

Major Research Project on

**IMPACT OF SOCIAL MEDIA ON
CONSUMER BEHAVIOUR IN THE
FASHION INDUSTRY**

Submitted By
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2k23/UMBA/26

Under the guidance of
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CERTIFICATE

This is to certify that Mr. Dishank Sharma has completed the project titled, “Impact of Social media on consumer behavior in the fashion industry” under the guidance of Mr. Rimple Rana in partial fulfilment of the degree, Master of Business Administration at Delhi School of Management, Delhi Technological University.

This is an original piece of work and has not been submitted elsewhere.

Mr. Rimple
(Project Guide)

DECLARATION

I, Dishank Sharma, hereby declare that I have successfully completed the Major Research project titled “Impact of Social Media on Consumer Behaviour (Fashion industry)” in partial fulfilment of the degree, Master of Business Administration at Delhi School of Management, Delhi Technological University. I hereby attest that this is an original piece of work and has not been submitted elsewhere.

This report is only prepared and submitted for my academic requirement as a part of the course curriculum.

Dishank Sharma

23/UMBA/26

ACKNOWLEDGEMENT

The Project work has played an important pan to explore the practical work, to learn in detail apart from the theoretical studies. Hence such type of project work is valuable for the management students in learning the core concepts with real life experiences. We perceived this work as an opportunity to gain knowledge and experience apart from study

We articulate our sincere gratitude to our project guide Mr. Rimple Rana who has spent her valuable time and guided us throughout the project in spite of her busy schedule, in shaping our project as well as providing necessary information regarding the project and also for her support in completing the project.

We thank all the respondents for their cooperation and time in filling the questionnaire and sharing their truthful and illuminating views. without whose cooperation, it would not have been successful.

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EXECUTIVE SUMMARY

The digital revolution has deeply impacted industries across the world, and the fashion industry is leading the way. With the advent of social media, a new digital environment has been created—one that focuses on real-time engagement, visual beauty, peer endorsement, and influencer-driven storytelling. This research, "Impact of Social Media on Consumer Behaviour (Fashion Industry)", examines the ways in which social media has become a core aspect of consumer behavior, specifically fashion tastes, purchasing decisions, and brand engagement tactics.

Historically, fashion was a centralized and elite industry, heavily dependent on conventional media like magazines, TV, and catwalk shows. But with the advent of social media platforms such as Instagram, Facebook, Snapchat, and Pinterest, the game has changed quite radically. Customers no longer have to wait for fashion weeks or editorial pages; rather, they trust instant reporting by influencers, bloggers, and brands themselves in the form of visually engaging, interactive content. These platforms serve not just as marketing channels but also as engagement environments that support two-way dialogue, real-time feedback, and participatory culture.

This research is explanatory and grounded on a comprehensive survey made of 250 respondents in Delhi, mostly belonging to the 15–35 age group. The age group has been the focus in order to study the most digitally connected and fashion-aware segment. The survey has been intended to assess trends in the way online fashion content is consumed, the way influencer marketing and user reviews influence consumer purchase decisions, and the way brand visibility on social media influences consumer loyalty.

Major findings point out that more than 88% of customers use social media to remain updated on current fashion trends, and about 76% of them use it as their major source of fashion information. Additionally, 61% of the respondents follow social media fashion pages, which suggests a high rate of brand awareness and customer interest. Notably, 54.3% of respondents validated that fashion bloggers and influencers affect purchase decisions, and a still higher 76.2% indicated they are affected by reviews and ratings online. These figures emphasize just how much today's customers are not merely passive consumers of advertising—they're co-creators of brand stories.

The affective and psychological impact of social media content is another essential point from this study. Fashion brands that incorporate storytelling, user-generated content, and influencer collaborations are more apt to build strong consumer relationships. Social media facilitates identity expression and emotional connection, both of which are core to contemporary fashion consumption. Buyers affiliate with values presented by brands—e.g., sustainability, inclusivity, or convenience—and these values significantly shape their willingness to participate and pay a premium.

The research also investigates the convenience factor as a strategic benefit. Social media provides consumers with real-time information, effortless access to online purchasing, direct communication with brands, and even AI-driven personalization, all

of which lower the cognitive effort associated with fashion decision-making. These features play an important role in perceived value and loyalty, particularly when combined with high brand equity.

From a marketing perspective, the study underscores that demographic and psychographic segmentation is key to creating effective social media campaigns. Young urban consumers are especially sensitive to rapid, frictionless digital experiences. Accordingly, visually rich content, influencer endorsements, and story-driven advertising generate much higher engagement than static promotional messages. Brands that meet these changing expectations by being authentic, interactive digital presences can greatly extend their reach and relevance.

The results are not without the limitations. The sample is geographically centralized in Delhi and comprised largely of students and young professionals. Although this offers rich insights into the fashion consumer in urban India, the generalizability of the conclusions would be enhanced by a more geographically dispersed sample in regions as well as socioeconomic groups. Nevertheless, the evidence presented provides strong support for growing dominance of social media in shaping consumer behavior in fashion.

In summary, the research confirms that social media has transformed the fashion business. It has democratized fashion by making fashion trends accessible, promoted consumer empowerment through word-of-mouth influence, and allowed brands to engage with their audiences more personally and interactively than ever before. Fashion brands that can leverage these strengths through aligning content with consumer intent, investing in influencer relationships, and providing seamless digital experiences will not just remain relevant but will thrive in a crowded market. This study is both a snapshot of today's consumer behavior and a strategic guidepost for fashion marketers navigating the digital era.

Traditionally, the fashion world existed in a closed system, with trends driven by a limited group and propagated through conventional media such as high-gloss magazines, televised runway shows, and elite catwalk events. But the emergence of social media sites—Instagram, Facebook, Snapchat, and Pinterest—has leveled the playing field, breaking down the conventional gatekeepers and ushering in the age of instant access and power.

No longer are consumers passive recipients of fashion knowledge, they have become active players in the fashion story. Social media creates a platform for immediate interaction, where bloggers, influencers, and brands have an ongoing conversation with consumers, dictating trends and influencing purchases through visually heavy and interactive content. These sites have grown to be more than just marketing conduits; they are now dynamic platforms that encourage two-way dialogue, real-time feedback, and a participatory environment in which consumers interact and critique fashion trends. This study takes an explanatory stance, with lessons drawn from a detailed survey of 250 people in Delhi, largely from the 15–35 years of age group—a population known to be digitally literate and fashion aware. The survey closely looks at the consumption of online fashion content, the effectiveness of influencer

advertising and consumer reviews, and the importance of brand exposure on social media in developing consumer loyalty.

The research presents a persuasive portrait of the ubiquitous impact of social media:

Trend Immersion: A whopping 88% of consumers use social media to keep up with current fashion trends, and 76% name it as their go-to source for fashion information.

Brand Connection: A substantial 61% of respondents actively follow fashion pages on social media, highlighting the effectiveness of the platforms in creating brand awareness and consumer interaction.

Influencer Impact: More than half (54.3%) of respondents admit that fashion bloggers and influencers influence their buying decisions, emphasizing the increasing significance of influencer marketing.

The Power of Peer Review: An even larger 76.2% of respondents are impacted by online ratings and reviews, highlighting the indispensable role of social proof in determining consumer trust and buying behavior.

In addition to the numbers, the study explores the psychological and emotional aspects of social media's impact.

It shows that fashion brands that are good at storytelling, use user-generated content, and strategically partner with influencers are better at building strong emotional connections with consumers. Social media enables consumers to express their identity and connect with brands that share their personal values, such as sustainability, inclusivity, or convenience, and ultimately drive brand affinity and premium purchasing. In addition, the research highlights the convenience strategic benefit within the social media environment. Consumers enjoy immediate access to information, frictionless online shopping experiences, direct brand communication, and AI-powered personalization, making the fashion decision-making process easier. These factors, in conjunction with high brand equity, greatly increase perceived value and drive customer loyalty. From a marketer's perspective, the study underscores the relevance of demographic and psychographic segmentation to develop effective social media campaigns.

The research finds young, city-based consumers especially open to high-pace, hassle-free digital experiences.

Visual content that is high in appeal, influencer endorsements, and story-centric advertising are found to create much higher engagement rates than static, old-style promotional communications. Brands that evolve with these changing expectations by developing real, interactive digital presences will be able to extend their reach and stay current in a crowded marketplace.

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INTRODUCTION

On October 20th, 2020 Bloomberg Quint headlined this news that was trending on twitter for more than one day. The headline said,

“Justin Bieber's Instagram Photo Sends Crocs Shares Soaring!”

Mind you the share price soared to a 13 year high after Bieber hinted the collaboration with Crocs by posting on Instagram. Justin Bieber has 151 million followers on Instagram as at 18th November 2020. His post mentioning Crocs garnered more than 1.4 million likes on Instagram. As soon as Crocs released the Crocs x Justin Bieber collection, the collection sold out in 90 minutes!

Now, the point to look over here is that there was no news, about the JB collaboration, released by Crocs. It was Bieber who hinted at the collaboration by posting a picture of crocs in the pool with a caption ‘soon’ under the picture posted on Instagram handle of Justin Bieber.

This mere pic hyped people up for the collaboration and Bieber posted few more photos of Crocs later on, all on Instagram, that made people to buy the Crocs that they ended up being sold out in just 90 minutes of launch.

Even during the pandemic where people are facing financial and job crisis, economy slowdown this feat that Crocs x Justin Bieber collection achieved was astonishingly commendable. However, what is more dumbfounding here is that a mere promotion of Crocs by Justin Bieber by posting few pictures of the Crocs on his Instagram handle, Crocs could so easily make profit.

This isn't the only incident, such promotional campaigns on social media have happened so often that it is like a trend now. BTS, the K-Pop sensation that is taking over the world, are the global ambassadors for FILA. a sportswear manufacturer, always promote the FILA apparels by posting pictures of them wearing FILA on Instagram, Facebook and twitter. And the collection manages to sell out handsomely. Such is the power of social media these days that fashion brands are focusing more and more market themselves the best way on social media. They pay hefty amount to celebrities only to post a picture on their product on their Instagram or FB handle. Because they understand well that just a picture of their product on social media is enough to lure customers into buying the product.

Instagram fame and a business woman Kylie Jenner has over 200 million followers on Instagram and is paid around \$1.2 million (according to bbc.uk) to post a picture on Instagram, promoting the respective brand's product.

Social media has also upended the old-fashioned fashion hierarchy, decimating the power of conventional gatekeepers such as fashion magazines and runway shows. Now, consumers are also participants in the fashion discussion, driving trends and dictating what is "cool." Influencers and micro-influencers have taken the place of fashion editors, picking and choosing styles and leading consumer decisions. This change has had a fundamental effect on the entire consumer path, from discovery to

purchase and post-purchase interaction. Social media's impact is fueled by a sophisticated dance of psychological dynamics, such as aspirational identity, emotional affiliation, peer validation, and ease. "Social proof," manifested as likes, shares, comments, and influencer approvals, has emerged as the new word-of-mouth, influencing consumer opinion and purchasing behaviors.

The reign of traditional media is almost over now. People don't quite understand fashion via billboards or television ads but by seeing various social media influencers wearing/using and promoting one. Even before social media it was always difficult for a sector as exclusive and dynamic as fashion industry to viral the new fashion trends and make customers understand what new was there in the market. It was never an instant hug success. Today, its literally the digital media that is helping the fashion industry boom with demand for new, latest fashion.

Fashion companies, ranging from high-end houses to fast-fashion chains, are now making serious investments in social media marketing, influencer collaborations, and consumer-generated content. In today's digital era, a solid social media presence is no longer a choice; it's necessary for survival and staying relevant.

This study seeks to examine these changing dynamics, with emphasis on the behavior of Delhi urban youth in India. It will examine how social media impacts consumer awareness, taste, and buying behavior, the influence of influencers, online reviews, and emotional drivers behind fashion consumption. In essence, this study seeks to understand fully how social media is changing the fashion and consumer worlds.



Figure 1.1

And it's not just the celebs but various fashion bloggers and influencers and budding Instagram or Facebook or Pinterest handles are also working as a hotspot to catch up with latest trendy clothes and fashion in the market. Fashion bloggers work as an intermediary between customers or interest people and designers. Social media has such an influence on fashion industry especially that several people even pay good amount of money to promote their pages and websites on Instagram or Facebook by displaying pictures of new trendy clothes as we scroll the feed.

The 21st century has seen a tectonic shift in the dynamics of how brands and consumers interact, driven primarily by the digital revolution and the pervasive emergence of social media. This paradigm shift has transformed marketing strategies, consumer interaction, and even the very structure of industries—including one of the most trend-conscious, visually oriented, and consumer-centric industries: the fashion industry. With the advancing digital age comes the convergence of content, commerce, and communication, with social media becoming the central axis around which current consumer behavior orbits.

Social media, which are web-based sites where users can create, share, and engage with content in real time, have matured from being a simple tool of communication to becoming a robust ecosystem of influence, identity creation, and consumer choice-making. With more than 5 billion active users worldwide, online platforms like Instagram, Facebook, Pinterest, YouTube, and Snapchat have become virtual marketplaces and cultural hubs, especially for the fashion industry. These websites give brands a fertile soil to tell their story, unveil their collections, humanize their values, and most importantly, partake in direct, unfiltered communication with existing and potential consumers.

The fashion sector, traditionally spearheaded by exclusive gatekeepers—fashion print media, high-end runways, and endorsement from celebrities—has been severely democratized. Fashion, previously a closed-book business, now can be scrutinized in real time, experience broad participation, and go viral as a result of social media. Consumers do not just take the fashion trend, but now also co-author, critique, and disseminate. Influencers and micro-influencers, with followers ranging from a few thousand to several million, play a role previously reserved for fashion editors—curating and shaping what people wear, buy, and admire.

This transformation has impacted every touchpoint in the consumer journey. From brand discovery and awareness, to purchase decisions and post-purchase advocacy, social media has emerged as a constant companion. The psychological forces behind these interactions are complex—everything from aspirational identity and emotional resonance, to peer confirmation and ease. Social proof in the guise of likes, shares, comments, and influencer endorsements serves as a contemporary iteration of word-of-mouth, directly influencing what consumers think is cool, valuable, or worth purchasing.

To see this influence in action, one can refer to high-profile examples like Crocs x Justin Bieber. With no official marketing effort or corporate disclosure, a solo Instagram post by the international pop star suggesting the tie-up sent Crocs' stock higher and its product line flying off shelves in 90 minutes. In the same way,

international artists such as BTS and fashion icons such as Kylie Jenner have unchallenged power simply by featuring a brand on their social media pages—inducing sales spikes, brand awareness, and cultural coolness.

These are not exceptions, but an indication of a deeper movement in consumer mentality and marketing communication. Indeed, fashion brands—both luxury and fast-fashion brands—are now putting big budgets behind social media tactics, influencer partnerships, and user-generated content campaigns. Being online is no longer a choice; it's a matter of brand survival and staying relevant.

This study, "Impact of Social Media on Consumer Behaviour in the Fashion Industry", seeks to examine these trends by observing Indian urban youth, especially in Delhi. It seeks to examine how social media sites shape awareness, liking, and buying habits. The study also examines the credibility given to influencers, the role of user comments, and emotional cues that drive contemporary fashion consumption. In addition, the study evaluates how brands can strategically use social media to create trust, boost loyalty, and generate sales—hence converting casual browsers into loyal customers.

Notably, this study is based on a mixed-method design, underpinned by a strong literature foundation and primary survey evidence. The age group in question (15–35) is the most active and fashion-forward segment, and their responses offer a glimpse into the changing digital consumer mind.

In summary, the convergence of social media and fashion has not only revolutionized marketing but also reshaped consumer agency. Social media has enabled the consumer to become a critic, curator, and co-creator. As we head towards a digital-first commerce era, understanding this impact is not only of academic significance but of strategic business significance. This research tries to deconstruct these multifaceted dynamics and provide a rich understanding of how consumer culture and the fashion world are being re-written by social media forces.

BACKGROUND

What is Fashion?

Wikipedia says, “Fashion is a popular aesthetic expression at a particular time and place and in a specific context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body proportions. Whereas a trend often connotes a peculiar aesthetic expression and often lasting shorter than a season, fashion is a distinctive and industry- supported expression traditionally tied to the fashion season and collections”. According to sociologist Pierre Bourdieu, fashion connotes "the latest fashion, the latest difference."

Fashion industry

Encyclopedia says, “The fashion industry is unique from other fields of manufacturing in that it is ruled largely by the same intention as its end product: change.

What defines the fashion industry is largely based on the functions of the individuals who comprise it—designers, stores, factory workers, seamstresses, tailors, technically skilled embroiderers, the press, publicists, salespersons, fit models, runway models, couture models, textile manufacturers, pattern makers, and sketch artists. In simplest terms, the fashion industry could be described as the business of making clothes, but that would omit the important distinction between fashion and apparel. Apparel is functional clothing, one of humanity’s basic needs, but fashion incorporates its own prejudices of style, individual taste, and cultural evolution.

What is fashion advertising?

Fashion advertising is selling your label. It's not about selling the clothing or accessories per se. It's about marketing your label in a way that will be deep-rooted in every consumer for the years to come. As an apparel industry, creating a strong brand image through exceptional marketing is important.

Digital Media advertising in Fashion

There are multiple brands on social media that only uploads pictures of their products (dramatically aesthetic pictures) with a cool caption just below it. By looking at the pictures one cannot say it is posted with a purpose to sell it because there is no pitch to attract

customer to drive up to their website and buy the dress, but merely for the purpose of marketing their brand name. **For example**, Gucci posts pictures of its apparels on its Instagram page but with no details that a customer might want to know. Their purpose behind posting the aesthetic pictures of its products is merely to promote the name and appear active on social media and keep people up to date with the latest fashion in trend. However, this simple activity on social media websites prove to be cost effective sources of advertisement wooing several people and fashion bloggers towards their brand and sales.

Comprehension of Fashion within the Modern-Day Context

Fashion is a "popular aesthetic expression at a specific time and location and in a given context." It is generally linked to apparel, accessories, footwear, hairstyles, and lifestyle choices. Sociologist Pierre Bourdieu read fashion as "the latest fashion, the latest difference," reflecting its ephemeral yet cyclical nature. Though fashion is frequently misunderstood for apparel, it is quite different—apparel is utilitarian in nature, while fashion captures identity, expression, culture, and societal dynamics.

The fashion world, according to the Encyclopedia of Fashion, is more than merely the production of clothing; it is a very extensive network that includes designers, fabric producers, models, storekeepers, advertisers, and increasingly diverse groups of digital content makers. The key to the fashion world is its ability to react to change—seasonal, fashionable, and cultural. It is this sensitivity to ongoing evolution that renders it highly vulnerable to external factors such as technological advance and social changes.

The Development of Fashion Marketing

In the past, fashion marketing was limited to high-end fashion magazines, television ads, billboards, and fashion shows. Brand storytelling was linear—designed by designers and relayed to passive customers via high-end media outlets. This method, while powerful, was inherently one-directional, restricting consumer response and interactivity.

With the changing digital scenario, fashion advertising also changed its form. With the introduction of digital media came websites, online shopping platforms, and most critically—social media. Digital media, as compared to traditional forms of advertising, enabled brands to reach out directly to the consumer, eliminating traditional gatekeepers. It enabled storytelling, emotional brand building, and interactive interactions. Instead of simply selling products, digital media enabled brands to sell values, beauty, and lifestyle.

What is Social Media and How Deep is its Penetration?

Social media refers to digital media that allow users to create, share, and engage with content in real time. They comprise Instagram, Facebook, YouTube, Pinterest, Twitter, TikTok, and Snapchat, among others. Social media has become well ingrained in daily life, serving both as a communications tool and as a cultural force. With more than 5 billion active users worldwide as of 2024, social media usage has outselled all other forms of mass communication, such as television and print media.

Platforms such as Instagram and TikTok are structured to favor visual content, and therefore they are best suited for the fashion world. Social media is comparatively less censored compared to traditional media, which is censored and edited by editorial boards. Forrester Research states that engagement rates on platforms such as Instagram are much higher than on Twitter or Facebook, and hence it is the platform of choice for fashion marketers and influencers.

The Emergence of Influencers and the Democratization of Fashion

One of the most important trends in the social media arena is the emergence of the influencer economy. Influencers—people who have built a devoted audience on sites such as Instagram and YouTube—have become today's fashion experts. These people, from celebrities to micro-influencers, influence public opinion, drive trends, and influence consumer behavior. Unlike old-school celebrities, influencers are seen as more down-to-earth, accessible, and genuine.

This change has democratized fashion to an unprecedented extent. Consumers no longer look up to fashion weeks or magazine covers to catch the latest trends. Instead, they refer to Instagram feeds, TikTok reels, and YouTube vlogs of their favorite influencer. The formerly tightly regulated stream of fashion information has been replaced by a participatory culture where consumers not only are given fashion cues but also participate in them through content generation, feedback, and sharing.

Case in Point: The Crocs x Justin Bieber Phenomenon

A classic example that sums up the impact of social media on consumer behavior is the partnership between Crocs and Justin Bieber. There was no official marketing campaign from Crocs; Bieber simply uploaded a plain photo of Crocs in a swimming pool on Instagram with the caption "soon." The single posting amassed over 1.4 million likes and over 90 minutes of the product going live, the whole Crocs x Bieber collection was completely sold out. Even during a global pandemic with financial instability, this collaboration demonstrated the sheer power of influencer marketing and consumer engagement through social media.

Consumer Behaviour: A Shift from Passive to Interactive

In the case of fashion consumers, their behavior is no longer defined by function or need. It is dominated by a complex array of psychological, social, and emotional factors—all amplified on social media. Today's consumers are educated, empowered, and expressive. They want experiences, not products. They demand transparency, relatability, and inclusivity. They judge based on peer reviews, ratings, and influencer endorsements prior to buying decisions.

Fashion consumption is becoming identity-driven. Consumers support brands that reflect their values—sustainability, diversity, or convenience. Social media facilitates this identity expression by providing avenues for consumers to connect with and support brands that resonate with them. Liking and commenting through to content creation and taking part in brand challenges, today's consumers are engaged stakeholders in brand-building.

Social Proof and the New Word-of-Mouth

Social media also amplifies social proof, a psychological effect whereby individuals copy the behavior of others in an effort to demonstrate proper behavior. In the age of the internet, likes, comments, reposts, and influencer tags are mechanisms for validation. A product supported by a fashion blogger or a celebrity is viewed as more desirable. Reviews and testimonials on sites like Instagram, YouTube, and Pinterest have a significant influence on the perceived quality and value of fashion products.

Brands like Zara, H&M, Gucci, and Nike have optimized their social media strategies to leverage this form of influence. Instead of relying on hard-sell tactics, these brands focus on aspirational branding through visual storytelling and user-generated content. The integration of shoppable posts, Instagram stories with links, and influencer collaborations have made the consumer journey more intuitive and enjoyable.

India's Urban Youth: A Key Demographic

India, with its huge and young population, is a major force in the world fashion and social media economy. With more than 800 million online users, a significant proportion of whom are under the age of 35, Indian urban youth are both trend followers and trend setters. Delhi, Mumbai, and Bangalore are melting pots of fashion, digital literacy, and consumer energy.

The young people are extremely active on platforms such as Instagram and YouTube, which are now their core sources of fashion information. Fashion awareness is not limited to wealthy segments anymore; with the growing popularity of value fashion brands, resale culture, and influencer-driven styling tips, even young professionals and college students actively participate in fashion conversations and consumption.

OBJECTIVES OF THE STUDY

The core aim of this research is to systematically analyze and assess the revolutionary impact of social media on consumer behavior, focusing on how it has evolved in the fashion sector. The research seeks to fill the gap between conventional consumer interaction mechanisms and the new digital dynamics that fashion companies have employed in lieu of rising social networking sites. The goals have been specifically crafted to reflect the multi-faceted effect of social media—ranging from affecting awareness and attitudes to affecting purchase decisions and building long-term consumer-brand relationships.

1. To Analyze the Role of Social Media as a Marketing and Branding Tool in the Fashion Industry:

This research aims to examine how fashion companies use different social media platforms (Instagram, Facebook, Pinterest, Snapchat, etc.) to promote their products, establish their identity, and create consumer interaction. The study examines how fashion brands strategically create their social media content to establish a consistent brand image and position themselves positively in the minds of online consumers.

2. To Know the Degree to which Social Media Affects Consumer Buying Behaviour:

Another key goal is to evaluate the degree to which social media sites influence consumer buying behavior in the fashion industry. This involves examining how factors such as influencer endorsements, peer reviews, online word-of-mouth (WOM), advertising, and visual storytelling influence consumer intentions, preferences, and behavior.

3. To Investigate the Influence of Influencer and Blogger Marketing on Consumer Preferences:

This research seeks to determine the extent to which fashion bloggers and influencers play the role of opinion leaders and trendsetters. Through their influence on shaping consumer attitudes, opinions, and fashion awareness, the research examines how these online personalities build consumer trust, product experimentation, and ultimate purchase behavior.

4. To Determine the Role of Social Media in Generating Fashion Awareness Among Consumers:

The study seeks to establish the ways in which social media platforms drive fashion consciousness and keep the consumer updated about the current fashion trends. It specifically targets the psychological and emotional impact that curated images, fashion updates, and fashion-forward visuals have on the consumer's fashion sense and desire for self-expression.

5. To Examine Consumer Interaction and Engagement with Fashion Brands on Social Media:

The research explores consumer-brand interaction on social media. It investigates how likes, shares, comments, direct messages, and user-generated content create a two-way communication channel, driving loyalty and emotional attachment to fashion brands.

6. To Assess the Impact of Online Reviews and Ratings on Consumer Decision-Making:

Consumer content such as product reviews, testimonials, and star ratings greatly affect buying decisions. This research seeks to know how much importance consumers place on peer opinions and how it affects their product assessment and decision-making process.

7. To Investigate Consumer Demographics and Psychographics vis-a-vis Social Media Use:

The research seeks to establish certain consumer segments (age, gender, occupation, etc.) that are most vulnerable to social media influence. This goal assists in the profiling of target markets for fashion marketers so that they can make their strategies more targeted.

8. To Examine the Relationship Between Social Media Presence and Consumer Trust & Loyalty:

A critical area of the research is to realize how reliable and genuine social media presence of fashion companies assists in developing long-term consumer loyalty and trust. It investigates how elements like transparency, responsiveness, and storytelling make consumer-brand relationships more powerful.

SCOPE OF THE STUDY

This research attempts to put forward an extended and insightful understanding of the very complex role of social media as a contributor of influence over consumers in the fashion industry. This study is poised to examine in detail the subtle interaction between the social media channels, fashion apparel companies, and consumers with regard to the case of the consumer landscape of metropolitan areas within Delhi city.

1. Platform-Specific Analysis The study will provide a critical examination of the role played by major social media sites, including but not limited to:

Instagram: Studying its pictorial focus and the role of image and video content in determining fashion trends, brand style, and buying behaviors. This will involve an examination of the performance of Instagram Shopping, influencer marketing, and user-generated content in influencing customer engagement and purchases.

Facebook: Examining its wider reach and ability to build communities within the fashion field. The research will examine how effective Facebook advertising, brand pages, and groups are in influencing consumer opinions, building brand loyalty, and allowing consumer-to-consumer interaction concerning fashion.

Pinterest: Examining its function as a visual discovery engine and its impact on fashion inspiration, trend forecasting, and purchase planning. The study will determine how consumers utilize Pinterest to find new styles, design mood boards, and curate their individual fashion tastes.

Snapchat: Investigating its application for fleeting fashion content, behind-the-scenes experiences, and interactive interaction using filters and lenses. The research will analyze Snapchat's potential for establishing personality in a brand, inducing feelings of exclusivity, and addressing younger consumer markets.

Newer Platforms: The research will also recognize the increasing role of newer platforms such as TikTok and how they are affecting fashion trends among younger consumers.

2. Consumer-Focused Researches: The study will examine how social media influences different elements of consumer behavior:

Perception and Awareness: Examining how social media sites help fashion brands, trends, and products gain visibility among consumers. This involves studying the impact of social media on the spread of fashion information, the generation of word-of-mouth about new collections, and influencing consumers' brand image and identity perceptions.

Attitudes and Preferences: Analyzing how consumers' attitudes toward fashion, their style preferences, brand loyalties, and perceptions of quality and value are shaped by social media. The research will analyze the role of social media in shaping consumers' expression of themselves through fashion and their embracement of new fashion trends.

Purchase Intentions and Decisions: Examining the impact of social media on consumers' purchase intentions and decisions about fashion products. This entails exploring the effect of influencers' endorsement, online reviews/ratings, word of mouth, and social media advertising on consumers' purchasing behavior.

Brand Engagement and Loyalty: Investigating consumer interactions with fashion brands on social media and the ways in which these interactions result in brand engagement and loyalty. The research will investigate the extent to which social media facilitates two-way communication between consumers and fashion brands, establishes relationships, and fosters feelings of community.

3. Psychological and Behavioral Dimensions:

The study will investigate the psychological and behavioral processes by which social media has an impact on fashion consumption.

Influence of Visual Content: Examine the effect of rich visual content, including images and videos, on consumers' emotional connections, beauty tastes, and shopping wants.

Role of Influencer Marketing: Studying whether influencer endorsements and partnerships are effective in influencing consumer opinions, influencing purchasing behavior, and establishing brand believability.

Impact of Online Word-of-Mouth: Analyzing the role of peer endorsements, online reviews and ratings, and user-generated content in shaping consumers' attitudes towards fashion products and brands.

Emotional and Social Factors: Investigating the influence of emotional and social drivers, including self-expression, social identity, and the need to belong, on fashion consumption through social media.

4. Demographic and Psychographic Considerations:

The study will examine the impact of demographic and psychographic influences on consumers' usage of fashion in social media:

Age and Generation: Examining differences in use of social media and fashion consumption behavior among varying age groups and generations, focusing particularly on the digitally native 15-35 age group.

Gender: Examining possible differences in the way men and women use social media to interact with fashion content, learn about new trends, and make buying decisions.

Socioeconomic Factors: Examining the impact of socioeconomic status on consumers' access to and interaction with fashion on social media, as well as their purchasing power and brand loyalty.

Lifestyle and Values: Exploring how lifestyles, values, and personal identities influence consumers' fashion behaviors and interactions with fashion brands on social media.

5. Geographical and Cultural Context: Urban Focus:

The research will concentrate mainly on the urban consumer scene within the Delhi city area, given its position as a central hotbed of fashion and social media use in India.

Cultural Factors: The study will recognize the significance of cultural factors in influencing fashion trends and social media trends in the Indian market, along with the impact of international fashion trends.

6. Strategic Implications for Marketers:

Digital Marketing Strategies: The study will outline effective digital marketing strategies for fashion companies aiming to use social media to target, engage, and influence consumers.

Building Brand Presence: The research will examine ways in which fashion brands can create a robust and genuine presence on social media, establish brand credibility and trust, and form long-term consumer relationships.

Consumer Engagement: The study will provide suggestions for increasing consumer participation on social media, such as making content interactive, encouraging conversations, and engaging with consumer feedback.

7. Limitations and Future Research: Scope Limitations:

The research will recognize its limitations, such as its geographical scope being Delhi and its sample size, and will highlight the requirement for future research to increase the generalizability of the results.

Future Directions: The study will determine possible future research directions, including investigating the effects of emerging technologies (e.g., virtual reality, augmented reality) on fashion consumption via social media, or making cross-cultural comparisons to analyze differences in social media's effect on fashion behavior between different regions and societies.

By exploring these multi-faceted issues, this study intends to give a total and enlightening comprehension of the deep influence of social media on consumer behavior within the fashion sector.

LITERATURE REVIEW

In today's era taking into account the current pandemic situation social media has become an inevitable part of our lives. It is helping us to stay connected and updated.

Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p. 61).

The Merriam-Webster dictionary defines social media as “forms of electronic communication (as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).”

Social media isn't limited to these benefits only. It offers much more. It has transformed the way we interact and also the way brands used to communicate with their consumers.

Brands and Social media

Brands are using social media as an effective tool to advertise and promote their product, to maintain cordial relations with their customers, attracting potential customers through various social media campaigns, announcing giveaways, creating hype in the market by releasing some videos. hints . reaching their consumers through brand ambassadors who indirectly influence many people and in many more ways brands use social media.

According to DataReportal. in 2020, there are 3 billion people actively using social media in the world, and this is an increase of 9.2% year-on-year from 3.45 billion in 2019. Back in 2015, there were only 2.07 billion users. social network growth rates since then have averaged 12.595 year-on-year.

Thus. social media is very important and also helps brands to increase their market share.

Consumers and Social Media

Consumers are targeted by brands on social media platforms. Consumer behaviour is influenced by social media. Majorly, consumer behaviour focuses on consumer buying pattern influenced by their emotions, attitudes etc. that is the consumer buying decisions. The enhanced variety and amount of information online has improved the ability of consumers to make better consumption choices (Aksoy and Cooil. 2006).

For online decision-making, quality. besides time costs and the cognitive costs of acquiring and processing information, other influencing factors include perceived risk, product knowledge and trust. Internet or web skills have also assumed importance: the higher the amount of internet use by consumers, the more likely they will use it for decision-making (Jepsen, 2007). According to Punj (2012), the essential difference in

decision quality between offline and online settings can be attributed to the technology available online, including

access to the varied sources of information and decision aids, which have the potential to help consumers make better quality decisions.

Online consumer reviews have been shown to have a causal impact on product choice and purchase behaviour by consumers (Yayli and Bayram, 2012).

Consumers use social media for the benefit of immediate access to information at their convenience (Mangold and Faulds, 2009), helping them to decide what to buy or to know more about new products or brands, when and where they want (Powers et al., 2012). The quality of online product reviews, characterised by perceived informativeness and persuasiveness, together with the perceived quantity of reviews, are found to have a significant positive influence on consumers' purchase intentions (Zhou et al., 2013; Zhang et al., 2014).

1. The Fashion Landscape's Digital Revolution:

The fashion sector, historically defined by its elitism and dependence on known gatekeepers, has been deeply changed in the digital era. According to the research paper, the emergence of social media has deconstructed conventional systems of influence, spreading access to fashion trends and empowering consumers beyond imagination.

Kaplan & Haenlein (2010) have outlined social media as "a set of Internet-based applications that take advantage of the technological and ideological foundations of Web 2.0 and allow people to create and share content." The definition points to the basic paradigm shift from one-way communication, in which trends were dictated by brands to passive audiences, to a dynamic, interactive system in which audiences are active participants.

The scholarly article underlines this change, reinforcing the manner in which social media sites have turned into "engagement environments that support two-way dialogue, real-time feedback, and participatory culture". This interactivity has dissolved the boundaries between consumer and producer, and sites like Instagram, Facebook, and TikTok have become essential arenas for fashion discovery, consumption, and co-production.

2. The Rise of the Influencer and the Democratization of Taste:

Perhaps the most important evolution in the world of social media is the rise of the influencer. The research document highlights how influencers are now "today's fashion experts," with very much influence over consumer attitudes and setting trends.

These influencers, from celebrities to micro-influencers, have challenged the conventional power of fashion editors and designers, providing followers with a more relatable and accessible approach to style. The paper effectively demonstrates this

through the Crocs x Justin Bieber phenomenon, whereby a single Instagram post created a huge spike in consumer demand, highlighting the incredible power of influencer marketing.

This is consistent with the principle of "social proof" in which people imitate the behavior of others to be correct. Social media magnifies social proof through likes, shares, comments, and recommendations, building a potent feedback loop that influences consumer tastes and shopping behavior.

3. Consumer Behavior in the Age of Social Media:

The research article highlights that the behavior of consumers in the fashion sector is not only based on functional requirements anymore but is increasingly shaped by psychological, social, and emotional drivers.

Consumers are increasingly empowered and informed, looking for experiences and expecting transparency, relatability, and inclusivity from brands. The paper emphasizes the increasing significance of "identity-driven" consumption, whereby consumers identify with brands that mirror their individual values and aspirations.

This change is evidenced in consumer interactions with fashion on social media, where consumers take an active role in contributing to brand construction through likes, comments, sharing, and consumer-generated content. Online reviews and ratings are also recognized by the research as influential sources of information that have considerable power over decision-making in buying products. For Yayli and Bayram (2012), online customer reviews have causal effects on the choice of a product and behavior towards purchasing it.

4. Social Media as a Tool for Marketing and Branding:

The essay emphasizes the strategic significance of social media as a tool for marketing and branding for fashion brands. It emphasizes how brands leverage different platforms to market products, establish brand identity, and interact with consumers.

The transition from offline advertising to digital media has facilitated brands to provide more engaging and interactive experiences that allow them to build deeper emotional connections with the consumers. According to the paper, "rather than merely selling products, digital media allowed brands to sell values, beauty, and lifestyle."

In addition, the study highlights the cost-effectiveness of social media marketing, especially when compared to traditional media. According to the paper, "Social media is a cost-effective method for marketing activities" (Paridon & Carraher. 2009). It enables brands to reach more people, communicate directly with consumers, and establish brand loyalty.

5. The Indian Context: Youth, Fashion, and Digital Engagement:

The research paper is particularly aimed at the Indian context, acknowledging the important contribution of India's young and large population to the global fashion and social media scene.

It points to the growing fashion awareness of young people in urban areas such as Delhi, Mumbai, and Bangalore, and their active participation in social media sites such as Instagram and YouTube for fashion updates and ideas.

The article also explains that fashion consciousness is no longer confined to upmarket segments since value fashion players and influencer-led styling guidance have fueled broader engagement in fashion consumption.

6. Key Research Themes and Contributions:

The research article contributes some key themes and contributions to social media and consumer behavior literature on the fashion market. Some of the key themes and contributions include:

Examining the multi-faceted effect of social media: The study extends beyond merely recognizing the impact of social media, exploring its particular effects on consumer awareness, attitudes, purchase behavior, and brand relationships.

Examining the influence of influencers and user-generated content: The study identifies the increasing significance of influencers as opinion leaders and the effect of online reviews and peer recommendations on consumer trust and purchase behavior.

Analyzing consumer-brand interactions and engagement: The study delves into how social media enables two-way communication between consumers and brands, creating engagement, loyalty, and emotional attachment.

Offering strategic insights for fashion marketers: The study provides insights into how fashion brands can make the best use of social media to create brand presence, engage consumers, and foster sales during the digital era.

7. Conclusion: The Evolving Relationship Between Fashion and Social Media

In summary, the literature review, based on the research paper and available scholarship, discloses the deep and dynamic connection between social media and the fashion world. Social media has not only revolutionized the way fashion is promoted and consumed but also transformed consumer behavior, empowered people, and democratized access to trends and knowledge.

With the ever-changing digital world, it is imperative that researchers and practitioners continue to examine the intricate dynamics of this relationship, analyze new trends, and comprehend the long-term consequences for consumers as well as the fashion world.

RESEARCH MODEL

I. General Framework:

The research framework is designed to analyze the complex interplay between social media marketing efforts utilized by fashion brands and the ensuing consumer behavior. It assumes that social media sites are not just conduits for the transmission of information but are dynamic spaces that actively influence the way consumers view fashion, engage with brands, and ultimately make buying decisions.

The model is based on a move away from the old, one-way communication of brands to consumers and towards a more interactive and consumer-focused environment.

II. Independent Variables:

Social Media Marketing Activities: The model isolates certain social media marketing activities by fashion brands as the major independent variables determining consumer behaviour. These activities are not merely straightforward advertising but embrace a variety of strategies aimed at engaging, informing, and persuading consumers:

Content Marketing: Fashion brands use social media to post different types of content such as eye-candy images and videos, blog posts, stories, and live streams. The content is used to reveal products, express brand values, and build up an aspirational lifestyle connotation.

Influencer Marketing: Brands partner with influencers and bloggers who have a high number of followers on social media. These influencers endorse products, offer style advice, and give reviews, relying on their credibility and relatability to drive consumer choice.

Social Media Marketing: Paid advertising facilities on social media are utilized by brands in order to appeal to a greater number of people and target certain demographics. The advertisements can be presented in different forms, including display ads, sponsored posts, and video ads.

Community Building: Brands build and engage in online communities on social media, providing interaction with consumers through comments, direct messages, polls, and contests. This is to establish connection and give consumers a sense of belonging.

Customer Service: Social media sites are now being utilized for customer service, enabling brands to resolve consumer questions, respond to comments, and settle disputes. This one-on-one contact has great influence on consumer image of the brand.

III. Mediating Variables: Consumer Perception

The model identifies that the effect of social media marketing activities is mediated by consumer perception of the same. Major components of consumer perception are: Trustworthiness: Consumers judge the credibility and reliability of the information presented by brands and influencers on social media. Transparency, authenticity, and consistency play a role in influencing trustworthiness.

Informativeness: Consumers assess the degree to which social media content is informative and useful in terms of offering relevant information regarding fashion trends, products, and brands.

Entertainment Value: Social media content may be seen as entertaining, enjoyable, and engaging consumer interest.

Social Influence: Consumers are affected by their peers' and influencers' opinions and behaviors on social media. This encompasses word-of-mouth endorsements, social proof (likes, shares, comments), and trend adoption.

Personal Relevance: Consumers evaluate the degree to which social media content relates to their unique needs, wants, and way of life.

IV. Dependent Variables:

Consumer Behavior: The final result of social media marketing efforts, as depicted in the model, is its influence on different dimensions of consumer behavior:

Consumer Relationship: This involves the general connection and interaction between consumers and fashion brands on social media. Some of the main dimensions are:

Brand Engagement: The extent of consumer interaction with brand content (likes, shares, comments, etc.).

Brand Loyalty: The propensity of consumers to buy repeatedly from a specific brand.
Brand Trust: The extent to which consumers trust the reliability and integrity of the brand.

Consumer Buying Behavior: This is the choices and actions consumers make in terms of buying fashion products.

The most important dimensions are:

Purchase Intention: Consumers' probability to buy a product. Product Choice: The particular products consumers buy.

Purchase Frequency: The frequency at which consumers buy fashion products.
Purchase Amount: The quantity of money consumers spend on fashion products.
Fashion Consciousness: It denotes consumers' awareness, familiarity, and enthusiasm regarding fashion trends and styles.

V. Hypotheses and Research Findings:

The model suggests two important hypotheses:

Hypothesis 1: Social media marketing will positively influence consumer relationships.

Hypothesis 2: Social media marketing will positively influence consumer buying behaviour.

The findings from the research, as elaborated in the survey results, offer strong evidence in favour of these hypotheses:

Support for Hypothesis 1: The survey indicates that social media enables consumer-brand interaction, builds trust through open communication, and allows brands to establish closer relationships with consumers.

Support for Hypothesis 2: The survey illustrates that social media affects purchase intentions via influencer marketing, online ratings and reviews, and advertising exposure. It also shows how social media helps consumers stay updated on fashion trends, which influences purchase behavior.

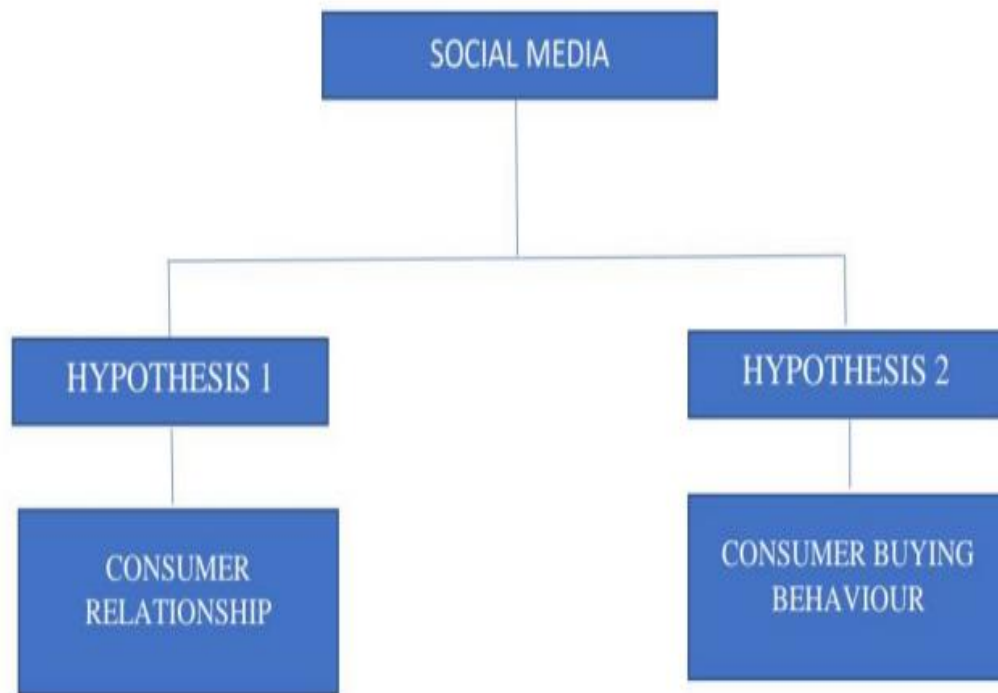
VI. Implications of the Model:

This extended research model has important implications for researchers and practitioners:

For Researchers: The model offers a thorough framework for examining the intricate dynamics of social media, consumer sentiment, and consumer behavior in fashion. It may serve as a basis for future research investigating a particular aspect of this relationship.

For Practitioners: The model provides meaningful insights for fashion firms looking to maximize their social media advertising activities. It emphasizes the significance of developing compelling content, using influencer marketing, establishing belief, and cultivating consumer relationships in order to create beneficial outcomes.

RESEARCH MODEL



RESEARCH METHODOLOGY

This study adopts an in-depth methodology aimed at examining the effect of social media on consumer behavior, in particular, within the dynamic environment of the fashion market in India. The general objective is to grasp how the changing social media and digital communication environment is transforming consumer decision-making patterns, fashion awareness, and interactions with fashion companies. In order to accomplish this ultimate objective, the research process is framed by the following major components:

I. Research Philosophy and Approach:

The study employs a mixed-methods approach, synthesizing exploratory and descriptive research styles.

Exploratory Research: This element is essential in going deeper into the fairly new and fast-changing field of social media's impact on consumer behavior. It provides for flexibility and accommodation in the process of research so that new emerging patterns, trends, and relations that are not necessarily obvious at first glance may be discovered.

Descriptive Research: This element is centered on presenting a detailed and factual description of consumers' characteristics, their social media use, their fashion engagement on social media, and their shopping behavior. It seeks to answer "what" questions, presenting a rich and detailed understanding of the situation at hand.

II. Research Objectives and Purpose:

The study is informed by a clear and concise set of objectives which specify the scope and direction of the inquiry:

To examine the use of social media platforms (e.g., Pinterest, Facebook, Instagram) as branding and marketing tools for fashion brands.

To establish the degree to which consumer purchasing behavior is influenced by social media in the fashion sector.

To study the effect of influencer and blogger marketing on consumer fashion choices and preferences.

To study the role of social media in creating and influencing fashion awareness among consumers.

To study the nature of consumer interaction and engagement with fashion brands on social media.

To measure the effect of online reviews and ratings on consumer decision-making processes.

To explore consumer psychographics and demographics regarding their use of social media and fashion consumption.

To look at how the social media presence of a fashion brand influences consumer trust and loyalty. The aim of this study is to supply useful information to academics and practitioners alike. To academics, it adds to the body of research on social media, consumer culture, and fashion marketing.

For professionals (fashion companies, marketers), it provides useful advice on how to properly use social media to target, engage, and impact consumers.

III. Data Collection Methods:

The main data collection method is a structured survey questionnaire.

Questionnaire Design: The questionnaire is largely composed of closed-ended questions in the form of mainly multiple-choice. This allows data collection efficiently and enables quantitative analysis, which helps in the identification of patterns and trends in consumer answers. The questions are made to be concise, clear, and unambiguous to reduce the chances of misinterpretation by the respondents. The questionnaire is framed to address different dimensions of social media use, fashion awareness, and consumer behavior, as per the research goals.

Questionnaire Development: The questionnaire development is guided by a review of literature and known models of consumer attitudes and behavior. This will guarantee that the questionnaire includes pertinent constructs and measures validated in earlier studies. The questionnaire is set to measure significant variables like:

Social media use patterns (e.g., sites used, usage frequency).

Fashion consciousness (e.g., fashion awareness, fashion interest).

Social media influence on information search and purchase behavior.

Fashion brand and influencer perceptions on social media.

Consumer demographics (e.g., age, gender, occupation).

IV. Sampling Strategy:

Target Group of Study: The target group under study is Indian consumers.

Sample Size: The sample size used in the study is around 150 participants.

Sampling Location: All the participants are found in the Delhi region.

Rationale for Sampling Decisions: Concentrating on the Delhi region gives a focused study of consumers' behavior in a large urban area popular for fashion consciousness and high social media usage.

Though this geographical concentration provides rich insights into a particular context, it should be noted that it can reduce the generalizability of the findings to other parts of India.

V. Data Analysis Techniques:

The data gathered from the questionnaires is put through strict analysis to yield meaningful insights and validate the research hypotheses.

Quantitative Data Analysis: Descriptive statistics are utilized to describe and summarize the features of the sample and the principal variables being examined (e.g., percentages, frequencies, means, standard deviations). Inferential statistics can be utilized to test relationships among variables and to make conclusions about the population as a whole (e.g., chi-square tests, regression analysis, correlation analysis). Statistical software (e.g., SPSS) is utilized to ease the analysis of quantitative data.

Data Presentation: The quantitative analysis findings are displayed through an array of visual aids to maximize clarity and ease of interpretation. Pie charts, bar graphs, and tables are employed to illustrate the distribution of responses, contrast groups, and display significant relationships between variables.

Qualitative Data Analysis: Whereas the main data collection is quantitative, qualitative information from the literature review and observations is added to give a more complete and detailed interpretation of the results. This entails thematic analysis to find common patterns and themes in consumer behavior and social media impact.

VI. Ensuring Validity and Reliability:

Validity: Validity of research is with regards to whether or not the study is measuring what it was set to measure. Content validity is ensured by a careful literature review and expert consultation to ensure that the questionnaire includes all the key areas of consumer behavior and social media impact. Construct validity is determined through evaluation of how well the questionnaire measures the underlying theoretical concepts under investigation. Criterion-related validity can be determined through comparison of the study findings with prior studies in related fields.

Reliability: The reliability of the research describes the steadiness and stability of the measures. Internal consistency reliability is tested by looking at the degree to which the questionnaire items are all measuring the same construct (for example, with Cronbach's alpha). Test-retest reliability can be tested by giving the questionnaire to the same group of respondents on two occasions to find out whether or not the findings are consistent in the long term.

VII. Ethical Considerations:

The study is carried out in line with ethical standards to guarantee the health and rights of the participants.

Informed Consent: Participants are completely informed of the research purpose, the procedures, and their right to withdraw from the study at any time without penalty.

Confidentiality and Anonymity: The privacy of the participants is safeguarded by ensuring that their responses remain confidential and that their identities are not revealed.

Data Security: The information gathered from the participants is kept secure and is utilized solely for the purpose of the research.

Beneficence and Non-maleficence: The study is framed to maximize potential benefits to the area of study and to reduce any possible risks or harm to the participant

CASE STUDY: ZARA

Spain's flagship brand Inditex Group-owned Zara has traditionally enjoyed a reputation for speed in the fast fashion industry, bringing trendy, catwalk-styled clothing to consumers in record time. Zara traditionally kept itself away from traditional advertising media like TV and billboards and instead counted on customer-studded prime store locations and word-of-mouth publicity in order to reach its target audience. But as the focus of the consumer turned quickly to online channels, especially the 18–35 demographic, Zara realized it had to shift its marketing strategy and switch to a digital-first, social media-driven model. This about-turn in strategy started materializing about 2017–18 and gained momentum in the subsequent years as social media became more and more the central platform for trend sighting, brand interaction, and e-commerce.

At the heart of Zara's digital revolution was its embracing visual narrative as opposed to explicit advertising. The brand's Instagram handle was designed to resemble a virtual fashion magazine. Editorial content in the form of images and videos with beautiful locations and clean studio settings dominated the page. Interestingly, captions with explicit pricing or advertising text were avoided, preferring to work on creating aspirational captions that created mood, style, and emotion. This move was intended to create an emotional connection and aspirational brand relationship with followers, so they would identify with Zara's style as a desirable lifestyle as opposed to just as merchandise to be bought.

Another key strategy used by Zara was releasing Instagram-only collections. These exclusive product releases were advertised and revealed only on the brand's Instagram handle, frequently side-by-side with countdown stories and influencer sneak-peeks. This strategy fostered a greater perception of scarcity, urgency, and selectivity among supporters, evoking spontaneous buying behavior, especially among Gen Z and millennial consumers who are accustomed to buying things online. Zara also streamlined the shopping experience by adopting Instagram's Shoppable Posts capability, which enables users to tap on products directly from posts and stories and go on to buy within seconds — eliminating friction from the shopping experience and improving convenience, one of the most important factors identified in your study as being critical to today's fashion consumers.

Influencer marketing was at the heart of Zara's social media strategy. In contrast to most fast-fashion competitors, Zara knowingly avoided celebrity endorsements and instead collaborated with a complex network of micro-influencers, stylists, and online content creators. These micro-influencers, having 10,000 to 100,000 followers, posted daily fashion inspiration, lookbooks, and styling advice using Zara clothing. Their authenticity, credibility, and relatability spoke powerfully to Zara's target market, providing followers with practical and aspirational inspiration for styling. This strategy directly accords with your research findings that more than 54% of consumers' buying decisions are driven by fashion influencers and bloggers on social media.

In order to go deeper into customer involvement, Zara implemented user-generated content campaigns such as #zaradaily and #zaralook, where customers were invited to post their own outfits and style interpretations using Zara products. This not only increased brand visibility but also generated social proof and a sense of community. As your research points out, word-of-mouth marketing has evolved into forms of peer endorsement and online reviews, which impact more than 76% of buying decisions as per your survey findings. Zara succeeded in turning customers into loyal brand ambassadors by using their content to create organic reach and enhance product desirability.

The net effect of this social media strategy on consumer behavior was overwhelming. Consumers moved from being passive browsers to being engaged brand members and co-creators of brand stories. Zara's content promoted identity-driven consumption, in which followers not only bought clothing but also the Zara way of life epitomized in minimalist living, city chic, and effortless sophistication. This attitude reflects your study's focus on identity expression and emotional connection as drivers of contemporary fashion consumption.

Moreover, the harmonious coexistence of discovery, interaction, and buying capabilities on Instagram hastened buying intentions and purchase frequency among digitally empowered shoppers. The campaigns of the brand facilitated instant adoption of trends by eliminating the customary time gap between trend identification and consumer adoption. Customers were empowered to describe themselves, share their fashion picks, and identify with a worldwide fashion-forward audience, thus complementing the democratization of fashion that your study addresses.

Quantitatively, the impact of Zara's social media strategy was considerable. The following on the brand's Instagram handle exceeded 60 million in 2023, with online sales recording a 77% year-over-year growth in 2020, primarily fueled by social media-driven traffic amidst the pandemic-triggered store lockdowns. Engagement levels on posts on Zara's Instagram consistently remained higher than industry standards, indicating the success of its content and influencer partnerships in maintaining consumer interest and loyalty.

In summary, Zara's social media-led marketing shift is a good argument that fashion brands can use visual storytelling, influencer collaborations, peer endorsement, and ease to influence consumer behavior. This example summarizes the main findings of your research in that it illustrates the influence of social media on fashion trend awareness, purchase, and brand loyalty. By putting emotional connection, identity validation, and hassle-free digital experiences at its forefront, Zara has been able to redefine consumer-brand relationships in the apparel retail industry and establish itself as a digital-native, consumer-first brand for the contemporary age.

OBSERVATIONS DRAWN FROM CASE STUDY

1. Transition from Product Marketing to Lifestyle Storytelling:

Zara's social media campaign proved that today's consumers are more receptive to aspirational lifestyle storytelling than straightforward product promotion. The brand's editorial posts created emotional connections, aligning with your research's conclusion that today's consumers invest in experiences and identities instead of products only.

2. Influencer Credibility Beats Celebrity Endorsements:

Rather than using celebrity influencers, Zara cooperated with micro-influencers and real-life stylists who were trusted for their sincerity and common touch that gave them more validity to followers. This comment is consistent with your research's observation that more than 54% of purchasing decisions are affected by influencers that audiences can trust as real and friendly.

3. Limited, Exclusive Drops Create Urgency and Insta-Shopping:

The brand's strategy of introducing Instagram-only collections produced a shortage-led demand. This strategy leveraged the psychological phenomenon of FOMO (Fear of Missing Out) — resulting in increased impulse buying rates, especially among highly social Gen Z and millennials who are constantly active on Instagram.

4. Social Media as the Primary Fashion Trend Discovery Platform:

Zara's success had confirmed the research finding that social media is currently the most dominant source of fashion trend consciousness, replacing older forms of media such as magazines and television. The ease of instant accessibility through the platform and influencer storytelling expedited trend spreading and adoption.

5. User-Generated Content Enhances Brand Loyalty and Social Proof:

By inviting customers to share photos using branded hashtags such as #zaradaily and showcasing them on official pages, Zara successfully transformed consumers into brand champions. This created a strong amplification of social proof, reaffirming purchasing actions of potential buyers — a direct reflection of your discovery that 76% of consumers rely on online reviews and peer endorsement.

FINDINGS AND ANALYSIS

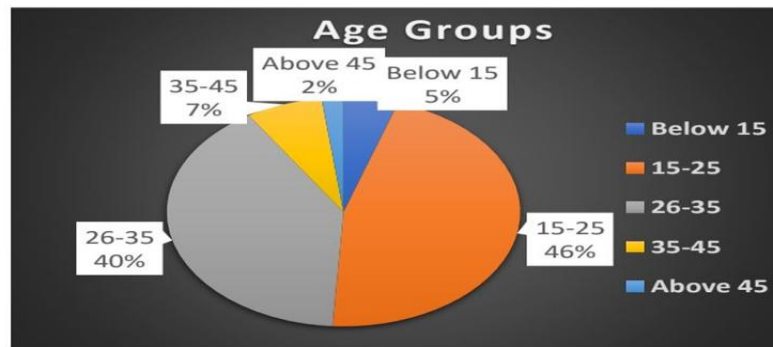


Figure 2.1

Age: It is safe to say that the social media targets the youth of the country. Also, the most dynamic trend setter in the fashion segment would be the youth ranging from the college students to the recently made employees. Thus, in order to get the right set of information, my target audience of survey was between the age group of 15-25 and 26-35. Maximum respondents were between these age groups. But, just to have a little understanding about the other age groups, we have included 3 other groups as well.

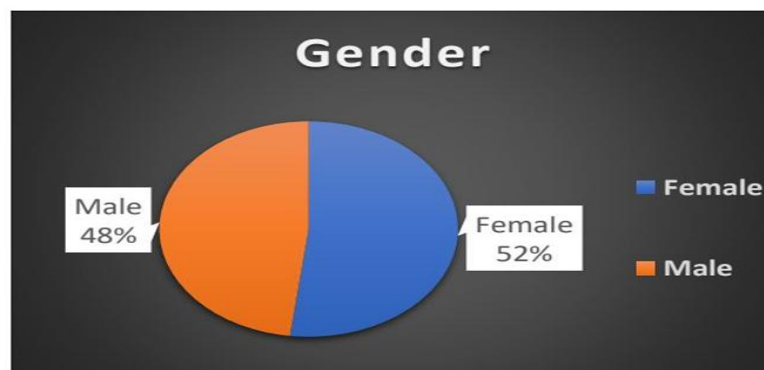


Figure 2.2

Gender: It would not be right to say that only female population of the country are active in social media and follow the fashion trends. With the rise in the population of metro- sexual, men indulge in following fashion with same interest, if not more, as that of women. Hence it is very important to involve both the segments of the population in research to get a centred result. Our survey was filled by 52% female and 48% male respondents.

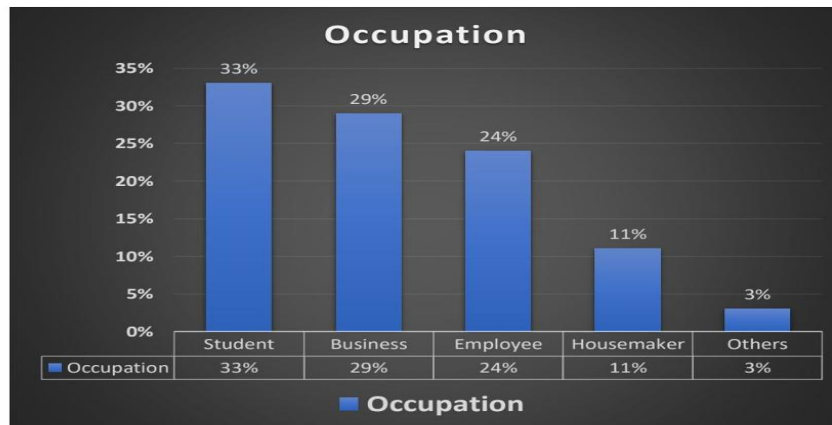


Figure 2.3

Occupation: According to the survey, 33% of the respondents are students, 29% are into business and 2496 are employees. The prime target for any Social Media Site and Fashion Brand company would ideally be among these three categories. Apart from these three categories, IU of the housemakers engage themselves with the fashion blogs and look over these sites to get information.

Ques 1. Do you use social media?

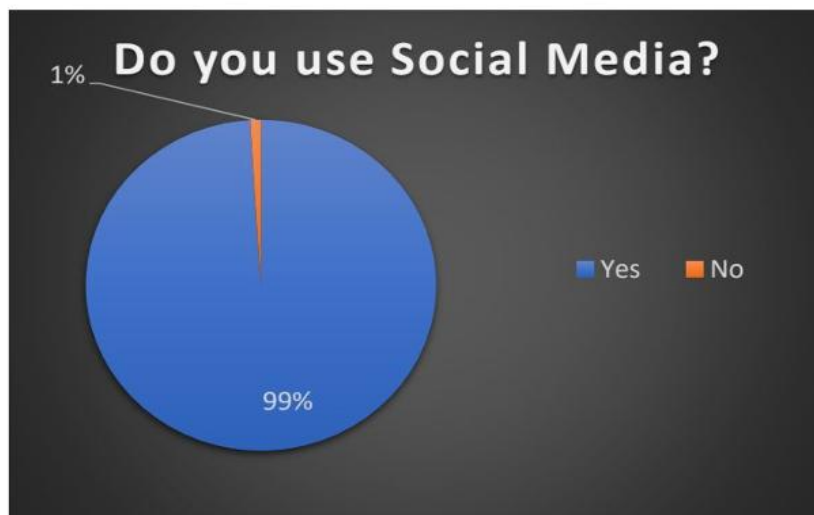


Figure 2.4

Analysis: Saying that most people spend a good part of their days on social media would not be an exaggeration. Not in today's world. Social media has become an integral part of people's lives and daily routines. Given the importance of social media in consumers' lives, marketers and businesses flock to social platforms in the hope of connecting with their target audience. The digital world has taken over the traditional ways of marketing and so it is very important to be active on these sites for every information, be it the company's side or the customer's side. As the target population of my survey was between the age group of 15-25 and 26-40, the answer to the question, "Do you use Social Media?" is very predicted. 99% of the respondents have answered yes and the remaining 2% do not wish to follow social media. This result shows that the Indian people are technology savvy and are very comfortable with the use of Social Media networking.

Ques 2: Which sites do you use the most?

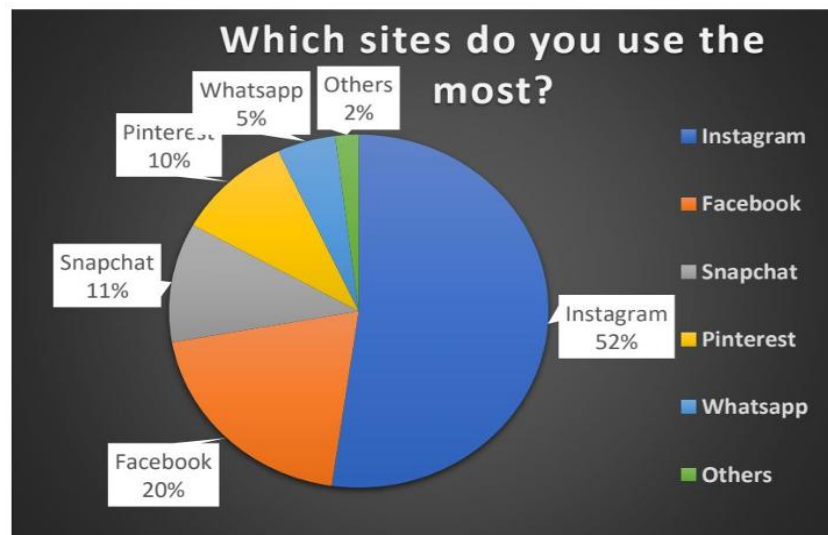


Figure 2.5

Analysis: This was a multiple-choice question where the focus was to find out the common favourite sites of the sample size. Instagram was chosen the most popular site amongst its sister sites with 52% of the respondents selecting it. Since its launch in 2010, Instagram has taken the world by storm. It seems like everyone — and their dog — is on the platform. Instagram isn't just for personal use anymore, it's now a global platform that allows brands to humanize their content, recruit new talent, showcase products, and inspire. Facebook is voted the second most popular social site with 20%. Facebook continues to be the reigning champ of social media sites, where friends connect and share online. More than just a meeting place for friends, Facebook has grown into a venue for businesses to market themselves through interaction with customers and self-promotion. Next two highest voted sites are Snapchat and Pinterest.

At one time, Snapchat was the playful app of the mobile-obsessed teen and young adult group who were drawn to disappearing messaging and the candid feel of communication. But that's no longer the case. Snapchat has grown up since its launch in 2012, introducing more media formats, filters, and ad formats. Not to mention, its daily active user base has reached an impressive 186 million people. Building a brand presence on Snapchat is now a smart investment for many businesses, Pinterest is a great network for businesses to connect with their audience, whether it's B2C marketing or B2B marketing. It also fulfils all the important objectives of social media marketing: raising brand awareness, community building, driving traffic to your website and enhancing relationships with customers.

Ques 3: Do you follow fashion apps on social networking sites?

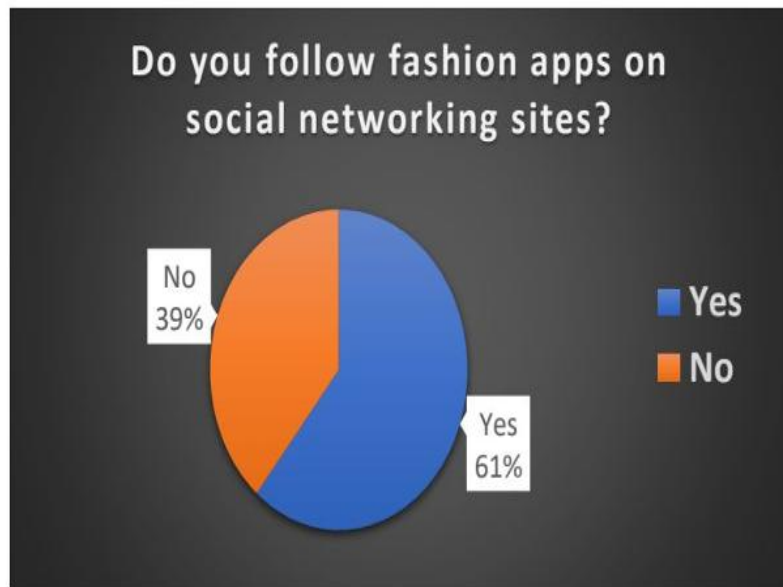


Figure 2.6

Analysis: The result to this question is self-explanatory. 61% of people surveyed responded that they follow fashion brands, on the sites. On further asking as to what is it that they follow on these groups, they responded that the marketing promotions (3%), the recommendations and reviews (9%), information regarding the existing products (18%), and the new trends (70%)

Ques 4: Have you noticed fashion apparel advertisements on social media?

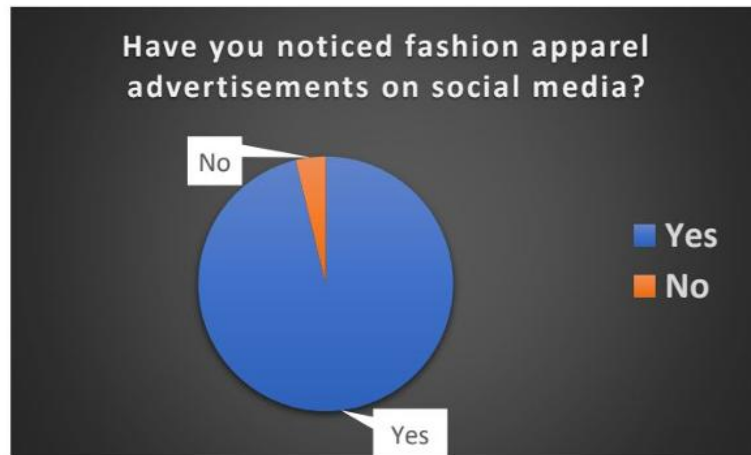


Figure 2.7

Analysis: Advertising is everywhere. Anything and everything is some kind of advertising. Hence when asked, whether they see any fashion related advertising in these social media sites, the majority response was Yes. Primarily in Instagram, Facebook, Pinterest and Snapchat, the presence of fashion advertisement is very prominent. These advertisements encourage the users to click on them which ultimately leads to the company websites. Hence, high chances for impulse shopping. The growth in online shopping and e-commerce have a lot to thank to the social media sites as they are able to post their advertisements on these sites, thus, increase their revenue.

Ques 5: How do you observe the latest fashion trends?

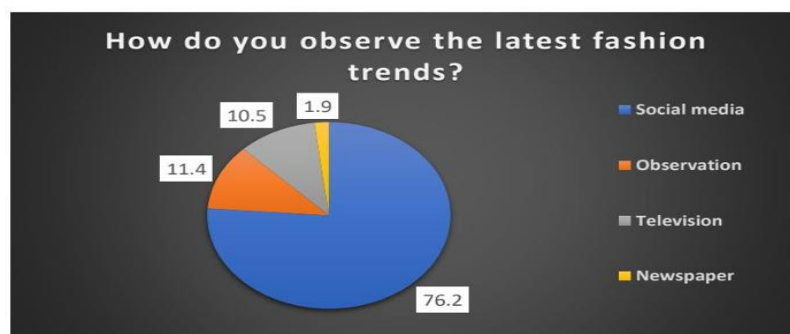


Figure 2.8

Analysis: Fashion is an integral part of our lives, it happens everywhere. It is something that the eye perceives to be pleasing. When asked the question "How do you observe the latest fashion trends?" the majority of the response were social media

sites like Facebook, Instagram. This signifies that social media plays a huge role in the emergence of new fashion related trends. 76.2% of people surveyed use social media as a means to get updates on the latest fashion trends. The next source of observing trends is through observing either people, 11.4% of the people surveyed use this method. Another source is the television, 10.5% of people use television as a means to get notified of the trends and the rest 1.9% use newspaper. According to the statistics, it can be concluded that social media has the highest percentage of people attracted to itself for fashion related information,

Ques6: How much do you agree that social media helps in acquiring Information about fashion trends?

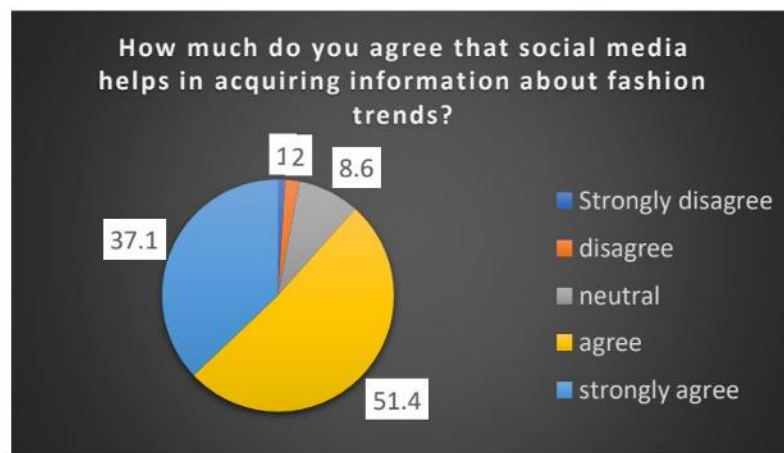


Figure 2.9

Analysis: Smartphones and social media expand our networks and connects people and bring all the latest news, trends right there in front of your eyes. It gives voice and platform to anyone willing to engage. You just have to connect yourself and start exploring. 88.5% of the people agree that social media helps in acquiring information about the latest fashion trends. Social media is the base where like-minded people come together and share their views. There are new trends emerging that help consumer make the right decision, many people on Facebook post on their walls in search for reviews and recommendations for a product and those who have good reliable information about the product reply to the same and those who are already using the product also reply to these posts to help others. Also, brands posting about their product on social media and the comment section is flooded with customer reviews and recommendations, including the grievances help consumers make the right decision. the social shopper relies a lot on the reviews and recommendations from their friends on social media. there are two major target groups prevailing in the social media:

Fashionistas - fashion and beauty are extremely important to them

Social shopper - brands and products my friend use influences the decision of the person

Ques7: Do influencers or bloggers affect your buying decision?

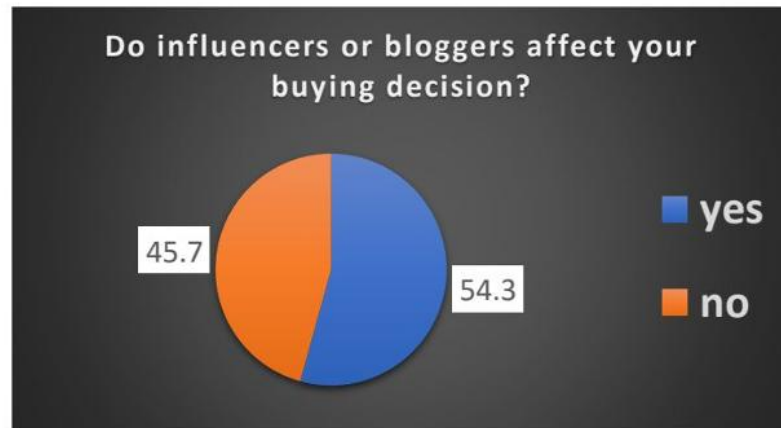


Figure 2.10

Analysis: 54.3% of the people responded that their buying decisions are influenced by bloggers and influencers. Blogging is a new and trending way of staying in touch with the new and emerging fashion trends, people keep themselves up to date with the fads through following bloggers and influencers on various social media platforms, however around 45.7% of people don't follow or have influence by these bloggers the reason might be the bloggers are very fashion specific and people might not pay so much heed to their fashion preferences.

Ques8: Do review and ratings affect your buying decision?

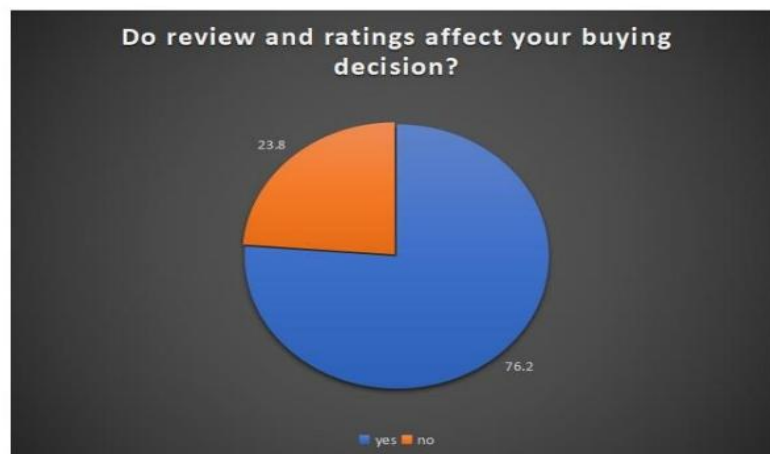


Figure 2.11

Analysis: Reviews condition people. At the end of the day, a lot of human minds are malleable. They can be easily shaped with strong words. 76.2% of people agreed that their buying decisions are affected by the ratings and reviews provided by others. Social media is the platform where the purchaser can get valuable reviews and recommendations about the product which ultimately the buying decision of the purchaser. The model of reviews and recommendations is followed by many E-Commerce websites such as Amazon, Flipkart etc.

23.8% people disagree that their buying decision is not affected by reviews and ratings. For them the decision to buy something is solely based on their personal decision and are not comfortable with others deciding for them.

INFERENCES MADE FROM THE SURVEY

These 8 questions are of the view to know majority of the consumer's knowledge of internet and how much engagement of social media is evident and to what extent does it affect consumer's knowledge of fashion and their preference in that respect. The majority of the respondents were from the age group of 15-25 (46%) and 26-35(40%) and 52% of the total respondents were female and the rest were male. 3336 of the respondents were students that are currently not earning yet follow fashion trend driving us to conclusion of income inelastic viewership of fashion blogs and stuff.

Since more 5096 of the responders comprise of students and business persons, we reach to a conclusion of them being tech-savvy and facing no or little problem in using internet. Out of the responders, 76.29% people observe fashion trends through social media. All the people belonging to the age group of 15-25 use social media. Majority of people belonging to 26-33 alongside the third age group uses social media as well.

This represents the surge in social media users of all age groups. Making social media busier than before and promising an even busier future. This make the 76.2% people observing fashion trends via social media and 88.59% of them agreeing to gaining knowledge about latest fashion trends from social media all the more crucial for businesses to consider in their strategy. Brands, as it is evident on various social media websites and platforms, are making an effort to level up their game of marketing and promotion by leaving a trail of their brand name and products on social media pages by sponsoring their posts on apps like Instagram or hiring influencers and celebrities to promote their products and their brand on social media.

LIMITATIONS OF THE STUDY

These constraints arise from methodological decisions, situational circumstances, and the very nature of investigating consumer behavior in an ever-changing digital landscape.

1. Methodological Limitations:

Dependence on Secondary Data and Pandemic Restrictions: The heavy dependence of the study on secondary data, necessitated by pandemic-induced restrictions, constrains the intensity and richness of information that would have been acquired through primary research avenues. The inability to have face-to-face interactions with respondents limits the gathering of subtle qualitative information, like comprehensive descriptions, emotional reactions, and nonverbal signals, that are instrumental in determining consumer motivations and behavior. The inability to obtain direct, real-time feedback from respondents because there was no face-to-face interaction could have prevented the researcher from being able to clarify ambiguities, probe for richer insights, and ensure the accuracy of responses.

Survey Instrument Limitations: Although the research employed a multiple-choice questionnaire, this design can restrict the depth and complexity of answers. Multiple-choice questions can fail to adequately capture the variety of views and experiences about social media's impact on consumer behavior. The design of the questionnaire and certain questions can lead to bias or affect the answers of respondents. The phrasing, sequence, and presentation of questions can, in turn, affect how respondents answer.

Self-Reported Data Bias: The research is based on self-reporting from the respondents, which is prone to bias like social desirability bias (providing socially acceptable answers) and recall bias (poor recall of past experiences or behaviors). Respondents might not always be aware of all factors that govern their behavior and therefore may make inaccurate or incomplete self-reports.

2. Limitations of Scope and Generalizability:

Geographical Concentration: The regional focus of the study in the Delhi area restricts the applicability of the results to other geographical locations. Patterns of consumer behavior and social media usage may differ greatly across various cities, states, and nations.

Demographic Skew: The sample used in the study was mainly students, creating a demographic bias. This focus restricts the applicability of the results to other age groups, occupations, and socioeconomic statuses. Although the research states the inclusion of respondents of different occupations, the focus on students limits the scope of generalizing results across different socioeconomic levels, which have a significant impact on purchasing capability as well as on fashion choices.

Sample Size: The small sample size (250 participants) limits the statistical power of the research and the generalizability of the results. The larger sample sizes offer stronger and more representative data, enabling more concrete conclusions.

Lack of Longitudinal Data: The research seems to be cross-sectional, capturing consumer behavior at a point in time. This method restricts the possibility of studying change over time in consumer behavior, which is especially important in the ever-changing arena of social media and fashion trends. Longitudinal research would be useful to monitor the long-term impact of social media on consumer relationships, loyalty to brands, and consumption patterns.

3. Contextual and Cultural Limitations:

Dynamic Consumer Preferences: The research understands the dynamic nature of consumer preferences, which can shift instantly due to numerous factors, such as social media trends, economic conditions, and cultural changes. This dynamism makes it hard to pick up long-term patterns of consumer behavior.

Cultural Variations: The research points out the limitation of not completely examining cross-cultural differences in fashion awareness and consumer purchasing behavior. Fashion is greatly shaped by cultural values, norms, and traditions, and these differences can have a strong influence on how consumers use social media and make purchases.

Social Media Platform Evolution: The social media environment is in a state of continuous change, with new platforms coming into existence, current platforms modifying their features and algorithms, and the behavior of users changing in response. The results of the study can be time-bound and might not accurately reflect the long-term effect of social media because of these changes.

CONCLUSION

Young consumers are in an increasing demand for trustworthy information regarding fashion trends, therefore, social media can be a useful tool for finding information due to its capability of instant interaction between users and brands. Fashion brands presence on Social Networking Sites give the impression that they are closer to their audience. This impression is derived from the interaction between consumers and brands that social media provide. Contrary to traditional media where consumers have a third-party opinion that they do not know if they can trust and are only fed information by the brand, social media gave consumers a chance to be influenced by other consumers' shared opinions people that they might trust more because of their online influence.

For instance, a lot of designers share their views and personal preferences that are followed by thousands or millions of people. These designers are opinion leaders that are often used by brands. Fashion brands could take advantage of this phenomenon and make use of social media to exert more influence on the formation young consumers' opinion.

The role of social media in the process of purchase is in its preliminary phase with it being costly informational. Dependency of consumers on social media to know about latest fashion is high. Findings show that Social Media affects both the Consumer buying behaviour and Fashion Consciousness of Consumer. So, it is revealed that Social media has influence on Consumer purchase behaviour as well as fashion consciousness of consumer.

Most striking was the effortless fusion of fashion consumption and digital life. Social media no longer serves as a mere promotional tool—it is now a primary touchpoint in the fashion consumer experience, shaping everything from trend observation to post-purchase reviews. Consumers today, especially the 15–35 group I interviewed, no longer look to traditional media to educate them on fashion. Instead, they believe what they see, hear, and experience through sites like Instagram, Pinterest, Snapchat, and even YouTube. More than 88% of my interviewees confessed to using social media to remain current on fashion trends, and a vast majority recognized that influencer marketing and online reviews are significantly influential in driving their buying decisions.

I came across robust backing for what Paridon & Carraher (2009) had concluded way back—that social media is not just economical but also a platform of trust, interactivity, and engagement. In contrast to traditional media, which offers top-down communication from companies to passive viewers, social media puts users in a position to participate in two-way discussions, challenge stories, and solicit peer endorsements. This change has radically reorganized the fashion marketing environment and made consumers co-creators of brand identity. My research verifies that young people today don't merely consume fashion—they live it, influence it, and share it in the moment.

Perhaps the most compelling observation I made is the emotional and psychological aspect of social media engagement. Consumers are attracted to authenticity, similarity, and common values. They are not just purchasing clothing; they are investing in identities, lifestyles, and brand ideologies. This was highlighted in the ways users reacted intensely to influencer content and peer reviews—both areas where feeling and trust eclipse the logic of traditional advertising. These interactions reflect that convenience, identity confirmation, and community affiliation have emerged as drivers of purchasing decisions.

My research also indicated that visual storytelling and diversity of content are key. Companies that dedicate themselves exclusively to promotional messaging find it difficult to truly connect. Conversely, those who prioritize storytelling, behind-the-scenes information, moral values, and authentic influencer partnerships have better chances of creating loyalty and engagement. I now view social media as not only a channel of communication, but as a vessel for relationship creation, brand learning, and emotional connection.

From a behavioral standpoint, it's evident that social media impacts consumer purchasing behavior and fashion awareness. Young consumers increasingly rely on the continuous flow of information, suggestions, and trends they receive from the internet. They are no longer driven by the functionality of a product or cost, but by the overall digital experience provided by a brand. The emotional connection, ease of use, ethical stance, and digital interactivity all come together to create a value perception by a consumer.

In retrospect, I also recognize that today's consumer behavior is extremely contextual and psychographically segmented. Although age and gender remain important demographics, the actual insight is in recognizing lifestyle, mindset, and digital behavior. In conducting my research, I observed how students flocked towards affordability and trendiness, and young professionals cared more about convenience and efficiency. Such a psychographic insight is fundamental for brands looking to successfully position themselves within the digital era.

Finally, I think that this study confirms that social media is not only transforming the fashion industry—it's redefining it. The consumer is not a passive end user anymore but an active stakeholder in trend creation, brand assessment, and digital narrative. Social media has democratized fashion, empowering regular consumers, micro-influencers, and internet communities. To survive, brands have to adopt transparency, invest in authentic engagement, share great stories, and collaborate with their consumers to co-create value.

RECOMMENDATIONS

From my research, it became increasingly clear to me that social media is not just a space for advertising; it has evolved into a vital strategic tool that shapes trust, loyalty, and brand-consumer relationships, especially in the fashion industry. Drawing from the theoretical foundations provided by Paridon & Carraher (2009), I found social media to be a forceful and inexpensive tool for fashion brands to connect with consumers more meaningfully. It's not a matter of just posting online content, however; fashion brands need to listen, react, and join the conversation. By means of this research, I highly advise brands to move away from one-way communication and towards a two-way dialogue that creates real relationships. From my perspective, investment in real-time engagement via specialist community managers can greatly improve the emotional connection between a brand and its consumers.

What also became clear to me was how vital trust is to digital interaction. In times of uncertainty—like a pandemic—consumers prefer to lean on brands that are responsive and transparent. I learned through the data that consumers are highly dependent on what others post on the internet, either a fashion blogger or another shopper. My opinion is that brands need to make transparency a top priority, respond openly to criticism, and be participatory in explaining policies and values. This builds trust and authenticity, essential in the fashion arena, where values and image are as important as the product.

The second big revelation I learned was that consumers want to be involved in the branding. Social media has empowered users to become co-creators, not viewers. Given that more than 76% of my respondents said they keep up with fashion trends on social media, and 88.5% admitted to having learned about trends on social media, it's clear to me that these sites are no longer merely pipes—they're ecosystems for co-creation. I recommend that brands create space for user-generated content, issue branded hashtags, and feature actual customers in their feed. By doing so, they not only promote brand loyalty but also gain from the social validation that accompanies peer endorsement.

One segment I found to be very effective was influencer marketing. As per my research, 54.3% of respondents indicated that influencers influenced their buying behavior. This observation makes me suggest that brands pick influencers wisely whose values align with the brand culture—not necessarily those with huge followings. Long-term collaborations with a foundation of shared values like sustainability, inclusivity, or affordability may be more impactful than one-off short-term promotions. I would further recommend that brands apply a value-alignment scorecard in choosing influencers to maintain ethical alignment and message congruity.

Quality content, in my view, is yet another building block of effective social media interaction. My research confirmed that which Paridon & Carraher (2009) reported: customers like content most which educates, entertains, and emotionally relates. I advise brands to widen their content offerings to include high-visuals storytelling, influencer takeovers, behind-the-scenes content, and trend-storytelling. Such storytelling strengthens brand identity and enables customers to connect with the human side of the brand, which is gaining significance in the digital-first environment.

Additionally, I believe that social listening is underutilized but extremely impactful. Consumers constantly offer feedback through comments, shares, and reactions—data that, if analyzed properly, can drive real innovation. I suggest brands adopt tools for monitoring sentiment and trends, which can guide everything from product development to campaign design. This feedback-to-innovation loop is something I see as essential for staying competitive and consumer-focused.

My research also uncovered that ratings and reviews drive more than 76% of shopper purchase decisions. From this, I highly suggest that brands display positive reviews not only on product pages but also on stories, pinned posts, and carousels. Bringing real voices into the forefront builds trust and assists in nudging uncertain customers to make a bold purchase. I also believe brands can try formats such as video reviews and story polls to increase engagement with reviews.

In terms of targeting, I've found that demographic profiling isn't enough anymore. Psychographic segmentation—getting to know the attitudes, values, and online behaviors of consumers—is imperative. For example, students in my sample cared about trends and price, but young professionals cared more about convenience and ease online. I recommend that brands implement AI-based content personalization and targeted campaigns in order to get relevant and meaningful content in front of each psychographic group.

Another significant thing I learned is the importance of ethical consistency. Paridon & Carraher warned about the dangers of short-term decision-making that could harm long-term brand integrity. I concur. Consumers today are socially aware and can quickly identify insincerity. Brands need to practice what they preach—be it on sustainability, diversity, or affordability. I suggest having internal brand guidelines for all influencer and marketing content to ensure that it aligns with core values.

Finally, I think brands need to prioritize building loyalty over mere visibility. Social media must not be considered a destination for single-bought purchases but as a site where long-term consumer relationships are fostered. I suggest fashion brands invest in digital engagement-based loyalty programs—like rewarding users for sharing, referring friends, or engaging in live sessions. Rewarding repeat customers with reposts, giveaways, or even opportunities for co-creation can do wonders in building emotional brand equity.

In summary, this study has taught me that Paridon & Carraher's initial observations regarding the strategic potential of social media remain applicable today—maybe even more so. Social media is not only an economic alternative; it's a platform that facilitates transparency, conversation, community, and brand longevity. I think fashion brands that are aware of this transformation, interact with purpose, and build meaningful value for their consumers will not only remain relevant but flourish in today's constantly changing market.

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ANNEXURE

Impact of Social Media on Consumer Behaviour in Fashion Industry

Hi everyone,

My name is Dishank Sharma and I am carrying out a detailed research survey to analyze the impact of social media on consumer behaviour in the fashion industry. Through this survey, I aim to conclude the extent of influence of social media and trends on consumer buying behaviour.

Your responses will be kept confidential and will be used for research purpose only.

* Indicates required question

Name *

Your answer

Name *

Your answer

Age *

Your answer

Gender *

- ☐ Male
- ☐ Female
- ☐ Other

Occupation *

- ☐ Student
- ☐ Business
- ☐ Employee
- ☐ Homemaker
- ☐ Other

Do you use social media *

- ☐ Yes
- ☐ No

Which sites do you use the most? *

- ☐ Facebook
- ☐ Instagram
- ☐ Snapchat
- ☐ Pinterest
- ☐ Twitter

Do you follow fashion apps on social networking sites? *

- ☐ Yes
- ☐ No

Have you noticed fashion apparel advertisements on social media? *

☐ Yes

☐ No

How do you observe the latest fashion trends? *

☐ Social media

☐ Newspaper

☐ Television

☐ Observation

How much do you use agree that social media helps acquiring information about fashion trends? *

1

2

3

4

5



Do influencers or bloggers affect your buying decision? *

☐ Yes

☐ No

Do review and ratings affect your buying decision? *

☐ Yes

☐ No