Customer Perception in Relationship Between Social-Media and Purchasing Behavior of Fashion Products

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ABSTRACT

Purpose: *People enjoy digital shopping because it allows them to make purchasing decisions anytime and wherever they choose. Businesses can use social media to showcase their products on websites like Facebook, Instagram, and others. The goal of this study is to discover the social media variables that impact customer purchasing decisions as well as to examine consumer perceptions of the items, and determine how social media impacting factors directly affect customer purchase decisions of fashion products.*

Design/Methodology/Approach: *The study relies on secondary and collected sources. This is based on a review of the existing literature, with data obtained from various exploratory articles or papers, journals, books, and magazines. Science Direct, Research Gate, and Google Scholar were used to gather the data required for the study.*

Findings: *This result demonstrates that the concept of consumer perception - usually it is linked to a specific behavior such as emotional and cognitive because of these commitments the virtual market is becoming increasingly competitive. Users' experiences and expectations of online services are fast-changing, and it is necessary for online companies to provide quality information on their websites so that highly trusted customers are expected to make them more engaged.*

Originality/Value: *Through this review, online buying behaviour and other areas of existing literature help the producers, entrepreneurs, and retailers to understand the social media influencing factors on buying behaviour of customers so that they can make their own marketing strategy to increase sales and gain more profit.*

Paper type: *Review of Literature*

Keywords: Customer Perception, Social-Media, Buying behaviour, Fashion Product, Attitude.

1. INTRODUCTION :

The digital age has had a significant effect on people's lives in the past few years. Because any marketing problem revolves around customers. As a result, the investigation is focused on their mixing of marketing strategies in different modes (offline or online) in order to find what satisfies customers and how they respond to sales. Here, Marketers analyse data to create criteria such as customer retention and profit [1]. These criteria were utilized to develop a wide range of marketing tactics online. Online purchases have become an integral method of purchasing a product or service, and they have grown in terms of service, effectiveness, security, and fashion-ability [2]. People are using the internet to operate their businesses through different social media platforms such as Instagram, Facebook, etc, as the internet has grown rapidly [3]. Social networking sites such as Facebook are preferable to other advertising channels because they maintain data on all of their users, guaranteeing that significant achievements reach a firm's precise target market [4]. Effective communication and participation are essential for any company to collect information, large or small. Businesses use this information in social media to have better customer engagement with their brands, and retailers also use social media data to create an experience [5]. On a more individual basis, these platforms enable people to contact friends and family, share media, and stay up to date on current events. On an organizational level, they

International Journal of Case Studies in Business, IT, and Education (IJCSBE), ISSN: 2581-6942, Vol. 6, No. 2, August 2022

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play a significant role in customer interaction and communication, making them vital to organizations of all sizes. In a variety of ways, these contribute to customer pleasure and Perception [6] [7]. This is why they've become so popular with businesses all across the world. Maintaining a good relationship with the customers through good communication, offering promotions or deals, continuous Perception with customers with the best content marketing, etc, are some of the ways in which these social media platforms can engage with their customers [8].

2. OBJECTIVES :

(1) To identify the social media influencing factors on customer perception.
(2) To investigate how social media influencing factors and customer perception affect consumer purchasing decisions for fashion products.
(3) To analyse the impact of social media on online customer buying behaviour of fashion products.
(4) To ascertain the moderating role of demographic factors with online customer buying behaviour fashion products.
(5) To analyse the mediating role of customer perception between social-media and online buying behaviour of fashionable products through SWOC analysis.
(6) To find the research gap of the study.

3. METHODOLOGY :

This research work is based on a review of existing literature, with data gathered from various research publications or articles, books, journals, magazines, and web pages. Google Scholar, Research Gate, and Science Direct were used to obtain the necessary information for the study.

4. RELATED RESEARCH WORKS :

The fundamental purpose of this research is to conduct a literature review. It helps in understanding and analysing prior research efforts. The following descriptive reviews are selected from the year 2008 to 2018 with the key words of 'social media', 'social media characteristics', 'marketing strategies in social media', 'customer perception', 'social media platforms', 'TAM theory', 'perceived value in social networking sites (SNS)', 'para-social interaction (PSI)','customer purchase behaviour' and 'brand value'.

DESCRIPTIVE FOCUS:

(1) Social media is a way to connect with other people, relatives, peers, and family, but it was quickly adopted by businesses seeking to capitalize on a popular new communication channel to reach out to customers. The social media refers to a computer-based technology that facilitates the interchange of ideas, research, and information through virtual networks and groups. It is internet-based and offers consumers instant electronic exchange of content such as specific information, documents, videos, and prints. Customers use internet applications on their computers, tablet, or smartphone to communicate on social media. The emphasis on social media will be heavily on product-related content developed and posted by individuals. It is also possible to set up social media that incorporates a number of distinct web2.0 technologies to navigate the previously defined conditions. (Mayfield,2008) [9].

(2) The author's study also says, online platforms are linked as a component of social media, they must define characteristics similar to being composed of different online web services or tools that allow individuals and associations to construct their profiles (either public or semi-public) within clearly identifiable processes or techniques; they census lists of individuals with whom they have a similar type of contact for confirmed social interactions; and finally view and nab. And also, numerous business professionals, policymakers and consultants alike attempt to uncover methods for businesses to profit from sites such as Wikipedia, YouTube, Facebook, and Twitter (Kaplan &Haenlein,2010) [10].

(3) According to the author/s, all companies will utilise unique marketing strategies in promoting their fashionable or other brand on social media because it leads to customer interaction and the purchase of a certain product. The study also observed that if the hedonic factor, content, entertainment

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elements, proper description factor, and interactive factor are rich in promotional techniques, users will continue to participate through opining, liking, participating, and so on. This form of involvement is enabled by social media, which fosters trust, goodwill, and commitment to link individuals and businesses regardless of whether those same guests purchase things (Farook & Abeysekara, 2016) [11].

(4) The study's primary goal is to examine customer perception in social media, focusing on external factors such as the S-O-R model, which states that online customers' behaviour is usually influenced by environmental stimuli (S) such as the quality of the content, interaction on the brand page, sociability of the brand page, and contact quality of the customer base, which leads to virtual customer experiences (O) such as hedonic value and entitativity value. Furthermore, stimuli to the organism cause responses in the form of feedback and collaboration. Customer feedback and collaboration intentions are parts of innovation-related on customer perception that demonstrate customers' readiness to participate in innovation-related activities with the brand as well as other customers through the business's social media channels (Carlson et al, 2018) [12].

(5) The study reveals how the different social media channels increase the customers' continuous usage intention. Customer involvement is indicated by the consistent use of social media and is expected to occur when customers have a favourable attitude towards social media. It is argued that attitudes toward social media have an effect on the level of use and that satisfaction has a positive influence on customer perception. In this study, TAM theory is applied to study the behavior of the customers or users of social media. According to the study's findings, perceived connectivity and enjoyment have an effect on attitudes about social media use. The amount of use was found to have a substantial effect on attitude toward social media use, and the level of use was proven to have a greater effect on continuing intention (Hussein & Hassan, 2017) [13].

(6) This study was undertaken by the authors to analyse Facebook users' usage based on the technology acceptance model, or TAM model. The many social media platforms, such as Facebook, Instagram, and Twitter, are aware of their users' or customer preferences. This is critical in building future understandings and applications of these new technologies will help to dig in deep. This will predict users' innovation adoption level and voluntary use. This study looks at individual adoption behaviour on Facebook, the most popular social networking site. The effects of perceived ease of use (EU), critical mass (CM), capacity of social networking sites (CP), perceived playfulness (PP), trustworthiness (TW), and perceived usefulness (PU) on the intention to use social networking are empirically investigated which led to customer perception (Rauniar et al., 2014) [14].

(7) The author investigates perceived value in social networking sites (SNS) through the lens of customer satisfaction mediation. According to the research results, perceived value, which includes information value, social value, and hedonic value, is strongly associated with SNS usage intention. This recognition gives rise to the concept that customers may be concerned about the perceived values of social networking sites before committing their loyalty (Yen, Y. S, 2013) [15].

(8) The author's goal was to investigate the Para-social interactions (PSI) and Para-social relationships (PSR) that customers create with personalities in online social media groups. By focusing on personal social media accounts, the authors enhance the content marketing strategy on para-social interaction/relationships beyond brands. The analysis demonstrates that PSI and PSR influence consumers cognitively, affectively, and behaviourally via social media platforms in terms of perception, the results establish that PSI/PSR can alter opinion, preferences, attention allocation, and relationship creation, specifically by making detailed facts about the social media persona available. Furthermore, the research findings indicate that affect-laden communications from personas can modify emotions and mood, generate empathic reactions, and spark inspiration, particularly when related to the common interest of the social media account's online community (Yuksel & Labrecque, 2016) [16].

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(9) The authors' aims to analyse the projected links between social network marketing activities, customer perception, and customer purchase behaviour among those who often use social networking websites. The SNM is one of the most recent approaches that is expected to have a greater influence on guests than older methods. Through the process of engaging visitors through SNM, where sentimental attachments are formed between the company and the customer, there is a significant opportunity for that firm to meet the main intentions of relationship marketing by persuading the client to purchase the good or service. At this point, enwrapping the consumer's attention in such a way that the firm values its followership and receives assistance in creating value can be a significant step forward for the company because it can later lead to the client's purchase choice. Whereas the percentage of people who share their experiences on a global scale is comparatively small (plenty of them will do the same digital but with their group of acquaintances only on social networks such as Facebook or Twitter), a much higher majority of customers read such comments and consider them when making buying decisions (Barhemmati & Ahmad, 2015) [17].

(10) The author tries to analyse the influence of social media in the fashion industry. People are engaging with companies through the use of social media on a more personal and professional level, which is changing the fashion retail business in a variety of ways by providing a platform for brands to interact with their customers and promote their products. The relationship that social media fosters between brands and consumers is critical for brands to increase future purchases. Furthermore, the use of social media has skyrocketed in recent years across all demographic categories. According to the results of the subject poll, brands should continue to employ innovative internet marketing methods in order to engage consumers directly and more personally with fashion brands (Ahmad et al., 2015) [18].

Concerning the study's underlying topic, the research articles listed above demonstrate the influence of social media in the fashion business, as well as influencing elements in social media and the association of influencing variables with customer perception. In addition, it is critical to understand how customer involvement affects many factors, such as customer purchasing behaviour, satisfaction, and so on.

5. EMERGING ISSUES :

Emerging issues concerning the topic has been addressed in a tabular form. This section reviewed various scholarly articles and research papers from 2002 to 2022 to gain a new insight and to address the emerging issues concerning the subject matter to explore the research gap.

5.1 Influencing factors of online buying behavior of the customer on fashion product:

Rapid development of internet and technology enabled peoples to take part in the digital activity since last two decades. High speed internet connection and new technologies transforming the peoples buying behaviours. The traditional mode buying converting into digital mode because which will provide convivence of shopping experience to the customers. In most of the cases online purchase occur based on the level of trust on products and services [19]. People may easily and conveniently pick up the goods they desire by shopping online. All they have to do is click a mouse to complete the entire shopping procedure. Shopping online is convenient, and life is simplified as a result [20].

Systematic review on the available literature is conducted from Google Scholar search engine between the published journals between 2002-2020with the help of keywords such as 'customer characteristics', 'product category', 'impact of product reviews', 'online advertisement', 'perceived risk', 'factor affecting shopping behaviour', 'web-based factors', and 'free delivery and free-returns'. The analysis over the literature review is provided in Table 1.

Table 1: Shows the Influencing factors of online buying behavior of the customer on fashion products.

S. No.	Field of Research	Focus	Outcome	Reference
1.	Customer Characteristics	The internet is a platform that gives purchasing features to customers that	Cultural factors, social features personal characteristics, and	Selvaraju &

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		no other medium can match.	psychological traits are all influence of customer characteristics.	Karthikeyan, (2016). [21]
2.	Product Category	The study investigates how customer purchase behaviour differs significantly across product categories. Consumers may make purchasing selections based on product features such as brand image, trustworthiness, design, and service availability.	As per the study results, the product category does impact consumers' desire to purchase from an Internet retailer and the traits that e-tailers must be aware of in order to generate repeat sales from online shoppers.	Girard, et al., (2002). [22]
3.	Impact of Product Reviews	Many people who shop online rely heavily on reviews. Customer and business trust is strengthened by positive feedback. A huge number of good reviews mixed with a significant number of bad reviews helps to establish inevitable trust, which will eventually convert occasional internet shoppers into paying clients.	Customers frequently prefer to shop from a website with user reviews than from one without. Displaying client evaluations on your website instils trust in potential customers' purchasing decisions and eliminate doubts, resulting in a greater playout ratio.	Constantinides & Holleschovsky, (2016). [23]
4.	Online Advertisement	The various types of online advertisements like floating adds, expanding adds, wall paper adds, trick banner, and pop-ups are quite different from traditional mode of adds which will encourage the customers buy the products through online.	This study also thrown light on the online advertisement opportunities like mobile marketing, social network marketing, and Pinterest. As a result, products and services are reach globally.	Bakshi & Gupta, (2013). [24]
5.	Perceived Risk	The study examined the changing human buying behaviour based on their perceptions about choices and intentions. It may be a mental or emotional risk, security risk, time, monitory risk, and convivence risk.	Study results shows that lower the perceived risk higher or positive online buying behaviour.	Arshad, et al., (2015). [25]
6.	Factors Affecting Shopping Behaviour	According to the author, the purchase intentions and decisions are influenced with the several variable or attributes like quality of user interface, product information quality,	Findings state that there is a significant and conducive association between customer perception and consumer attitude, which led to online buying.	Bastam, et al., (2017). [26]

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S. No.	Field of Research	Focus	Outcome	Reference
		security perception, vivid choices and money saving.		
7.	Factors Affecting Shopping Behaviour	Personal, psychological, social, and cultural factors all influence consumer purchasing behavior. Consumers put an emphasis on trust and ease, which affects their online purchasing decisions.	Study results shows that the factors influencing purchase behavior include individual factors, security factors, attractiveness of websites, price, product quality, and the consumer's previous experience.	Kumar, et al., (2012). [27]
8.	Web-Based Factors	The initial online purchasing process for a customer includes information searching, product reviews, decision-making, payment completion, shipping, return processing, and customer service.	Web-based components that influence clients' purchasing decisions include quality of data, shipment service, website designing, flexibility and accuracy, and data protection.	Ariff, et al., (2013). [28]
9.	Factors Affecting Shopping Behaviour	In this study author said about factors which will influence on buying behaviour/ buying intention that are trust, behavior control awareness, business competency, usefulness - convenience and influencer or reference group opinion.	The six factors are directly affecting the online buying behaviour but on other hand perceived risk had a negative impact on online shopping.	Le-Hoang, (2020). [29]
10.	Free Delivery And Free Returns	This study shows the importance of return policies and free shipping to new customers and retention strategies has grown as a result of B2C e-commerce's marketing competitiveness has been increased.	The study reveals that the laws and competitions are the main reasons for free delivery and free returns. It will help to increase the quantity of the order.	Lantz & Hjort, (2013). [30]

5.2 Social Media Influencing Factors on Customer perception on purchasing of fashion products:
Customer perception necessitates a proper strategy, a complete knowledge of the potential customers, and content output. One of the most complex things for marketing practitioners is to study the gap between what customers expect and what they actually get. When businesses fail to adapt their online marketing to meet new demands for speed and flexibility across all channels, then the company in a default stage to engage their customers [31].

Systematic review on the available literature is conducted from Google Scholar search engine between the published journals between 2010-2021 with the help of key words such as 'fashion', 'social media', 'fashion industry and social media', 'TAM theory', 'attitude', 'perception', 'subjective norms', content quality', 'behavioural engagement', e-WOM', and 'hedonic value'. The analysis over the literature review is provided in the Table 2.

Table 2: Shows the Social-Media Influencing Factors on Customer perception on purchasing of fashion products.

S. No.	Field of Research	Focus	Outcome	Reference

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1.	Fashion	Fashion simply means the trend on apparels and jewelleries opted by majority of the youth at a particular period of time. The fashionable industry is the major components of garment business as well as a number of minor segments such as footwear, accessories, furniture, hair care items, and cosmetics.	Fashion is a trend that many people follow in their day to day lives. People will choose their own fashion segment according to their tastes and preferences. Fashion segment may cosmetics, hair care products, footwear, accessories, and clothing.	McKelvey & Munslow, (2011). [32]
2.	Social Media	The primary goal of this research is to monitor social media, and the existing body of social media research provides a variety of individual insights into such fundamental elements for numerous social media platforms.	As a result, marketers and companies can effectively use social media features to sell their products more effectively and easily.	Weller, (2016). [33]
3.	Fashion Industry And Social Media	Online presence promotes success and the improvement of forecasting models' predictive capacity in the current era of social networks. Increasing prominence of designing, new trends have caused frequent adoption of digital medias such as social media and mobile photo-sharing web-based technologies, such as Instagram, which has played a major role in the upswing of fashionable sector throughout the world. This has obvious implications for the jobs of fashion models.	In order to accurately depict existing global activities, trends, statistical dispersion, and social behavior, employing social information frequently in association with other sources of information becomes increasingly vital with the help of social media.	Park, et al., (2016). [34]
4.	TAM Theory	The model of technological acceptance (TAM) evolved from the psychological theories of reasoned action and planned behaviour to become a key model in understanding predictors of human behaviour toward potential acceptance or rejection of technology. External predictors: perceived ease of use and usefulness, elements from other theories: user	This review results shows that level of acceptance of technology and computer in their online usage. It will help the hefty users of technology to process and transfers their knowledge to the others	Marangunić & Granić, (2015). [35]

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		participation, subjective norms, risk and trust, contextual factors: cultural diversity, gender, technology characteristics, usage measures: attitude. This will also be very useful in measuring the level of customer interaction with fashion products in the fashion sector.		
5.	Attitude	Social media platforms provide advertisers with compelling communication spaces as well as opportunities to improve existing consumer relationships. Despite being rated as the most potentially effective medium in business practise, there is a lack of understanding about why individuals use social media and how they perceive social media marketing messages. Opinions on social media marketing messages, according to the research, are strongly related to social media involvement and knowledge gratification, but not to entertainment fulfilment.	Positive social media marketing messages also boost online customers' hedonic values. Marketers should use social media to provide relevant information and an active virtual interaction arena in order to produce strong consumer marketing messages and increase the value of online purchases.	Chung & Austria, (2010). [36]
6.	Perception	This study is aimed at how factors influencing shopping attitudes on social networking sites change based on the product classification. This study focuses on two types of products seen on social networking sites: physical and virtual. It highlights how various product categories have diverse target markets and factors. The value of age, utility, ease of use, security, and fit in developing positive attitudes toward buying real products cannot be emphasized enough.	As a result, Gender, social networking site experience, ease of usage, and fitness all have an impact on feelings regarding virtual things.	Wang, et al., (2019). [37]
7.	Subjective Norms	The focus of this study was to examine the impact of social networks and	Positive attitudes and subjective standards, according to the Theory of	Arpaci (2020). [38]

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		subjective norms on customers' or users' use of social media.	Reasoned Action and Technology Acceptance models, have a significant impact on customers' purchase behavior.	
8.	Content Quality	The extent to which information can consistently match the requirements and expectations of all individuals who require it to carry out their processes is referred to as content quality. Relevance, completeness, and ease of comprehension should be qualities of the output system.	According to the findings of this study, characteristics such as content quality, social media influencers, and subjective norms have a considerable impact on e-commerce purchase intentions. Because purchasing intentions are always influenced by the information or material released on social media platforms regarding the products on a daily basis.	Halim & Karami, (2020). [39]
9.	Behavioural Engagement	In recent years, the rise of social media platforms and related customer abandonment has brought about a revolutionary change, drastically affecting how customers interact with brands. Within social media, organizations recognize the social and network benefits of interaction, and interpreters attempt to create Perception through their social media content.	This research focused primarily on the uses and gratification theory and how informational, entertaining, rational, and remunerative content will motivate and influence customers to engage in social media behavior.	Dolan et al., (2016). [40]
10.	E-WOM	The electronic word-of-mouth Perception models of fashion micro-influencers were observed, studied, and coded to investigate the impact of different micro-influencers' eWOM messages on social media platforms and how followers reacted. In addition to information retrieval and content analysis, the number of likes, shares, and comments for each post was also assessed. The factors of eWOM attractiveness serve as the foundation for the eWOM Perception paradigm.	The study identifies three variables based on Sussman and Siegal's information adoption model: content keywords, active influence, and influencer expertise type. In previous studies, word count, precise information, a fraction of negative words, and persuasive words have all been identified as predictors of eWOM persuasiveness in consumer-brand relationships.	Shen, (2021). [41]
11.	Hedonic Value	Social media brand Perception is a crucial instrument for confirming	The study outcome demonstrated that usage and hedonistic values are	Yu & Yuan,

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		client equity. Customer equity is defined as the sum of all of an enterprise's current and implied customers' blinked continuation values. This study looked into the aspects that influence consumers' social media brand experiences and how they affect client equity and loyalty (CLV). Because customers assess several products on the basis of price, quality, design, and brand image while making a purchasing choice.	the major contributors towards brand experience, which directly influences attachment and trust towards brand, and also leads to customer equity.	(2019). [42]

5.3 The Relationship of Social-Media Influencing Factors with Customer perception on Purchasing of Fashion Products:

Social media websites have entered and become a key component of consumers' daily lives as a result of their regularity and availability, as well as the ubiquitous usage of digital technology. As a result of social networking, the power and worth of a product have migrated from the company to the customer. Information seeking, socializing, and consumption behaviors have all changed dramatically [43]. Customer-enterprise connections are altered and transformed as a result of communication technologies. According to fashion assiduity, fashion Perception motivates people to participate in and interact with fashion brands. Furthermore, people who are really motivated to be involved in fashion use electronic word-of-mouth regarding fashion brands more frequently. Items with a high level of participation might communicate an individual's distinct personality [44].

The articles on the relationship of social media influencing factors with customer perception on purchase behaviour that were previously published between the years of 2010-2021 are summarised and discussed in below mentioned table 3 using the keywords 'attitude', 'TAM model', 'subjective norms', 'content quality', 'e-WOM', 'PSI', 'hedonic value', 'PEOU', and 'trust' with customer perception.

Table 3: Shows the relationship between Social-Media Influencing Factors andCustomer perception on purchasing of fashion products.

S. No.	Field of Research	Focus	Outcome	Reference
1.	Attitude And Customer perception	Customers' purchasing intentions are linked to Perception, which is a characteristic of relationship quality. Individuals strive for consistency between affective attitudes and behaviors by attempting to be consistent in their attitudes and behaviors. As a result of their dedication, they strive for consistency in their words, beliefs, affective attitudes, and behaviors. Customer happiness will be investigated in relation to four aspects of customer perception:	Customer loyalty, perception and convincing attitudes have been measured directly as well as directly in this study. As per the results of this research it was argued that customer engagement has favourable response towards their emotional attitude contributing to price judgement as well as higher loyalty in the future.	Bergel, et al., (2019). [45]

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		influential behaviour of customers, awareness, and behaviour based on review, and buying behaviour.		
2.	Technology Acceptance Model And Customer Perception	Many businesses promote their products on digital platforms (social media) such as Facebook, Instagram, and others. It is critical to understand what customers anticipate from businesses. The author/s employed TAM theory to investigate the effects of usefulness, ease of use, and trust and how those lead to customer perception behavior.	Customer perception towards utilitarian aspects, user-friendliness and trust has significantly contributed towards purchasing intention encouraging internet shopping according to the result of this study.	Cho & Sagynov, (2015). [46]
3.	Subjective Norms And Customer Perception	Fashion industries are those industries where change is constant. These changes are always continuous and will communicate to their customers with the help of social media sites with their friends, relatives etc.	The subjective norm is integral to specifically dealing with the influence of the social environment on intentions and behavior, especially when used at the moment the behavior is occurring. Because, subjective norm plays an important role in influencing behavioural intention in the context of fashion by texting, sending pics, etc.	Zhao, et al., (2019). [47]
4.	Content Quality And Customer Perception	The companies and brand performance have changed drastically due to social media as in terms of customer interaction. Hence researchers in this study mainly intended to measure the effectiveness of quality contents and customer connectivity on recognition of the brand.	Customers and their perception on social media where information quality was highly valued by the customers on social media platforms and also customer connectivity through traditional as well as digital platform.	Dabbous & Barakat, (2020). [48]
5.	E-WOM And Customer Perception	Attracting and retaining clients is becoming increasingly important in modern-day business. e-WOM becomes more trustworthy since those who spread the word about a product without payment, using their own authentic experiences and independent of any particular company, e-WOM.	As a result, the impact of e-WOM on consumer purchase intent based on three factors: accuracy, timeliness, and purchase intention. Following that, a multivariate regression analysis demonstrated that e-WOM influences customer purchasing intent. Accuracy has the strongest association with purchase intention and the greatest impact on	Sa'ait, et al., (2016). [49]

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			purchase intention of all the aspects of e-WOM.	
6.	Para- Social Relationship And Customer Perception	The main social media channels used by the fashion industry for communication between fashion influencers and customers. users of social networking sites who continue to search for the details of celebrities' endorsement and there to be familiar and alluring for appearance and their trust with them; value their interactions with celebrities as though they were real-life friends. This spectacular rise of social media has enabled the fashion industry to have intimate interactions with followers, who subsequently form para-social relationships with designers and brands.	As a result, the focus of the study shifted to the para-social interactions between consumers and celebrities within the setting of social networking sites for the fashion industry. The findings imply that para-social ties immediately affect consumer belief and purchasing intentions. There is a strong connection between media customers' motivations and how para-social interactions are developed.	Kim, et al., (2015). [50]
7.	Hedonic Value And Customer Perception	Customers have become more effective as a result of the digital change, and their expectations have risen tremendously. The goal of this research was to gain a better understanding of multichannel fashion buying for reviews, with a focus on the influence of era, cross-channel effects, and hedonic pricing. It alludes to the cost resulting from the sensory, creative, and affective aspects of the shopping experience.	Reviews of purchases generate both hedonistic and utilitarian values. The outcomes, however, may also differ depending on the merchandise purchased or the method of purchase used. Clothing stands out as a high-hedonically charged product category because of its symbolic, sensory, and aesthetic value.	Blázquez, (2014). [51]
8.	E-WOM, Attitude And Customer Perception	Clothing is classified as a high-hedonically product due to its symbolic, visual, and physical significance. The goal of this investigation is to explore the direct and indirect effects of electronic word-of-mouth (eWOM) on mindful consumption behavior (MCB) in the context of buying sustainable clothing. The results confirm that eWOM affects customers' perceptions of used clothing, customer perception, and MCB right away.	The results also strengthened the connection between consumer interaction and MCB. Further, the analysis confirmed the mediating effect of consumer interaction between eWOM and consumers' MCB but no longer the influence of attitudes toward second-hand clothing.	Mohammad, et al., (2020). [52]
9.	Perceived Ease of Use (PEOU) And Customer	Because of technological advancements and social media, customers do need not to go to physical locations to explore and	According to the report's results, all variables have a significant impact on	Moslehpour, et al., (2018). [53]

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	Perception	compare prices when shopping for goods. With the help of various variables such as online purchase intention, perceived ease of usefulness, consciousness, and experiences, the goal is to have a better effect on internet shoppers' perceptions and re-purchase intentions of customers.	buying intention, which leads to CEB.	
10	Trust And Customer Perception	Major fashion product purchases are always based on societal trends as well as the level of faith people have in internet platforms.	According to the findings, social media brand Perception is a two-dimensional construct that includes both information and personal interest. Customers' social media customers' brand Perception is influenced by both social and customer variables.	Chahal & Rani, (2017). [54]

5.4 The Impact of Customer perception on Customer Buying Behaviour:

Customer perception, according to Paul Greenberg, is defined as continuous Perceptions between a firm and its customers, offered by the company and selected by the customer. In simple terms, the company's online Perception with its customers via platforms such as websites, emails, sponsored ads, social media, click-through rate, online responses, reviews, re-purchasing, remarketing, product packaging, and more. Customers who are incredibly active are known for buying more, promoting more, and displaying a strong feeling of brand loyalty [55].

The table 4 summarises and discuss the scholarly published articles from the year 2010-2022 with the keywords of 'customer perception', 'online customer perception', 'electronic platforms', 'customer perception and buying behaviour', 'decision making', 'impulsive buying behaviour', 'interactivity', 'brand loyalty', and 'customer perception cycle'.

Table 4: Shows the Impact of Customer perception with Customer Buying behaviour of fashion products.

S. No.	Field of Research	Focus	Outcome	Reference
1.	Customer Perception	Customer perception (CE) is becoming increasingly important to business interpreters and academics in content creation and client experience for the customer. The article gives a paradigm of Perception marketing's two basic types and premises that connect specific strategic basics to customer difficulties.	As per result, firm's performance, proposing that Perception marketing's efficiency originates from the formation of intellectual power and frequency.	Harmeling, et al., (2017) [56]
2.	Online Customer Perception	Advancement in the technology helps the businesses to increase their profit levels. Additionally, the social media is a platform	This study reveals that gamification, mobile application positively	Rasool, et al., (2020). [57]

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		where user or customers can interact with companies.	impacts on customer perception.	
3.	Customer Perception	As per the study, numerous Perception dimensions exist in CM, including online promotions, emotion, style and language, suitability, impact, and customers' intent.	The study also claimed that customer attributes, corporate initiatives, and the environment all influence customer perception habits, which in turn influence purchasing behaviour.	Verhoef, et al., (2010). [58]
4.	Electronic Platforms (EP)	Customer perception is enhanced through the customer's experience in the EP, and this Perception influences his or her intent to return to the EP and purchase from it.	Consumer emotions (pleasure, arousal, and dominance), according to the author, moderate the impact of EP cues on customer responses. They also looked at how Perception built during EP interactions affects brand image perceptions and the impact of these two notions on purchase decisions.	Blasco-Arcas et al., (2016). [59]
5.	Customer Perception And Buying Behaviour	Attracting customers in a creative and unique way is the most important criterion of each and every business so they try to maintain a good relationship with their customers. When a connection is pleasant and emotionally connected, visitors get engaged in their concern for each other.	As a result, consumer Perception features provide both direct and indirect CE benefits. The act of purchasing an item is the immediate result.	Pansari & Kumar, (2017). [60]
6.	Decision Making	The purpose of this study is to look into customers' purchasing decision-making process, the determining aspects of social commerce purchase intents and attitudes, the impact of perceived risk on online shopping intentions, and consumer trust and buying behavior on online retailing platforms.	The study findings suggest that online consumers' impulsive purchase behavior and decision-making may be influenced by the use of mobile payment systems, particularly when influenced by online product reviews.	Lăzăroiu Et al., (2020). [61]
7.	Impulsive Buying Behaviour	In this study, the author discovered the root causes of customer perception for hasty clothing purchases made on the internet.	The results of the study show that different age groups have a strong desire for the marketed product. People who shop online are influenced by the brand's quality. Variety, pricing on other sites, payment methods, and time spent have little	Gambhir & Sharma, (2019). [62]

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			impact on them. Impulsive purchase behavior is influenced by a desire for marketed products, offers and discounts, and fashion stimulation.	
8.	Interactivity	This study looked into the effects of customer perception and social interactivity on brand loyalty when customers are engaged and share. The findings led interpreters to create social media advertisements particularly, Facebook with interactive features such as amusing and instigative features and high-quality material for influencing consumer interaction on the social media site.	Marketers can rest assured that investing in a social media platform will have these features, which will result in increased brand loyalty and, eventually, increased sales.	Ting et al., (2020). [63]
9.	Brand Loyalty	Social media combines interaction with technology to provide shared value and content. In general, brand loyalty refers to a purchasing habit expressed from time to time by the drivers of purchasing decisions as part of the psychological process of assessing several brand alternatives.	The findings of the study shows that customer engagement have a significant impact on Brand loyalty and that influenced on behavioral aspects that indicate frequent repurchases of a brand by customers and attitude that indicate the buyer's preferred aspect of a brand.	Tuti & Sulistia, (2022). [64]
10.	Customer perception Cycle	This study described the perspectives on customer interaction in order to improve understanding of the subject matter. The study presented a model of the customer perception cycle that includes different stages such as connection, commerce, satisfaction, retention, fidelity, advocacy, and Perception.	This study reveals that customer perception matrix based on the extent of their network of relationships and emotional connections that determine their interactions with marketers.	Sashi, (2012). [65]

5.5 The impact of social media on Customer buying behaviour on fashion products:

Advancing innovation with the help of a variety of social media platforms where customers can interact has sped up the pace of customers' demands, increased the amount of data available, and heightened the competitive landscape [66]. Social media has encouraged consumers to borrow and move on from fashion trends more quickly than before, and retailers must keep up with the vaticinations to help and protect their customers [67]. Fashion brands may unleash their marketable and creative success through trend soothsaying employing social media analysis [68].On social media, customer perception has the ability to build connections between businesses and their customers. Despite widespread recognition of

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CEB's importance, the influencing factors on social media such as ownership-value, social connections, content search, Perception, and functioning, which are the five main antecedent factors in the social media influence on customer perception [69].

The keywords 'purchasing perspectives of customers', 'brand development', 'complex buying', 'social interactions', 'decision making', 'recommendations', 'customer perception', 'hybrid promotion', 'customer satisfaction', and 'brand communities' are used to summarise and discuss the articles on the impact of social media on customer purchase behaviour on fashion products that were previously published between the years of 2007to 2020 in this below mentioned table 5.

Table 5: Shows the impact of social media on Customer buying behaviour of fashion products.

S. No.	Field of Research	Focus	Outcome	Reference
1.	Purchasing Perspectives of Consumers/ Customers	This study looked at how consumers/customers use different social media platforms to buy the things they want based on criteria including design, information, product, psychological, and cultural elements, among others. Additionally, it is important to find out why people place orders on social media, which people use social media and are affected by it the most, which products are most suited for SM, and the most efficient SM for particular products and customers.	Regular customers are typically associated with information and design elements, allowing them to make the best decision in selecting the most appropriate social media platform (Instagram) to purchase their preferred fashion product online.	Al-Dhuhli & Ismael, (2013). [70]
2.	Brand Development	The integrated technological platform is reportedly being taken into consideration for sophisticated business tasks, including assessing online purchase patterns of users who can succeed with online product offerings. The study will also examine how social media affects consumer interest levels and the growth of the e-commerce industry.	The study's findings demonstrated that social media is beneficial for enhancing brand growth and user acquisition.	Al Amin et al., (2020). [71]
3.	Complex Buying	This article primarily covers how customers or consumers make decisions in social media based on brand distinctions, strong consumer/customer participation through ease of purchase, online reviews, monitoring of new products and brand updates, the risk involved, and which are unique and cost-effective. Generally, content created by internet users who	The study shows that Customers seek knowledge for purchase decisions such as complex buying, dissonance-reduction, habitual buying, and variety-seeking via forums, community groups, blogs, and other unbiased social media sources.	Voramontri & Klieb, (2019). [72]

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		are also customers is thought to be free of commercial influences.		
4.	Social Interaction	Social media sites have facilitated two-way communication between people and corporations because of their interactive nature. The goal of this study was to determine how social networks (electronic commerce) affected customer behavior while examining customer loyalty, adaptability, and complex shopping experimentation.	The study discovered that social interaction among customers had a significant impact on purchasing decisions, beginning with problem identification, looking for relevant information, making comparisons between options, making the ultimate purchase decision, and post-purchase satisfaction.	Xhema, (2019). [73]
5.	Decision Making Process	The relationship between social media and customer decision-making shows that social media influences customer perceptions toward promotion, brand loyalty, and purchasing intentions. Although it won't have an immediate impact on customers' decisions, it might have a mediating effect. And also, when a customer's social media friend posts about or recommendations of services or goods, it affects their perception of the brand and influences their choice.	Through social media, brand attitudes may develop, which will impact purchasing decisions. A good impression of a company or product may influence a consumer's choice to buy it.	Prasath & Yoganathen, (2018). [74]
6.	Recommendations	Customers may now assess products, make a recommendation to their friends and group of people or users and link their present purchases to future orders through postings and Twitter feeds, which is an essential business element of social media.	The findings of the study state that there is a significant impact of recommendations on customers buying behaviour.	Yogesh & Yesha, (2014). [75]
7.	Customer Perception	Many social media users agree that there are three basic types of consumer participation in online brand communities: affective, cognitive, and behavioural Perception. The research results reflect the expected multi-dimensionality of customer Perception.	This study enables people to go into more detail about seven different types of consumer Perception: excitement, pleasure, attention, absorption, sharing, learning, and endorsement.	Lim, et al., (2017). [76]
8.	Hybrid Promotion	This marketing strategy, known as hybrid advertising combines traditional and online advertising. Instead of	Findings shows that those are flexible processes for promoting a brand, a product, or a service	Mangold & Faulds, (2009).

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		concentrating solely on online platforms or in-person interactions, hybrid advertising combines both techniques to produce a more efficient and extensive outreach strategy. The term hybrid advertising, which is still relatively new and still developing, is also sometimes referred to as omni-channel advertising or multi-channel advertising.	through a variety of effective strategies. The great advantage of this strategy is that customers may get involved in marketing initiatives. Their thoughts about the product, pricing, and logo will have a stronger influence on the purchaser's purchasing behavior than their own.	[77]
9.	Customer Satisfaction	Customer happiness and purchasing impulse are influenced by the quality of social media services. Customers' general behaviour to trust or not trust buying impulses, as well as their satisfaction levels from spontaneous purchases, are both measured by this parameter.	The findings emphasize the most important aspects of Website quality and how they impact consumer satisfaction and impulse purchases. Beyond this direct effect, customer satisfaction plays a crucial role in the impact of a website's top-notch components and social media on spontaneous purchases.	Bressolles, et al., (2007). [78]
10.	Brand Communities	This paper's main emphasis was on the characteristics of the brand network and the variations in people's perceptions of participation. Additionally, members of the organization speak out more frequently and extensively than on the social site, mentioning the key network sign was friendliness. Similarly, social identity, particularly its rational and emotional components, has become increasingly important within organizations.	According to the findings, customers' behavior varies in terms of the difficulty level, frequency, and level of social connection and communication posts on the fan website and the organization website under research. These sub-organizational traits produce various motivating incentives for participation inside the associated embedded network.	Zaglia, (2013). [79].

5.6. The moderating role of demographic factors on customer buying behaviour of fashion Products:

Demographic variables are those variables that will collect by the researcher to define the sample population's characteristics and dispersion when using inferential analysis [80]. Variables like age, gender, nationality, economic indicators, and group membership are used in applied statistics and research [81]. Descriptive statistical analysis is frequently used to report demographic information. By identifying customers, demographic data make certain generalizations about regions. Usually, in business, the marketing department uses the moderator factors and experts emphasize their usefulness in predicting consumer behavior [82]. And also, know the moderating effect on the basis of social-media type using by the customer, gender, educational qualifications, income, lifestyle, culture and age in the link between characteristics of social media adoption and online shopping behavior [83].

This tabular format summarises and discuss the prior published articles from the year 2011 to 2020 with the keywords of 'gender', 'income', 'product and price factors', 'marital status', 'socio-economic

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characteristics' to study the moderating role of demographic factors with customer buying behaviour of fashion products.

Table 6: Shows the moderating role of demographic factors with customer buying behaviour of fashion Products.

S. No.	Field of Research	Focus	Outcome	Reference
1.	Gender	Individual, situation-related, shopping environment-related, and brand aspects all contribute to impulse purchases. The moderating influence on the relationship between hedonic value and felt want to buy; purchase decision of gender was evaluated in this study, which will help to better understand the connection between hedonic shopping value (HSV) and purchasing behavior.	The findings show that situational and personal characteristics have a beneficial effect on impulse buying via hedonic shopping. Hedonic values' influence on customer buying behavior had a small effect on the desire to purchase fashion products online.	Foroughi, et al., (2013). [84]
2.	Income	According to the author's research, clients who earn more money generally assume that there is less risk when they make an online purchase. Additionally, because there is a risk of losing money if a customer's choice is unsuccessful, internet shopping has not been as widely adopted by low-income customers.	Income is one of the important criteria for purchase. This study discovered that there is direct or significant impact of income on customers buying behaviour because if income is high customer buying intention will also high otherwise vise-versa.	Tiruwa, et al., (2018). [85]
3.	Product And Price Factors	The study investigates the effects of commodity factors, market and price factors, and customers' perceptions on the retail intentions of customers while accounting for the moderation effect of demographic information.	According to the research, product-relevant criteria, market-relevant factors, and overall service quality all have a substantial impact on airport retail patronage intention. Demographic factors had a considerable impact on older and higher-income customers.	Kosiba, et al., (2020). [86]
4.	Marital Status	Customer buying behavior is influenced by a number of independent and intervening factors. This study was undertaken to see the impact of information processing, customer insights on products, evaluation of alternatives, consumer demand, and purchase	The study discovered that married customers were more impacted than unmarried consumers in terms of the influence of variable purchase choices over purchasing behavior.	Deepak & Velaudham, (2019). [87]

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		decisions on buying behavior in relation to marital status.		
5.	The Socio-Economic Characteristics	Online shopping is a market place for all age group of peoples. According to their income and status customers will buy the products.	This study shows that socio-economic characteristics like age, gender and income will play a moderating role in online purchasing behaviour on customers.	Hernández et al., (2011). [88]

This review investigates the question that how customer perception will encourage to online buying. The above-mentioned all variables are directly or indirectly affecting the customers perception on buying of fashion products.

6. CURRENT STATUS AND IDEAL SOLUTIONS :

Most of the people and businesses rely on social media to share their opinions and advertise their goods in the current digital world. The fashion industry is a part of it as well. Trends are highly significant factor because the fashion industries are constantly looking for customers to purchase their goods. Typically, trends change and people follow them. The problem is that retail stores can't keep up with rapidly changing trends, which is why internet commerce is becoming more important in the fashion industry. Customers concur that internet shopping is more costly than physical shopping for some products which is having less price (delivery cost is more), complexity in payment, that it takes longer for the things to be delivered, and that they frequently experience difficulties when making purchases online. It was observed from the previous studies that online customers were not satisfied with quality, colour, texture, size, etc., of the fashionable product as it was not matching with the displayed product on the online platform.

The ideal solution for these hurdles is to build a trusted, safe payment gateway like COMODO, TrustE, or McAfee. These secured checkouts will verify the security of the product and provide a symbol that can be shown on the website. All the payment modes should be made available to the customers without restricting particular payment options, offering rewards points for each transaction, including security checks from reputable companies, avoid misrepresenting a product's features and characteristics, revealing the true prices, establishing a privacy statement and enabling simple email sign up. The manufacturers and the distributors must make sure that displayed and delivered products same with respect of quality, colour, texture, size, etc which will add to a lovely online shopping experience.

7. RESEARCH GAP :

Youth comprise the majority of the world's population and have enormous purchasing power, allowing multiple groups to target them. The role social media had in establishing them as one of the most significant customer segments has also transformed the demand for style assiduity. With just one update on social media, the fashion network may now reach a sizable number of customers. Numerous studies had been completed on the relationship between social media and consumer purchase behavior, trend recognition, style applications, etc. However, this study focuses specifically on the ways that social media influences customer perceptions, shopping intentions, and purchasing behavior.

(1) It's necessary to conduct unique studies on touchscreen devices because their interactive capabilities suggest an entirely distinct purchase experience. This is especially true given the growing capacity of smartphones and mobile devices for browsing and shopping for fashion products.

(2) Continuous change in interest and preferences in fashion products.

(3) Retail shops fail to upgrade themselves according to the trend. This is treated as an observation gap within the research.

8. RESEARCH AGENDA :

The fashion is one of the strongest areas which will play an important role in the economic development. Based on the technology, trend and digital platforms so that people can shop what they want. The main

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focus of this study is to see the mediating role of customer perception in relationship between social media and customers online buying behavior of fashion products.

1. Do personal or demographic factors affect the buying behaviour of customers for fashion products?
2. How do the phycological factors affect the customers' perception of fashion products?
3. What is the role of ease of use in the customers' perception of fashion products?
4. Do subjective norms really affect the customers' perception of the buying behaviour of fashion products?
5. How do content quality, e-WOM, and para-social interactions influence the customer's perception of the buying behaviour of fashion products?
6. What effects do customer perception aspects have on customers' online buying behavior for fashion products?

9. ANALYSIS OF RESEARCH AGENDA :

(1) Personal factors affecting the buying behaviour of the customers on fashion products:
Individual characteristics may also influence consumer behavior. The life cycle could influence their purchasing decisions. It is apparent that as time goes on, people change their opinions about the products and services they choose to buy. Age, education level, income level, economic situation, occupation, lifestyle, and personality all aid marketers in creating items that are suitable for each stage [89].

(2) Phycological factors affecting the customers perception on fashion products:
The psychological variables are those that discuss a person's mentality and how it affects one's behavior when seeking fulfilment. With the help of emotional factors, all marketers can understand better of their customers with the use of certain elements, allowing them to target them effectively. That is: motivation, attitude (affective, behavioural, and conative), belief, ego, and super-ego [90].

(3) Ease of use affecting the customers perception on fashion products:
By means of Fred Davis, the advanced Technology Acceptance Model (TAM) was developed in the year 1986. This idea is specifically applied to gauge how well new technology is being adopted based solely on customer perception [91]. One of this concept's key features was how easily technology was considered to be used. It is simply a matter of how much a customer or individual can use the technology. The following are the few factors that make anything easy to use: easy to read, easy to navigate, easily viewable, and quick download of information about the product [92].

(4) Subjective Norms affecting buying behaviour of the customers perception on fashion products:
One of the primary drivers of activity intention is the perceptions of relevant teams or persons who appreciate one's family, friends, relatives, and related peers. These perceptions may have an impact on how one executes an action. It is called subjective norms and it was developed by Martin Fishbein and Icek Ajzen in 1967 from their Theory Reasoned Action concept [93]. It mainly consists of the relationships between attitudes and behaviors as they relate to human activity. Perceived societal pressure to participate in or avoid a behavior in accordance with TRA. These beliefs shape one's viewpoint on the conduct, which also influences whether or not one plans to engage in the behavior [94].

(5) Content Quality affecting buying behaviour of the customers perception on fashion products:
The popularity of the product or company in online or digital mode are always depending upon the quality contents as well as good description of the products [95]. High-quality content allows for attracting the right audience to the website, engaging with them, and working to convince the individual to buy the product so on that website or platform. An individual is considerably more inclined to share the content if they believe it to be worthwhile. Content can be in various formats, such as text, images, video, audio, and so on [96].

(6) e-WOM affecting buying behaviour of the customers perception on fashion products:

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Another type of digital communication is called as word of mouth, or e-WOM. In simple terms, every review of a company's product, either positive or negative, is reviewed online and made available to a large number of people and organizations. Given the tremendous increase in online shopping and the importance that consumers place on user reviews, it is crucial to understand the eWOM variables that have the most impact on customers' decisions to purchase goods and services [97].

(7) Para social interaction affecting buying behaviour of the customers perception on fashion products:
An emotional connection that audiences have with entertainers in the media, especially on television and online, is referred to as a parasocial interaction [98]. Celebrities frequently promote unique services and goods in social media advertising campaigns in order to increase brand recognition, credibility, and marketing effectiveness. Bloggers and Instagram models are examples of a new breed of growing digital celebrities [99]. Their popularity is connected to the concept of parasocial ties with their followers or customers through social networking sites. This might inspire the audience to make a beneficial behavioral change [100].

(8) Security, Privacy and Trust affecting buying behaviour of the customers on fashion products:
Maintaining personal and financial information is very desirable in the digital age for cybercriminals. It might be able to access your banking information, apply for credit cards or loans, and ruin the customer's creditworthiness after taking the identity [101]. Building consumer trust is essential since trust is a deal-breaker or determining element in customers' decisions to purchase a brand [102].

10. RESEARCH PROPOSAL :

Based on the detailed investigation and assessment of the available literature, this article suggests that research on social media and its effect on customer perception, along with how it influences the purchasing behaviour of customers, needs to be conducted.

(a) Proposed title (comprehensive):
Social media and its effects on purchasing behaviour of the customer on fashionable products.

(b) Geography of the study:
Karnataka

(c) Target respondents of the study:
Working Professionals (Women).

(d) Objectives:
1. To study the effects of social media on an individual's buying behavior of fashion products.
2. To analyse the personal factors affecting the buying behaviour of the customers on fashion products.
3. To study the Empirical verification of the eventuality of marketing strategies grounded on social media.
4. To identify the effect of customer perception on buying behaviour of fashion products.
5. To explore the role of social media platforms to customer perception on fashion products.

11. SWOC ANALYSIS :

The SWOC (strengths, weaknesses, opportunities, and challenges) review is a framework for determining how actively a corporation should operate and for extending organizational strategies. SWOT analysis evaluates present and future possibilities as well as internal and external factors [103]. SWOC analysis is used by businesses to determine their firm's strengths, weaknesses, opportunities, and problems, as well as those of their competitors [104]. It's incredibly useful to know whether you're establishing a new firm, developing a product, upgrading a product, or looking at the company as a whole [105]. Strengths are simply those areas where an organisation excels and where it stands out from its rivals. Because weaknesses, like strengths, are fundamental characteristics of enterprises, attention must be paid to people, resources, systems, and procedures [106]. Openings or chances for something good to happen are referred to as opportunities [107]. They might also rise as a result of changes in the

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industry the business operates in or in the technologies it or its representatives use [108]. The strength of an organisation to comprehend and seize opportunities may significantly impact its ability to lead and maintain a competitive advantage [109]. Apart from internal factors, factors that could negatively affect the business from the outside, such as supply-chain concerns, market changes, or a lack of hiring. [110].

Strengths:
- No matter what age group, occupation, gender or educational background people or engaged on social media and buying a product.
- The convenience and low price brought more involvement and this leads to the buying behaviour of a particular product.
- Influencers are continuously engaged with their followers/ users/ customers.

Weakness:
- Failure to handle grievances or issues in a timely and effective manner results in a negative perception of the product and firm.
- Bad or Negative comments and reviews will affect the perception about the product as well as the brand.
- When purchasing online, there is no direct or physical interaction between the buyer and the seller. This makes it impossible to persuade the customer to buying behavior cannot possible.

Opportunities:
- Continuous visit on social media and brand websites creates an impulsive buying behaviour among customers/ followers/ users.
- Good website security/ privacy design and services attract customers.
- Sustainable Growth of the companies on the basis of good perception about the product.

Threats:
- Most of the quality time of the customers spend on their social media platforms, search engine and their group instead of purchasing activities.
- In online shopping there is no direct interaction among customer and the retailer or producer. So, there is no possibility to bargain with them.

Customers who purchase products from online frequently have different needs, wants, expectations, etc. as a result of shifting trends, situations, and time. The most convenient and adaptable options for customers are online communication and shopping. As a result, it is quite difficult for companies or retailers to understand what customers think of their products or services. This study helps identify the advantages, disadvantages, opportunities, and challenges of the customer perspective so that firms may produce goods that will satisfy those perceptions and retailers can sell those goods online via social media platforms.

12. FINDINGS :

1. The concept of consumer perception – usually it is related to particular behavior, emotional and cognitive endeavour or commitment.
2. The mobility of various devices provides constant access for customers, fuelling a tremendous avalanche of applications, either for entertainment or for productivity.
3. The trust in brand, influencers and community engagement helps to maintain long term relationship with customers.
4. Relatives, friends, colleagues, and community group recommendations affect more customers' purchasing behaviour [111]. These reliable and trustworthy customers are always encouraged to be more active on social networking sites [112].
5. e-WOM is absolutely helps in increased purchased behaviour of fashion products among customers [113].

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6. Customer perception about the product or services are always changing based on user expectation, user experience and information provided in the websites [114].
7. People frequently compare online and offline purchases in terms of pricing, product quality, return policy, and delivery time [115].

13. RECOMMENDATIONS :

1. Businesses should focus on being approachable and visible on social media and in search engines so that customers may leave constant online feedback.
2. Through creative customer interactions, brands or products can improve their image of a brand or product. Because customers actually base their purchasing decisions on the activity that is taking place on a given social media platform.
3. Social media can be used as an effective marketing tool in order to capture visitors' or customers' interest. As a result, companies should focus on promoting content made by influencers or reference groups and increasing word-of-mouth advertising.
4. Companies can create a good image of a brand by interacting with customers on social media. This will help the companies to maintain a good relationship with others be improved.

14. LIMITATIONS :

The principal aim of this review article is to determine how customer perception influences social media efficacy and its effects on consumers' purchasing decisions regarding fashion products. For a better understanding of previous studies and to draw attention to areas that still need more research, this paper only took a small number of social media-affecting elements into account. This study was done in an Indian context.

15. CONCLUSION :

The consumer's perception of online buying differs from person to person, and it is somewhat constrained by the availability of reliable connectivity and exposure to the practice. Based on their individual traits, consumers' perceptions also share and differ. The shifting consumer lifestyles in India and the growth of internet activity are causing changes in the purchasing trends. The convenience and discounts offered for various products are a major selling point of internet purchasing. Understanding youthful online consumers enable e-retailers to create marketing strategies that are effective in luring and turning potential customers into active customers.

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