



## A Study on Buying Behaviour of Millennials by Instagram Marketing for Clothing Brands

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### ABSTRACT: -

Social media has emerged into the most prominent and vital virtual arena, where the platform is leveraged not only for social networking but also as a powerful tool for digitally promoting your brand and products. Instagram is an excellent model for engaging a huge audience, with over 1 billion monthly active users. Instagram online users spend 53 minutes on daily basis on this platform, making it the second most popular social network after Facebook. In the mentioned research article, we have focused on different clothing brands and how consumers are influenced by online Instagram marketing. The main objective is to identify how Instagram can influence the buying behaviour of millennials. Using qualitative and quantitative research methodologies, we sampled 234 responses using a simple random sampling method and developed hypotheses about them, allowing us to analyse the data using Chi square and ANOVA to arrive at the results and suggestions.

**Keywords:** -Buying behaviour, Instagram marketing, Millennial, Influence, Shopping online application

### Introduction: -

As we have entered the digital era and by looking at the current pandemic situation it seems that the future of marketing is digital. The most influential industry on online platforms or to be precise social media platforms like Insta, Facebook, Twitter, Etc... is the fashion industry. Which gives a huge impact on the platform users as well as affect their buying behaviour for particular fashion clothes. The fashion industry completely took a 360-degree turn after social media platforms came into existence and most of the users get influenced or we can say affect their buying behaviour for the particular fashion or trendy clothes.

We can see that most millennials are now mostly active on the social media platform called Instagram which launched on 6 October 2010 and it is available on android as well as on IOS. In the initial days, the Instagram platform was just a photo-sharing social media but eventually, new updates took place where users can write, comment and chat with users on the platform which was not there earlier, simultaneously Instagram also launched the feature of videos till 1 minute.

And now Instagram provides several features for its users such as instant live, Reels, IG tv and stories and many more. which helps the fashion industry to grow and reach a wider audience for their particular brand of clothes as well as there are such paid advertising features that show the brands clothes to the potential buyer/users on that platform.

Hence we are focusing on the buying behaviour of millennials. So first understand who the millennial are. Baby boomers consider as the one who born between 1946 to 1964. Their present age is between 56 to 74 years. Gen X born during 1965 to 1980 and their current age is between 40 to 55 years. Generation Y or Millennial were born during 1980 to 1994. Their recent age is between 24 to 39 years. Generation Y.1 is 25 to 29 years old and Generation Y.2 is 29 to 39 years old. Generation Z is the most recent generation and they born between 1996 to 2015. Their recent age is between 5 to 24 years. The term "Millennial" has become famous way to refer both the segments of Generation Y.

Most of the millennial are now hyperactive on Instagram rather than any other social media platforms so fashion companies utilise the Instagram advertisement tools to take leverage of the situation and due to that the choice of clothes or we can say the buying behaviour pattern of millennials are changing and making a huge effect on the users of the platforms to purchase particular brands clothes and here are numbers of brands which are generating a huge amount of revenues through the Instagram marketing. Moreover, to some extent, many brands also have their particular online clothing buying application which makes buying experience very easy for their users or we can say, potential buyers.

**Model: -**

As we can see in a model that a brand awareness model applies to an individual for any type of product as well as service. At the initial stage, the potential buyer becomes aware of the brand through various sorts of advertisements which are done by the particular company to tap the individuals. Firstly the stimuli are as such that trigger them and attract them towards the product/services which eventually generate interest in one for the particular product. secondly, when a potential buyer is interested in that particular thing he starts developing engagement with it and one will try to know more about the product/services which are provided by the company in that particular phase he will try to find details as much as he can about the company and its services he also compares products with other company as well as compare the values and price for the same products, once he will get satisfied with the information he gathered he will make the purchase of that particular product.

we can also say that in that particular time he is converted into a buyer from the potential buyer because of proper advertisement through various offline and online advertisement activities which was done by the company.

If the product/service satisfied the consumer and add value to his life he will again buy the product of that particular company and if it gives the same results to him he will eventually become loyal to the brand and then after he will definitely suggest or refer to others to buy that particular product/services of the company through word of mouth as well as electronic word of mouth(e-wom), we can also say he will put the feedback about the product - on the various platform so others can also get knowledge about the same.

In the beginning, stage awareness leads to the actions of an individual which develops the interest in the product. If the interest is high then there are high chances that the product gets sold. If the interest is low then the chances of the product getting sold is low. In the engagement phase, how much one is engaged with the company's product motivates him to purchase that product and once he buys the product and he likes that product he will definitely refer someone to buy that product of the company and give his feedback to others. Once he becomes loyal to the company he will always buy the same product over and over again for himself.

**Research Objective: -**

- 1-To Study the online buying behaviour of millennials.
- 2-To study the effectiveness of Instagram marketing for millennials.
- 3- To study how Instagram can influence the buying behaviour of millennial.

**Literature review: -**

S. N	AUTHOR NAME AND JOURNAL	YEAR OF RESEARCH PAPER	TITTLE OF PAPER	DESCRIPTION
1.	Ankur Kumar Rastogi, International Research Journal	2010	A Study of Indian Online Customer & their purchasing Behaviour.	In this research author said, attempts to analyse the features related to the buying behaviour of online shoppers. Consumer buying behaviour in respect of online purchasing was studied using varioussocio economic variables.

2.	Riana Satrianaa, Indira Rachmawati, Farah Alfanur, Journal of Corporate Governance, Insurance and Risk Management (JCGIRM)	2014	Factor Analysis of online clothes fashion purchase on social media Instagram.	Here the author said that social media being used for purchasing and selling products in society is Instagram platform. Factors in influencing online purchasing has to be taking into account by online shops in order to meet the needs and desires of customers. The factors that affect the online garmentclothes fashion product purchasing on Instagram and other social media to find out the most dominant variables of each factor. The variables identified in this study are the impulse buying orientation, attitude to online purchase, service quality, risk involvement, informative work, online faith, particular holdup cost, easiness of use, and buying reasons.
3.	Zulkifli Abd. Latiffa and Nur AyuniSafiraSafieeb, Elsevier -	2015	Business Set Up for Branding Strategies on social media – Instagram.	The author wants to say that Instagram as a Social Networking website has been getting popularity and the medium of choice for new business holders and planning branding strategies according to its business. They talked about how Instagram can help a business to position their business in the market. 3 types of businesses were selected with recent followers of more than ten thousand and as that research was completed, all three business holders had already made plans for offline expansion. This proves that as a Social Networking Site, Instagram plays a pivotal role in shaping the business strategies for an individual's business.
4.	Henrik Virtanen, Peter Björk and Elin Sjöström, Journal of Small Business and Enterprise Development	2017	marketing of a start-up company on Instagram.	Here the author says that Instagram marketing has useful practical implications for marketers in SMEs who want to tap into the big potential of Instagram as a marketing tool for generating and increasing

				global awareness of a new business. It offers insights into the active role of social media marketing in today's market era.
5.	Iman Veissi, Haaga-helia university of applied science	2017	Influencer Marketing on Instagram.	Here the author states that influencer marketing has a mixed perception by the audience (users). Insta-gram has outgrown its phase as a photo-sharing app and has become a platform that serves multiple functions and implications, but still has sharing at its core. When it comes to purchase decisions, posts by Instagram influencers are perceived to be trustworthy than traditional ads, even though the audience may suspect that an influencer may not be authentically promoting products that they themselves use or believe in as products. Here, an influencer marketer is defined as the opinion leader.
6.	Desak Made Febri Purnama Sari a, Ni Made Dhian Rani Yulianti B, international journal of social science and Humanities, Celebrity Endorsement	2018	Electronic Word of Mouth and Brand Trust on Buying Habits: Fashion Women Online Shop Products in Instagram.	Here the author states that the development of fashion products is currently growing rapidly along with technological dvancements. Many companies compete to increase buying habits. With good buying habits, it can affect sales. There are several things that can increase buying habits including celebrity endorsement, electronic word of mouth, brand trust. it resulted as celebrity endorsement, e-WOM and brand trust together (simultaneous) have a positive and significant effect on buying habits.
7.	HaelHael, S. Khan, Int. J. Manag. Bus. Res.	2018	Instagram as a Marketing Tool for Luxury Brands.	Here the author says that Instagram is one of the fastest-growing online photo social web services where users share their life images with other users, however the academic research related to this media is limited. He measured the relationships between

				Instagram marketing, brand equity, and customer behaviour towards brands. Here the result shows that Instagram marketing should not only be thought of as a means of raising brand awareness and reaching new customers, but also as an increasingly important and serious brand image building tool. Investments in brand equity (online as well as offline) would strengthen Instagram marketing effects on customer responses.
8.	SomdechRungsisawata, WatcharinJoemsittiprasertb, KittisakJermsttiparsert, International Journal of Innovation	2019	Factors Determining Consumer Buying Behaviour in Online Shopping.	In this research the author said, encourage and influence the online buying behaviour amongst consumers. In a world where everything is available on the internet and everything is becoming digitised, developing and emerging markets are still behind the developed markets and need to measure up to them in order to stand out.
9.	Chusminah SM, Sugiyah, R. AtiHaryati, Rina Lestari, Research Synergy Foundation DOI	2020	RSF Press, Factors Influencing Online Buying Behaviour of Millennial Generation.	In this research author said, the internet become breathe of all aspect of human life, from instructional, political, security, social, cultural and economic aspects. The web has a really crucial role within the economic sector through e-commerce (electronic commerce) whether or not organized through business to business, consumer to shopper, or may be business to shopper.
10.	Sajjad Shokouhyar, SinaShokoohyar, Niloufar Raja, Vipul Gupta, Int.	2021	. J. Applied Decision Sciences, promoting fashion customer relationship management dimensions based on customer tendency to outfit matching: mining customer orientation and buying behaviour.	In this study the author said, the purpose of this study is to mine dimensions of customer relationship management (CRM) based on consumer tendency to outfit matching. Consumers are clustered into groups based on descriptive variables, consumer desire to outfit matching and customer relationship dimensions.

**Research Methodology: -**

The quantitative technique was used to generate insights and develop a clearer understanding of the problem. It uncovered the underlying motivations and reasons for a particular activity. It helps to uncover deeper insights and attributed a particular response to a specific respondent. In order to receive the response, a Goggle form was circulated among the individuals to fulfil the objectives of the research. The questionnaire was circulated among the individuals who are using social media for the for the various purpose as well as we have used qualitative technique and we have chosen convince sampling method.

This was because the objective was to study the role of Instagram marketing among the millennials for the fashion industry. We have gone through various sort of blogs and articles as well as research paper to gather the data of buying behaviour of millennials for the purchasing of fashionable clothes among the millennials. We have also used the primary method of data collection for the paper and stats the finding from the paper.

**ANOVA - Single Factor**

Alpha 0.05

Groups	Count	Sum	Mean	Variance
Column 1	233	774	3.321888412	1.236458487
Column 2	233	773	3.317596567	1.088352819
Column 3	233	792	3.399141631	1.077068226
Column 4	233	820	3.519313305	1.190358147
Column 5	233	817	3.506437768	1.138966997
Column 6	233	835	3.583690987	1.313008732
Column 7	233	742	3.184549356	1.202863697
Column 8	233	756	3.244635193	1.211447388

Source of Variation	SS	df	MS	F	P-value	F critical
Between Groups	32.82349785	7	4.689071122	3.966006432	0.000260476	2.01450541
Within Groups	2194.377682	1856	1.182315562			
Total	#VALUE!	1863				

**Results and Findings: -**

So, at Alpha = 0.05 we reject Ho and there is at least one factor which is differencing in influencing for purchase by using Instagram.

- To study how Instagram can influence the buying behaviour of millennials

**Ho:** Instagram is not effective

**H1:** Instagram is effective

**One sample t-test, using T distribution (DF=232.0000) (right-tailed) (validation)****1. H0 hypothesis**

Since p-value <  $\alpha$ , H0 is rejected.

The average of Group-1's population is considered to be greater than the  $\mu_0$ .

**2. P-value**

p-value equals 0.00000, ( $p(x \leq T) = 1.000000$ ). This means that the chance of type1 error (rejecting a correct H0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H1.

### 3. The statistics

The test statistic T equals 25.319594, is not in the 95% critical value accepted range:  $[-\infty: 1.6514]$ .

$x=3.73$ , is not in the 95% accepted range:  $[-\infty: 2.1100]$ .

The statistic S' equals 0.0685.

### 4. Effect size

The observed standardized effect size is large (1.66). That indicates that the magnitude of the difference between the average and  $\mu_0$  is large.

Since  $t_{obs} > t_{critical}$  we reject  $H_0$

$t_{obs} = 25.3195$

$t_{critical} = t_{\alpha, df} = t_{0.05, 232} = 1.653$  and that Instagram is effective.

As we have observed that To promote various clothes on Instagram there are few tools available which help them to advertise as well as schedule the post for the brands account such as Grum, Awario, Buffer, Hashtags for likes, Iconosquare, Canva, Shortstack, Soldsie, SocialRank, Plan, Social Insights, Instagram Ads by Mailchimp, Unfold – StoryCreator, Picodash and many more.

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### **Findings and Data Analysis: -**

As we have observed that To promote various clothes on Instagram there are few tools available which help them to advertise as well as schedule the post for the brands account such as Grum, Awario, Buffer, Hashtags for likes, Iconosquare, Canva, Shortstack, Soldsie, Social Rank, Plan, Social Insights, Instagram Ads by Mailchimp, Unfold – StoryCreator, Picodash and many more.

From our primary research we have received In total **233 responses** in which **66.5% were male and 33.5% were female**. As we are focusing on millennials the **highest number of respondents are from 20 to 25 age group** which is **90.1%** and rest **9.9%** include age group between **20 to 30, 31 to 35, 36 to 40**.

From total of 233 respondents as occupation wise **79.4%** were **students** and **15%** were **working** and only **0.9%** were **house wife**. The respondent's income level was most of them were having pocket money of less than **5,000 Indian rupees** total **117** respondents are having that pocket money and **18** were having salary and **8** respondents were having salary between **35,001 to 45,000 Rs**. And **only 6** people were there who are having **more than 45,000** salary. From total 233 respondents **54.9%** prefer **offline shopping** where as **45.1%** people prefer **online shopping**.

Most of the products purchased by millennials are **clothes** which is **53.2%** people prefer while **online shopping**, **35.6%** prefer **electronic products**, **7.3%** prefer **grocery** and **3.9%** prefer **home decor**. We have observed that many times millennial spend on internet is on social media platform which is **73 people** spend their time on **social media** **66** respondents spend time on **OTT platform** and **shopping app** and then after **goggle surfing**, **61.8%** were following their favourite **clothing brands social media channel**.

**72.1%** research on online social media platform **before purchasing** any kind of clothing brands product **27.9%** **not** worried much about the research on social media. **70.8%** prefer buying clothes from **online store**. The usage of Instagram are as follows **81.5%** prefer for **entertainment**, **49.8%** prefer for **new updates**, **15%** prefer for **shopping** and **11.6%** prefer for **live stream**. Everyday **44.6%** millennial spend **1 to 2 hours** on **Instagram** and **27.9%** spend **less than hour** on Instagram as well as **8.2%** spends **more than 4 hours** on Instagram. **55.8%** respondents **follow fashion influencer** on Instagram. **31.3%** respondents neutral behaviour that **Instagram is effective to influence individual/users for the particular clothing brand** where as **28.8%** **strongly agree** with that and only **2.6%** were **strongly disagree** with that.

**33%** respondents **agree** that Instagram can **influence their selection process** where **24.5%** **strongly agree** with that and only **7.3%** **strongly disagree** with that. The most **important factors** respondents consider while buying particular type of clothing brand is **price, design, fashion, discounts**. **48.1%** respondents **buy the clothing product** online by watching **Instagram advertisement**. **32.6%** **agree** that Instagram help you to give better idea about any clothing brand and **28.8%** strongly agree with that. **37.8%** respondents **strongly agree** that **Instagram marketing is effective** and **33.5%** people also **agree** with that only **2.6%** are **disagree** with that. **39.1%** **strongly agree** that **great tool of marketing for fashion and clothing brands** and **30.9%** are **agree** with that only **2.1%** are **disagree** with that.

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### **Suggestion: -**

However Instagram is much more influential social media platform But Facebook is more powerful in terms of high numbers of reach as well as users but the most important thing is that as most of the millennials are on Instagram so fashion company focus on Instagram rather than focusing on

Facebook but if fashion brands are focusing on generation X than they company can use the Facebook as the platform for the advertisement of the fashion products.

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### Conclusion: -

From my primary research and secondary research, we can see that the millennial become very heavy users of social media app as well as they are spending huge number of time on social media platforms compare to the any other platforms. As they are spending most of the time on social media platform call Instagram most of fashion companies also spending huge of amount of money on advertisement of their fashion products. Moreover, most of the millennials are following fashion influencer on Instagram so we can also see that they are also making huge impact on the buying behaviour of millennials.

As the platform is having most of the millennials as their users on Instagram and the impact of advertisement is also powerful and more impactful than offline advertisement. we can see that the preference for choosing certain fashion product gets influence by the Instagram advertising or marketing. We also observe that Instagram marketing can be use as the best tool for advertising and more effective and efficient way than any other way of advertisement.

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