

# Multifaceted Impact of Social-Media: In the Context of Customers' Fashion Products Buying Behaviour - A Comprehensive Review

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# Multifaceted Impact of Social-Media: In the Context of Customers' Fashion Products Buying Behaviour - A Comprehensive Review

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## ABSTRACT

**Purpose:** *This study examines how social media affects the fashion business, paying particular attention to how it modifies customer choices, attitudes, and perceptions. It looks at user-generated content, influencers, and other aspects of social media dynamics. The ultimate objective is to influence marketing strategies and business practices in the fashion industry and contribute to a greater grasp of the current customer landscape. The study provides insights into the intricate interactions between social media and consumers' purchasing behaviour in the context of fashion items by synthesizing the body of current literature and empirical data.*

**Design/Methodology/Approach:** *This study is mainly based on secondary data collected from various published works, including Statista reports on Accessories, Footwear, and E-Commerce in India facts and figures: 2023, Digital 2023 India, Wazier Analysis: 2022, ecommerceDB: 2023, ECDB: Fashion Market in India: 2023, and India Retail and Ecommerce Trends Report 2022. The information was also collected from reputed journal articles from different research websites like Google Scholar, ResearchGate, Web of Science, and Taylor & Francis.*

**Findings:** *The different reports and published work show that social media is an important tool not only for communication but also for businesses. It also found that social media is an inspirational source as well as a place for making online purchases or shopping destinations, emphasizing the static nature of the customer journey.*

**Originality/Value:** *This study examines consumer purchasing behaviour online and the body of literature to help manufacturers, business owners, and retailers comprehend how social media affects consumer purchasing behaviour and create winning marketing plans that boost revenue and profits.*

**Paper type:** *Review of Literature*

**Keywords:** Social-Media, Buying behaviour, Fashion products, Clothing, Accessories, Footwear, e-commerce.

## 1. INTRODUCTION :

In today's world, the fashion industry has completely transformed with the advent of technology. These technologies are not only user-friendly but also simple, like social media. Social media has become a more influential digital tool for people and businesses. In the context of the fashion industry, it is also essential to connect with their customers, maintain brands, share opinions through influencers, and shape trends. The rise of internet usage in the modern era offers amazing information access, allowing for smarter fashion buying decisions (Ahmad, N., et al. 2015). [1]. The highly influential social media platforms like Facebook (2.96 billion monthly active users), YouTube (2.2 billion monthly active

users), Instagram (2 billion monthly active users), and Pinterest (444 million monthly active users) impact them. They also share their own style and preferences with the world (Kapoor et al., 2016; Alfred Lua, 2023). [2,3]). In addition, these sites have a substantial social impact on customer buying choices since they foster a sense of connection and community among fashion lovers (Rathore, B. (2018). [4]). Similarly, the increasing number of social media influencers and bloggers has shifted the line between conventional marketing and genuine product suggestions, which has an impact on customer trust and brand loyalty (Es-Safi & Sağlam, 2021). [5]). Most present research tends to concentrate on certain social media platforms or elements of the fashion purchase process, unable to convey a thorough knowledge of the synergistic impacts across many platforms and behavioural dimensions. Social media's interactions with other internal and external factors, including demographic profile, internal variables like attitude and ease of use, and external factors like subjective norms, E-WOM, content quality, para-social relationships, and hedonic value, are still poorly understood, making it difficult to gain a comprehensive understanding of this complex phenomenon. Therefore, the in-depth assessment intends to fill in such gaps with an exhaustive analysis of previously published studies, emphasising recent developments and identifying areas for further study to enable a greater comprehension of the multifaceted effects of social media on customers purchasing behaviour for fashion-related goods and products like clothing, accessories, and footwear.

## **2. OVERVIEW OF FASHION PRODUCTS BUYING FROM ONLINE IN INDIA :**

Online purchasing for fashion-related products in India has gradually risen in prevalence over the past two decades. Online shopping continues to grow more popular in India, yet brick-and-mortar establishments remain customers' first choice for making purchases. Indian buyers are encouraged to buy fashion items from online retailers (Goel, P., et al. (2022). [6]) by factors including convenience of purchasing, a broad price range, and brand diversity (Afrose, Fathima, Farid, (2015).[7]), product choice, pricing, application interface, and brands. Additionally, the substantial shifts brought about by technology, particularly social media, led to the development of online shopping. Traditional marketing tactics have prioritised the physical market, but there is a greater emphasis on integrating and managing innovative technology in physical businesses to improve the shopping experience and keep customers (Priyanka and Juee, (2022). [8]). Particularly, the usage of social media sites like Facebook and Instagram has been found to have a significant impact on how customers understand and arrive at decisions regarding purchases of fashion goods (Madhura and Panakaje, (2022). [9]). Additionally, customer traits, including impulsive purchasing propensities, shopping delight propensities, and consumer moods, as well as product qualities, influence online sales of fashion goods (Ata and Sezer, (2021). [10]). Female shoppers in India are well aware of branded clothing and occasionally purchase it. Friends and family, the internet, and commercials are their primary information sources, in that order. Their purchase decisions have a significant impact on factors including price, fit, and income level (Namita, Rajput., et al. (2012). [11]). Customers have a favourable opinion of fashion apparel companies and are affected by friends, family, celebrities, and periodicals. Quality, comfort, and brand are the primary factors influencing their purchasing decisions (Deepali, Saluja, (2016). [12]). Specifically, the impact of social media marketing on the intent to purchase affordable high-end fashion products among Generation Z female Indian customers has been investigated (Balgopa and Arti, (2022). [13]). The study looked at the impact of the social network on engagement with brands and user interaction, emphasising the significance of communication methods in building involvement and engagement with fashion businesses. Furthermore, the internet channel has been seen as a key instrument for boosting companies and improving customer happiness in the fashion sector (Del Rocio Bonilla Quijada, M., et al. (2021).[14]).

The growth of the Indian fashion market is forecasted at US \$9283.1 million by 2023, and that contributes to 16% of the total e-commerce market share. Along with that, the anticipated compound annual growth rate for the coming 4 years, that is, CAGR 2023–2027, will be 11.3 percent, resulting in a market size of US \$14232.8 million by 2027. The e-commerce fashion market was sub-categorised into clothing, apparel, accessories, and footwear (Fashion Market in India, (2023). [15]).

### **(1) Clothing:**

In the current context, regardless of social class, Indian consumers are swiftly and conveniently embracing fashionable items due to increased competition. Online garment purchases in India have expanded significantly as an outcome of factors such as high use of the internet, availability of

information, and media expansion (Vishal, Trivedi., et al. (2023). [16]). Age, gender, income, education, and employment are among the demographic variables that have been discovered to affect customers' online impulsive purchase behaviour for clothing (Abdel Wahab, H., et al. (2023).[17]). The consumers' perspective is evolving alongside the present circumstances, as the escalating costs of tailoring and comparatively lower prices of branded clothing are progressively enticing them towards ready-made garments. These specific branded ready-mades have not only become a symbol of status but have also introduced the latest styles in both professional and social settings (Roberts, C. (2022). [18]). Clothing designed by Indian fashion designers will have substantial impacts on the clothing sector in the future, as per the Fashion Design Council of India (FDCI). These transformations will have extensive implications for designers, manufacturers, and retailers who target the Indian apparel market (The Fashion Design Council of India (FDCI)) (2023). [19]). In addition, holiday promotions also have an impact on customers' purchasing behaviours for clothes, with consumers preferring to go over budget if the promotions seem advantageous (Hume and Mills, (2013). [20]). Convenience, customisation, cost-effectiveness, visual appeal, social influence, and vendor innovation are elements that favourably affect how helpful and enjoyable online shopping is seen, which encourages impulse purchases (Cui, Y., et al. (2022). [21]).

### **(2) Accessories:**

In India, online accessory shopping is becoming more and more common, particularly among professional women. With predictions of a 3.5-fold rise by 2020, the Indian online industry is anticipated to develop historically (Shalini, Kanchan, Panda, (2020). [22]). Internet penetration, an expanding number of e-tailors, convenience of shopping, delivery flexibility, and rising spending power are all factors driving the expansion of online shopping of accessories in India (D., Deekshith., et al. (2021). [23]). Accessories include wearable, stylish pieces that complement a person's clothing, such as watches and ornamental items, scarves and shawls, hats and gloves and goggles, luxury leather products, buckles, belts, spectacles, ties, and bow ties, as well as bags and baggage with accessible and closable containers made of any materials used by private customers to transport items (e.g., suitcases, backpacks, handbags). Fashion jewellery and high-end jewellery made of pricey materials like silver, gold, or platinum are also sold in this market. Other accessories include, among other things, jewel accessories like steam-based cleaners and wristwatch accessories like watchbands and winders (ECDB, Fashion Market in India, (2023). [24]). Online shopping is predicted to account for a sizable share of overall organised retail sales (Rani and Sripathi, (2017). [25]). A recent study conducted by Statista showed that revenue generated from the accessories market is expected to reach US \$10040.00 million in 2023, with a projected annual growth rate of 15.76 percent, resulting in an anticipated market size of US \$10270.00 million. 18.7% of customer outreach will be in 2023, and it is likely to increase to 27% by 2027. US \$37.52 is the probable average revenue per unit (ARPU) (Accessories, India, (2023). [26]).

### **(3) Footwear:**

Footwear refers to articles of clothing that are worn on the feet and primarily serve the purpose of protecting the feet. The younger generation's increased fashion consciousness and the desire of customers to match their footwear to their everyday clothes are the main drives of the Indian footwear business (Seferin and Van Der Linden, (2012). [27]). The footwear market is segmented into different categories, which include Firstly, based on the products like casual, mass, active/sport, leather, and non-leather. Secondly, based on mode of sale, like offline and online, and finally, based on the end users, like men, women, and kids (India Footwear Market: Industry Analysis and Forecast, (2023-2029). [28]). This segmented market comprises all different types of shoes meant for a range of activities. This market comprises sports, casual, dressy, and other city footwear. Leather, textile, plastic, rubber, and/or wood materials are used to make these shoes, depending on their use and design. The footwear industry is presently being moulded by a significant shift in consumer buying patterns, similar to what is happening with the apparel industry (Statista, (2023). [29]). It is also mentioned that the Indian footwear eCommerce industry is expected to reach US \$97.3 million by 2023, accounting for 1.0% of the Indian fashion eCommerce market. Over the next few years, a rise is anticipated. The compound yearly growth rate for the following four years (CAGR 2023–2027) is predicted to be 10.7%, resulting in a market volume of US \$145.9 million by 2027. Purchases made via desktop PC, tablet, or smartphone, via website or app, are included in the online share. Only tangible things sold at retail are considered. Online proportion in the Indian footwear retail sector is currently 0.6%, and by 2027, it is expected to increase by 0.7% on average from 6.7% (Fashion Market in India, (2023). [30]). In addition, women's footwear,



which is increasing at a CAGR of 11%, is one of the shoe market's fastest-growing sectors. Top-of-the-list searches often include sandals, but other categories like sneakers, high heels, ballet flats, slippers, etc. are growing quickly as well. The return of offices has also resulted in a rise in demand for other categories, such as formal clothing, boots, etc. A trend that strikes the ideal mix of comfort and style is on the rise. In order to adapt to the changing preferences, goals, and way of life of Indian customers, designers and producers never stop trying new things. A person's entire personality is reflected in their footwear. Customers desire shoes that give off a confident, intelligent appearance in addition to being fashionable and contemporary (Bharadwaj Tarun, (2022). [31]).

### 3. FASHION PRODUCTS IN E-COMMERCE :

The fashion sector has a significant impact on people's lives around the world, and because retail e-commerce sales have reached trillions of dollars globally, it is not surprising that the fashion e-commerce sector is expanding annually. Currently, there is a global presence of more than 26 million eCommerce establishments. As the number of individuals commencing their online enterprises continues to rise, the quantity of online stores is experiencing a notable surge. Within the United States, the number of e-commerce stores is expected to reach an unbelievable 9.5 billion by 2023. This figure represents approximately 36.53% of all e-commerce establishments in existence worldwide. As of 2023, the number of people involved in online shopping exceeds 2.64 billion. Based on the data on global e-commerce sales, the total amount is \$6,310 billion as of 2023 and is estimated to reach \$8,148 billion by 2026. Taking into account the future, it is projected that by 2040, the eCommerce sector will encompass a remarkable 95% of all purchases made. In the month of April 2023, Amazon achieved an extraordinary 4.8 billion monthly visitors, establishing itself as the foremost online retailer worldwide (Statista, (2023). [32]). Following closely behind, eBay claims the title of the second most visited online retailer, boasting a remarkable 1.2 billion visitors. Although clothing is one of the main fashion categories that customers buy most of their items online, accessories and footwear continue to provide a sizable portion of the global online fashion market's income (Rosen and Orendoff, (2022). [33]).

### 4. GROWTH OF FASHION PRODUCTS IN E-COMMERCE :

Studies indicate that e-commerce is rapidly expanding throughout India, not just in major cities but also in hundreds of tier-2, tier-3, and smaller cities. The three states with the highest amounts of e-commerce orders are Maharashtra, Delhi/NCR, and Karnataka. Mumbai and Pune have the largest portion of Maharashtra's order volume (Aashima Sharma, (2022). [34]). The top categories of fashion products in India are given in the table 1.

**Table 1:** Percentage of shopping of different categories of fashion products.

S. No.	Product Categories	Percentage
1	Clothing	70
2	Footwear	55
3	Accessories and Bags	44

*Source: ecommerceDB, (2023).[35]*

The growth of fashion products in e-commerce in terms of volume and value will be shown in the below-mentioned Table 2.

**Table 2:** E-commerce segment wise order volume and value growth.

Product Categories	Segment Wise Order Volume Growth (%)	Segment Wise Order Value Growth (%)
Accessories and Eyewear	66.2	60.8
Fashion and Accessories	59.7	75.1
Footwear	67.8	93.3

*Source: Unicommerce, (2022). [36]*

It is also noted that category-wise online shares, along with the other two channels among different segments, are shown in Table 3.

**Table 3:** Category wise online share of fashion products.

Product Categories	Traditional Mode (%)	Organised Brick & Motor (%)	Online (%)
Apparel and Accessories	56.3	23.7	20
Footwear	51.9	26.1	22
Jewellery and Accessories	59.8	39.6	0.8

*Source: Wazir Analysis, (2023).[37]*

### 5. ROLE OF SOCIAL MEDIA IN ONLINE BUYING BEHAVIOUR OF FASHION PRODUCTS

Social media plays a significant role in the fashion industry. The rapid advancement of digital technologies in the fashion sector caused a tremendous change, and these changes are now part and parcel of customers' lives.

**Table 4:** Overview of social media users.

S. No.	Overview Information	Statistics
1	Total Number of social media users	467 million
2	Social media users' v/s Total population	32.8%
3	Social media users' v/s total population age 18+	40.2%
4	Average time spent on social media in each day	2 Hours 50 Mins
5	Average number of social media platforms used each month	8.7%
6	Female Users	26.5%
7	Male Users	73.5%

*Source: Meltwater. (Elise Dopson. (2022). [38])*

Originally intended for communication, it has grown to play an increasingly important part in the promotion and marketing strategies of firms in the fashion sector. Its effective platforms include Facebook, Instagram, YouTube, WhatsApp, Pinterest, LinkedIn, blogs, and many more for finding trends, styles, and items.

**Table 5:** Usage of social media platforms for fashion products buying.

S. No.	Social media platforms	Statistics (%)
1	Instagram Commerce	92
2	Facebook Commerce	98
3	Pinterest Commerce	72
4	TikTok Commerce	12
5	Video Commerce (YouTube)	53

*Source: (Elise Dopson. (2022); Mahanoor Sheik. (2022); Hibathu Naseer. (2022)) [38-40]*

Users frequently follow businesses, fashion influencers, and fashion-related material, which increases their exposure to new products (Nelson, D. W., et al. (2019). [41]). In addition, social media facilitates instantaneous communication and involvement with companies and other customers, building a sense of community and trust that is essential for making decisions (Habibi, M. R., et al. (2014). [42]). Furthermore, the visual and interactive aspects of platforms such as Instagram and Pinterest enable immersive product experiences via photographs, videos, and interactive features, assisting potential purchasers in evaluating the appearance, fit, and appropriateness of fashion goods. Social networking sites also make use of user-generated material, which offers real evaluations, endorsements, and style ideas and influences consumers' decisions to buy (Rathore, B. (2020). [43]). Targeted advertising and personalized suggestions based on users' data and tastes further tempt them to buy. Decision-making can be sped up by social media's ability, especially in the case of flash sales and limited-time deals (Fildes, R., et al. (2022). [44]). In the end, purchasing straight from social media sites, like Instagram Shopping, is more convenient and accessible, making the consumer journey more efficient and simplifying the purchasing process. The following Table 6 helps to understand the reach of social media ads on the various social media platforms.

**Table 6:** Overview information on reach of social media platforms advertisements (Ads).

S. No.	Overview Information	Facebook	YouTube	Instagram	LinkedIn	Snap Chat	Twitter
	<i>Usage</i>	71.2%	52.0%	74.7%	35.7%	45.5%	42.9%
1	Potential reach Ads	314.6 million	467 million	229.6 million	99.0 million	172.5 million	27.25 million
2	Potential Ad reach v/s Total population	22.1%	32.8%	16.1%	7.0%	12.1%	1.9%
3	Year-on-year Ads reach	-4.6%	0	-0.3%	19.3%	36.9%	15.5%
4	Ads reach v/s Total internet reach	45.5%	359 million	33.2 %	14.3%	24.9%	3.9%
5	Ads reach v/s Population	28.2%	36.3%	20.6%	10.0%	15.5%	2.4%
6	Female Ad reach v/s Total Ad reach	23.7%	31.2%	26.7%	29.8%	37.2%	14.7%
7	Male Ad reach v/s Total Ad reach	76.3%	68.8%	73.3%	70.2%	61.8%	85.3%
<i>Source: Meltwater. (Elise Dopson. (2022). [38])</i>							

**5. OBJECTIVES :**

This study addresses the broad concept of customer buying behaviour with regard to fashion items. Among the objectives are the following:

- (1) To identify the categories of fashion products.
- (2) To study role of social media on online fashion products buying behaviour through review of literature.
- (3) To determine the social media influencing factors on buying behaviour of fashion products.
- (4) To identify the research gap by knowing current status and desired status in fashion products.
- (5) To find various research issues to decrease the research gap.
- (6) To analyse the concept of buying behaviour of fashion products using SWOC framework.

**6. METHODOLOGY :**

This study is mainly based on secondary data collected from various published works, including Statista reports on Accessories, Footwear, and E-Commerce in India facts and figures: 2023, Digital 2023 India, Wazier Analysis: 2022, ecommerceDB: 2023, ECDB: Fashion Market in India: 2023, and India Retail and Ecommerce Trends Report 2022. The information was also collected from reputed journal articles from different research websites like Google Scholar, ResearchGate, Web of Science, and Taylor & Francis. The entire dataset can be condensed to comprehend the criteria by which customers, including working women, determine their buying behaviour through social media platforms when it comes to fashion items such as clothing, accessories, and footwear.

**7. RELATED RESEARCH WORK :**

**7.1. Role of social media and its platforms in the fashion industry:**

Social media and fashion industry considerably inseparable now a days. The grater engagement in the social media platforms by the users, customers and businesses take away the whole fashion market. Its usage and convenience made easier to reach out to the users or shoppers.

**Table 7:** Shows the research related works on Role of social media and its platforms in the fashion industry.

S. No.	References	Contributions
1	Bainsla &	The study investigates the impact of social media platforms on business-to-business (B2B) advertising and branding in the United Kingdom fashion

	Choudhary (2023). [45]	sector, with a particular focus on Zara. It highlights the financial viability of employing prominent social media platforms for B2B marketing, such as Twitter, Instagram, YouTube, and Facebook, as well as the considerable business growth and sales volume obtained through branding efforts. The report also identifies possible problems with web-based advertising that businesses like Zara need to be mindful of. Overall, the paper presents a complete assessment of B2B marketing as well as branding embraces in the UK fashion business.
2	Wang & Zhang (2023). [46]	The study examines how avant-garde fashion is communicated and styled on social media, with a particular emphasis on influencers such as @AHALOLO, @MetaArchive, and @Instantly. The topic of "viral" fashion trends on WeChat, Bilibili, and TikTok is also covered. The study suggests that media initiatives such as brand recognition, audience engagement, and advertising money help fashion companies survive, satisfy client requests, enhance demand forecasting, and plan production.
3	Singhal & Ahuja (2023). [47]	The research looks at how social media strengthens consumer-brand connections with fashion brands, pinpoints factors that influence brand perception and relationship, and suggests two conceptual models: the RDIB framework for customer perception and also the RCEE model for consumer-brand relationship.
4	Mahamud, Subir. (2023). [48]	This article uses a case study technique to investigate the interaction between social media and the New Chinese Style in the fashion sector. It looks into how social media affects the style's growth, popularity, and interaction, as well as its effects on profitability and design direction. The study also investigates the forms of transmission and profit strategies through social media, as well as ways to incorporate ancestral traditions into modern Chinese apparel. It highlights the significance of passive material and real information.
5	Romano (2023). [49]	This research looks at how social media marketing has affected the fashion business in Italy, emphasising how important it has been in shaping trends, producing fashion stars, and attracting job seekers. It advocates for the implementation of efficient marketing policies in order to improve industry efficiency. The study also advises adopting McLuhan's media theory and Chaffey's concepts for future research in the fashion design industry.
6	Alamsyah A. N., et al. (2023). [50]	This study focuses on how the purchase decisions of shoppers for fashion products are influenced by social media promotion, and the findings indicate that advertisements and graphics have a big impact on what customers choose. The study highlights how social media plays a part in marketing and company prospects. It emphasises how quickly the fashion business is expanding and how technology is becoming more and more important in influencing customer behaviour. It is also necessary for fashion firms to use social media promotional activities to satisfy customer needs and stay competitive.
7	Short, H. L. (2022). [51]	This study focuses mainly on sustainable fashion promotion by using one of the most prominent social media platforms, Twitter. The study was mainly conducted to spread awareness among users, shoppers, and customers about sustainable fashion consumption to protect the environment as well as society.
8	Hsiao, S. H., et al. (2020). [52]	This study investigates how the fashion sector's private brands' sales and popularity are affected by social media marketing. It argues that the existence of big national brands has a beneficial impact on private labels' popularity on fashion social media, which in turn affects the sales of private label goods. This study contributes to a better understanding of the influence of business-to-business social media promotion on brand rivalry in the fashion sector.



9	Tomovska, E. (2020). [53]	This study investigates the influence of Instagram on promoting fashion trends among Generation Z (16–23 years old). The technology used to evaluate the accessibility of both local and international fashion influencers was economically feasible, indicating the prevalence of image-centred online platforms for fashion marketing.
10	Helal, G. (2019). [54]	The article investigates the impact of social media communities for brands on Generation Y in the fashion industry, with an emphasis on social identity theory. It demonstrates how these communities build community, involve consumers, and raise brand recognition. It also offers managerial takeaways for fashion firms.

**7.2. Role of social media in shaping online buying behaviour of fashion products:**

**Table 8:** Shows the research related works on Role of social media in shaping online buying behaviour.

S. No.	References	Contributions
1	Deborah, I., et al. (2022). [55]	This study looks at how social media affects hedonic motivation and purchasing preferences when it comes to buying fast fashion. The study findings show that the utilisation of social media can have a high impact on impulsive purchase behaviour, particularly in the sector of fast fashion. Customers shopping orientation can be affected by social media, so producers can grab these opportunities to sell their products to generate revenue.
2	Alamsyah, A. N., et al. (2023). [50]	The role of social media advertisements in influencing fashion product buying decisions among the students. The various platforms used by the students, like Facebook, Instagram, TikTok, Pinterest, and WhatsApp, play a significant role in promoting fashion products on social media. The study incorporated both quantitative and qualitative methods. The outcome shows that, apart from traditional ads, digital ads, which include visuals, videos, promotions, and other information about the products, attract more.
3	Meedanphai & Jayasurya, (2023). [56]	After digital inclusion in the fashion industry, there will be rapid growth in e-commerce. Most of the fashion industries adopted this to reach out to customers easily and more conveniently. This study focuses on the personal factors that affect consumers' buying decisions about clothing through Instagram (online or social media), including privacy, customised service, and security. Additionally, what are the different kinds of marketing strategies adopted by the business that also attract customers and push them towards buying fashion products?
4	N., (2023). [57]	Social media platforms shape consumer buying decisions and brand loyalty through their user-generated contents, comparison of data, and wide-spread accessibility. And also, adaptation of the entertainment factor while promotion of the products, multiple-way communication, including real-time interaction with users and sellers via feedback and chats. The brand will provide assistant services to its clients to gain trust and loyalty. It was also noted that the impact of social media will last because of its accessibility and transparency.
5	Khan, S. D., et al. (2023). [58]	This study mainly explores the demographic impact on generation Y's purchase of clothing through social media and determines the importance of social media platforms for a group of customers. The different factors, like social media marketing activities through entertainment, interaction, trends, personalisation, and WOM, customer experience consists of feel, act, relate, sense, and think, with respect to relationship quality. It is mainly based on satisfaction and trust. The outcome will be the purchase, loyalty, and participation intentions of the customers. A study reveals that social media

		plays a substantial role in connection with their personal acquaintances, and for businesses, it is their mode of communication and promotion.
6	Ahmed, S. F. A., et al. (2023). [59]	The research investigates variables affecting digital advertisement in making decisions about purchases, online promotional avenues, and internet promotional in purchase decision-making, with an emphasis on the increasing prevalence of technology for digital marketing and the creation of both large and local company platforms.
7	Kondort, G., et al. (2023). [60]	Influencer marketing is one of the social media marketing strategies that the fashion industry is now implementing. On different platforms, different types of fashion influencers influence their followers through videos, real-time interactions, sharing experiences, usage of the products, durability, and benefits of the products. The results of this work show that the majority of the respondents who fall into the 25-year-old and below age categories will follow the influencers; they will change their buying decisions under the influence of fashion influencers.
8	Schivinski, B., et al. (2022). [61]	This research seeks to understand how customer self-awareness acts as a moderator in the relationship between the urge to purchase apparel and accessories as well as firm-created and user-generated posts in social media. Brand equity is a mediator in this relationship.
9	Yu, F., et al. (2022). [62]	The study indicates how incentives affect young customers' and their decision to make online purchases, with a particular emphasis on their loyalty to online fashion stores. The findings of this study show that the relationship between compensation, the desire to make an online purchase, and societal empowerment is somewhat mediated by customer commitment. Additionally, customers commit to the body of knowledge by concentrating on the requirements and incentives of the consumer. It is recommended that online retailers leverage social, financial, and empowering incentives in order to encourage customers and increase their inclination to make online purchases.
10	Basit, A., et al. (2021). [63]	The social media effect on customer purchasing choices in the Malaysian fashion clothing market is investigated in this study. The findings demonstrate how successful social media marketing affects brand perception, resulting in a favourable reputation and dependability. The link between social empowerment, compensation, and the desire to make an online purchase is partially mediated by consumer commitment. Understanding customer commitment dynamics is improved by this study.

**7.3. Role of social media in shaping online buying behaviour among working women:**

**Table 7:** Shows the research related works on Role of social media in shaping online buying behaviour among working women

S. No.	References	Contributions
1	Meedanphai & Jayasurya, (2023). [64]	The main sales channel for enterprises is now e-commerce, which has expanded dramatically as a result of better technology. The purpose of this study is to investigate consumer characteristics, online advertising tactics, and product aspects for purchasing fashion clothing on Instagram. the factors that affect customers' decisions to make purchases online, including security, marketing mix, acceptance of technology, dependability, and personalised service.
2	Komalavalli & Dhanalakshmi, (2022). [65]	With an emphasis on brand, price, quality, fashion, discounts, and offers, women's greater financial independence as a result of jobs and education has a big influence on the garment industry. Owing to time restrictions, the availability of stylish clothes, and the ease of purchasing whenever they want, Indian working women feel more at ease when they purchase online. Online shoppers have greater ease and enjoyment, which lowers

		stress levels in their professional lives, thanks to technological know-how and ubiquitous communication networks.
3	Deborah, I., et al. (2022). [66]	This study wants to understand the impact of social media on women's impulsive purchasing behaviour, especially in the fast fashion industry. The use of social media had a beneficial effect on impulse buying behaviour, hedonic shopping motivation, and shopping orientation. According to the findings, producers should concentrate on marketing things, but consumers should concentrate on their purchasing habits.
4	Rachubinska, K., et al. (2021). [67]	Single women were found to have more depressive symptoms and reliance on the Internet and Facebook, with higher levels observed in employed women. Younger women were increasingly reliant on these networks. Substantial depressive symptoms were associated with increased degrees of loneliness and addiction.
5	Gupta & Shome, (2020). [68]	Social media is becoming the new medium for advertising, and professional women are also heavily involved in family purchasing. Women use social media more than men (73%; Pew Research). This study tries to discover factors impacting women's purchasing behaviour, with demographic characteristics such as age and income having a key effect. This offers corporations an estimate of social media's effect on the electronic shopping behaviour of Indian working women.
6	Sammansu & tantuway, (2020). [69]	Social media is an essential instrument for communicating and gathering feedback from customers, since businesses react to such comments. The influence of peers and the benefits of online shopping create Trust and variety are some of the reasons why more and more women are making purchases online. According to Tiruchirappalli municipal research, women buy clothing, makeup, and accessories online at almost the same rates as men. Trust, peer pressure, and brand diversity are some of the factors that fuel this tendency.
7	Mateen Khan, M. (2020). [70]	Through this study, the researcher shows his concern about the limited utilisation of e-commerce by professional women in Pakistan, despite the rapid growth of e-commerce around the world. focusing on their struggle with work-life balance. A reliable vendor, a detailed description of the products, and a good return policy might boost women's trust when making purchases online, as revealed through this study.
8	Hamdan, Y., et al. (2019). [71]	Facebook and Instagram are digital media platforms that are being used by businesswomen to increase sales. The Indonesian Women Entrepreneurs Association (IWAPI) discovered Instagram to be the most effective channel for generating sales. These media outlets assist transactions, recall and educate prospective customers about items, and let them use WhatsApp to complete purchases. Some business owners, meanwhile, find it difficult to deliver fast product information.
9	Sari & Yulianti, (2019). [72]	The study looks into the effects of endorsements from celebrities, E-WOM, and the credibility of brands on women's buying habits in the rapidly expanding fashion business. E-word-of-mouth, celebrity endorsements, and brand trust have a favourable and significant impact on purchasing behaviours, according to data gathered from surveys and documentary studies. These elements may have an impact on sales and general purchasing choices.
10	Yunarti & Wijayanti, (2018). [73]	This qualitative study looks at young women's online buying behaviour and attitudes on social networking sites. In-depth interviews with eight Jakarta-based women between 25 and 35 were conducted to collect data. Two customer groups were identified by the study: those with moderate and astute internet buying habits.
11	Guha, S. (2013).	This paper investigates the evolving purchasing patterns of working and non-working women in urban India. The findings indicate that women's

[74]	diverse responsibilities impact their own and their families' purchasing decisions, with a particular emphasis on brand, quality, and price.
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## 8. CURRENT STATUS OF THE STUDY :

The pivotal role social media plays show the significant developments in the fashion industry. The customers benefit from making their decisions with the help of various social media platforms like Facebook, Instagram, TikTok, YouTube, and Pinterest. These platforms help customers identify new products, new fashion trends, provide suitable discounts and deals, price comparison, personalised recommendations, detailed product descriptions and images, security of information, and many more, creating an extraordinary shopping experience in a very convenient manner. Moreover, these platforms provide insights into fashion products along with entertainment, which most commonly attracts customers to buy a product. Because of this, user-developed contents, the influencer's marketing, and social commerce play a crucial role. Furthermore, virtual reality, artificial intelligence, live streaming of fashion, 3D printing, block-chain technology, 3D virtual simulation, smart clothing, and sustainable fashion these new emerging trends make it more efficient and productive than ever before.

## 9. THE SOCIAL MEDIA INFLUENCING FACTORS AND ITS RELATIONSHIP BETWEEN WORKING WOMEN PERCEPTION :

The widespread utilization and constant availability of digital technology have made social media platforms an indispensable aspect of individuals' daily lives. Therefore, authority and significance have transitioned from corporations to consumers, with the determination of a product's worth and influence now residing in the hands of customers themselves. It has been observed that social interaction, information-seeking, and consumption patterns have changed dramatically as a result of social networking platforms such as Facebook and Twitter.

### 9.1. Attitude:

Customer perceptions and buying habits are greatly impacted by their attitudes towards social media advertising (Nguyen, P.N., et al. (2022). [75]). A number of factors affect how Indian women in the workforce purchase fashion items. Professional attire has become more important as the number of working women in cities is increasing and their lives are evolving (Nautiyal and Atre, (2022). [76]). Additionally, consumers' attitudes and intentions towards purchasing a product could be influenced by a variety of variables, according to the Theory of Reasoned Action (Kuspriyono, T. (2022). [77]). Despite cultural and religious differences in emotional attitudes, cognitive and behavioural aspects are the same. While gender influences purchase decisions, individuals' professional level influences their awareness, choices, and feelings towards sustainability aspects (Bae and Yan, (2023). [78]). People with favourable perceptions of social media celebrities are more likely to buy the things they promote, whereas people who have a bad opinion are less likely to do so (Akyildiz, B., et al. (2023). [79]). Attitudes towards social media advertising are influenced by a number of characteristics, such as value-expressive, religiosity, and ego-defensive functions (Kamaldeep, S., (2021). [80]). Additionally, customer attitudes affect how much of an impact an influencer has on buying behaviour (Kamalul Ariffin, S., et al. (2022). [81]). A higher possibility of making a purchase through social media advertising with a good attitude is related to the positive association between attitude and buy intention (Hmoud, H., et al. (2022). [82]). Companies must comprehend customer attitudes and opinions around the use of social media ads in order to personalise their approaches to marketing accordingly (Kumaradeepan, V., et al. (2023). [83]). Overall, knowing how working women feel about fashion items is essential for addressing their needs and preferences (Saleem, Z. (2022). [84]).

### 9.2. Ease of Use:

Using social media for fashion items is significantly and favourably impacted by perceived ease of use, which influences purchase intentions (Harrigan, M., et al. (2022). [85]). In this context, theoretically, the technology acceptance model defines the perceived ease of use. Here, customers believe that the use of social media for online shopping of fashion products is free from effort (Vahdat, A., et al. (2021). [86]; Suleman, D., et al. (2019). [87]). The visual content, array of choices, comparing goods and services, more buying options, more deals and discounts, and user-friendliness (Pardeshi and Khanna, (2020). [88]) of social media platforms like Instagram, Facebook, and Twitter have had a significant



influence, and customers may shop at their leisure on these platforms, allowing them to buy products at any time and from any location (Alatawy, K. S. (2022). [89]). Moreover, businesses are providing more buying options to their customers through social media (Morsi, S. M., (2023). [90]). These features attract many customers and create a stimulus to purchase. Therefore, perceived ease of use indirectly shapes buying behaviour for fashion products through social media by influencing attitude towards using, which then influences purchase intentions (Saleem, A., et al. (2022). [91]). Ultimately, the visual components of social media play a crucial role in determining consumer behaviour in the fashion business.

### 9.3. Subjective Norms:

The perspectives of relevant individuals or groups who value one's family, friends, relatives, and connected peers are one of the main factors influencing activity intention. Online communities also generate a social environment that has a big influence on how consumers see things and make decisions (Pookulangara and Koesler, (2011). [92]). These impressions may have an effect on how an activity is carried out. The term subjective norms refer to a notion that Martin Fishbein and Icek Ajzen devised in 1967 based on their Theory of Reasoned Action idea (Ajzen, I. (2012). [93]). It mostly comprises how attitudes and behaviours interact with one another with regard to human activities. This felt like pressure from society to engage in or refrain from TRA-compliant behaviour. When people see others supporting or purchasing specific fashion goods on platforms like Instagram or TikTok, they are more inclined to align their tastes and behaviours accordingly (Bhatti and Akram, (2020). [94]). These beliefs shape one's viewpoint on the conduct, which also influences whether or not one plans to engage in the behaviour.

### 9.4. Electronic Word -of- Mouth (E-WOM):

Electronic word-of-mouth is a very effective conversational technique with a distinctive marketing perspective, which eliminates the out-dated marketing strategies that do not work in the present situation (Cabeza-Ramírez, L. J., et al. (2023). [95]). Customers can get product or service information through EWOM communications. E-WOM is very quick and fast; it remains available as a record and may be tracked (Verma and Yadav, (2021). [96]) in the future via unique platforms such as blogs, branding websites, web forums, and so on via comments, reviews, and rankings (Hossain, M. A., et al. (2019). [97]). Compared to traditional media, clients believe messages are more credible. The use of EWOM communications during the purchase decision-making process increases (Kurdi, B., et al. (2022). [98]) customers' confidence in expert products and offerings, lowers the likelihood that they will make bad purchases, and promotes societal acceptance (Babić Rosario, A., et al. (2020). [99]; Akdim, K. (2021). [100]).

### 9.5. Content Quality:

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 (Karim, M. W., et al. (2021). [101]). Furthermore, stimuli in the organism cause responses in the form of feedback and collaboration. Customers are looking for accurate, dependable, and strong product descriptions that provide a huge amount of product information (LE, T. Q., et al. (2022). [102]). These insights are easily available for users through social media in a fraction of a second. The user-generated as well as business- or influencer-generated contents in the form of feedback, reviews, posts, and product descriptions are trusted sources for the customer who is intending to buy a product. The information that customers need to make purchasing decisions should be included on product pages (Sohaib, M., et al. (2022). [103]; Vidyanata, D. (2022). [104]).

### 9.6. Parasocial Relationship (PSR):

Para-social relationships (PSR) are relationships that customers create with their personalities in online social media groups (Su, B. C., et al. (2021). [105]). In other words, the contact between personas (such as actors, presenters, or celebrities) in the media and their intended audience is known as a parasocial relationship (Kim, H., et al. (2015). [106]). It is deeply entwined and affects how the intended audience



perceives the character's actions. PSR offers a useful framework to identify one-sided courting between celebrities and their fans, in which one party (typically the movie star or influencer) is unaware of it (Hwang and Zhang, (2018). [107]). The analysis demonstrates that PSR influences consumers cognitively, affectively, and behaviorally via social media platforms in terms of perception. The results establish that PSR can alter opinion, preferences, attention allocation, and relationship creation, specifically by making detailed facts about the social media persona available (Chung and Cho, (2017). [108]).

### **9.7. Hedonic Value:**

The various studies observed that if the hedonic factor, content, entertainment elements, proper description factor, and interactive factor are rich in promotional techniques, users will continue to participate through opining, liking, participating, and so on (Fernandes, E., et al. (2020). [109]). 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 (Ceyhan, A. (2019). [110]). Customers should put in time and effort looking for products, carefully reading product descriptions, comparing alternatives, and making evaluations based on many types of information, such as comments from various unidentified buyers (de Oliveira Santini, F., et al. (2020). [111]). As a result, there are minimal social factors and hedonic storylines involved in these commercial activities. The hedonic factors can be measured through text, images, audio, and videos. Adolescents have also been found to view fashion shopping as a leisure activity, highlighting the role of enjoyment and amusement as factors in purchase intention (Chauhan, S., et al. (2021). [112]). These changes in the websites as well as social media platforms change customers preferences based on gender and consumption (Zhang, X., et al. (2023). [113]).

### **9.8. Perception:**

Working women's perceptions need the use of a complete strategy, a deep comprehension of the target audience, and the production of relevant content (Yet Mee, L., et al. (2019). [114]). Analysing the discrepancy between what customers expect and what is actually delivered is a complex task for marketers. When businesses fail to modify their online marketing activities to match the growing needs for efficiency and flexibility across all platforms, the firm finds itself in a default state in terms of engaging its consumers (Melbha, D. A., et al. (2023). [115]). Currently, grabbing the customer's attention in a way that highlights the company's gratitude for its followership and invites participation in value creation may be a big step forward for the business because it can affect the customer's purchase choice (Febrilia and Warokka, (2021). [116]). This process consists of three key steps: exposure, attention, and interpretation. Maintaining personal and financial information is also highly appealing to fraudsters in the digital era (Cooley and Parks-Yancy, (2019). [117]). It may be possible to access your financial information, apply for credit cards or loans, and destroy the customer's rating after stealing their identity.

### **9.9. Intention to Buy:**

The theory of reasoned action, which Fishbein and Ajzen developed in 1975, is the basic foundation for purchase intention (Nomi and Sabbir, (2020). [118]). The degree of client desire to purchase the goods aids in understanding the concept of actual purchase behaviour. A customer's purchase intention is the customer's intention to purchase a brand (Copeland and Zhao, (2020). [119]). Positive purchase intentions influence actual buying behaviour. One of the factors influencing purchase intent is social media (Abou Ali, A., et al. (2020). [120]). As social media has developed, many businesses are successfully interacting with their target audience on various social media channels in ways that encourage them to make a purchase because it is a standard electronic tool for information exchange and communication among users (Majeed, M., et al. (2021). [121]). The company brand, product knowledge, and perceived value of the product, which will be displayed on many channels in several ways, such as entertainment, product customisation, ease of use, and many more, influence customer purchase intentions (Alsoud, M., et al. (2022). [122]). It tries to relate to its customers on an emotional and creative level, and constant connection has improved the manner in which customers anticipate the products or services. Because of this, there is a strong connection between social media and the fashion industry.

#### **9.10. Personal Factors:**

There are a number of influential factors that motivate customers or users to buy a product; among those, personal factors play a moderating role in buying behaviour.

##### **9.10.1. Age:**

Working women's online purchasing behaviour for fashion items is remarkably influenced by their age (González, E. M., et al. (2021). [123]). Generation Younger women are more energetic and vibrant; they will always look for effective shopping platforms with interactive features, dynamic trends, and discounts because they are trend-conscious and technologically savvy (Lodi, H., (2020). [124]). They are frequently affected by social media and celebrities when looking for the latest fashion goods because they communicate the latest information on taste and preferences continuously. On the other hand, older women prioritise confidence and security in online transactions, choosing recognised companies and extensive product information rather than the latest trends (Nguyen, M. H., et al. (2021). [125]). The psychological variables of perceived risk and trust are more relevant for this population, impacting their desire to engage in online fashion purchasing. It is critical for the success of e-commerce enterprises targeting working women in the fashion sector to tailor online platforms to various age groups.

##### **9.10.2. Educational Qualification:**

The purchasing behaviour of working women for fashion goods on the internet is heavily influenced by their educational background. Individuals with higher education typically take a more advanced approach to internet purchasing, placing more value on product details, brand reputation, and the overall experience of shopping (Kumar, V., et al. (2019). [126]). In order to make well-informed decisions that are consistent with their principles and personal tastes, they are driven to platforms that offer comprehensive product specifications, user reviews, and fashion blogs (NAZZAL, A., et al. (2019). [127]). On the other hand, working women with less education value ease of use and simplicity; they look for user-friendly interfaces and simple transaction procedures (Pandey and Parmar, (2019). [128]). For online fashion merchants to customise their platforms and meet the varied demands and tastes of their customers, it is imperative that they comprehend these distinctions.

##### **9.10.3. Profession:**

The online purchasing behaviour of working women for fashion items is largely influenced by their profession (Hsiao, S. H., et al. (2020). [52]). Because of their hectic work schedules, corporate professionals value efficiency, time-saving, and convenience. They choose online platforms that provide fast transactions, tailored suggestions, and a variety of formal and business-casual clothing options (Etminani-Ghasrodashti and Hamidi, (2020). [129]). Platforms emphasising individuality and trendsetting designs may appeal to creative professions such as painters or designers (Sundararaj and Rejeesh, (2021). [130]). For online fashion retailers to better serve the numerous requirements and tastes of working women across various occupational categories (Moslehpour, M., et al. (2021), [131]) and improve the overall online shopping experience, they must have a thorough understanding of these professional distinctions.

##### **9.10.4. Annual Income:**

Working women's internet shopping habits for fashion items are greatly influenced by their annual income (Parker and Wenyu, (2019). [132]). Rich women typically want upscale goods and labels, individualised shopping experiences, and first dibs on new releases (Tan, A. (2021). [133]). Women with lower earnings, on the other hand, place a higher priority on affordability, deals, and value when they shop online. This group is more receptive to loyalty plans, discounts, and cost-effective choices (Gill-Wiehl et al. (2021). [134]). In order to meet the varied needs and budgetary concerns of working women in a range of income brackets, fashion retailers must have a thorough understanding of this complex relationship. This will improve the online shopping experience for customers in general.

##### **9.10.5. Marital Status:**

When making purchases, married women frequently take their families' demands as well as their own into account (Abou Ali, A., et al. (2020). [120]). Websites that feature family-friendly fashion can be of interest to this group. They may decide to shop in bulk to meet their family's different fashion

demands while saving money (Burke, R. R. (2002). [135]). Conversely, single women place more value on personal taste and their own style, paying attention to distinctive clothing pieces and current trends. Understanding these distinctions allows online businesses to customise their product offers and marketing methods to resonate with the various motivations and lifestyles of working women, thus improving the overall online shopping experience (Heffner and Twardzik, (2015). [136]).

#### **9.10.6. Inhabited Area:**

The populated region has a considerable impact on the online purchasing behaviour of working women for fashion items, impacting their tastes and shopping patterns. Access to physical stores and exposure to international fashion trends differ between urban and rural places (Suyanto, B., et al. (2019). [137]). In addition to preferring a range of designs on online platforms, urban women are more exposed to global brands (McHugh, E. C. (2014). [138]). Conversely, rural women tend to rely more on internet resources for their fashion requirements and may like traditional or regionally influenced styles. Therefore, it is essential for online retailers to comprehend the unique needs and preferences of working women in diverse geographical areas. This enables them to customise their inventory, marketing tactics, and delivery services, thereby augmenting the overall online shopping experience (Kedia, A., et al. (2020). [139]).

### **10. IDEAL AND DESIRED STATUS OF THE STUDY :**

This study attempts to provide a deep understanding and substantial information for customers as well as businesses that are actively participating in the fashion industry sector by thoroughly examining and assessing every aspect that makes up social media. The different forms of engagement in social media, like influencer or celebrity marketing, user-generated contents, user or consumer feedback, reviews, and comments, and real-time interaction with the brand and consumers, influence the customers to either buy or use the products. This profound insight helps contribute to the understanding of stakeholders, customers, consumers, and user relationships in the fashion sector. By considering flexible digital technology and continuous change in creation and innovation, we also unfold the intricate relationship between the fashion sector and social media, which will eventually lead to a deeper understanding of this critical and vital juncture in today's market.

As per the reports of digital India 2023, the majority of India's population is using social media and using fashion products. Many other reports revealed that online transactions are the most convenient mode of purchasing. Even though men and women use online modes of purchase, to get information, they use social media. This is the major area where research is required on the role of social media on the purchase of fashion products by customers, the extent to which social media influences their buying decisions, and the necessary steps to undertake to build strong online marketing strategies to retain the customers to improve fashion-related activities.

### **11. RESEARCH GAP :**

The influence of social media on Generation Z made them tech-savvy. Many studies highlight that they will prefer to shop online, especially for fashion and electronic products. In the fashion industry, social media has revolutionised the need for fashionable communications, permitting fashion communications networks to reach a wide number of people. Social media affects customer views, purchasing intentions, and behaviour; highlighting the necessity of understanding the link between social media and customer behaviour is the major focus of this study. From the above review of literature, it was found that there are many areas that still need to be researched.

(1) There have been many studies undertaken in the fields of online shopping, women's problems, impulsive buying behaviour, intention to purchase, Facebook, YouTube, Instagram buying decisions, empowerment, leadership, women bloggers, and any more. But only a few studies were conducted on working women's online buying behaviour.

(2) Previous research has shown that working women make the majority of their purchases online. These days, they are gaining independence and self-assurance as a result of aggressive activities, and they are becoming financially self-sufficient. Sufficient finances improve their ability to make decisions on their own. As a result, it is critical to investigate how their financial independence decisions influence the fashion preferences of working women.

- (3) Many studies have been conducted on beauty products, skin care products, ayurvedic products, apparel, and more. Nevertheless, fashion products, including clothing, accessories, and footwear, are less explored.
- (4) The majority of the studies regarding fashion products, either clothing, accessories, or footwear, were conducted in Tier 1 and Tier 2 cities, whereas very few or no studies were performed in the area of Dakshina Kannada.
- (5) According to studies, social media platforms influence buying behaviour. It is yet to be explored to what extent social media platforms will have an influence on working women regarding fashion product buying online in Dakshina Kannada.

**12. RESEARCH AGENDAS :**

The study agendas listed below help determine how social media influences consumers' decisions to buy fashion items. Finding out what kind of fashion product a working woman uses and how much she uses social media are the goals. This study is especially beneficial for organisations and entrepreneurs who wish to engage in online commerce since it will provide them with useful information.

- (1) What social media-influencing factors influence working women?
- (2) Do social media-influencing factors affect working women’s perceptions?
- (3) Does working women’s perception lead to fashion product buying behaviour among working women?
- (4) Whether personal factors have an effect on the buying behaviour of working women
- (5) Is there any direct relationship between social media-influencing factors and the buying behaviour of working women?

**13. FURTHER RESEARCH PROPOSAL :**

Even though there have been numerous studies on the impact of social media in the fashion industry on buying behaviour, some areas have not yet been touched. The conceptual framework will be developed by including the influencing factors to see the effect on buying behaviour through perception, intention to buy, and the effects of personal factors as a moderating role. This will provide a brief idea of the buying patterns of working women. The intention of this study is to determine the effectiveness of different types of social media and to what extent educational and financial independence lead to working women’s online buying decisions.

**14. SWOC ANALYSIS OF IMPACT OF SOCIAL-MEDIA: IN THE CONTEXT OF CUSTOMERS’ FASHION PRODUCTS BUYING BEHAVIOR :**

A strategic tool for understanding an organisation's internal capabilities and external variables is SWOC analysis. It assists companies in leveraging their advantages, addressing their shortcomings, seizing their chances, and becoming ready for any obstacles. For those making decisions in marketing, business, and project management, SWOC analysis is crucial. Informed decision-making and strategic planning are encouraged by the examination of both inner and external factors. This helps to examine the influence of social media on customers' fashion product purchasing behaviour and, for example, gives useful insights into the ever-changing environment (Aithal and Aithal, (2019); Frederick and Parappagoudar, (2021); Salins, M., et al. (2019); Mendon, S., et al. (2019); Aswani and Bhat, (2022); Kambali and Niyaz, (2021). [140-145]).

**Figure 2:** SWOC analysis of impact of social-media: in the context of customers’ fashion products buying behaviour.

Strength	Weakness
1. Social media helps reach wider or global customers. 2. Reviews, comments, likes, and recommendations on social media show user engagement. 3. The businesses will use influencers’ marketing strategies to help build customers’ buying decisions.	1. Adverse comments or evaluations on social media may rapidly damage a company's image and have a detrimental impact on consumer purchasing decisions. 2. Focusing on social media sites too much carries hazards, particularly when algorithms shift, the networks go down, or other problems arise.



<p>4. Social media’s visual presentation of fashion brands or products in an innovative way creates an inclination to buy.</p> <p>5. The customers’ get real-time information on ever-changing trends in fashion products.</p> <p>6. The digital technology adopted in social media will make it easy or convenient for customers or users.</p> <p>7. There can be direct communication between the seller and customers.</p> <p>8. The social media platforms can be accessible on different gadgets, and you can also buy a product.</p> <p>9. It is a very convenient mode of purchase.</p> <p>10. It avoids friction in the customer buying process, making it a simple way of product discovery and purchase.</p>	<p>3. Customers' shorter attention spans on social networks make it challenging for marketers to deliver precise product information or complicated messaging.</p> <p>4. The social media price-comparing feature leads to price sensibility.</p> <p>5. Too much information on social media may mislead customers.</p>
<p><b>Opportunities</b></p>	<p><b>Challenges</b></p>
<p>1. E-commerce integration into social media platforms provides direct shopping options.</p> <p>2. Brands may develop personalised marketing strategies by using data analytics technologies to learn more about customers' preferences.</p> <p>1. Encouraging users to contribute content may foster authenticity and a sense of community, which can have a beneficial impact on peer purchasing.</p> <p>2. Exploring and developing social media channels allows you to reach new audiences and remain ahead of the curve.</p> <p>3. Social media platforms give marketers a platform to share stories that connect with consumers and influence their purchase decisions.</p>	<p>1. The privacy concerns (protecting the customer’s personal information) are difficult.</p> <p>2. It is very easy to spread negative rumours about fashion brands.</p> <p>3. Recurrent upgradation of technology will adversely affect the contents.</p> <p>4. The ineffective content about the fashion products will not attract customers.</p> <p>5. The high traffic on social media platforms fails to provide a good shopping experience.</p> <p>6. It is time-consuming.</p>

*Source:* Author

**15. FINDINGS OF THE STUDY :**

- (1) The growth of the Indian fashion market is forecasted at US \$9283.1 million by 2023, which contributes to 16% of the total e-commerce market share (Fashion Market in India, (2023). [15]).
- (2) Facebook, Instagram, YouTube, WhatsApp, Pinterest, LinkedIn, blogs, and many more are considered social media platforms for finding trends, styles, and items.
- (3) The accessories market is expected to reach US \$10040.00 million in 2023, with a projected annual growth rate of 15.76 percent, resulting in an anticipated market size of US \$10270.00 million. 18.7% of customer outreach will be in 2023, and it is likely to increase to 27% by 2027. US \$37.52 is the probable average revenue per unit (ARPU) (Statista, (2023). [26]).
- (4) The Indian footwear eCommerce industry is expected to reach US \$97.3 million by 2023, accounting for 1.0% of the Indian fashion eCommerce market (Fashion Market in India, 2023).
- (5) The subjective norms, electronic word of mouth, quality of the contents, parasocial relationship (user and celebrity relationship), hedonic value as external factors, and attitude and perceived ease of use as internal factors influence the online buying behaviour.

**16. RECOMMENDATION FOR THE STUDY :**

- (1) The fashion companies can use different social media platforms like Facebook and Instagram to focus their audience and can use celebrity or influencer marketing strategies to generate appropriate user-generated content that can boost the fashion product or brand engagement.



- (2) The personalised recommendation for customization of products will create or enhance overall shopping participation.
- (3) The sustained growth in the highly competitive Indian footwear market will heavily rely on the continuous development of design, materials, and marketing strategies, and it is necessary to focus on different modes of online sales channels.
- (4) There is a need to give priority to user-friendliness to increase the ease of use of social media platforms for working women by providing a variety of product choices and categories that may affect their intention to buy a product.

#### 17. LIMITATIONS OF THE STUDY :

- (1) The study basically focuses on three fashion products, including clothing, accessories, and footwear.
- (2) This study only considers the buying behaviour of organised working women.
- (3) Identified parameters to measure the buying behaviour of fashion products among unorganised-sector working women in rural and urban areas are not considered for the study.
- (4) The study basically identified only a few social media-influencing factors on online buying behaviour.

#### 18. CONCLUSIONS :

With social media platforms shaping customer views, tastes, and buying intents, the fashion industry has been profoundly influenced. Social media branding and easy-to-use purchasing experiences have altered impressions throughout the consumer journey. The influence of celebrities, friends, and family on subjective standards reinforces the significance of these platforms in influencing fashion choices. E-WOM usage and parasocial relationships also influence choices made by customers. Additionally, some of the personal factors- education, occupation, age, income, marital status, and place of residence mediate between social media and online buying behavior. This insight emphasises how fashion companies must modify their approaches to accommodate the wide range of demands and tastes of their clientele, especially working women.

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