

Social Media as a Promotional Tool in the Fashion Industry: A Case Study on Meta Platforms Inc.

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ABSTRACT

Purpose: *With the tremendous growth of the online platform, several individuals now use social media to run their businesses, which is one of the most powerful platforms on the internet. Social media has become a trend for society as people spend more time online. Platforms such as the Meta platform are both cost-effective and profitable, allowing firms to access a larger audience. Then, people can voice their thoughts, form interest-based groups, curate material, post photographs and videos, and participate in group discussions. There are a variety of strategies for businesses to advertise their products and attract more customers, including supporting people who are interested in fashion and can influence their following, referred to as Fashion Influencers. The main purpose of this study is to see the marketing strategies adopted by the company as well as the suitability of different types of influencers of the company to the business as a promotional tool.*

Methodology: *This study mainly relies on secondary data. As introductory resources, magazine papers, journals and published books were used to obtain the necessary material for the study.*

Findings: *The study's key results are as follows: The firm launched the metaverse, which allows people (both influencers and users) to select their style via virtual meetings. Fashion brands and companies have also leveraged online platforms (meta platforms), digital models, and collaborations with video gaming platforms to create their own virtual collections for millions of players worldwide.*

Practical Implications: *This study will assist various firms in understanding the numerous marketing tactics available to them, as well as how and when to employ social media influencers in their operations.*

Paper type: *Company case study*

Keywords: Social-media, Social Media Influencers, ABCD Listing, Fashion Products, Meta platforms, Facebook, Instagram

1. INTRODUCTION :

Today, the fashion industry has its own specialty that advances and engenders the most recent patterns [1]. In the fashion business, digital marketing is also used to communicate with customers, manage systems with other shoppers, and establish a digital presence. The growth of many social media channels has completely changed the way people see and burn-through data. [2]. Furthermore, as time passes, there is a major transformation we can see in the general outlook of customers or purchasers, as well as stylists and brands. In many a case, social media can impact designers or stylists in unique ways that are changing the ways of their creativity in fashion [3]. The present styles are much more refined, with numerous fashion houses pushing various styles, patterns, design shows, and planners from various parts of the world. Customers can choose trends and styles as well as enjoy the convenience of shopping with simple click-through phones, laptops, tablets, and so on. This will provide a higher level of involvement of customers to buy and there will be a better chance of selling a fashion product and

extending the entire market [4]. So, social media has turned into a conveyor of information in more than one way, and most recently, the fashion business is seeing a significant change in its motivation for designs and patterns. Instagram, YouTube, WhatsApp, Facebook, Twitter, etc., are just a few of the social media and blogging sites that have made this possible [5].

2. REVIEW OF LITERATURE :

Social media will let people connect with people all over the world, and it will make it easier for people to exchange information. This will have an impact on the fashion industry by speeding up the rate at which new fashion trends arise. Previously, it could take years for a certain trend to spread from one location to another, but now, thanks to technology like social media, it can appear in a fraction of that time or within a day. Trends will not be defined by a certain region or historical period; rather, people will mix and combine items from many eras, regardless of geographic location. As a result, it's significantly more difficult to imagine being in favour in recent times without it being a social media platform.

Table 1: This table reviews the much literature on social media, its Marketing and the fashion industry.

S. No.	Focus Area	Contribution	Authors Name
1.	Social Media	Social Media is a channel within which users can create websites for social networking to exchange or access information, thoughts, ideas, personal and marketing messages, and other content with their friends, relatives, consumers, and others via methods of digital media (which include websites for social networking and micro-blogging) and content (such as videos).	Carr & Hayes (2015). [6]
2.	Social Media Marketing	With the help of the Social Media Marketing channel via digital media, globalisation has made the world a lot smaller. Companies promote their products with vibrant marketing tactics (including social media). Then, using various channels such as Twitter, Instagram, blogs, Facebook, and other social media websites, social media will assist the company in engaging with its guests. These platforms attract clients with their distinctive promotions, contests, games, deals, videotapes, photos, conferences, and so on.	Saravana kumar, et al., (2012). [7]
3.	Social Media Marketing and Advertising	Social Media Marketing and Advertising In recent times, several types of businesses in various areas have used social media marketing methods (YouTube, Facebook, Twitter, etc.) to promote their products and services through their own websites, networking sites, blogs, and group and location-based services. Companies will keep direct contact with the users through social media platforms, which also allows the firms to easily supply products that meet the customer's requirements and expectations.	Dwivedi, et al., (2015). [8]
4.	Fashion 4.0	Fashion 4.0 The article demonstrates their influence on business houses, processes, and components within the framework of the fashion industry. It contains a thorough summary of the possible effects of the Industrial Revolution 4.0 on this particular sector, based on developing evidence obtained by experts' sector perspective and represented by appropriate descriptive instances. Overall, it clearly demonstrates how digital transformation might turn the fashion sector into a more	Teunissen & Bertola (2018). [9]

		sustainable and customer-centric organization. It does, however, highlight the importance of, and the slowness with which, traditional, established brands and corporations adapt to new technologies.	
5.	Fashion Marketing	Fashion Marketing The article introduces the concept of fashion marketing as a distinct area of research, stating that this has unique theoretical frameworks from pure marketing or fashion concepts, and concludes with a review of current studies in the area of fashion marketing, especially those relating to fast fashion brands and advanced digital marketing.	Barnes, L. (2014). [10]
6.	Digital Fashion	Digital Fashion Studies on digital fashion are thriving in various contexts. The Goal of this research is to create a systematic framework for describing and classifying the digital fashion industry. The investigation revealed three categories: communication and marketing, design and production, and culture and society.	Noris, et al., (2021). [11]
7.	Instagram	This article shows how different behaviors (such as customers' capacity to like and comment on their Instagram photographs) have an impact on the company's commercial enterprise's growth and recognition, as well as gaining Instagram followers. In this study, the results of advising and communicating with clients about advertising dreams are also tested.	Virtanen, et al., (2017). [12]

From the above literature reviews, the evolution of social media's position in the fashion industry throughout time and the advantages that come with smart use of various platforms has been amazing. Fashion firms that want to be competitive and profitable should embrace social media to boost their marketing efforts. Fashion brands can use a range of ideas and techniques to boost the strength of multiple platforms when establishing a social media strategy.

3. RESEARCH GAP :

According to the literature, many studies have been undertaken on social media as a marketing tool for micro-organizers, to create brand awareness, consumer decision-making, business performance analysis, and so on. There was no study that looked at social media as a promotional tool to investigate social media influencers, promotions, or marketing tactics. Hence, this is considered a research gap for the study.

4. RESEARCH AGENDA :

- (1) What are the marketing channels used by the Meta Platforms to promote fashion products?
- (2) What is the role of social media influencers in promoting fashion products?
- (3) How to analyse promotional aspects of the company?

5. OBJECTIVES OF THE STUDY :

- (1) To identify the marketing strategies adopted in the Meta platform to boost fashion products.
- (2) To study the influence of social media influencer in promoting fashion products.
- (3) To list the Advantages, Benefits, Constraints and Disadvantages of Fashionable products of the company.

6. SCOPE OF THE STUDY :

This research looks at the role of social media in promoting fashion products on meta platforms. The study aimed to look at the various promotional techniques employed by meta platforms to improve fashion products, as well as the ABCD listing used to evaluate company's effectiveness in promoting products online.

7. RESEARCH METHODOLOGY :

This study mainly relies on secondary data. As introductory resources, published books or journals, magazine papers, and books were used to obtain the necessary material for the study. Financial information was taken from the firms' annual reports, company related information was obtained directly from the company's authorized websites on the internet.

8. COMPANY PROFILE OF THE META PLATFORMS :

Meta, earlier recognized as Facebook, Inc., is a continuously emerging technological business head office located in Menlo Park, California. Among other technologies, the pot purchased Facebook, Instagram, and WhatsApp. Meta is one of the largest and most popular companies on social media platforms. It is featured with Amazon, Google, Apple, and Microsoft. They are the Big Five information technology behemoths of the United States (AlphabetInc.). Facebook, Messenger, Facebook Watch, and Facebook Portal are examples of meta products or services. It also owns 99.99 percent of Reliance Jio Platforms and has made earlier investments in Giphy, Mapillary, and Oculus. A significant portion of the company's total revenue comes from the sale of advertising space to marketers. Its purpose is to empower people to form communities and bring people closer together across the world. The goal is to provide useful and engaging solutions that support consumers' interaction and engagement with family members and friends using phones, tablets, computers, and other interfaces. It also enables people to explore and gain knowledge about what is going on in the world around them, along with share their thoughts, suggestions, pictures, video files, and other activities with audiences ranging from their closest friends to the public, and easily communicate wherever they are, through the use of its products, which include,

Facebook: Meta Platforms own Facebook, the American social media and social networking website. Mark Zuckerberg and his Harvard College companions, Dusty Moskovitz, Eduardo Saverin, Andrew McCollum, and Chris Hughes, established Facebook in 1994 [13]. The word Facebook is taken from the Facebook directories that are distributed to American university students regularly. It may be accessed from any device connected to the internet, including computers, tablets, and smartphones. [14]. After registration, users can create an account with user data and exchange messages, images, and videos with other individuals who have agreed to be their friends or, based on the privacy settings, with other people [15].

Facebook Messenger: It's a Facebook-developed messaging app that has been acquired by Meta Platforms. Initially known as Facebook Chat, the company streamlined its messaging service in 2010, released standalone iOS and Android apps in 2011, and unveiled an unprejudiced Facebook Portal handle for Messenger in 2018. [16]. Afterward, Facebook created Messenger.com, a brand-new online format that separated the messaging characteristics from the primary Facebook app, permitting customers to pick between the use of the web-primarily based interface or downloading one of the standalone apps [17]. It is a computing device for Windows and macOS that was launched in April 2020. This app permits customers to switch texts, in addition to images, videos, stickers, audio, and files. It additionally permits customers to reply to different customers' messages and engage with bots [18]. Video and voice calls are also supported through the carrier. Multiple accounts, communications with elective quit-to-quit encryption, and gameplay are all supported through standalone apps.

Instagram: Instagram, a photo and video-sharing social media network, was pioneered by Kevin Systrom and Mike Krieger. In April 2012, Facebook Inc. purchased this for \$1 billion in income and common shares. People can share photos and videos that have been altered with effects and labeled with hashtags and geotagging [19]. Posts can be shared with the general public or with pre-approved enthusiasts. With the help of tags and locations, users can view trending statistics and research unique users' content. Individuals can upload or post content or data to their accounts, and they can also like, snap, and follow other users [20].

WhatsApp: WhatsApp Inc., primarily based totally in Mountain View, California, advanced the customer utility, which changed into bought with the aid of using Facebook in February 2014 around \$19.3 billion. By 2015, it had exceeded WhatsApp because of the maximum famous messaging app withinside the world, with an extra than billion customers globally with the aid of using February 2020. E-mail became obsolete after 2016 because of new and distinct digital media communications across Latin America, the Indian Subcontinent, and other regions of Europe and Africa. It is also a free

messenger application, cross-platform, centralized text messaging (IM), and voice-over-IP (VoIP) service that is available all over the world [21]. Users can send text and voice messages, swap audio and videotapes, and share photographs, documents, consumer locations, and other information with the app. This utility runs on cellular devices; however, it can additionally be regarded from a laptop if the consumer's telephone is attached to the Internet [22]. Signing up for the carrier necessitates using a lively cellular number. WhatsApp Business, a completely unique enterprise app aimed toward smaller businesses, changed into released in January 2018 to permit agencies to talk with clients who use the primary WhatsApp customer [23].

Oculus: Reality Labs is a division of Meta Platforms (previously Facebook Inc.) that develops virtual reality and augmented reality hardware and software, such as Quest VR headsets and Horizon Worlds metaverse platforms. It is the organizational successor to Oculus, a business created in July 2012 in Irvine, California by Palmer Luckey, Brendan Iribe, Michael Antonov, and Nate Mitchell to develop the Oculus Rift virtual reality headset for video games. Through a Kickstarter effort, the business earned more than \$2.4 million for the project, over 10 times its original goal of \$250,000. It was established in 2020 as a division of the firm specializing in augmented reality, virtual reality, and metaverse hardware, software, and content [24]. This department reportedly employed approximately 10,000 people in 2021, responsible for roughly a quarter of Facebook's global workforce. Facebook launched on October 20, 2021, that this company would report income separately from Facebook's family of apps.

Why Social Media Marketing is Important to Boost Fashion Products?

As people spend more time online, social media has evolved into a fashion for society in the modern digital world. Social media channels, which have evolved as one of the main advertising and marketing channels for fashionistas, have become consumers' key source of information. Instagram, for example, has been labelled the most innovative and influential platform. The fashion imperative has served organisations by utilising social media, sharing images and videos, and blogging about their fashion bias and business procedures in order to lead clients and increase brand awareness (25). Fashion firms can improve their advertising and management strategies by implementing new technologies, which provide an interactive medium of mass verbal interchange that can help fashion businesses improve their marketing and marketing strategies. These platforms attract new customers by providing fashion and logo information while also maintaining current clients by providing greater advertising techniques [26].

Even many fashion brands use social media to interact with their customers in order to meet their requirements and expectations. At the same time, people want fashion designers to interact with them in real-time via an active social media presence, resulting in emotional relationships. Given the full-size capability of making content material from fabric and taking photos of consumers' pastimes on social media, fashion producers may also consider digital advertising to be more effective, beneficial, and appropriate than traditional advertising and marketing. As the advertising and marketing landscape evolves, it has the potential to be the most likely avenue for obtaining, controlling, and monetizing [27].

9. MARKETING STRATEGIES OF META PLATFORM :

Since the fashion sector mainly focuses on lifestyle, cosmetics, styles, art, and culture, marketing professionals have lot of opportunities to utilize social media to develop their business. Through the following strategies, the company can achieve success and will be able to stand firmly against the competitive world [28]. That are:

9.1 Goal Oriented Strategy:

The necessity to focus on the key objectives that apply to the business results in increased profit and goodwill for the organization. Some of the goals are:

- (a) **Creation of Brand loyalty:** Social media marketing has moved from traditional marketing methods to modern methods, such as providing high-quality content through content marketing, which is in the form of text or images. The text will help to earn a good image in the form of click-throughs, comments, reviews, ratings, etc., but the visuals will make the information more memorable through screenshots, graphs, visual aids, infographics, and videos [29], as well as frequent connection with followers and awarding of followers for their creative work through coupons, offers, discounts, and presents. By giving special thanks, comments, and sharing their work, they

become an active and engaged member of the social media community. This will provide the company with greater exposure and help to establish brand loyalty [30].

- (b) **Maintaining emotional connection with the audience:** Social-media is assisting organizations in bridging the gap between manufacturers and buyers or clients. Businesses that make the most of social media connect with their customers or fans by reacting to comments on postings, hosting prizes, or even reposting photographs or comments that customers post. They may also use it to provide further customer service by addressing product questions or directing purchasers with lawsuits or requests to the appropriate communication channel for assistance [31]. Additionally, there is a need for fans to be rewarded for their unique works through coupons, incentives, discounts, and presents. Many of the platforms assist businesses in gathering accurate or factual information from their reliable users or consumers, and these firms or influencers show their appreciation to their followers or users by providing compliments, feedback, and sharing their work.
- (c) **Maintaining the Speed of the website:** Many of the platforms assist businesses in gathering accurate or factual information from their reliable users or consumers, and these firms or influencers show their appreciation to their followers or users by providing compliments, feedback, and sharing their work. Fashion companies who limit their online presence to their websites are limiting their reach. Customers that actively visit their website, or potential customers who happen to come across the brand via an internet search, are the ones who are contacted by lesser-known firms aiming to break into the industry. It enables organisations to reach a wider spectrum of people and increase sales through the use of subsidised commercials, appealing and entertaining content, relationships with influencers and celebrities, and more [32]. With so many people on social media, it is critical to utilise social media's significance within the fashion industry to drive site views for the brand.
- (d) **Good Communication:** Every organisation, especially those in the fashion industry, needs effective communication. Communication and strong relationships are vital in value generation, and this is easily done through a variety of social media platforms such as Instagram, Facebook, and others. Customers lose interest in brands if the firm or brand fails to produce material related to their products on a frequent basis. Customers may be drawn to competitors who are active on social media [33]. It is necessary to maintain a constant posting or uploading schedule in order to remain competitive and engage customers on a consistent basis.
- (e) **Create Consistent Branding Message:** These media technologies enable businesses to give their brand to clients, primarily on websites that are prominently visible and scrollable, such as Instagram and Twitter. It is critical for fashion retailers to have a consistent visual and textual message so that users can communicate directly with the brand while keeping the larger concept in mind [34]. When customers click on a logo's profile, they should get a sense of what the company stands for right away. These platforms are no longer just about offering products; it's also about selling a brand and providing good services.
- (f) **Introduction of distinctive features:** Several social networking services allow users to share or contribute information on a timeline. For example, Facebook and Instagram both provide testimonials and live broadcasts, hashtags, specific content, and their own online marketplaces where businesses can link to unique products and services [35]. Businesses should constantly research and implement these elements so that clients are exposed to the logo while navigating through various virtual platforms.

9.2 Preliminary research of the targeted audience:

The fashion industry is one such area where we can see rapid development because people's or customers' tastes, priorities, and preferences change on a daily basis in response to trends [36]. So, it is essential to examine the background of the business's target audience in the following areas:

- (a) **The Demographics profile of the people:** Gender, Age, Profession, Income level, Family or Marital status.
- (b) **The Psychographics Characteristics of the people:** Attitudes, Values, Belief systems, Culture and Pain points or major areas of frustrations of the peoples.
- (c) **Lifestyle of the people:** Geographic location, Travel, Leisure activities, etc.
- (d) **People's Purchasing habits:** Price awareness, Brand Loyalty, Impulse Buying or Saving, Unique features they look out for.

- (e) *Shopping preferences of people:* Which mode of shopping is preferred by people like Online or Offline.
- (f) *Needs and preferences of the peoples.*

9.3 Establishment of important Metrics and Key Performance Indicator (KPI):

Digital marketers and social media marketers utilise social media metrics and key performance indicators to monitor progress across social platforms and get the essential evidence and information about how users interact with the brand (especially fashion brand) on social media. These are used to assess the social media marketing campaign's effectiveness. In short, they benchmark a company's presence on specific social media sites such as Twitter, Facebook, and Instagram, as well as across all social platforms. By gathering and analysing social media metrics and KPIs, marketing departments can discover areas for improvement, develop effective campaigns, and engage audiences in meaningful ways [37]. When businesses watch content engagement metrics like likes, shares, hash tags and comments, they will be able to see whether the audience is connecting with the brand message and also if their participation is helping the business marketing strategy.

9.4 Create unique and interesting Social Media Content:

One of the most important parts of a social media marketing plan is the creation of social media content. Social media content development is a form of art that needs a great amount of time, patience, creativity, and knowledge of graphic design, copy creation, and colours. Even text should be designed well when creating content on social media to be visually pleasing and pleasant. The text should be well-organized, easy to read and follow a natural flow. Similarly, all product pictures and videos should be pleasing to the eye and captivating to the viewer. If the company can generate social media content that the target audience enjoys, they are more inclined to share it [38]. The most effective types of social media contents are:



Fig. 1: Types of social media content marketing [39]

9.5 Continuous Improvement:

Firms will never know how one campaign performed compared to another unless they regularly analyse their efforts. Getting an overview of your social media activity can help to put things in context. This involves analysing the best-performing fashion content or information and changing business marketing when it starts to slow down. And there is no doubt that a lot of social media is a learning process. timely monitoring of campaign stats helps make adjustments and improvements to a social media marketing plan rather than making large, time-consuming modifications. So much of successful social media marketing begins with data vigilance. Users may be reactive soon, taking full advantage of the current campaigns, and then proactive in the long run by using the knowledge gained to inform the next plan redesign.

10. THE SOCIAL MEDIA INFLUENCERS OF META PLATFORMS :

Influencer marketing is a form of social media advertising that relies on product or brand recommendations and mentions from celebrity endorsers or influencers that have a significant social following and are regarded as experts in their field. In other words, social media influencers are individuals or professionals who contribute to the development of a brand and reputation by sharing their knowledge and experience in specific areas, topics, and ways of describing the products [40]. Influencer marketing works because they are uploading content more on fashion products at regular intervals to attract more people or followers towards the company or products and encourage them to buy the products through unique approaches along with this, social influencers have a high level of trust with their followers, and their recommendations act as a sort of social confirmation to the brand's targeted users [41]. The categories of the influencers influence their followers or peoples they are:

- (a) **Nano- Influencers:** The nano- influencer are usually having 1 K to 10 K followers in their respective social media platforms. Here they have a large and active social media following, as well as high interaction rates. Nano influencers are always passionate supporters of the fashion businesses, products, and brands they care about, and their followers value their honest opinions and feedback [41]. They have a good relationship with their followers or community members and take time to get involved with them in order to build strong bonds. They are a cost-effective solution for starting out with influencer marketing for a small-to-mid-size firm with a small budget [42].
- (b) **Micro- Influencers:** Micro-influencers have a huge following of 10 to 100 thousand people, and brands associated with them are generally more effective in terms of engagement rate, loyalty/trust, and targeting their audience [43]. Because micro-influencers have a close relationship with their followers, they are more niche-focused. This makes it easier for marketers to work with these influencers to develop specific sponsorships [44].
- (c) **Mid-Tier Influencers:** The mid-tier influencers do not have celebrity status, but they are a powerful group of content providers that are trusted by their audiences. This sort of influencer, with an audience of 50 K to 500 K, provides marketers with a wider reach and also quite a higher level of interaction with their followers. Each post on fashion aspects is more genuine and recognizable since the content is polished yet not out-of-touch [45]. These have worked their way up from very low levels, i.e., micro-to mid-tier influencers, over many years. They have a lot of content creation experience and are emotionally and deeply connected to their audiences.
- (d) **Macro- Influencers:** The macro- influencers are the influencer who are having large followers that is, 100 K to 1 million in their respective social media platforms. TV personalities, athletes, celebrities, and thought leaders are examples of macro-influencers. With this type of influencer, brands can still reach a wide audience, but they may not receive the engagement rate they desire. This is due to followers' engagement ratio. Macro influencers can help the brand, products, and services gain attraction. They can utilise this relationship to expand the brand's reach and increase their own engagement rates. Macro influencers can help you reach a broader audience and improve your brand's reputation because they have a vast number of followers [46]. The macro influencers are content creators such as bloggers and podcasters, as well as social media influencers on Facebook, YouTube, and Instagram. To identify macro influencers for the fashion brand, take a glance at hashtags that pertain to the company's brand, industry, and segment [47].
- (e) **Mega- Influencers:** The mega influencers are also called as celebrity influencers by having more than 1 million followers. Because of their celebrity status, they are highly active on social media channels where their target demographic hangs out, and they get a lot of interaction. This is what makes them appealing to brands looking to use influencer marketing. They have a huge reach, so as the influencer's total follower count grows, so does the rate of engagement [48].

11. ABCD LISTING OF SOCIAL MEDIA AS A PROMOTIONAL TOOL ON META PLATFORMS :

ABCD analysis is nothing but, Advantages, Benefits, Constraints and Disadvantages of a business can be identified, analysed and helps to understand a concept in a better or efficient manner [49]. It also focuses on internal ability of the business, effect of external factors, operational strategy and business strategy of the system/ business, new products as well as services, financial aspects, organisational

values, strategies, human resource management, marketing quantitative and qualitative growth of the company, etc [50].

Table 2: ABCD Listing of the company.

Constructs	Features
Advantages	<ul style="list-style-type: none"> • Makes use of photos, text, content, stories, and visuals to increase online visibility. • Introducing innovative technology factors to promote fashion products as well as social media aids in the acceleration of website speed. • Customer engagement can be improved with the use of social media. • People can connect to their particular companies at any time and from any location. • It contributes to the development of leadership skills among influencers of the brands in the sector. • It's the most cost-effective way to get a greater number of customers.
Benefits	<ul style="list-style-type: none"> • It makes the business develop fashion icons. • These platforms aid in attracting clients' attention. • Assists in the establishment of brand authority or loyalty. • Excellent customer service • Assists in increasing conversions.
Constraints	<ul style="list-style-type: none"> • The ability to maintain a social presence at all times. • Due to internet problems, people or users in rural locations are unable to utilise or explore various fashion brands through these sites. • Inability to resolve consumer issues or complaints in a timely manner. • False information about the brand and fake accounts will harm the brand's reputation. • The company is experiencing problems with advertising pricing and supply chain because this is one of the company's main sources of revenue. • The more usage of social media platforms will lead to the mental health problems like depression and anxiety factors among youths.
Disadvantages	<ul style="list-style-type: none"> • Without a strong brand story and excellent content strategy turn brand awareness into brand saturation. • Negative feedback will effective the product as well as the brand. • Any mistake that remains forever and that create a negative impact on users to buy the products.

This analysis (listing) will enable us to understand the business's framework. It also analyses the fundamental issues and identifies the essential elements to consider all determinants in key areas of the company.

12. DISCUSSIONS :

According to a Kepios investigation (2021), there are more than 4.62 billion social media users in the world, with 46.1 percent of female users and 53.9 percent of male users, accounting for 58.4 percent of the global population, and more than 13 new users joining social media every second. The people spend an average of 2.5 hours every day on social media, across seven different platforms given by The Global Web Index [51].

The Influencer Marketing Benchmark Report 2022, shows that Fashion & Beauty (15 percent of respondents), is a significant decrease from last year's 25 percent. With 13% of the vote, health and fitness are still in second place. Travel & Lifestyle regained 12 percent of the vote, followed by gaming at 11 percent. Family, parenting, home (6%), and sports (4%) are the other two categories separately displayed. The rest 39%, is labelled as Conceivable. This represents a 10% increase over last year's poll, suggesting that influencer marketing is no longer limited to a few narrow categories. An estimated 9% Year-on-Year increase in the use of advertise blocking software has hampered the development of the influencer marketing industry, with the average global desktop ad blocking rate exceeding 43%.

Overall, the proportions of each industry sector depicted below are likely to be representative of all influencer marketing users [52].

According to an investor earnings report from 2022, Facebook is the world's most active social media platform, ranking first in the world with 36.8% of active users and also, the highest active monthly users are from India with 320 million [53]. The total number of people who saw advertisements on Facebook was 2.109 billion in Jan 2022. Even though Facebook's advertisements reached 43.4 percent of females and 56.6 percent of males, the company is restricting access to its platforms to people over the age of 13 [54].

In the third quarter of 2021, Facebook reported 3.58 billion yearly core family product users, and it now has over 2.89 billion yearly remarkably increased, users or visitors. The company's four largest social media platforms are Facebook (primary platform), WhatsApp, Facebook Messenger, and Instagram, each with over a billion users globally [55].

According to Statista's January 2021 report, Facebook has become the most widely utilised social media network by business peoples worldwide. According to global research, 93% of online entrepreneurs use Facebook to sell their brand, with the remaining 78% using Instagram [56].

As of January 2022, India had 230.25 million Instagram users, making it the world's leading Instagram follower. The number of users in the United States was 159.75 million, while in Brazil it was 119.45 million. Indonesia, Russia, and Turkey came in fourth, fifth, and sixth place, respectively. Brunei has the most Instagram followers in the country, with 92 percent of the population using the social media platform. Guam ranked second with 79.2 penetration, followed by the Cayman Islands (78.8), Kazakhstan, Iceland, and Montenegro. It took Instagram 11.2 times to reach the global norm of 2 billion active users, whereas Whatsapp took 11 times, Facebook 13.3 times, and YouTube slightly more than 14 times [57]. Instagram was the most popular social media site in India in 2022, accounting for 75.50% of all social media users. Youngsters, particularly teens, make up a large portion of Instagram's user community. In the third quarter of 2021, Facebook reported 3.58 billion yearly core family product users, and it now has over 2.89 billion yearly. The dominant firm, Facebook, invested \$1 billion in Instagram. It has become a valuable source of trade for manufacturers as well as a high-end distribution platform for enterprises. Facebook is the second most visited platform in India, accounting for 74.70 percent of visitors' lives. Facebook is the most popular social networking site in India and will continue to be so in the future. Several well-known corporations have used Facebook to communicate with their fans [58].

In India, WhatsApp has become the most widely recognized messaging app. WhatsApp, which is owned by Facebook, has 79 percent of the country's total users. With 56.9% penetration, Telegram is the second most popular app on the list. The third app is Facebook Messenger, which has 49.3 percent of the user base and is particularly popular among young people. With 42.9 percent of users, Snapchat is the fourth most popular social media conversation app in 2022 [58].

13. FINDINGS :

- (1) The company introduced the metaverse, through which people (influencers as well as users) can select their wardrobe via virtual meetings.
- (2) Fashion brands and companies have also adopted digital platforms (meta platforms), used digital models and collaborated with video gaming platforms to develop their own virtual collections for millions of players across the world.
- (3) This platform is operating in more than 30 stock exchanges in United states, and few are in Singapore, UK, Israel, and China. It is an internet-based industry by having \$544.522 Billion market capitalisation with \$177.929 Billion revenue. Currently, 71970 employees working in the company (31st December 2021), that is 22.81% increase as compared to previous year 2020 [59].
- (4) The company's ads are gaining popularity because they are accurate, innovative, reliable, and accurate, most importantly, they are quickly visible.
- (5) The company designs new features, promote with the help of influencers that leads to the impulsive buying among the users or the people [60].
- (6) The more usage of these platforms will lead to the mental health problems like depression and anxiety factors among youths, this problem is not at solved even though face book rebranded as Meta platform [61].

14. RECOMMENDATIONS :

- (1) Messages that describe misleading information and the use of fraudulent documents, such as someone sharing a post with false information about fashion or other brands or products using a fake account, must be avoided or removed from the platform.
- (2) There is a big future for the metaverse, so the transition to the metaverse must be tackled with the same zeal as the transition from desktop to mobile. Because the mobile internet has proved that when people create competition, everyone benefits economically.

15. CONCLUSION :

People are using social media and digital platforms to express themselves and share their thoughts and feelings about fashion, style, or brands, even though the current trend of increasing designers' collaborations with fashion bloggers allows those who are interested in fashion but have little fashion knowledge to break into the field. Finally, while social media no longer updates traditional or antique media, it does provide people with alternative ways to interact with the businesses they respect.

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