



Impact of Social Media on Consumer Buying Behaviour with References of Clothes

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ABSTRACT

Facebook, Snapchat, Instagram and other social media apps encourage social media and also assist to advertise trendy and attractive clothing, which impacts more clients and raises the demand for clothing purchases. This paper's goal is to learn about the effects of social media on clothing-related consumer purchasing behaviour. Quantitative research technique emphasises objective measurements and statistical data. Descriptive research method is for demographic data and their features, Innova research method for innovation, and Chi-Square, which utilises statistical data to compare observed findings with predicted outcomes. E-commerce has drawn in more consumers because it gives them the freedom to make more informed purchasing decisions and to evaluate the post-purchase cost of their purchases without the participation of a retailer. As a consequence, buyers are more likely to buy garments for social occasions.

INTRODUCTION

For the last several weeks, you've been contemplating purchasing a certain product. As you're going through social media, an enticing advertising for that product shows on your screen. What now? Definitely, you'll open the link in the next minute, and you'll be ecstatic. You made up your decision within a short period of time and placed your purchase the very next minute. When it comes to consumer purchasing habits, social media has a significant impact. According to a deloitte survey, customers are 4 times more likely to spend money on things they see on social media, and 29% are so persuaded that they purchase the same day.

Using social media, individuals may connect with one other, exchange material, and readily get information. It is possible to share content on several websites and social media networks. Companies are becoming increasingly active in social media to promote their brands because of the increasing popularity of social media, particularly among the younger population. Various firms utilise social media to market their products and services, and they leave no stone unturned in their efforts to lure customers. This happens often on the internet: You find a product that seems interesting, and for some reason, you decide to buy it. It has revolutionised business and is now a need for the average person's day-to-day activities.

Today, companies and businesses have a new platform for marketing and advertising, namely social media. More and more people are using social media because of the abundance of resources and the ease with which the internet can be accessed. This, in turn, helps to increase a company's social media consideration. According to an IMAI study, India has the second-highest number of internet users behind China, with a population of almost 13 million people alone in Mumbai.

In the last ten to fifteen years, the impact of social media on corporate tactics has been enormous. There are a lot of fun and eye-catching ads popping up all over the internet as a consequence. An online platform minimises distance and provides a wider selection of products, which draws more customers and boosts productivity. There is no question that today's businesses and customers are more interconnected than ever before. Literature studies and data analysis may be used to learn more about the influence of social media on consumer purchasing behaviour and the relationship between the two, as well as to discover the best methods and foster social relationships between businesses and their customers.

It's hard to deny that the internet has become a huge part of people's everyday lives all across the globe in recent years. There has been a steady decline in the effectiveness and efficiency of conventional media outlets as a means of fostering consumer-brand communication. In the end, it facilitates communication, allowing for the sharing of information or personal interests through social networks, for example. Web 2.0 is regarded to be one of the

most significant developments in the history of business, bringing to the creation of social media. The old marketing method has been fundamentally altered by this transformation, paving the way for a new age for marketers. Marketers' and stakeholders' interactions have been profoundly enhanced by the social media revolution. Consumers now have more power than marketers because of the rise of social media in today's world. Because of the democratic nature of social media networks, users and customers may communicate and share information about goods and services (Schivinski, & Dabrowski, 2016). As a result, marketers have been forced to rethink their old marketing techniques or find new ways to meet the demands of their customers. As a result, word-of-mouth and sponsored advertising on social media networks are becoming more popular among marketers.

Zara has been chosen as a case study in this research because of its use of social media to promote its products. Product difference in other areas, such as France, USA, and Portugal, prompted this choice. Indeed, Zara is a part of the Inditex group, which makes it the second-largest apparel retailer in the world. Inditex sales show that Zara's apparel has gained international popularity, with more than 65 percent growth in 2013. Zara's commitment is seen by consumers as one of a fast fashion company rather than one that offers high fashion designs at a low price that can be swiftly embraced. Success for Zara is due to its innovative, effective and flexible items that keep it at the forefront of the industry. Zara's vertical integration techniques are more suited to meeting client needs.

The goal of the company's advertising is to impact the perception of the company and the purchasing choices of its customers. Zara's advertising strategy and messaging have a significant influence on customer purchasing decisions. Key to social media is user created material and user-encouraged content that ultimately influences the public's perception of a brand (Napompech, 2014). Zara is making smart use of social media marketing to advertise and promote its products. It is widely accepted that social media networks such as Facebook, Twitter, and YouTube may be used to promote goods and services because of their large audience (Evans, 2010).

When it comes to advertising, companies are increasingly using social media because they feel closer to their customers. Instead of pounding on the door of every television channel and displaying adverts, marketers have chosen for a more effective digital strategy: digital advertisements. It's widely accepted that internet advertising, particularly Facebook advertising, has the greatest impact on purchasing decisions. In order to elicit a wide range of reactions, numerous organisations engage in Facebook advertising. However, there are a number of aspects that contribute to the success of internet advertising. Customers, goods, and more are all examples of this (Xie, & Lee, 2015). Facebook's worldwide usage has made it an essential advertising platform, allowing companies to display their adverts in order to reach the target audience. As a result, companies may now target particular customers and promote items on Facebook. According to a research, Facebook allows numerous manufacturers and service providers to target clients based on demographics and interests (Forbes).

Social media, according to some reports, has a significant impact on retail sales and the perception of products (Kumar, Kumar, & Narayana, 2016). Social network apps are used to build customer and trade networks in e-commerce businesses. Customers-to-customers (C2C) trading through social media networks is used to open distribution. Zara has embraced the social media marketing technique to promote their businesses and influence customers' purchasing decisions as e-commerce becomes more popular throughout the globe. Many studies have been conducted recently on online garment purchases (Alhabash, Mundel, and Hussain, 2017; Ioană, and Stoica; Cha Yi & Bagozzi, 2016) and the results are encouraging.

Problem Identification and Description

When it comes to advertising, there are a variety of metrics accessible. Visitors, page views, frequency of visits, and click-through rates are all incorrect metrics for evaluating a website's success. This illustrates the fundamental inability to collect data on the impact of social media advertising. Promotions on social media have a stronger impact on customer purchasing behaviour (Alhabash, Mundel, & Hussain, 2017). In order to target the audience, businesses utilise social media advertising to promote word-of-mouth and increase brand awareness. Customer awareness and purchase choices are influenced by word-of-mouth marketing, which is widely recognised as a major aspect of the internet. In order to increase the consumer's influence, marketers have used traditional marketing techniques. An evaluation of word-of-mouth is seen from the social media network's products, which provide them with instruments for convenience. Fashion brands and small businesses alike depend on the power of social media to reach their sales goals (Park, & Jun, 2019).

Social media marketing is not a simple undertaking, and marketers must figure out what characteristics are most enticing to consumers in order to succeed. Digital messaging need to be powerful enough to attract and impact a consumer's purchasing behaviour. It is critical for the marketer to understand the likes and dislikes of customers as well as the factors that impact their purchasing decisions in order to influence their online purchasing behaviour. With quantitative and qualitative data, it's possible for marketers to identify the aspects that impact consumer purchasing decisions.

The tools and techniques used by marketers to communicate with clients have evolved throughout time. Traditional marketing methods including tele-marketing, printed brochures, television, and radio were utilised in the early 1980s. As the internet expanded and cellphones became more prevalent in people's lives, so did the use of social media as a strong marketing tool (Sakib, 2019). As a group of web-based tools, social media facilitates the development and distribution of user-generated content (Kaplan & Haenlein, 2010). When internet-based social media first came into existence, it ushered in a new era of information-seeking. Social media has had a tremendous influence on worldwide commercial operations, notably in the fields of marketing and consumption, as a result of its widespread use. Social media has emerged as the most cutting-edge and potent means of engaging with potential customers, as well as a means of building brands and influencing their purchasing choices (Iblasiet al., 2018).

The way we communicate with customers has evolved as a result of the proliferation of marketing channels. Stankevich (2017) observed that the number of contact points and experiences has raised consumer expectations, which means that consumers are continually searching for quicker and more effective methods to get product information to help them make purchasing choices. Traditional consumer decision-making methods are being disrupted by a wide range of channels that allow consumers to submit input and even solicit opinion from strangers in the digital market arena. The value of the brand is enhanced by its image in terms of values, concepts, and perceptions from consumers, as stated by Kotler (2001).

utilising social media as a digital marketing strategy to get a customer's personal viewpoint (Malik et al., 2017; Cheung et al., 2019). An additional competitive advantage for sectors engaged in merchandising, attracting audiences, and stimulating interest in consumer purchasing decisions is provided by the emergence of digital trends and the solid backdrop of social media in maintaining brand identity and producing content. New developments in the fashion sector are no exception.

The fashion business, according to Ahmad et al. (2015), has made extensive use of social media networking websites and other online platforms to communicate with its consumers and potential clients. As a result, social media has allowed the fashion industry to remain at the cutting edge. Uniqlo, for example, has just started using social media to promote their brand. The company's 'Together in Comfort, Raya in Style' campaign was recognised with an A+M Marketing Excellence Prize 2019 bronze award in the field of digital marketing (Tan, 2019; Majur, 2019). Uniqlo has designed an interactive Facebook game called 'Ruih Run' in order to better connect with customers and present them as the brand's relatable and vivacious ambassadors (Tan, 2019). Facebook and Instagram's top 10 most popular Malaysian fashion companies within the same time period included Plus Size Wonder Woman, GaleriAriani, JD Sports, Poplook, and Zefiks@ in addition to Zefiks@. (Ng, 2019). For both multinational and local fashion clothing firms, social media is a marketing tool that can be used to enhance sales and brand awareness (Ng, 2019). Despite the ubiquitous use of social media in the fashion industry, little attention has been paid to how social media impacts customer decision-making.

This year's yearly sales growth in Malaysia's fashion garment business jumped from \$462 million to \$987 million, making it the world's 33rd-largest (Statista Market Forecast, 2020). However, as a result of the Covid-19 epidemic, Retail Group Malaysia forecasts a revenue decrease of 30.5 percent in the fashion business in 2020, making it Malaysia's poorest performing retail sub-sector (The Star, 2020). Since the outbreak of the disease, Malaysia's fashion sector has seen its output fall into the negatives, resulting in

Annually, retail sales grew by -11.4 percent, the lowest result since the 1987 global slump (Kastner, 2020). Since Malaysian customers like to touch and feel their items before purchasing them on Facebook, the creator of Mimpikita, a Malaysian apparel manufacturer, believes that social media marketing may not be efficient in encouraging purchase. Nonetheless, social media should continue to concentrate on customer involvement and brand image, which may eventually lead to purchases, in order to increase sales (Silver, 2020). Studies also suggest that fashion clothing companies throughout the world are increasingly using social media. Fashion brands utilise social media to get customer input, monitor online comments, and devise successful methods to improve their brands' reputations and influence consumer purchases.

OBJECTIVE

Consumers use social media to obtain information prior to making a purchase.

When making a purchasing choice, how does social media impact the decision-making process.

What impact does social media have on the customer throughout the process.

LITERATURE REVIEW

S. Nasir, P. Vel, and H. Mateen Prakash Vel, Hafsa Matten, and Sadia Nasir have written the book. Social media and Pakistani women's purchasing behaviour toward textile clothing, *Business Management Dynamics*, ISSN: 2047-7031 RIS ID-76752, Vol. 2, No. 2, August 2012, P.P. 61-69 Social media does not need a constant supply of marketing materials. When a product is put on the market, the reaction of potential customers may be gauged. In any case, it might be either buying or not purchasing anything. There are no hard and fast rules here; it all comes down to what the customers want and need.

Authors: Nima Barhemmati and Azha Anmad, Customer interaction in social network marketing (SNM) has an impact on consumer buying behaviour, according to a study published in the *Journal of Advance Management Science*. According to a study, social media is a powerful marketing tool. Customers' buying habits are examined in this study. A poll of 50 students at the Malaysian National University concluded that social media had a beneficial impact on consumer purchasing behaviour.

"Godey," "Manthiou," "Pederzoli," "Rokka," "Aiello," "Donvito," and "Singh," "R" Pederzoli, Daniele, Joonas Aiella and Gaetana Donvito are among the authors of the book, which was written by Bruno Godey. *Business Research*; Vol. 69, Issue 12, 5833-5841; 2016: Evaluating the influence of brand ambassadors in social media As social media use continues to rise and aids in the expansion of business-to-business marketing platforms, this research

examines.

It aids in bringing the goods and its services to the attention of potential buyers. When it comes to social media and customer connections, a survey is conducted. This study provides statistical data on how social media affects consumer behaviour. This study may also assist determine which forms of media are most beneficial and to what degree.

Swati Gupta, Atul Kumar Agarwal, and Ajay Kumar Chauhan are the authors of the article. Journal: *clever journal of business management*; Vol. 14, no. 2: "Social Media and its Impact on Consumer Buying Behavior with Special Reference to Apparel Industry in Bareilly Region." A look at social media's history, present, and future is the focus of this article. It was discovered by Toby Daniels, the originator of social media week, that the need for social media is growing. The research also discusses the global status of small and medium-sized enterprises (SMEs) as a result of shifting business models.

Authors: R.H. (Robert H) Ducoffe (DUCOFF) Advertisement value in relation to online advertising; *Journal of Advertising Research*; 36(S), 21-35 (1996), September There are a variety of ways for marketers to get their items in front of the right individuals. There were a number of media outlets that Ayanwale & Alimi used to reach their target demographic. With the passage of time, fashion has evolved as well. To top it all off, online ads are all the rage right now! There are several methods to engage customers, such as via a company's website, e-mails, and games.

The McGraw Hill / Irwin Series in Marketing – Business & Economics; ISBN: 0072866144, 9780072866148: BELCH AND BELCH, Authors: George E. Belch, Mictiel A. Belch; Title: Advertising and promotion: An integrated marketing communication viewpoint. Using this research, you can better understand how to make a purchase choice. 'Need Recognition', 'Information Search', 'Evaluation of Alternatives', 'Decision Making', and 'Post Evaluation' are all discussed in Hoyer and Macinnis (2019). While making a purchase, clients are subject to both internal and external influences.

OLSHAVSKY AND GRANBOIS, 1979, Authors: Richard W. Olshavky and Donalol H. Granbois. *Journal of Consumer Research*, Vol. 6, Issue 2, 93-100, 1979, titled "Consumer Decision Making Factor Fiction." This journal explores the many stages customers go through before making a purchase and throughout the decision-making process. Engel, Kollat, and Blackwell offered a thorough model of consumer behaviour in order to better explain their findings. The trio of Lina, Liwei, and Dongsong are here. Authors: Lina Zhou, Liwei Dai, and Dongsong Zhang, 2017.

"Brand development via Social Media marketing in India experience" by Sony Varghese and M Nandnini: *International Journal of Marketing and Technology*. This article discusses the demographics that are most likely to buy any given product. Another interesting finding from this research is how consumers access the internet. Companies see it as a huge opportunity.

We covered the history and relevance of social media marketing, as well as client purchasing habits in relation to the fast-fashion business, in the previous chapter. Accordingly, Zara was chosen for this study to examine the influence of their social media marketing on customers' purchase choices and shopping habits. There is a significant research gap that has to be addressed by the social media methods used by Zara in the preceding chapter. Objectives for doing research are examined in this chapter by taking into account these characteristics.

The literature review is then subdivided into goals, which extensively addresses the relevance of Zara's social media marketing in the evidence of previous studies. Customer brand awareness and purchase behaviour are also discussed in this chapter. Social media promotions and marketing methods, as well as consumer buying and purchasing choices, are the subject of this chapter.

The fashion business is dominated by social media and consumer behaviour on a global scale. Branded companies, where the effect of brand awareness and social media can be clearly seen, are the subject of the study here. High street shops aimed to keep their clients by making their services and promotions easily accessible on a regular basis. On a weekly basis, they buy and stock, which results in the launch of new products. In order to meet the demands and wants of the consumer, this method is healthy Zara's social media strategy has resulted in a high level of customer retention and happiness.

(Aviv, Wei, & Zhang, 2018). It's been expected that lower production and labour costs would lead to lower total product costs, which in turn will lead to greater overall volume. Zara, for example, used to make all of its goods in Europe, which resulted in superior quality items, but today it outsources 13 percent of its production to Turkey and China. Zara's in-house designers create eye-catching designs to attract clients to pay premium rates (Azevedo, & Sanchez, 2019). As a result, fashion firms do not wait for year-end sales in order to be rewarded. These fashion enterprises use high-paid workers and fast shipping techniques to fulfil demand for their goods when there are tight delivery requirements. The present expenditures ultimately surpass the long-term financial benefits (Berthon et al., 2017).

Every three weeks, the fashion-forward clients are seen to visit the shops in search of the latest trends. Combining the fast-moving worlds of technology with fashion has resulted in more refined and appealing goods (Caro, & Gallien, 2017). Customer satisfaction necessitates new features and trends to be added to fashion retailers. Customers' happiness suffered as a consequence of poor aesthetics and a lack of variety in the designs. As contrast to other businesses, the fashion industry focuses on the negative aspects of a product's appeal. Therefore, Zara must implement effective ways to reduce the company's risks.

Fast fashion's appeal to today's millennials is linked to the availability of financing. Because these quick fashion corporations provide current designs and instant fulfilment, they are exploiting the youth of today. Since it can provide satisfaction so quickly, the fast fashion sector is sometimes known as "McFashion." The fashion industry, on the other hand, keeps up with the ever-changing tastes of the public by constantly offering new looks and designs to replace the outdated ones.

"Social media" is a set of Internet-based apps that builds on the ideological and technical basis of a network where material is continually amended in a shared and collaborative manner by all operators - Web 2.0, and allows the creation and sharing of user-generated content (Khan & Jan, 2018). Additionally, social media marketing can be defined as a subset of traditional web-based marketing activities that combine technology, social interaction, weblogs, micro-blogs on social networking sites, pictures and audio-visual sharing platforms, and user-generated content to promote a brand and its products through the use of social media channels (Kim & Ko, ; Laksamana, 2018). Social media marketing is a formula for sharing brand product information with customers in order to raise customer service levels, which in turn impacts consumer decision-making and promotes brand image via increased customer engagement. There's little doubt that designers of fashion clothing firms value social media as a way to establish a fan following, making it more competitive for brands to attract new customers. For this reason, the rise in the number of clients in the fashion clothing sector comes from interacting with existing ones and learning from their experiences. There is no longer a need for social media marketers to cooperate with advertisers and pay for the shortfall in sales, since consumers may now develop content and establish their own goals.

In Malaysia, the expansion of social media's fan-based form of marketing gained steam. MDEC (Malaysia Digital Economy Corporation) has provided RM500 million over a five-year period as part of its Penjana company digitalization award to assist Malaysia's fast evolving digital culture (Leong, 2019). Fashion clothing manufacturers in Malaysia were able to reach out to Gen Y and Z customers using social media in order to improve their customer relationship management. Recent research have shown that fashion clothing firms, in particular, use social media as a marketing strategy because of numerous important characteristics. Consumers' trust in a brand is built on a variety of factors, including the ability to effectively share messages and information, as well as the usefulness of that information, the ability to review and provide feedback, the ability to effectively manage customer relationships, the ability to use effective marketing strategies to influence customers, and the ability to create engaging content. Several studies have shown that (Kim & Ko, 2010; Khan & Jan, 2017; Laksamana, 2018; Cheung & al, 2019). In this research, the role of brand image as a mediating element in fashion clothing businesses' effect on customer purchasing decisions through social media marketing is explored.

When it comes to marketing, the American Marketing Association (AMA) defines a brand as a "name; word; symbol; logo; design; or combination thereof" that identifies the goods and services of a seller and distinguishes them from those of other sellers (Wijaya, 2018).

What's called "brand equity" is a crucial part of building a business's image. As a result, brand equity is the most important factor in creating a brand's image in terms of its values, concepts, and impressions from the viewpoint of its customers (Ansary& Hashim, 2019). The favourable brand image of fashion companies is crucial for customers' purchasing decisions since it helps them maintain their own self-image and social position. It is therefore possible to say that when it comes to fashionable clothing, the brand image for the customer becomes an expression of the person's self-identity. It is the brand's image that reflects a product impression based on a brand's memory (Lin & Lin, 2007). Marketing using social media may help firms get an advantage over their competitors by creating an image that differentiates them from their competitors in terms of content, style and/or design, packaging, and/or their logo (Ali et al., 2016; Cheung et al., 2019). A firm's brand image improves the consumer's impression of their product or brand's value, which in turn increases the consumer's loyalty to that product or brand. This offers the company an advantage in sustaining earnings. Customers' experiences are enhanced and their trust is developed, and this in turn helps build the brand's image via marketing communication.. Marketing communication. Fashion clothing companies' brand image may be summarised as a representation of the product and how customers perceive it when it is presented to them, which ultimately influences customer preference and selection. Brand loyalty, brand awareness, brand recall, top of mind, brand personality, and dependability have been highlighted as components of brand image in previous study from a communication standpoint (Yee & Sidek, 2008; Godey et al., 2016; Rienetta et al., 2018).

RESEARCH METHODOLOGY

Research design

It's important to remember that the research design is a compilation of the many tactics that have been used to get logical and complete results. Data gathering, estimate, calculation, and analysis are laid forth in this document. In order to answer a predetermined research topic, it aids the researcher (s). A study design may be categorized into one of four categories:

Descriptive research design

It is used when the issue is not clearly defined. The major goal of this design is to investigate the issues and provide obvious answers to them. It is based on qualitative research.

For instance, a doctor assesses the length of time it will take for a patient to recover completely.

Creation of descriptive researcher

As the name suggests, descriptive research design is utilised when we require a full and detailed explanation of any situation.

A pharmaceutical scientist, for example, must have a thorough understanding of medicine before coming up with novel formulations for pharmaceuticals and treatments.

There are a variety of methods for doing this study: -

A long-term study

B. Cross-sectional research...

Innova research design

The researcher's goal in this sort of study is to determine what, if any, effects could result from altering an existing item or idea.

This research approach is critical because it allows us to see how people will behave if we alter our existing tactics.

Chi- square research design

In this study, the researcher learns about data collecting.

There are two methods to acquire data: primary and secondary. There are two types of data collected: primary and secondary. The former includes information gathered from online surveys conducted on Google, while the latter includes information gleaned through surveys conducted by hand or from academic study on similar subjects.

Sampling design

India's population is included in the sample universe. The number of participants in the study was 100.

MethodsforDataCollection &Variablesofthestudy

- Primary Data
- Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

books

journals

magazines

websites

Sampling

The sample technique utilized for data gathering is convenient sampling. The convenience sampling method is a non-probability strategy.

Tools for data collection

The research uses this method of data collection where is a set of question asked to be respondents in a limited span of time simultaneously the research himself answer /responds out the questionnaire.

Plan of analysis

- Diagrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful.

Hypothesis

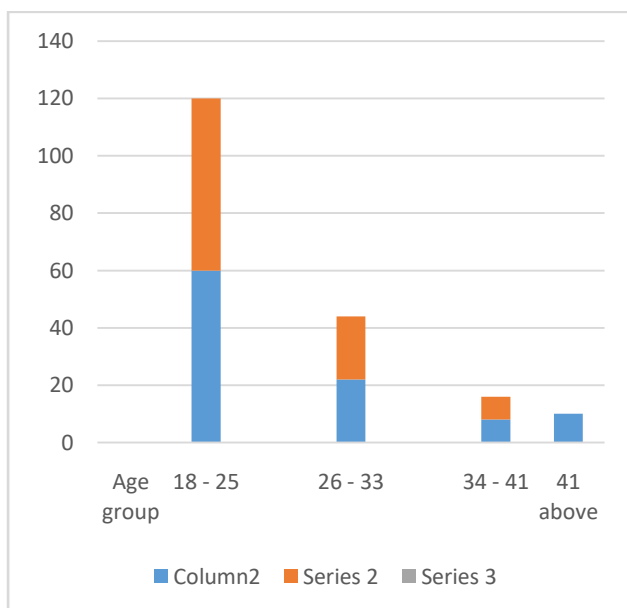
H0: Differences in how social media affects consumer buying behaviour with respect to clothing are significant.

H1: With reference to clothing, there is no significant difference between the impact of social media on consumer purchasing behaviour and the impact of social media on consumer purchasing behaviour without reference to clothing.

DATAANALYSIS INTERPRETATION

Age group

Age group	No of Respondents	Percentage
18 - 25	60	60
26 - 33	22	22
34 - 41	8	8
41 Above	10	10

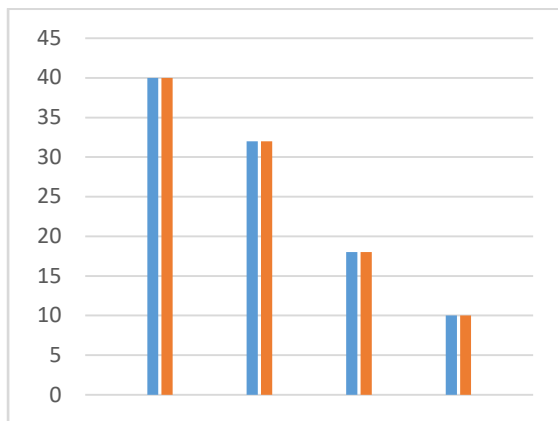


Interpretation

The above table and graph analysis represents that 60 percent of the respondents age group is 18 years- 25, 22 percent of the respondents age group 26 - 33. 8 percent of the respondents age group 34 – 41, percent of the respondents age group 41 Above.

How much do you do online shopping to use social media? *

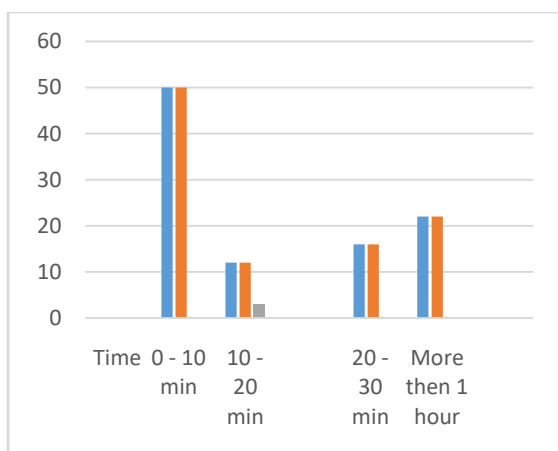
online shopping	No of Respondents	Percentage
Weekly	40	40
Monthly	32	32
Quartely	18	18
Yearly	10	10



40% of respondents weekly online shopping to use social media, 32% of respondents monthly online shopping to use social media, 18 % of respondents Quartely online shopping to use social media, 10% of respondents yearly online shopping to use social media.

How much time did you spend on social media to update yourself on buying clothes?

time	No of Respondents	Percentage
0 - 10 min	50	50
10 - 20 min	12	12
20 - 30 min	16	16
More then 1 hour	22	22

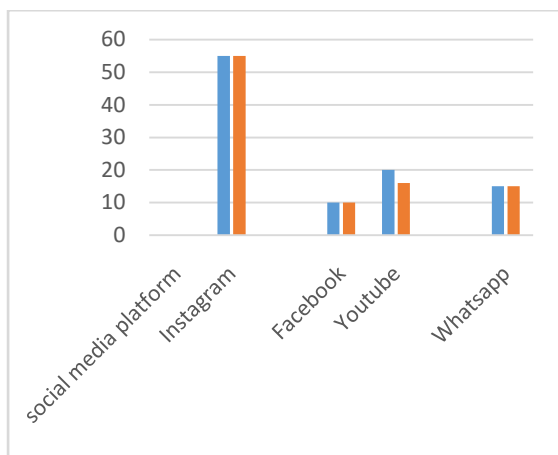


50% of respondents 0 - 10 mintime spend on social media to update yourself on buying clothes, 12% of respondents 10 - 20 mintime spend on

social media to update yourself on buying clothes, 16% of respondents 20 - 30 min, 22% of respondents more then 1 hourspend on social media to update yourself on buying clothes.

Which social media platform do you prefer for buying clothes?

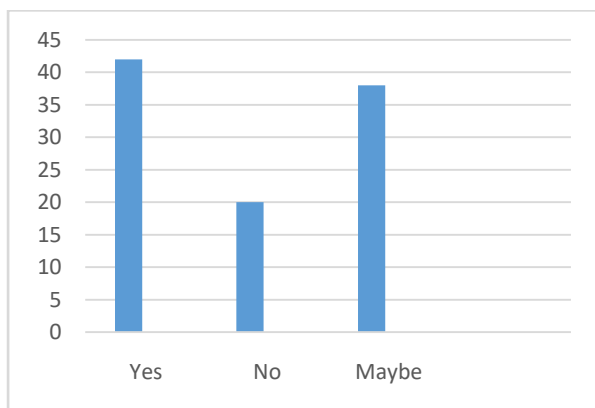
social media platform	No of Respondents	Percentage
Instagram	55	55
Facebook	10	10
Youtube	20	16
Whatsapp	15	15



55% of respondents prefer for buying clothes, 10% of respondents prefer for buying clothes, 16% of respondents prefer for buying clothes, 15% of respondents prefer for buying clothes

Do you use social media for buying clothes?

buying clothes	No. of Respondents	Percentage
Yes	42	42
No	20	20
Maybe	38	38

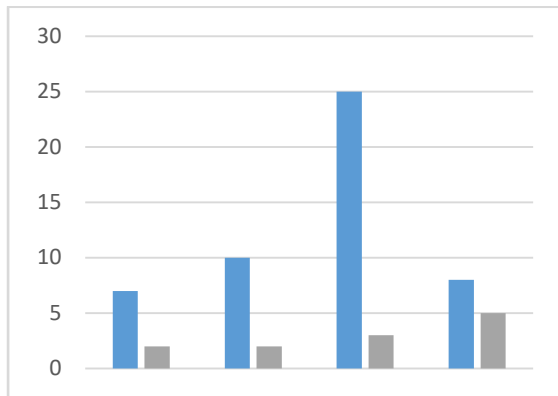


Interpretation

40% of those polled said that social media for buying clothes, while 20% said that social media for buying clothes and 38% said that social media for buying clothes.

Which kind of information do you collect before purchasing clothes from social media?

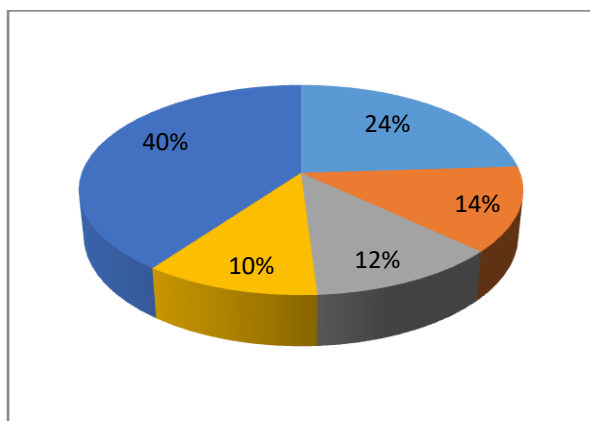
social media platform	No of Respondents	Percentage
Brand	14	14
Price	20	20
Quality	50	50
Material	16	16



According to the table and chart above, 14% of respondents are they are kind of information collect before purchasing clothes from social media, while 20% they are kind of information do you collect before purchasing clothes from social media. 50% of respondents they are kind of information collect before purchasing clothes from social media.

What is the various way that influences a consumer to purchase on social media?

purchase	No of Respondents	Percentage
Blogs	24	24
Short videos	14	14
Posts	12	12
Display Advertise	10	10
Banners	40	40

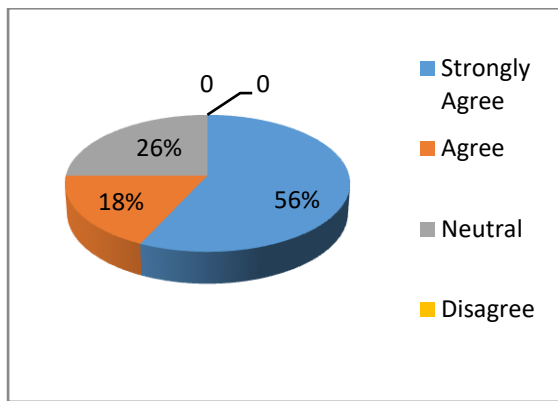


According to the graphic, 24% of respondents agreed strongly various way that influences a consumer to purchase. This remark was approved by 14

percent of the respondents (although not forcefully). The declaration is made by 12% of respondents neutral. Their disagreement was just 10 percent. 40% of respondents expressed significant disagreement on this issue.

Do you believe that social media platforms offer you all the alternatives for buying clothes?

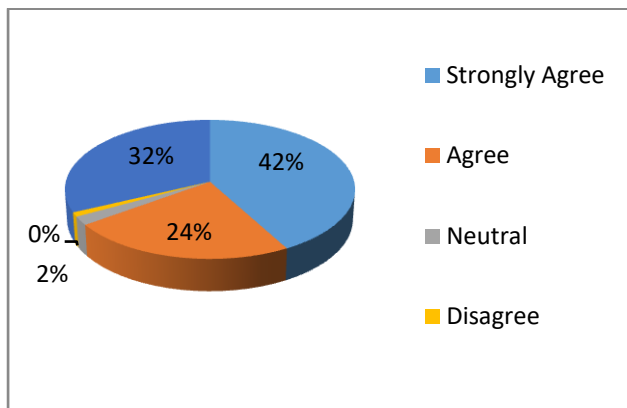
Criteria	Number of responders	Proportion
Strongly agree	56	56%
Agree	18	18%
Neutral	26	26%
Disagree	0	-
Strongly disagree	0	-



In allowing for a diagram, 56% of respondents strongly agreed that social media platforms offer, 18% agreed. Neutral towards the announcement is 26 percent of respondents. None of the respondents social media platforms offer you all the alternatives for buying clothes.

Are social media Platforms helpful to promote clothing brands? *

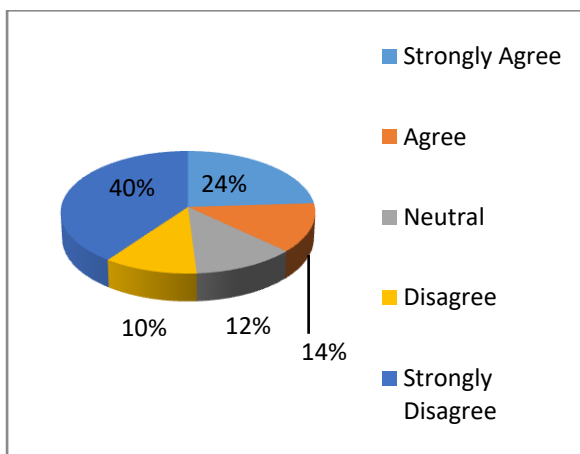
Criteria	Number of responders	Proportion
Strongly agree	42	42%
Agree	24	24
Neutral	2	2
Disagree	0	0
Strongly disagree	32	32



According to the graphic, 42% of people in question highly agree. This announcement was approved by 24% of the respondents (although not enthusiastically). Neutral to the announcement is 2 percent of the respondents. None of the respondents were unanimous. 32% of the respondents expressed significant disagreement on this issue.

Does social media affect your attendance towards your brand?

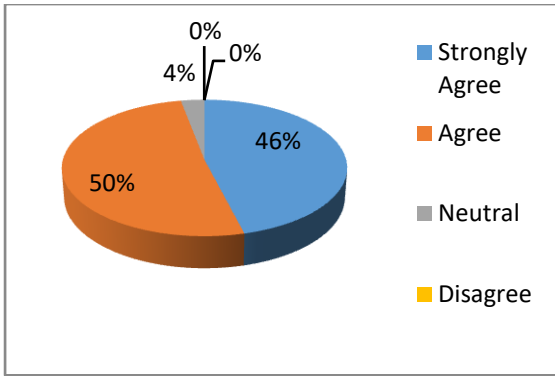
Criteria	Number of responders	Proportion
Strongly agree	24	24%
Agree	14	14
Neutral	12	12
Disagree	10	10
Strongly disagree	40	40



According to the graphic, 24% of respondents agreed strongly. This remark was approved by 14 per cent of the respondents (although not forcefully). The declaration is made by 12% of respondent's neutral. Their disagreement was just 10 percent. 40% of respondents expressed significant disagreement on this issue

Do you update yourself on the new trend of clothes to use social media platforms?

Criteria	Number of responders	Proportion
Strongly agree	46	46%
Agree	50	50
Neutral	4	4
Disagree	0	0
Strongly disagree	0	0



According to the graphic, 46 percent of respondents strongly believed that update yourself on the new trend of clothes to use social media platforms. 50% of those polled agreed (although not strongly) with this statement. Only 4% of those polled are opposed to the statement. None of the respondents have shown a significant disagreement or disagreement with this question.

HYPOTHESIS TESTING

Linear regression and multiple regression analyses were used in this research to evaluate the assumptions.. These data were acquired from basic linear regression tables and coefficient values were taken from multiple linear regression tables in order to conduct a hypothesis test. Table 9 shows the results of regression analysis in a summarised form.

CHI-SQUARE TESTS

Value Df Asymp. Sig. (2-sided)	Value Df Asymp. Sig. (2-sided)	Value Df Asymp. Sig. (2-sided)
52.541a 4 .000	52.541a 4 .000	52.541a 4 .000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.09.

Chi-square calculated value = 52.541

Chi-square table value (5% l.o.s.) = 9.49

Degree of Freedom = 4

Result of test = Rejected

Above table indicate that Chi-square calculated value (52.541) is greater than Chi-square table value (9.49). Hence test is rejected and null hypothesis is rejected. Conclusion is there is association between Buying intention and Perception Value Factor of respondents.

FINDINGS

- The above table and graph analysis represents that 60 percent of the respondents age group is 18 years- 25, 22 percent of the respondents age group 26 - 33. 8 percent of the respondents age group 34 – 41, percent of the respondents age group 41 Above.
- 40% of respondents weekly online shopping to use social media, 32% of respondents monthly online shopping to use social media, 18 % of respondents Quartely online shopping to use social media, 10% of respondents yearly online shopping to use social media.
- 50% of respondents 0 - 10 min time spend on social media to update yourself on buying clothes, 12% of respondents 10 - 20 min time spend on social media to update yourself on buying clothes, 16% of respondents 20 - 30 min, 22% of respondents more then 1 hour spend on social media to update yourself on buying clothes.
- 55% of respondents prefer for buying clothes, 10% of respondents prefer for buying clothes, 16% of respondents prefer for buying clothes, 15% of respondents prefer for buying clothes
- 40% of those polled said that social media for buying clothes, while 20% said that social media for buying clothes and 38% said that social media for buying clothes.

- According to the table and chart above, 14% of respondents are they are kind of information collect before purchasing clothes from social media, while 20% they are kind of information do you collect before purchasing clothes from social media. 50% of respondents they are kind of information collect before purchasing clothes from social media.
- According to the graphic, 24% of respondents agreed strongly various way that influences a consumer to purchase. This remark was approved by 14 percent of the respondents (although not forcefully). The declaration is made by 12% of respondents neutral. Their disagreement was just 10 percent. 40% of respondents expressed significant disagreement on this issue/
- In allowing for a diagram, 56% of respondents strongly agreed that social media platforms offer, 18% agreed. Neutral towards the announcement is 26 percent of respondents. None of the respondents social media platforms offer you all the alternatives for buying clothes.
- According to the graphic, 42% of people in question highly agree. This announcement was approved by 24% of the respondents (although not enthusiastically). Neutral to the announcement is 2 percent of the respondents. None of the respondents were unanimous. 32% of the respondents expressed significant disagreement on this issue.
- According to the graphic, 24% of respondents agreed strongly. This remark was approved by 14 per cent of the respondents (although not forcefully). The declaration is made by 12% of respondent's neutral. Their disagreement was just 10 percent. 40% of respondents expressed significant disagreement on this issue.
- According to the graphic, 46 percent of respondents strongly believed that update yourself on the new trend of clothes to use social media platforms. 50% of those polled agreed (although not strongly) with this statement. Only 4% of those polled are opposed to the statement. None of the respondents have shown a significant disagreement or disagreement with this question.

LIMITATIONS

Another major drawback for marketers that use the consumer purchasing behaviour model is that customers might be far less active in a purchase choice at times. Purchasing laundry detergent, for example, requires less thought and consideration than buying a vehicle or a washer and dryer. If you're interested in how social media influences people's shopping habits and persuades them to buy, it's widely accepted that social media plays an important role in this process.

Social media has made it easier for people to accept and discard fashion trends more quickly than ever before, and manufacturers must keep up with the projections in order to please their customers. Fashion businesses can unleash their economic and creative potential via trend forecasting utilising social media research.

CONCLUSIONS

Companies are being forced to rethink how they connect with consumers as a result of the advent of social media, which is clearly taking over a large portion of our daily lives. Research on the relationship between social media and consumer decision-making in the fashion apparel industry showed that social media has a significant impact on consumer decision-making and brand image. In the study, it was found that clients of fashion clothing felt like they belonged to the company because of their active participation in social media and because their views were heard.

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