A STUDY ON THE FACTORS INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION IN FASHION INDUSTRY

Auhor 1: Dr.J.MOHAMED ALI, Assistant Professor & Ph.D., Research Advisor in Commerce, Khadir Mohideen College, Adirampattinam – 614701, (Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu)

Auhor 2:　A.FAYAS AHAMED, Full Time Research Scholar in Commerce, Khadir Mohideen College, Adirampattinam – 614701 (Affiliated to Bharathidasan University,Tiruchirappalli, Tamil Nadu)

Abstract

The present paper emphasized on the understating of consumers' buying decision through social media marketing in fashion industry. The online consumer commitment is getting exceptionally huge for organizations endeavoring to manufacture their association with their consumers. Social media gives an open door not exclusively to arrive at consumers in an uninvolved manner, however to connect with them in dynamic correspondence and to transfer content that is subsequently refreshed and attracting consumers' consideration. Fruitful online consumer commitment can improve consumers' dependability and trust in the brand. The objective of this investigation is to discover the factors responsible for influencing consumers' purchase decision through social media marketing in fashion industry with reference to Chennai city.

Keywords: Fashion industry, purchase behavior and online consumers

1. Introduction

The origin of Social Media Marketing (SMM) is one of the powerful developments in the history of commerce. This specific revolution in technology during the most recent decade has radically updated the traditional marketing approaches and enabled marketers to reach potential market. SMM returns consumers to the focal point of the business world and gives marketers a new platform to communicate with consumers and to incorporate them into the brands through creative ways. Generally, advertisers need to see how the social media has affected Consumer Buying Decision Making (CBDM). Consumer behaviour is a significant part of marketing as it helps advertisers to devise solid and powerful marketing procedures and strategies.

Social Media: Social media indicates to the methods for interchanges among individuals wherein they make, offer, and trade data and thoughts in virtual networks and systems. It is an online stage which individuals use to assemble social systems or social relations with other individuals who share comparable individual or vocation interests, exercises, foundations or genuine associations. Social media has various structures, together with sites, blogs, social networking sites, wikis, photograph sharing sites, texting, video-sharing sites, digital broadcasts, gadgets, virtual universes etc. Billions of individuals around the globe use social media to share data and establish a connection with people having common interest.

These days, social media turns out to be part of an individual's life. Social media sites such as Facebook, Twitter, Instagram or LinkedIn has a numeral number of the client and constantly developing each day. It is evaluated that more than 500 million individuals are interfacing with social media (Ostrow, 2010). The quantity of social media clients developing has pulled in advertisers. Marketers have perceived that social media marketing as a significant part of their marketing correspondence methodologies. Additionally, social media encourages associations to communicate with their clients through common platform.

Digital Marketing and Fashion Trend: Digital marketing can be recognized as a type of direct marketing that associates the purchasers with the merchants electronically through intelligent advances, for example, messages, sites, social systems, online gathering just as newsgroups, mobile communications, interactive television and so on.[1] As indicated by the significant level of availability, digital marketing encourages not just one - many but also many - many communications and it is regularly used to advance items and administrations in an opportune, pertinent, individual and practical way.[2]

Fashion has a significant role to play on lifestyle and numerous individuals spend their cash extent to fashion changes.[3] Fashion has huge effect on individuals' capital expenditure and life style. Fashion awareness could affect individuals to change individuals' propensity and roll out various improvements on individuals' effects, for example, home furnishings, dresses, appliances etc.

---

[1] Kotler P, Wong V, Saunders J, Armstrong GM (2009) Principles of Marketing. Pearson.
[2] Baines P, Fill C, Page K (2013) Essentials of Marketing. Oxford University Press.
[3] Mohammad Reza Iravania*, Kazem Ghojavanda, Faezeh Taghipourb and Yosef Masomi, (2012). "A social work study on the relationship between personality traits, prestige sensitivity, and fashion consciousness of Iranian students", Growing Science Ltd.

The fashion world has risen because of the stronghold of digital marketing together with marking and the inventive utilization of innovation embedded with the latest fashion patterns. With the broad advancement which has attempted by the present world, digital media has obtained nearer for the individuals as they have simple access for the web. Fashion is an industry which has a short item life cycle and thoroughly relies upon evolving patterns.

Impact of digital marketing on the consumer behaviour

Consumer behaviour is a particular set of principles where, the consumers are shown in scanning for, acquiring, utilizing, assessing and discarding the products and the services which they expect will fulfill their needs. Consumer buying behaviour or decision making is an inward procedure which is happening in the consumer inward personality and final decision on buying is completed by the client on the basis of the effect produced using external and internal upgrade. Marketer plays an important role in inducing client through efforts of external marketing through promotion, place, price and product. [4]

2. Review of literature

Anjali Chaudhary (2019)[5] clarified that as of late, the world has seen a sort of social correspondence between people in virtual the internet. The social systems administration is well known in marketing which uses the stage to exhibit different marketing projects and procedures. The examination dependent on the influencing affecting elements of social media marketing, for example, technology, foundation, culture, society in consumers' buying decision in Saudi Arabia. The study centers around consumer's behaviour and reactions, regarding indirect advertising, misrepresenting on reviews of the products or services, false promotion, dishonest and unprofessional practices. The outcome of the study inferred that there is a connection between Social media marketing on consumer buying decisions.

Syed Muhammad Ather (2019)[6] mentioned that the social media has become a basic part of our lives with the presentation of 3G and 4G technology in Pakistan and it has obtained feasible for individuals to remain associated from anyplace whenever. The reason for this investigation is to discover that if any connection between social media marketing and consumer buying behaviour exist if their reality influenced each other in any noteworthy

---

[4] Schiffman LG, Kanuk LL (2010) Consumer Behaviour. 7 edn. India: New Delhi, Prentice Hall.

[5] Anjali Chaudhary (2019) Influencing Factors of Social Media Marketing on Consumers Buying Decisions Article · April 2019

[6] Syed Muhammad Ather, Naimat Ullah Khan, Faizan Ur Rehman and Lubna Nazneen (2019) Relationship between Social Media Marketing and Consumer Buying Behavior , February 2019

manner. The findings and results of the study affirms that there is a positive connection between social media marketing and consumer buying attitude just as that social media can be utilized as a viable marketing tool in Peshawar region.

Udayangani Rathnayaka (2018)[7] expressed that with the broad technology improvement which has embraced by the world customary idea of marketing has developed with a digital mode that carries the entire world to the client's doorstep in a single tick. The increasing penetration of internet and different digital channels for communication, more extensive systems and new gadgets and their availability with advertisers made consumers progressively enlightening and proficient in regards to the worth they expected to come back to the cost they acquired. With the investigation, it has prescribed client relationship marketing as a key reaction to confront the progressions produced using digital marketing in the retail fashion industry.

3. Research gap

There are numerous studies that have explored the purchase decision of consumers in relation to various industries such as retail, fashion, education, food etc. Previous studies have focused on identifying the significant marketing strategies in order to attract the customers. However, there are very few studies that highlight the impact of social media marketing on consumer buying decision with regards to fashion industry. With this research gap, the current study emphasizes on customer attitude and purchase intention towards buying the products through a common platform such as Face Book, Instagram etc. Hence, the researcher uses structured questionnaire to survey the fashion industry consumers to identify the influence of social media marketing on their purchase decisions.

4. Statement of the problem

The study highlights the connection between consumer purchase decision and social media marketing in the fashion industry. The study proposes a new framework that identifies this connection on each other. Nevertheless, with the changing behaviour and time, consumers have increased their demands and preferences with respect to fashion industry. This has increased the competition in the market and hence the organizations look for a platform like social media to promote their brands using innovative marketing strategies. The present study

---

[7] Udayangani Rathnayaka (2018) Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice, Journal of Accounting & Marketing, ISSN: 2168-9601 Rathnayaka, J Account Mark 2018, 7:2

thus focuses on analyzing buying decision of consumers in fashion industry as their requirements keep changing over time.

5. Objectives

- To identify the influence of social media marketing on consumer buying decision in fashion industry in Chennai

- To find the factors responsible for influencing consumers' purchase decision through social media marketing

- To provide suggestions for improving social media marketing strategies to attract more customers

6. Research Methodology

Research methodology gives the total data with respect to the assortment of information from the populace. The methodology comprised of data, sample and the techniques. It additionally depicts about the tools to collect the information and that are utilized for investigation. The investigation depends on primary data and to gather information a structured questionnaire is utilized.

The type of research is empirical and variables are measured with quantitative analysis. Primary data are collected through socio demographic and self-structured questionnaires with open and closed statements measured with Likert's scale (1-5 as strongly agree, agree, neutral, disagree, strongly disagree respectively) on the basis of responses obtained from the consumers of fashion industry residing in Chennai as respondents. Around 300 respondents were approached for the study and about 111 samples were identified using convenient sampling technique for the current study.

Sampling Framework

Table: 1

Study area	Chennai
Population	General public residing in Chennai city
Sampling method	Convenient sampling method
Sample size	111 customers
Statistical tools	Anova, Correlation, Factor Analysis
Software used	SPSS software version 20
Data collection	Primary data: with a self-structured questionnaire. Secondary data: various journals, websites, online sources etc.

7. Limitation

- As fashion differs from culture to culture, individuals' awareness, perception and consumer practices may fluctuate similarly. Diverse research would likewise be led with respect to this subject to comprehend the extent of this change.

- The study respondents were the consumers living in Chennai city. The study is therefore on the views of Chennai people as no any other states were considered for the study.

- Sample size is small which constraints the results of the study. With bigger sample size, results of the study would have been different.

8. Data analysis

One –Way ANOVA (Income)

H_{01} – There is no relationship between Income factor and the variables

Table - 2

Factors	F-value	Significant	Inference
Brand Reach	**0.154**	0.927	Accepted
Emotional Appeal	**1.016**	0.389	Accepted
E-Word of Mouth	**1.216**	0.308	Accepted
Post – Purchase Evaluation	**0.347**	0.791	Accepted
Customer Attitude	**0.295**	0.829	Accepted
Purchase Intention	**2.924**	0.037	Rejected

*5% Significant Level

Inference:

It can be seen from the table – 2 that there is significant relationship between income factor and the study variable Purchase intention. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for income factor and the variable like Purchase intention, for all other variables null hypothesis is accepted. Therefore it implies that income of the respondents has significant variation with Purchase intention.

Correlation between Brand Reach and Customer Attitude

$H_{02:}$ There is no significant relationship between Brand Reach and Customer Attitude

"To study the relationship between Brand Reach and Customer Attitude of the respondents", the coefficient of correlation of the sample calculated by employing Pearson's correlation method is shown below

Table No – 3

Brand Reach and Customer Attitude

		Brand Reach	**Customer Attitude**
Brand Reach	**Pearson Correlation**	1	.366[**]
	Sig. (2-tailed)		.000
	N	111	111
Customer Attitude	**Pearson Correlation**	.366[**]	1
	Sig. (2-tailed)	.000	
	N	111	111

**Correlation is significant at the 0.01 level (2-tailed)

Analysis and Interpretation

It may be perceived from the table – 3 that the value of coefficient of correlation between Brand Reach and Customer Attitude is 0.366. It represents a positive correlation between two variables. The obtained coefficient of correlation is found to be significant at 1% level of significance. Thus the null hypothesis, i.e. "There is no significant relationship between Brand Reach and Customer Attitude" is rejected. It seems fair to interpret that the Brand Reach and Customer Attitude are related to each other. It implies that significant bond of correlation exists between these two sets of variables, i.e., Brand Reach and Customer Attitude.

Factor Analysis

To ensure a good factor analysis, variables should be correlated to some extent, but not be perfectly correlated. The correlation matrix between the variables was therefore scanned in order to see if there was any correlations coefficient above 0.9. None of these were found. Secondly, it is recommended that several correlations should be at least above 0.3. One can also see from the correlation matrix that this requirement was also satisfied. Considering that the variables are to some degree correlated, but not particularly large, one did not have to consider eliminating any of the variables from the analysis at this stage.

Reliability Statistics

Cronbach Alpha	No. of Items
0.920	18

The Cronbach's Alpha for the 18 items accepted after the exploratory Factor analysis show a good reliability.

KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.807
Bartlett's Test of Sphericity	Approx. Chi-Square	2062.354
	Df	153
	Sig.	0.000

Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05. The above results show that the test is significant and therefore a factor analysis was undertaken.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
q2.1	.894	.228	.137	.195
q1.1	.884	.246	.150	.223
q1.2	.873	.112	.348	
q4.1	.871	.262	.088	.154
q2.2	.843	.133	.378	
q4.2	.704		.369	
q5.2	.185	.757		.297
q5.1	.108	.750	.135	.102
q6.3	.188	.746		
q5.3		.690	.198	.304
q6.2	.101	.671	.206	
q6.1	.187	.664		-.109
q2.3	.361	.155	.848	.195
q4.3	.367	.179	.831	.186
q1.3	.415	.196	.824	.223
q3.3			.258	.839
q3.1	.107	.191	.131	.780
q3.2	.232	.185		.740

Extraction Method: Principal Component
Analysis.

Rotation Method: Varimax with Kaiser
Normalization.[a]

a. Rotation converged in 6 iterations.

Figure – 1

Factor Analysis
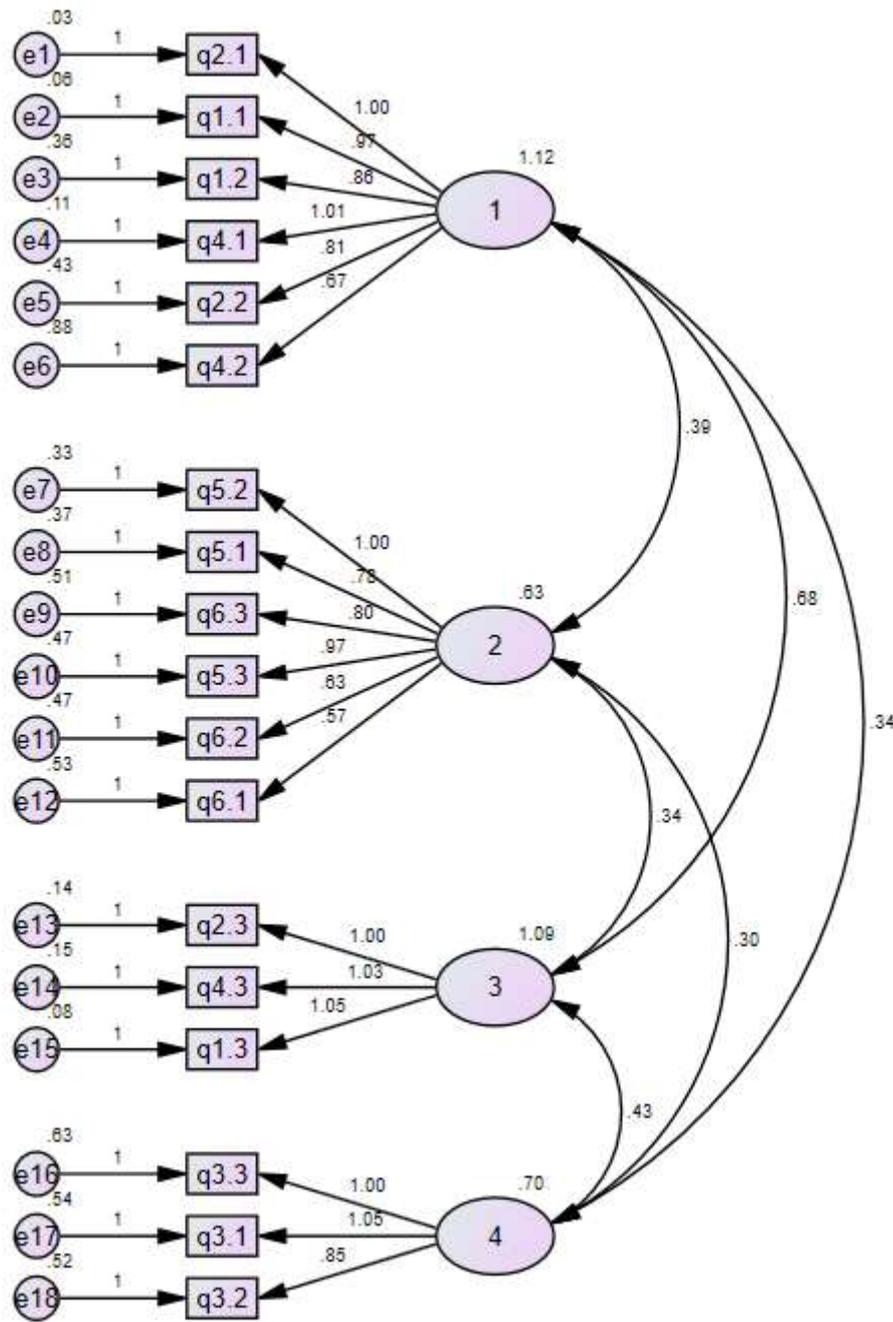
Source – Primary Data

Confirmatory Factor Analysis Result

Model Parameters	Cut – off Values	The values on model
Cmin/df	Less than 3	**2.419**
GFI	More than 0.95	**0.961**
RMR	Less Than 0.05	**0.047**
CFI	More than 0.95	**0.978**
RMSEA	Less Than 0.07	**0.061**
P-Value		**0.000**

Source: Primary Data

Almost all the values for the CFA are higher, this shows model is good fit.

9. Findings

- It can be seen from the ANOVA test that there is significant relationship between income factor and the study variable Purchase intention. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for income factor and the variable like Purchase intention, for all other variables null hypothesis is accepted. Therefore it implies that income of the respondents has significant variation with Purchase intention.

- Correlation test perceived that the value of coefficient of correlation between Brand Reach and Customer Attitude is 0.366. It represents a positive correlation between two variables. The obtained coefficient of correlation is found to be significant at 1% level of significance. Thus the null hypothesis, i.e. "There is no significant relationship between Brand Reach and Customer Attitude" is rejected. It seems fair to interpret that the Brand Reach and Customer Attitude are related to each other. It implies that significant bond of correlation exists between these two sets of variables, i.e., Brand Reach and Customer Attitude.

- Factor analysis shows that almost all the values for the CFA are higher, this shows model is good fit.

10. Suggestions

Following suggestions can be utilized by organizations in fashion industry to influence the customers' decision making capability:

- Ensure to reach the brand across all segments of consumers through social media sites which can create brand awareness among more number of people irrespective of buying the product.

- Include short descriptions about the products when displaying them in social media sites that can catch their attention and bring an emotional appeal within their mind set.

- Highlight the positive reviews obtained for the products through social media platforms which can pave way for positive Electronic Word of Mouth (EWOM).

- Get interactive with the customers as part of post-purchase evaluation.

11. Conclusion

The goal of this research paper was to analyze the impact of social media marketing on the consumers' buying behaviour with respect to fashion industry. Primary along woith secondary research was utilized so as to respond to the research question. This research paper is an exploratory examination that gives finding a shot whether social media advancements dissolve the selectiveness of extravagance marks or carry consumers closer to the brand in this manner making a positive effect. Social media happens to be an encouraging instrument that connects with client collaboration with the brands and this upgrades customer loyalty. In any case, it was discovered that those brands that deliberately advanced their products and brand name on social media determined it helpful while the brands that did not deal out legitimate marketing platform like social media faced negative outcomes.

References

- Anjali Chaudhary (2019) Influencing Factors of Social Media Marketing on Consumers Buying Decisions Article · April 2019

- Baines P, Fill C, Page K (2013) Essentials of Marketing. Oxford University Press.

- Kotler P, Wong V, Saunders J, Armstrong GM (2009) Principles of Marketing. Pearson.

- Mohammad Reza Iravania*, Kazem Ghojavanda, Faezeh Taghipourb and Yosef Masomi, (2012). "A social work study on the relationship between personality traits,

prestige sensitivity, and fashion consciousness of Iranian students", Growing Science Ltd.

- Schiffman LG, Kanuk LL (2010) Consumer Behaviour. 7 edn. India: New Delhi, Prentice Hall.

- Syed Muhammad Ather, Naimat Ullah Khan, Faizan Ur Rehman and Lubna Nazneen (2019) Relationship between Social Media Marketing and Consumer Buying Behavior , February 2019

- Theory and the Practice, Journal of Accounting & Marketing, ISSN: 2168-9601 Rathnayaka, J Account Mark 2018, 7:2

- Udayangani Rathnayaka (2018) Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the