2014. Marketing Strategies That Use Social Media And That Seek To Increase Brand Engagement In Digital Spaces Are, Thus, Crucial. In Order To Better Serve Their Customers, Businesses Have Started Keeping Tabs On Their Social Media Profiles. Members Of The Social Network May Interact With One Another And The Company In A Variety Of Ways (Sharing Ideas And Information, Spreading The Word About The Business, Etc.). Having Involved Customers Raises Awareness, Involvement, And Engagement With A Brand, All Of Which Boosts Revenue For Businesses. Businesses Can't Just Sit Back And Expect To Expand; They Need To Actively Seek Out New Ways To Engage With Their Customers, Cultivate New Relationships, And Contribute To The Community.

### ***Emerging Trends In Fashion Retailing In India***

As India Relaxes Its Fdi Laws, The Fashion Retail Sector Flourishes. Income Development And An Exciting New Generation Of Consumers Are Propelling The Indian Fashion Industry Forward. Businesses Of All Sizes, From Major Cities To Rural Areas, May Benefit From Organised Retail Formats To Speed Up Their Growth, And Fashion Retailers Of All Stripes Can Do The Same. In The Apparel Industry, Clothes And Accessories Are Evolving Into Their Own Distinct Lifestyle Brands. The Majority Of A Department Store's Or Hypermarket's Profits Come From Selling Clothes (95% Or 70% Respectively). Retail Growth In India Has Been Helped By Popular Fashion Labels. It Is Predicted That Women's Clothing Will Continue To Grow At A Rapid Rate (12% Annually) And Will Eventually Become The Industry's Dominant Product (Aditya, 2012). Several Companies Have Cornered The Market On Appealing To Consumers' Need For Aesthetically Pleasing Products. The Accessibility Of Goods Has Been Improved Via The Establishment Of A Customer-Friendly Retail Setting. Guaranteeing The Same Quality Throughout A Larger Price Range And More Options Makes Browsing At A Retail Store More Fun. As They Provide More Value To Consumers, Retail Brands Beat Those Owned By Manufacturers. In Response To The New Retail Models, People Are Less Likely To Shop Exclusively At One Store And More Likely To Develop Loyalties To A Variety Of Stores. Many Platforms Have Contributed To The Growth Of Social Media And Its Influence On Marketing And Communication. The Most Significant Change Is The

Rise Of Consumer-Generated Material And Feedback On Social Media Platforms, Which Previously Lacked In Traditional Forms Of Marketing And Communication.

### ***Social Media Marketing And Consumer Behaviour***

One Reason For The Uptick In Interest In This Field Is The Profound Impact That Social Media Has Had On User Interaction And Consumer Product Research, Evaluation, And Selection. Consumers Increasingly Rely On Social Networks As A Way To Get Insight About Products And Make Purchasing Decisions. The Complex Interplay Of Forces At Play On Social Media May Provide Light On The Reasons Behind The Success Of Social Media Marketing To Fans Of High-End Clothing Stores' Online Stores. Lifestyle, Decision-Making Style, Motivation, And Beliefs Are Just Few Of The User Attributes Highlighted In This Research Topic That Have Been Shown To Have An Effect On Behaviour. Personal Variables, Which Represent Consumers' Personality Qualities, And Psychological Elements, Which Affect Consumers' Actions On Social Media Like Motivation, Are The Two Broad Categories Into Which The Review's Components Pertaining To Consumers' Behaviour Were Divided For Clarity. These Findings Are Discussed In Light Of A Short Analysis Of "Personal Features" And "Psychological Elements" That Influence Consumers' Actions. How People Decide To Spend Their Money Is Influenced By Their Emotions, Worldviews, And Beliefs. Since Platform Competitiveness Depends On The Number Of Players Engaged On The Branded Platform, Understanding Consumer Motivation That Drives Participation Is Crucial For Online Success (Pentina Et Al., 2018). Consumers Who Are Motivated By Hedonic Values Are Looking For Experiences That Will Make Them Happy And Fulfilled, Whereas Those Who Are Motivated By Cognitive Values, Also Known As Utilitarian Values, Are More Concerned With Completing A Certain Goal. This Was Also A Factor In The Rise Of Brand-Related Social Media Activity.

Realizing Social Media-Based Online Fashion Behaviours Thanks To Client Demand. According To Research By Kobia And Liu (2017), Positive User Attitudes May Be Boosted By Social Media Posts That Appeal To Users' Senses And Fulfil Their Practical Needs. The Research Of Facebook's Adoption Also Factored Both Utilitarian And Hedonic Motivation When Predicting Users' Propensity To Make Purchases On The Social Networking Site (Anderson Et Al., 2014). Anderson Et Al. (2014) Discovered That Customers Are Motivated To Shop For Online Clothes Stores By Pragmatic Aspects Like Ease And Information Availability, Whereas Consumers' Favourable Opinion Towards Merchants Is Influenced By Experiential Shopping Like Socialising And Entertainment (Anderson Et Al., 2014). This Highlights The Importance Of Motivation-Behavior Co-Occurrences On Social Media In The Fashion Industry And Demonstrates That Fashion Businesses Must Aggressively Harness The Motivations Of Their Target Audience. Therefore, Previous Studies Have Shown That Consumers' Utilitarian And Hedonic Motivations Influence Their Fashion-Related Social Media Behaviour. Young High-End Consumers Have Diverse Motivations For Engaging In Sponsored Social Media Activity, As Pentina Et Al. (2018) Investigated. These Results Suggest That People's Motivations For Using Social Media Come From Both Inside And Outside Themselves. Additional Factors Were The Individual's Network, Interest In Criticism, Sense Of Self-Branding, Willingness To Share Both Positive And Negative Opinions, And Financial And Emotional Investment In The Group. According To A Study By Nelson Et Al. (2019), Millennials May Find Different Sources Of Style Inspiration On Different Social Media Sites.

Instagram And Pinterest Are Where Millennials Turn For Style Advice And Trend Reports, While Twitter And Instagram Are More Often Used By Celebrities And Corporations.

## **Research Problem**

The Potential Of Social Media Has Been Realised By Brands From Many Different Sectors. Fashion Brands Followed Suit. Companies Have Flocked To Social Media In Order To Better Connect With Their Clientele. Hollebeek (2011), Consumer Brand Interaction Is Growing In Popularity Because It Has The Ability To Strengthen Customer Connections Including Trust, Loyalty, And Commitment. The Fashion Clothing Industry Has Grown As A Result Of Ethnic Clothes Based On Traditional Cultural And Social Values, Whose Attractive Materials Are Promoted As Traditional Garments Within The Context Of Social Value And Lifestyle. Clothes Is Made To Fit Human Bodies And Share Human Characteristics. Hence, Human Modelling Aids In The Development Of Clothing That Fits A Variety Of Body Forms. Customers Stoop To Buy Expensive Apparel. The Demographic And Psychological Characteristics Of Modern Women Are Important In Determining Their Taste In And Willingness To Spend Money On Fashionable Attire. Customers Tend To Have A More Optimistic Perspective On Fashion Clothing Goods And A Stronger Propensity To Make A Buy. Several Subgroups Of Female Customers Have Different Cognitive Motivating Processes For Purchasing Fashion Clothes Companies. They Buy Brands With Brand Consciousness Without Affecting Tradition, Values, Emotions, Or Feelings. Fashion, Lifestyle, And Identity Influence Women's Fashion Garment Purchases. It Is Also Affected By Women's Cultural, Social, Economic, And Psychological Factors. To Be Competitive In The Fast-Paced Women's Apparel Market, Stores Must Use Efficient Advertising Strategies. Together With International And Domestic Brands, Store Brands Of Clothing Are Also Well-Liked And Demanded By All Women Shoppers.

### ***Significance Of The Study***

The Characteristics That Influence Women's Luxury Fashion Clothing Brand Purchases May Help Marketers Develop Successful And Efficient Methods To Attract More Women Customers. Knowing How Social, Cultural, And Religious Beliefs Impact Women's Luxury Fashion Clothing Brand Purchases Might Be Helpful. Understanding Women's Luxury Fashion Clothes Brand Buying Intent Is Helpful. The Buying Habits Of Women Customers Of Luxury Fashion Clothing Businesses May Help Firms Improve Their Goods And Designs. The Pleasure Of Women Buyers Of Luxury Fashion Clothing Businesses May Be Measured And Improved.

### ***Purpose***

Our Study Also Examined How Consumers And Fashion Companies Interact And Their Motivations (Prasad And Aryasri, 2011). Also, Consumer Lives And Consumption Habits Influence Buying Preferences And The Elements That Draw Individuals Into Businesses (Kaur And Singh, 2006). Functional Qualities Help Customers Choose Retail Formats For Hedonic And Utilitarian Reasons. Retailers Must Prevent Complaints And Customer Discontent As Consumer Expectations Rise. Customers May Evaluate Brand Loyalty Objectively Or Subjectively. Garment Retailers Impact Customer Buying Habits. Retail Shop Appearance May Affect Sales, Service, And Salespeople (Aaker And Joachimsthaler, 2000). Functionality, Personality, Social And Cultural Standing, Fashion, Changes, And Freshness May Also Influence Customer Choices. Consumer Behaviour Is The Emotional, Mental, And Observable Behaviour Of Customers During Product Search,

Purchase, And Use (Bhattacharya And Sen, 2003). Store Observations Demonstrate That Every Purchase Follows A Regular Pattern Of See-Touch-Sense-Select.

## Research Methods

The Study's Aims Are Addressed Via A Thorough Analysis Of The Relevant Literature. The Systematic Literature Review Method Is Helpful For This Study Since It Assesses Material In A Particular Field (Synder, 2019). The Study Delivers A Framework For Sympathetic The Use Of Social Media In Fashion Marketing By Systematically Collecting Secondary Data From Scholarly Journals. Information For This Research Was Culled From Several Sources. The Study Use Descriptive Research. The Influence Of Religious, Cultural, And Social Values On Consumer Decision-Making, Intent, Action, And Satisfaction With High-End Apparel Retailers Is Investigated In This Research. It Also Discovers Strong Structural Connections Between These Elements. Tranfield Et Al(2003).

### *Purchase Intention Towards Luxury Fashion Apparel Brands*

Consumers' Sociocultural, Psychological, And Economic Factors Influence Their Buying Habits, Both Individually And Collectively. Changes In Consumer Values, Preferences, And Purchase Intentions Towards Luxury Fashion Apparel Brands Are Perhaps Most Important For Firms And Marketers To Make Changes In Their Products And Consumer-Oriented Marketing Strategies On Self-Esteem Aspects That Improve Purchase Intention And Satisfaction Of Women Consumers.

**Table 1**

<b>Fashion Apparel Brands</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Mean Rank</b>
Global Desi	3.09	1.146	3.79
Forever 21	3.27	1.117	4.26
Mango	3.56	1.286	4.06
Hermes	3.21	1.059	3.85
Manyavar	3.36	1.056	3.69
Fabindia	3.21	1.225	4.29
Others	3.04	1.415	3.87

The Table 2 Shows That Purchase Intention Towards Luxury Fashion Apparel Brands Is Fab India (4.29). Forever 21and Mango Are The Most Reached Features With Mean Rank Of 4.26 And 4.06. Other Features Of The Luxury Fashion Apparel Brands Hermes (3.85) And Global Desi (3.79) Follow The Ranking In Fourth And Fifth Place. The Significance Of The Rank Is Tested With The Help Of Kendall's W Test As Follows.

**Table 2: Kendall's Coefficient Of Concordance**

<b>N</b>	<b>250</b>
Kendall's W <sup>a</sup>	0.010
Chi-Square	17.240
Df	6
Asymp. Sig.	0.019

The Above Table Shows That The Calculated Chi-Square Value For The Degree Of Freedom 6 Is More Than The Critical Value. The Significance Is Measured At 1.9% (Less Than 5%). Hence, It Is Concluded That The Ranks Given By The Respondents About The Various Features Is Significant.

### ***The Perception According To The Nature Of The Respondents***

The Relationship Between The Nature Of The Respondents (Marital Status, Age And Income) And The Perception Is Tested As Below.

**Table 3:** *Perception According To The Marital Status*

Perception	N	Mean Rank	Z	Sig.
Unmarried	102	128.09	-0.413	0.607
Married	148	126.39		

The Table 3 Reveals That Perception Of The Female Respondents (128.09) Is More Than The Married Respondents (126.39). It Shows That The Unmarried Customers Are Prefer More The Apparel Brands. But The Difference Between The Mean Ranks Is Not Found Significant. The Z Value (-0.413) And P Value (0.607) Are Not Significant. It Is Concluded That There Is No Significant Difference In The Perception Of The Customers According To Their Marital Status.

**Table 4:** *Perception According To Age Group*

Age Group	Perception			Chi-Square (Df)	Sig.
	Below 30	30-40	Above 40 Years		
N	99	106	45	0.040 (2)	0.984
Mean Rank	125.73	126.27	121.65		

The Table 4 Indicates An Insignificant Difference In The Mean Ranks According To The Age Group. The Perception Is Found Higher With 30-40 Age Group (126.27) Followed By The Young Age Below 30 Group (125.73). But The Chi-Square Value (0.040) Shows That The Difference In The Perception Towards The Apparel Brands According To The Age Group Is Not Significant (0.984).

**Table 5:** *Perception According To The Level Of Income*

Level Of Income	Perception			Chi-Square (Df)	Sig.
	Less	Middle	High		
N	72	125	53	2.709 (2)	0.286
Mean Rank	117.29	132.02	129.69		

The Table 5 Explicit That The Perception Of The High Income Group Respondents (129.69) Is Higher Than Other Income Group Respondents. Middle Income Group (132.02) And Less Income Group (117.29). But The Chi-Square Value Of The Mean Rank Difference (2.709) Is Not Significant (0.286). Hence, It Is Concluded That There Is No Significant Difference In The Perception Of The Customers Toward Fashion Apparel Brands According To The Annual Income Of The Respondents.

### ***Consumers' Satisfaction About Luxury Fashion Apparel Brands***

Globalization Has Transformed The Fashion Clothing Sector Over The Past Three Decades, Attracting All Types Of Women And Influencing India's Economic, Social, And Cultural Transformations. Urbanization, Socioeconomic Position, And Lifestyles Are Affecting Women's Purchasing Habits. Branded Fashion Wear Has Replacing Conventional Clothes Purchases, And Women Are Brand Savvy. Luxury Fashion Clothing Businesses Are Growing Due To Multi-Channel Branding And Distinction. Women Consumers, Particularly In India, Are Heavily Impacted By Religious, Cultural, And Societal Norms. Peer Influence, Personality, And Other Variables Impact Women's Loyalty To Fashion Clothes Companies.

Women Choose Luxury Clothes Labels Based On Fitness, Usability, Efficiency, And Functional Advantages.

Luxury Fashion Apparel Brands	Mean	Std. Deviation
Color	3.12	1.429
Design	3.17	1.197
Availability	3.26	1.297
Fit	3.32	1.275
Price	3.07	1.156
Variety	3.09	1.456
Quality	3.95	1.307
Attractiveness	3.58	1.207
Style	3.28	1.079
Texture	3.56	1.061

The Customers Of Luxury Fashion Clothes Companies Are Happy To A Medium Degree With The Designs And Textures Of The Products, But They Are Very Delighted With The Prices And Fits Of The Products. In The Meanwhile, Customers Are Content With The Quantity, Style, Color, Variety, Attractiveness, And Availability Of The Products.

## Conclusion

The Study Analyzed The Fashion Industry's Social Media Following. This Study Focuses On The Motivations Of Consumers Who Offer Images, Videos, And Comments In Support Of Their Favourite Fashion Brands In An Effort To Learn More About These Communities. As The Study Did Not Restrict Itself To A Single Social Media Platform, It Is Impossible To Draw Any Conclusions About Differences In Customer Behaviour Between Facebook And Other Sites. Further Research Is Necessary To Fully Understand The Differences In Consumer Involvement Among Social Media Users. This Area Of Study Allows For The Launch Of An Integrative Understanding Of The Present State Of Social Media From The Perspective Of Marketing And Communication, With A Particular Emphasis On Business-To-Consumer Communication On Various Social Media Platforms In The Context Of The Fashion Industry. Brand And User-Generated Content Positively Affects Online Brand Equity Growth And Purchase Intent For Luxury Fashion Brands (Morra Et Al., 2018). In Order To Improve Brand Equity And Buy Intent For Unique Items, The Authors Argued That Companies Should Promote The Connection Of User-Generated Content With Content Created By The Firm.

### Study Implications

Manufacturers May Take This Information And Use It To Improve The Quality Of Their Products, Making Them More Appealing To A Wide Range Of Female Consumers. Manufacturers May Utilise Women's Shopping Preferences As A Basis For Developing Unique High-End Fashion Labels And Bolstering Their Reputation Among Target Audiences. A Better Understanding Of The Factors That Influence The Performance Of Marketing Campaigns For High-End Apparel Shops Is Provided By This Research. Marketers And Shopkeepers May Use This Data To Better Advertise Items That Reflect Religious, Cultural, And Societal Norms. The Findings Of This Study Provide Insights For Designers, Marketers, And Merchants Interested In Attracting More Female Customers To High-End Fashion Labels. This Research Provides Actionable Insights Into How Premium Fashion Clothes Companies May Better Serve Women By Balancing Product Quality And Affordability. This Study Looks

At The Mindset, Actions, And Contentment Of Female Consumers Of High-End Fashion Labels. Buying Habits For High-End Women's Apparel Are Examined In This Study. This Opens Up A New Area Of Investigation For Scholars, Producers, And Retailers Interested In The Factors That Influence Women's Spending On High-End Fashion Labels. This Study Also Demonstrates A Causal Relationship Between Gratification, Intention To Purchase, And The Price Paid For High-End Fashion Brands. This Study Has Greater Criteria For Generalizing Findings And Provides New Paths For Future Research Into Women's Buying Behaviour Of Luxury Fashion Clothes Brands Than Existing Studies Do Because Of Their Limited Analytical And Quantitative Methods.

Individual And Societal Purchasing Decisions Are Impacted By Consumers' Social, Psychological, And Economic Backgrounds And Experiences. Customers' Purchasing Decisions Are Influenced By Their Cultural, Social, And Religious Values. Maybe Most Crucial For Companies And Marketers Is A Shift In Customers' Attitudes, Tastes, And Buy Intents Towards Luxury Fashion Clothing Brands, With A Focus On Self-Esteem Features Shown To Increase Consumers' Likelihood Of Making A Purchase And Level Of Happiness With The Brand.

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