A study on the impact of social media on buying choices of youth for clothes in Mumbai

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ABSTRACT

Social media is becoming a new trend and is increasingly widespread. Social media plays a significant role which impacts the buying choices of the youth in today's time. This platform have majorly become a primary source of information, inspiration, and influence when it comes to making purchase decisions. With the easy availability of smartphones and the increasing accessibility of the internet, youth have become more reliant on social media as a means of communication, entertainment, and information. This research paper aims to investigate the impact of social media on the buying choices of youth in Mumbai when it comes to clothes. The study was conducted by surveying 100 participants from different areas in Mumbai, who were between the ages of 18-35 years old. The survey explored the participants' behavior and perception towards social media and its influence on their clothing purchases. This study's findings have revealed a variety of fascinating insights into social media users' shopping habits, particularly with regard to impulsive purchases.

Keywords – Social media, youth behaviour, online mode , clothing purchase.

INTRODUCTION

Social media refers to online platforms and website that allow users to create and share content with other users. It has become an integral part of our daily lives, especially for the younger generation. Social media platform has its own unique features and user base. Some of the most popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube.The impact of social media on youth has been both positive and negative. On the positive side, social media has provided a platform for young people to express themselves, share their opinions and ideas, and connect with others who share similar interests. It has also provided a way for young people to stay informed about important issues and events around the world. However, on the negative side, social media has been linked to a range of negative outcomes, including cyberbullying, anxiety, depression, and poor body image. Social media has also been found to have a significant impact on the buying choices of youth, particularly in areas such as fashion and beauty. With the rise of social media platforms like Instagram, young people are exposed to a never-ending stream of fashion inspiration, from influencers and celebrities to street style and fashion bloggers. As a result, young people are increasingly turning to social media to get inspiration and ideas for their fashion choices. One of the ways social media impacts fashion choices is through the creation of new fashion trends. Influencers and celebrities can use their platforms to promote new fashion trends and styles, which can quickly become popular among young people. These platforms also provide a way for young people to discover new fashion brands and products, which they may not have otherwise known about. Another way social media impacts fashion choices is through the pressure to conform to certain beauty standards. Social media platforms are often filled with images of "perfect" bodies and flawless skin, which can create unrealistic beauty standards and pressure young people to conform to them. This can lead to body image issues and contribute to a negative self-image.

The impact of social media on young people's fashion choices is significant. While it provides a way for young people to discover new styles and brands, it can also contribute to the pressure to conform to certain beauty standards. Understanding the impact of social media on young people's fashion choices is essential for promoting positive body image and self-esteem among young people. This study seeks to explore the extent to which social media influences the buying choices of youth in Mumbai when it comes to clothes. By examining the role of social media in shaping preferences and decision-making, we aim to provide insights for marketers and fashion industry professionals looking to reach this key demographic.

Objective

1. To study the buying preferences of clothes on social media in Mumbai
2. To understand the impact social media creates on buying clothes online.

Literature review

(Sriram K V1, Namitha KP2 and Giridhar B Kamath) This study set out to identify the characteristics of social media marketing that affect consumer perception and purchase intention . A questionnaire was used to collect the data, and exploratory factor analysis and structural equation modelling techniques were used to analyze it. While some prior research in this field has been successful in identifying and comprehending few studies have looked at the impact of internal elements , specifically the characteristics of adverts and their impact on purchase intention, on social media advertising .

(Anushka Bedi) 2019-2020 The primary goal of this study was to determine participants irrational behaviour and viewpoints on impulsive purchases on Instagram . After compiling the information from the 11 Mumbai participants, 5 key themes emerged as common behavior patterns across all the participants who were inspired by Instagram to make impulse
purchases. This research intends the youth's spending power an inclination to make impulsive purchases on Instagram, this research aims to explore subjectivebehaviour and opinions of the participants that affect impulse behavior, which are lacking in existing literature.

(Tahirah Abdullah)2020 The goal of this study, which was to look at the characteristics of social media influencers that contribute to influencing Instagram users' purchasing intentions towards the fashion industry, has been accomplished. Five characteristics of social media influencers were examined, and it was discovered that each one is positively related to Instagram users' intention to buy products from the fashion sector. A social media platform like Instagram or Facebook, which offers facts and information about

the products and services, is, in accordance with Mangold & Faulds (2009), the most effective way to reach the largest number of consumers and boost company profitability.
(Namandeep Kaur) Finding the variables affecting online purchasing behaviour and determining if social media is related to online shopping are the main goals of this study. The Chi- square test, ANOVA, and correlation were only a few of the statistical methods used in this study to construct and test hypotheses

based on the literature review. Age and education are discovered to have an impact on internet shopping behaviour. (Kozinets, 1999). Additionally, by publishing reviews of the products or services they've used, users of social media can influence other consumers. Income, buying motivation, firm presentation, brand or company presence on social networks, demographic characteristic (age, sex, disposable income, etc.), workplace payment system, etc. additional psychological aspects that influence consumers.

Tool of Data collection

Google Form is a tool within google drive for creating online survey forms.

Research Methodolog

Since the primary aim of this research is to understand the impact of social media on buying choices of youth for clothes in Mumbai and in process also investigate in what way does it influences it. For this study, primary as well as secondary data has been used. A structured questionnaire was designed with the help of google form containing a series of questions for the collection of primary data. Total of 100 respondents responded to the questionnaire.

Data Interpretation

Q1. Age Group ?

100 responses
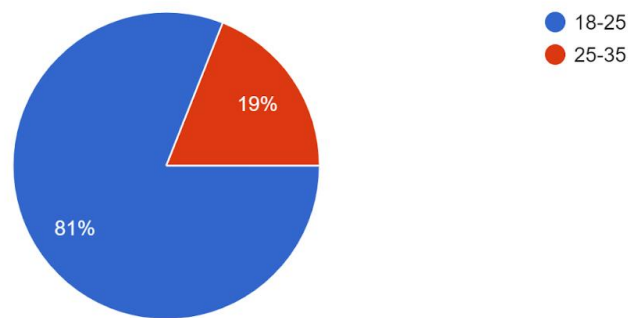
A study was conducted among 100 individuals in the study who ranged in age from 18 to 35 were chosen at random for the study. The largest age group (81%) is between 18 and 25. Moreover, the age group of 25 to 35 comprises at least 19%. This information shows that individuals in the Mumbai area between the ages of 18 and 25 are more likely to make online clothes purchases

Q2. Do you use Social Media?

100 responses
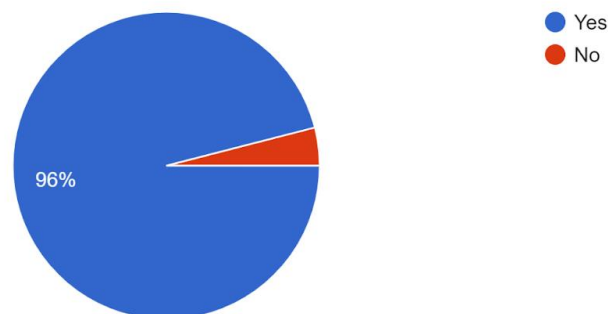
The data interpretation of this question would provide insights into the prevalence of social media use in a given participants and may also provide information about attitudes and behaviors related to social media. Almost 96% of the population surveyed is using social media, this interpretation would be that social media usage is highly prevalent among that population., As compared to 4% This high percentage suggests that social media has become an integral part of daily life for most people in the population surveyed.

Q3. In which social media platform do you spend the most time on?

100 responses
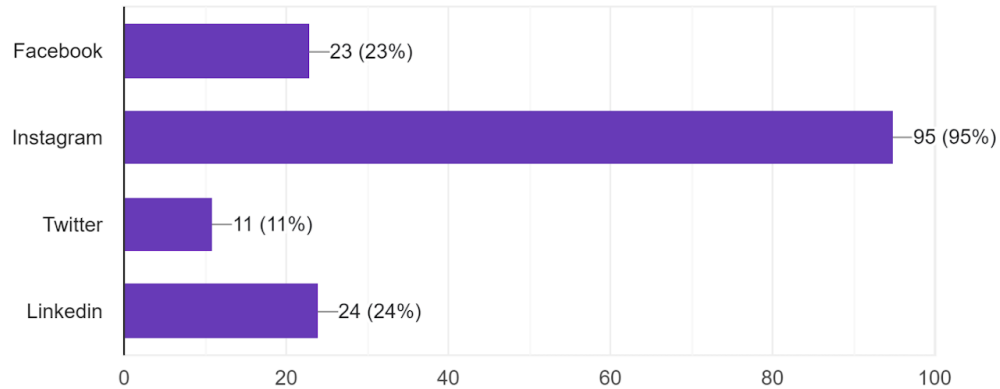
This data interpretation would involve analyzing the responses from the participants to determine the most popular social media platform among the target audience. In the given scenario, if 23% of respondents reported spending the most time on Facebook, and 95% of respondents reported spending the most time on Instagram, this could indicate that Instagram is a highly popular social media platform among the population surveyed, and may have more influence on their purchasing decisions. Followed by Twitter and LinkedIn with 11% and 24% .

Q4 . Have you ever made a clothing purchase based on a social media post?

100 responses
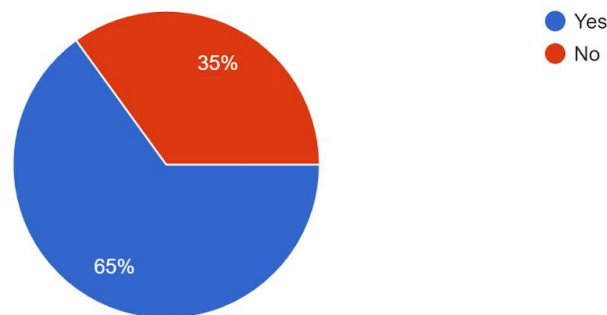
This information could help us to understand the impact of social media on consumer purchasing behavior in the clothing industry. According to my survey 65% of people have made purchase clothes based on Social media post, where it is also worth noting that their is no difference in shopping behavior 35% people from any social media post. This information could help the brands understand the effectiveness of their social media marketing strategy and make data-driven decisions on their advertising budget allocation.

Q5. How often do you see clothing-related posts on your social media feed?
100 responses
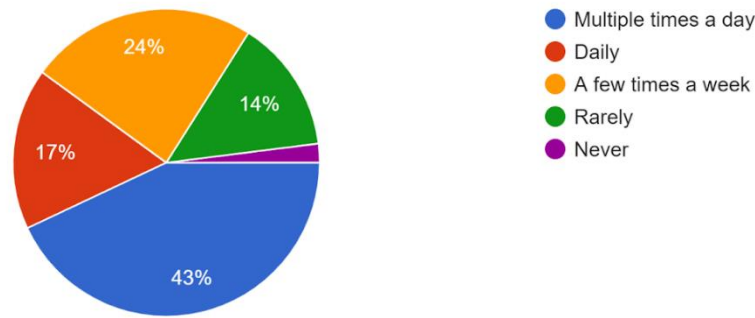
Asking respondents how often they see clothing-related posts on their social media feeds provided me insights into the frequency and impact of clothing-related content on social media platforms. According to my survey majority of the people see clothing related posts on social media platforms multiple times a day with an 43% while some people observe it daily around 17 % , followed by 24% see it few times a week and so on.

Q6.How often do you purchase clothes online through social media ?
100 responses
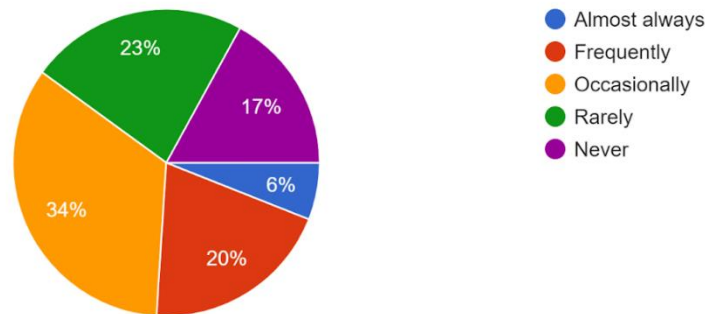
Asking respondents how often they purchase clothes from social provided me insights into the prevalence and effectiveness of social media platforms as sales channel for clothing and fashion products. According to the data collected from 100 responses, the purchase of clothes on social media platforms is as follows 6% almost always, 20% frequently 35% occasionally 23% rarely 17% never. So, the preference for buying clothes on social media varies on people's satisfaction and choices .According to the survey majority of the people purchase clothes online occasionally as per their needs and some purchase it frequently too and some never shop clothes online.

Q7.Do you feel like social media influencers impact your clothing buying choices?
100 responses
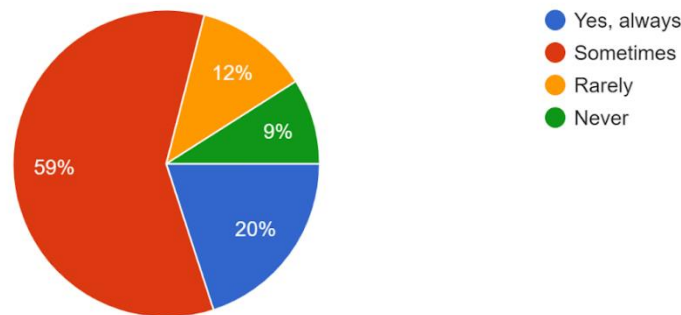
Asking respondents if they feel like social media influencers impact their clothing buying choices provided me insights into the effectiveness of influencer marketing and the role of social media in shaping consumer attitudes and preferences towards clothing and fashion products. According to my survey 59 % is majority of the people say that social media influencers impact their clothing buying choices this may imply that while influencer marketing has the potential to reach and engage customers, it may not be the only aspect influencing those decisions. Additional elements including individual preferences, cost, value, and brand reputation could also influence a consumer's choice. Followed by sometimes and rarely with 20% and 12% .

Q.8 In your opinion, how important is social media in influencing the buying choices of youth for clothes?
100 responses
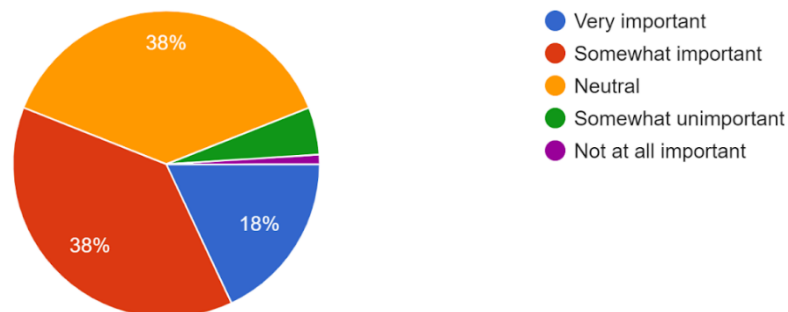
Asking respondents their opinions on the importance of social media in influencing the buying choices of youth for clothes, I gained insights into the role of social media in shaping consumer behavior and decision-making in the fashion industry. The interpretation will involve analyzing the responses of the participants to determine the overall perception of social media's influence on the buying choices of youth for clothes. According to my survey there was a clash of 38% between the majority as one part thinks that the social media influence the buying choices of youth sometimes whereas others were neutral and around 18% people also thought that the influence was very important .

Q9.How likely are you to recommend clothing brands you discovered through social media to your friends and family?

98 responses
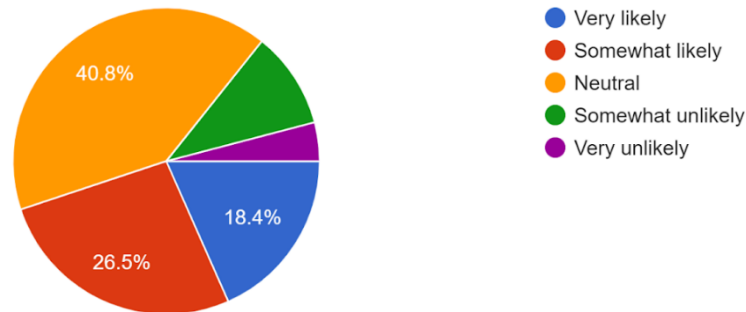
Asking respondents how likely they are to recommend clothing brands they discovered through social media to their friends and family provided me insights into the effectiveness of social media as a marketing tool for clothing and fashion brands. According to my survey 40.8% majority was neutral about recommending the clothing brands discovered through social media whereas some were 18.5% very likely to recommend   the interpretation of the data would provide insights into the extent to which social media influences word-of-mouth marketing and how likely people are to recommend clothing brands discovered through this channel.

Q10.What factors influence your decision to buy clothes online?

99 responses
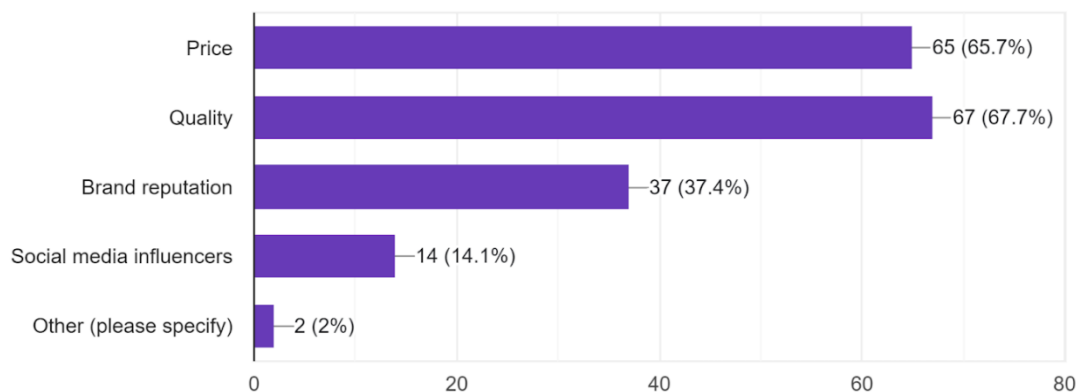
Asking respondents about the factors that influence their decision to buy clothes provided valuable insights into consumer behavior in the fashion industry. According to my survey the majority people are influenced by the price and quality with an average of 67 % while purchasing clothes online and next was brand reputation . Overall, the interpretation of the data would provide insights into the key factors that influence online purchasing decisions for clothing and how businesses can optimize their online offerings to meet these needs.

Q.11 Do you think social media has made it easier or harder for you to make buying decisions for clothes?

100 responses
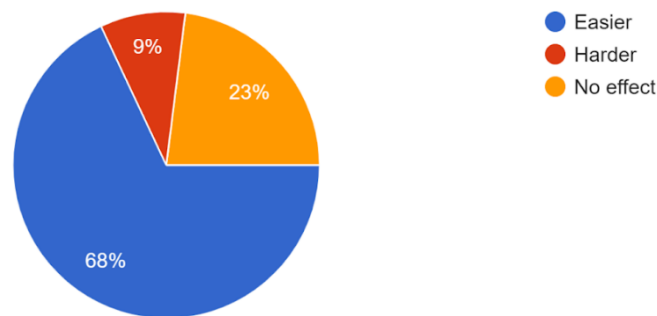
A sking respondents whether social media has made it easier or harder for them to make buying decisions for clothes provided me insights into the impact of social media on consumer behavior and decision-making in the fashion industry. According to 68% majority felt that social media has made it easier for them to make buying decisions for clothes where has 23% felt it had no effect. 9% feels like it is harder .

Conclusion

This study set out to identify the characteristics of social media marketing that affect consumer perception and purchase intention. A questionnaire was used to collect the data, and exploratory factor analysis and structural equation modelling techniques were used to analyse it. The study's findings have revealed a variety of fascinating insights into Instagram users' shopping habits, particularly with regard to impulsive purchases. A couple of these revelations have been mentioned in other studies in the literature, but some fresh information also emerged with regard to the Mumbai audience. Any little or large, national or international firm needs to concentrate and begin selling their items online if they want to have their products known on a global scale. There is a lot of potential for apparel marketers and retailers to promote their items using social media if created and processed in a timely, secure, and effective manner, which is where social media can play a very important role. Research has clarified that the more affection used to communicate with Instagram users, the more efficient it is to influence their desire to make a purchase. In contrast, social media influencers' messaging and marketing content shared on social media sites like Facebook and Instagram are more reliable and trustworthy than sponsored paid advertising.

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