

## **Social Media Influence on Purchase Decision of Millennials Towards Fashion Apparels**

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### **Abstract**

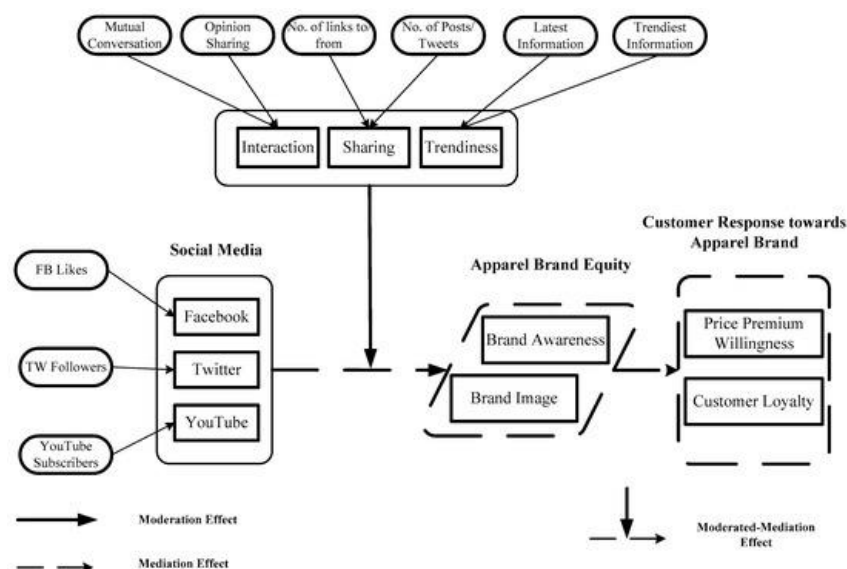
The burgeoning presence of social media platforms has substantially recalibrated the dynamics of fashion consumption, particularly among millennial. This demographic group, intrinsically linked with the digital landscape, experiences a plethora of influences that govern their buying behavior towards fashion apparels. The nexus of social media platforms and millennial has given rise to nuanced forms of marketing, including influencer partnerships and tailored advertisements, which intricately mold their purchasing preferences. Furthermore, these platforms have become arenas where brand narratives unfold, weaving a complex tapestry of engagement, persuasion, and consumer decisions. Peer reviews and community discussions further enrich this tapestry, offering a robust ground of trust and validation that millennial heavily rely on before making a purchase. The social media wields on the buying behaviour of millennial in the context of fashion apparels, delineating the pathways through which virtual interactions transmute into real-world purchasing decisions.

**Keywords:** social media, purchase decision, millennial and fashion apparels

## Introduction

The current study commenced with the objective of examining the extent to which demographics influence millennial' purchasing of fashion apparel through social media, as well as assessing the importance of social media in this context. Additionally, it seeks to evaluate the consequences of social media usage on this specific demographic [15]. To bolster the research's credibility, the study integrated the viewpoints and expertise of professionals and scholars. The present investigation utilised a survey approach to gather data, employing a standardized questionnaire. The findings suggest a robust and statistically significant association between the attributes across several demographic cohorts [8]. The paper provides more clarification on the significance of social media, highlighting elements such as the generation of viral content, the production and distribution of aesthetically captivating and easily available information, and the capacity to attract visitors to a company's website as crucial factors. In addition, other factors including brand influence, the attractiveness of fashionable attire, and the importance of social and personal identity exert a substantial impact on the consumer behaviour of those belonging to the millennial generation [9]. The research also clarifies the attributes that have a positive impact on the involvement of millennial with social media. The aforementioned elements comprise the process of spreading information on companies, which subsequently has a substantial impact on the millennial generation [17]. Social media platforms have a significant impact on promoting creativity and innovation within this particular group. Furthermore, adolescents possess the capacity to easily get and obtain broad knowledge from a multitude of internet sources.

Figure: 01

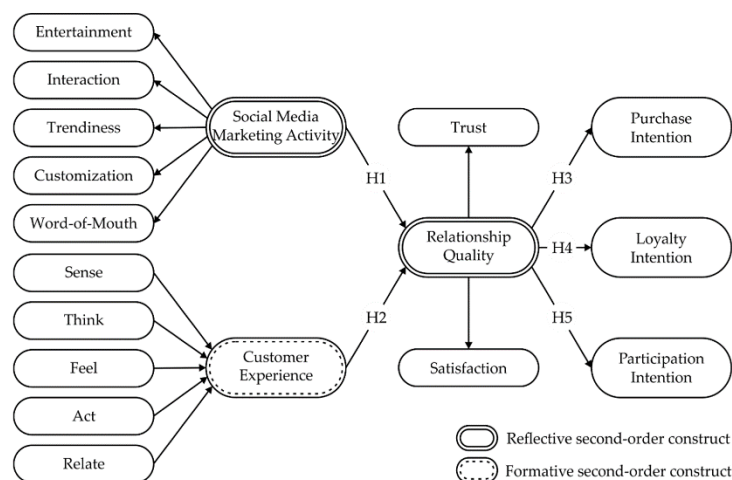


## The research background

The study revealed that the purchasing behaviour of participants is influenced by social media in relation to fashion items. The factors that have an impact on consumer behaviour also encompass the preference of the internet-savvy generation for digital transactions, price sensitivity, and the appeal of the product. The data from millennial respondents was collected using a convenient sampling technique, in accordance with the questionnaire. The questionnaire was presented with caution, ensuring that no pressuring or coercion was employed to influence respondents to provide specific answers. The secondary sources encompass electronic journals and online resources. The individuals belonging to the millennial generation comprise approximately 25% of the global population. Furthermore, it has

been observed that millennial allocate approximately two-thirds of their financial resources towards expenditures related to clothes. The factors of brands, style, pricing, self-identity, and country of origin have been identified as significant influencers in shaping the attitudes and intentions of millennial. The influence of demographics on millennial' purchasing habits in relation to social media is substantial and highly relevant. The impact of social media is influenced by various elements, including the generation of viral material, the creation and dissemination of visual content, and its ease of accessibility. When considering the purchasing behaviour of millennial, various elements such as brand influence, the appeal of trendy and fashionable clothing, as well as social and personal identity, play significant roles. Additionally, it was shown that elements such as brand education have a significant influence on millennial. Furthermore, social media platforms play a crucial role in fostering creativity and innovation among millennial. Moreover, teens have the ability to effortlessly look for and acquire general knowledge. Bengaluru, often referred to as the "happening city," "silicon valley," and more recently, the "science city," offers a plethora of opportunities in the realm of fashion apparel. It exhibits a commendable degree of cultural acceptance and openness towards immigrants, rendering it the fastest expanding metropolis in Asia. The younger generation, commonly referred to as millennial, exhibit a strong affinity for fashionable clothing in the city of Bengaluru. The fashion industry has been significantly influenced by the emergence of social media platforms, leading to an increasing number of firms utilizing these online networks to engage with and attract the technologically-savvy consumers of Generation Y. The emergence of technology has provided millennial with increased agency, leading to their engagement with fashion garments and their adoption of stylish textiles as a means of self-differentiation. The present phenomenon has emerged as a quandary in the realm of fashion.

Figure: 02



### The Influential Sphere of Social Media

In the bustling and vibrant universe of fashion, the buying patterns and preferences of individuals are constantly evolving. At the intersection of technology and fashion, millennial stand as a pivotal demographic whose buying behavior is significantly impacted by the prolific presence of social media platforms. This essay seeks to elucidate the profound influences that social media platforms wield on the buying behavior of millennial concerning fashion apparels. To embark upon this discourse, it is imperative to delve deep into the arena of influencer marketing, a formidable force in shaping the opinions and preferences of millennial. In an age where influencers serve as the modern-day brand

ambassadors, their role cannot be underestimated. Millennials find a sense of authenticity and genuine connection with influencers who resonate with their own values and aesthetics. This authentic representation, coupled with a high engagement level, where influencers actively interact with their followers, significantly sways the purchasing decisions of millennials. This collective intelligence shapes their expectations and perceptions of products, influencing their buying decisions to a considerable extent. Social proof, reflected through positive reviews and high ratings, instills a sense of trust and confidence in millennials, encouraging them to proceed with their purchasing decisions. Furthermore, social media platforms have emerged as hubs where brand narratives and stories unfold. Millennials, being a generation that values authenticity and transparency, are greatly influenced by the stories and philosophies that brands share on social platforms. The ethical considerations, the craftsmanship, and the heritage of brands are aspects that millennials consider while making a purchase. The affinity towards brands that resonate with their own values and ideologies is a distinctive characteristic of millennials' buying behavior.

## **Social Media**

Social media are computer-mediated communication technologies that enable individuals or organisations to generate, trade, and share data, concepts, thoughts, images/videos, and other items in online communities and networks. Social media is a 2.0 internet-based application that produces service-specific profiles and user-generated content. Social media connects people or groups via user profiles, which aids in the growth of online social networks. In the contemporary epoch, the ubiquitous nature of social media is undeniable. This powerful digital platform, which began as a medium for interpersonal connections, has metamorphosed into a colossal entity, influencing every facet of modern society - from personal relationships to consumer behavior, and from political discourses to education paradigms. This essay seeks to delve into the complexities of social media, exploring its transformative influence on various societal domains, while also scrutinizing the challenges it poses in the modern landscape. At the very forefront, social media has drastically reshaped communication paradigms. It has facilitated instantaneous connectivity across geographical boundaries, fostering relationships and networks that were previously inconceivable. It has given voice to individuals, empowering them to share their narratives and experiences on a global platform. However, this connectivity comes with a caveat. The virtual interactions often run the risk of fostering superficial connections, potentially undermining deep, personal relationships that are nurtured through face-to-face interactions. In the sphere of commerce, especially in sectors like fashion, social media has emerged as a potent tool for marketing and brand promotion. Through platforms laden with influencers and user-generated content, brands have found innovative ways to reach and engage with consumers. Millennials, in particular, find themselves at the crossroads of social media influence and consumer behavior, often using these platforms to make informed purchasing decisions. Nevertheless, this has also paved the way for issues like consumerism and impulsive buying, propelled by the incessant stream of advertisements and endorsements flooding these platforms. Furthermore, social media has evolved as a significant player in the political arena. It has become a tool for politicians to reach a broader audience, disseminate their ideologies, and engage with their constituents. The democratic nature of social media offers a platform where dialogues and discussions can unfold, potentially fostering a more informed and engaged citizenry. However, the same platform can also be a breeding ground for misinformation, propaganda, and polarization, posing considerable challenges to maintaining a balanced and objective political discourse. In the realm of education, social media presents both opportunities and challenges. On one hand, it offers an avenue for collaborative learning, knowledge sharing, and fostering global educational networks. On the other, it poses challenges in terms of distractions, cyberbullying, and potential mental

health issues among young users who might find it challenging to navigate the pressures and expectations fostered in the virtual space. As we navigate through this digital era, it becomes imperative to foster a nuanced understanding of social media and its implications. While it offers myriad opportunities for connectivity, collaboration, and innovation, it also necessitates a critical approach to mitigate its potential pitfalls. This involves fostering digital literacy, promoting responsible use, and nurturing an environment where the virtual and real-world experiences complement, rather than compete with each other. In conclusion, social media stands as a double-edged sword in the contemporary society, weaving a complex web of influences and implications. As we stand at this juncture, it is critical to navigate this landscape with a balanced perspective, harnessing the positive potentials of social media while being cognizant and critical of its challenges. Only through a nuanced and balanced approach can we hope to traverse the digital terrain successfully, fostering a society that is both connected and compassionate, innovative yet grounded.

### **Significance for the study**

The significance of social media in today's dynamic consumer landscape cannot be understated, particularly when examining its role as a potent driver in shaping buying behaviors in the fashion apparel industry[7].It acts as a vibrant nexus, connecting brands with a vast swath of audiences, especially millennial who are naturally attuned to the digital sphere. Through platforms bustling with user-generated content, influencer endorsements, and interactive advertisements, social media has reshaped the way consumers discover, perceive, and engage with fashion brands. Moreover, it serves as a fertile ground where trends are cultivated and propagated at a rapid pace, giving consumers a constant source of inspiration and a medium to express their style preferences. Furthermore, it offers a rich repository of peer reviews and community insights, fostering a collaborative decision-making environment [1].As a catalyst for fostering brand-consumer relationships, social media has undeniably transformed the trajectory of the fashion industry, making its significance in contemporary marketing and consumer engagement strategies paramount.

### **Objectives**

1. To identify the factors driving and measuring significance of social media
2. To examine the impact of social media of fashion apparels

### **Research methodology**

The present study aims to investigate the research methodology employed in this research project. A comprehensive understanding of the research domain, an exhaustive literature review was undertaken, which facilitated the development of a theoretical framework [3].The primary aim of this research is to examine the significance of social media as a marketing tool in the context of promoting consumer items through social media marketing [9]. The researchers utilised convenient sampling methodology to collect data from individual's users of a social media site. A comprehensive analysis was conducted on a dataset including 250 data points obtained from users of a social media platform through the use of a Google form.

### **Analysis, findings and discussion**

Social media platforms have undeniably emerged as powerful agents that significantly influence the buying behavior of millennial in the realm of fashion apparels. From influencer marketing to personalized advertising strategies, from peer reviews to compelling brand narratives, the factors that

sway the purchasing decisions of millennial are numerous and varied. As the dynamics between social media platforms and consumers continue to evolve, it is evident that the virtual world holds a profound influence over the real-world buying behaviors of millennial, weaving a complex yet fascinating tapestry of interactions, influences, and decisions in the vibrant world of fashion.

Table 1:  
Impact of social media on millennial buying behaviour of fashion apparels

| Significance of social media      | Mean | Std. Deviation | Mean Rank | Rank |
|-----------------------------------|------|----------------|-----------|------|
| Brand narratives                  | 2.28 | 1.000          | 2.06      | IV   |
| Peer reviews and recommendations. | 2.21 | 1.065          | 2.03      | V    |
| Social media advertising          | 2.27 | 1.128          | 2.81      | III  |
| Digital privacy                   | 2.68 | 1.107          | 3.45      | II   |
| Influencer marketing              | 2.78 | 1.108          | 3.72      | I    |

The table presented above indicates that the participants possess a significant level of awareness regarding influencer marketing. The Social Media influencer (3.72) on the Purchasing Behaviour of Millennial in the Fashion Apparel Industry. The Digital privacy (3.45) was ranked second. Thirdly, social media advertising, are also checked by most of the respondents (2.81) and Brand narratives (2.06) in ranked Fourth. Peer reviews and recommendations (2.03) is ranked fifth by the respondents.

Table 2: Friedman Test

|            |        |
|------------|--------|
| N          | 250    |
| Chi-Square | 16.325 |
| df         | 4      |

The value (16.325) obtained by the Friedman test, with 4 degrees of freedom, is statistically significant at a significance level of 1%. Therefore, the hypothesis is rejected.

#### *Factors driving and measuring significance of social media*

The quality of content disseminated by influencers, which often showcases the finesse and details of fashion apparels, forms a persuasive visual narrative that impacts the buying choices of millennial. Parallel to the world of influencer marketing is the domain of social media advertising, which has evolved into a sophisticated arena that leverages technology to personalize the buying experience[11]. The tailored advertisements that millennial encounter on social media platforms, based on their browsing habits and preferences, play a vital role in steering their buying choices. The visual appeal of these advertisements, characterized by creativity and innovation, captures the attention of millennial, influencing their perception and inclination towards various fashion brands. Furthermore, the interactive features of social media platforms facilitate a dynamic exchange between brands and consumers, fostering a relationship that goes beyond mere transactions. Equally significant in the context of social media's impact on millennial' buying behavior is the phenomenon of peer reviews and recommendations[7]. In a world where information is at the fingertips, millennial heavily rely on reviews and feedback from peers and other consumers before making a purchase. Garret Ranking was calculated.

Table 3:

Factors driving and measuring significance of social media:

| Variables             | Rank | 1    | 2    | 3    | 4    | 5    | 6    | 7   | Total | Rank |
|-----------------------|------|------|------|------|------|------|------|-----|-------|------|
| Flexible and dynamic  | f    | 89   | 25   | 12   | 18   | 27   | 34   | 45  | 13618 | II   |
|                       | fx   | 7031 | 1650 | 696  | 900  | 1161 | 1190 | 990 |       |      |
| Building brands       | f    | 41   | 135  | 21   | 14   | 12   | 23   | 4   | 15284 | I    |
|                       | fx   | 3239 | 8910 | 1218 | 700  | 516  | 805  | 88  |       |      |
| Creates viral content | f    | 18   | 15   | 135  | 32   | 19   | 20   | 11  | 13601 | III  |
|                       | fx   | 1422 | 990  | 7830 | 1600 | 817  | 700  | 242 |       |      |
| Cost effective        | f    | 19   | 15   | 36   | 142  | 22   | 8    | 8   | 13081 | IV   |
|                       | fx   | 1501 | 990  | 2088 | 7100 | 946  | 280  | 176 |       |      |
| User Reviews          | f    | 17   | 12   | 30   | 15   | 147  | 25   | 4   | 11909 | VI   |
|                       | fx   | 1343 | 792  | 1740 | 750  | 6321 | 875  | 88  |       |      |
| Authenticity          | f    | 14   | 25   | 11   | 9    | 18   | 157  | 16  | 10465 | VII  |
|                       | fx   | 1106 | 1650 | 638  | 450  | 774  | 5495 | 352 |       |      |
| Quality of Content    | f    | 25   | 11   | 9    | 137  | 18   | 25   | 25  | 12272 | V    |
|                       | fx   | 1975 | 726  | 522  | 6850 | 774  | 875  | 550 |       |      |

The table revealed that the respondents consider the building brands (15284). AS factors driving and measuring significance of social media. Flexible and dynamic (13618) is most preferred factor. Hence, most of the respondents also analyze Creates viral content (13601). Cost effective (13081), Quality of Content (12272), User Reviews (11909) and Authenticity (10465) are ranked subsequently. The advent of technology has brought about a significant transformation in the role of social media, shifting it from a mere communication medium to a platform extensively employed by marketers for the purpose of collecting substantial volumes of data. This data is subsequently leveraged to enhance marketers' comprehension of their target audiences and facilitate a wide range of research endeavors.[13]. Upon its introduction in India, social media had a remarkable surge in growth, subsequently permeating nearly all strata of society and presenting substantial prospects for commercialization. It is gaining traction even within the population residing in the economically disadvantaged regions of the global South, where subsistence living is prevalent.

### Discussion

According to certain experts, social media can potentially exert an influence on rural customers as well. The utilisation of social media by political parties to engage with potential voters has witnessed a notable surge in the aftermath of the recent elections.[5] Consumers are impacted by the marketing efforts of companies of diverse scales, encompassing international enterprises, local businesses, service providers, and other entities. Individuals now have the ability to establish connections with one another

through computer-mediated networks and communities, facilitating the interchange of ideas, perspectives, and knowledge. The inception of social media platforms initially served as a means for individuals to maintain connections with their personal acquaintances. [3]However, it has since been adopted by enterprises seeking to engage with their customer base through a rapidly evolving mode of communication. One of the most notable aspects of social media is its capacity to facilitate global connectivity and information sharing, enabling individuals to interact with a vast number of people simultaneously [8]. Presently, the global user base of social media platforms exceeds 3.8 billion individuals. In the realm of social media, emerging platforms such as TikTok and Clubhouse have become increasingly prevalent on an annual basis, alongside long-standing networks.

## **Conclusion**

Social media has conventionally been regarded as a means of maintaining communication with acquaintances and relatives through the exchange of brief messages and the documentation of personal experiences. [13]Social media has traditionally been regarded as a platform that facilitates interpersonal communication. In the past, social media was not widely recognized as a viable instrument for marketing purposes. In contemporary times, social media marketing has evolved as a highly effective approach for disseminating information pertaining to a company's advertising initiatives, products, and services. The importance of targeted advertising is increasing in the realm of social media marketing [17].The dissemination of information on goods and services to a broad demographic through social media platforms is of utmost importance for businesses. Networking is widely recognized as a crucial element in the realm of social media marketing[9].This comprehensive approach encompasses various aspects, ranging from cultivating and nurturing connections with current clientele to identifying and engaging with potential clients via social media platforms[10]. The utilisation of social media as a marketing technique is currently deemed more efficacious compared to alternative tactics.

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