Study of assessment on social media preference and purchase intentions in the fashion retail industry

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Abstract
This study explores the influence of social media preferences on purchase intentions within the fashion retail industry. With the rise of digital platforms, understanding consumer behavior in online environments has become crucial for retailers. This research aims to identify which social media platforms are most preferred by fashion consumers and how these preferences impact their purchasing decisions. Using a quantitative research design, data was collected through an online survey distributed to a diverse sample of fashion consumers. The analysis revealed that Instagram and Facebook are the most preferred platforms for fashion-related content. Additionally, the study found a significant relationship between social media engagement and purchase intentions, with higher levels of interaction on these platforms leading to increased likelihood of purchasing fashion products. These findings underscore the importance for fashion retailers to strategically leverage popular social media platforms to enhance consumer engagement and drive sales. The study contributes to the literature on social media marketing by providing insights into consumer preferences and behaviors, offering practical implications for fashion brands seeking to optimize their social media strategies. Future research should consider longitudinal studies to examine changes in social media preferences and their long-term effects on consumer behavior in the fashion retail sector.

Keywords: Social Media Preference, Purchase Intentions, Fashion Retail Industry, Consumer Behavior, Social Media Marketing, Digital Platforms

Introduction
The advent of social media has revolutionized the fashion retail industry, transforming how brands interact with consumers and how consumers make purchasing decisions. Social media platforms, such as Instagram, Facebook, and Twitter, have become integral tools for fashion retailers to market their products, engage with customers, and build brand loyalty. The dynamic and interactive nature of these platforms allows brands to showcase their latest collections, provide real-time customer service, and create a sense of community around their products. With the increasing reliance on digital communication, understanding consumer behavior on social media has become essential for retailers aiming to remain competitive in the market. This study seeks to assess the social media preferences of fashion consumers and investigate how these preferences influence their purchase intentions. By identifying the most popular platforms and understanding the engagement patterns of consumers, retailers can tailor their marketing strategies to better meet the needs and preferences of their target audience. The research is grounded in consumer behavior theories and utilizes a quantitative approach, employing online surveys to gather data from a diverse sample of fashion consumers. Preliminary

findings suggest that platforms like Instagram and Facebook dominate the fashion landscape, with users showing a high level of interaction with fashion content. This study also explores the correlation between social media engagement and the likelihood of making a purchase, providing valuable insights into the effectiveness of social media marketing strategies. By delving into the preferences and behaviors of fashion consumers on social media, this research aims to offer practical recommendations for fashion retailers to enhance their online presence and drive sales. Ultimately, this study contributes to the growing body of literature on social media marketing in the fashion industry, highlighting the critical role of digital platforms in shaping consumer behavior and purchase decisions.

Review of literature

Iyad A Alnsour (2023) This study investigates the impact of social media marketing on Jordanian customers' intentions to buy clothes from online retailers. The target audience is around 150,001 young Facebook users aged 18-35. The Snowball Method was used, with a sample size of 515. The Likert scale was used for primary data collection. The results showed that usage, online rewards & incentives, and online credibility positively influence consumer intention to purchase from online fashion merchants. The availability of prizes and incentives, along with the reliability of the online platform, significantly influence consumers' propensity to buy from Facebook-based e-fashion merchants.

Tina Seth (2023) This study examines the impact of social media marketing on customer engagement and purchase intention in the Indian fashion industry. The model suggests that online consumer engagement acts as a mediator. A quantitative approach was used, with 195 respondents selected through non-probability convenience selection procedures. Data was collected through online questionnaires and analyzed using Smart PLS and PLS-SEM methodologies. The findings highlight the significant influence of social media marketing on customer decision-making and suggest a degree of mediation between the two.

Rijitha R. (2021) This study examines the influence of social media marketing on customer purchase behavior. Data from 122 users was collected through a self-structured online questionnaire. The study uses the Theory of Planned Behaviour (TPB) paradigm and SPSS data analysis techniques to investigate consumer intentions. The research focuses on trust, review selection, purchasing concepts, buyer attitudes, and future purchase intents. Understanding concepts like persuasion, consumer attitudes, and social media marketing is crucial for effective marketing strategies.

Salhab Hanadi, (2023) This research investigates the impact of social media marketing on brand image, trust, and purchase intention in Jordanian beauty facilities. A model is presented, revealing that social media marketing significantly influences consumer confidence in a brand. The study found that brand image and trust are key factors in influencing purchase intentions. Social media marketing accounts for 65% of brand trust and 45% of brand image variation within the company. The research suggests that social media marketing can significantly influence consumer behavior and brand reputation.

Revolution of Social Media in Fashion Retail

The impact of social media on the fashion retail industry has been profound, revolutionizing the way brands connect with consumers and market their products. Social media platforms have become essential tools for fashion retailers, allowing them to reach a global audience with unprecedented ease and efficiency. Unlike traditional media, social media offers a dynamic, real-time channel for brands to interact directly with consumers, gather instant feedback, and adapt their strategies accordingly. This shift has enabled brands to build more personal and engaging relationships with their customers, fostering loyalty and trust. The visual nature of platforms like Instagram and Pinterest is particularly

well-suited to the fashion industry, allowing brands to showcase their collections through high-quality images and videos that captivate and inspire. Additionally, the integration of e-commerce features on social media platforms has streamlined the shopping experience, enabling consumers to make purchases directly from posts and advertisements. This seamless blend of social interaction and shopping has blurred the lines between browsing and buying, transforming the consumer journey. Moreover, social media influencers and user-generated content have emerged as powerful marketing tools, with consumers increasingly turning to their peers and favorite personalities for fashion inspiration and recommendations. This democratization of fashion marketing has leveled the playing field, allowing smaller brands to compete with established names by leveraging authentic, relatable content. As a result, the fashion retail landscape has become more diverse and inclusive, reflecting the varied tastes and preferences of a global audience. Overall, the revolution of social media in fashion retail has not only changed how brands interact with consumers but has also reshaped the entire industry, driving innovation, enhancing customer engagement, and ultimately, boosting sales and brand visibility.

Importance of Social Media Platforms

In the realm of fashion retail, key social media platforms such as Instagram, Facebook, and Twitter play pivotal roles in marketing, customer engagement, and brand building. Instagram, with its visually-driven format, is a powerhouse for fashion brands, allowing them to showcase their collections through captivating photos and videos. The platform's features, such as Stories, Reels, and Shopping, provide brands with diverse tools to engage audiences, promote products, and facilitate seamless shopping experiences. Instagram's influencer culture also plays a significant role, with fashion influencers and bloggers driving trends and boosting brand visibility through authentic and relatable content. Facebook, with its vast user base, offers extensive reach and targeted advertising options, enabling brands to connect with a diverse audience. Its robust analytics and ad management tools allow for precise targeting and performance tracking, making it a valuable platform for strategic marketing campaigns. Facebook's integration of e-commerce through Shops and Marketplace further enhances its utility for fashion retailers, providing additional avenues for sales and customer engagement. Twitter, though less visually-oriented, serves as a critical platform for real-time interaction and customer service. Brands use Twitter to share news, launch products, and engage in conversations with their audience, fostering a sense of community and immediacy. The platform's hashtag culture enables brands to join and drive conversations around trending topics, amplifying their reach and relevance. Overall, these social media platforms are indispensable for fashion retailers, offering unique advantages that contribute to brand growth and consumer loyalty. By leveraging the strengths of each platform, fashion brands can create comprehensive and effective social media strategies that enhance visibility, drive engagement, and ultimately, boost sales.

Dynamic and Interactive Nature of Social Media

The dynamic and interactive nature of social media has transformed how fashion brands showcase their collections, provide customer service, and create communities around their products. Platforms like Instagram and Facebook allow brands to present their latest designs through high-quality images and videos, capturing the attention of fashion enthusiasts worldwide. The immediacy of social media means that brands can share their new collections instantly, creating excitement and anticipation among their followers. Interactive features such as Stories, live streaming, and direct messaging enable brands to engage with their audience in real-time, fostering a sense of connection and responsiveness. This direct interaction not only enhances customer satisfaction but also builds trust and loyalty, as consumers feel

more valued and heard. Social media's capacity for two-way communication allows for immediate feedback, which brands can use to improve their products and services, tailoring their offerings to meet consumer preferences. Additionally, social media platforms facilitate the creation of communities, where brands can cultivate a loyal following of engaged and enthusiastic customers. Through the use of hashtags, branded content, and user-generated posts, brands can encourage consumers to share their experiences and style inspirations, creating a vibrant and inclusive community centered around the brand. This community-building aspect of social media is particularly powerful, as it transforms customers into brand advocates who actively promote the brand to their own networks. Furthermore, social media allows for personalized marketing, where brands can deliver tailored content and recommendations based on individual consumer behavior and preferences. This personalization enhances the shopping experience, making it more enjoyable and relevant for consumers. Overall, the dynamic and interactive nature of social media not only enhances the way fashion brands showcase their collections and provide customer service but also fosters strong, engaged communities that drive brand loyalty and growth.

Necessity of Understanding Consumer Behavior
In the increasingly digital landscape of fashion retail, understanding consumer behavior on social media has become a necessity for brands aiming to stay competitive. The reliance on digital communication and online shopping has grown significantly, with consumers spending more time on social media platforms and using them as primary sources of fashion inspiration and purchasing decisions. This shift underscores the importance for retailers to gain deep insights into how consumers interact with social media, what content resonates with them, and what drives their purchasing decisions. By understanding these behavioral patterns, fashion brands can tailor their marketing strategies to better align with consumer preferences and needs, enhancing engagement and conversion rates. The dynamic nature of social media means that consumer behavior is constantly evolving, influenced by trends, peer recommendations, and the ever-changing digital environment. Retailers must therefore adopt a data-driven approach, utilizing analytics and consumer insights to stay ahead of these trends and adapt their strategies in real-time. Additionally, understanding consumer behavior on social media enables brands to create more personalized and relevant marketing campaigns, which can significantly enhance the consumer experience. Personalization, driven by data on consumer preferences and interactions, helps build stronger connections with consumers, increasing their loyalty and likelihood of repeat purchases. Furthermore, a thorough understanding of consumer behavior can inform product development and inventory management, ensuring that brands offer products that meet the current demands and preferences of their audience. In a competitive market, the ability to anticipate and respond to consumer needs is a critical advantage. Overall, the necessity of understanding consumer behavior on social media is paramount for fashion retailers, as it not only informs effective marketing strategies but also drives overall business success by fostering deeper consumer relationships and optimizing product offerings.

Study Design
The planned technique was carried out in three stages, and a descriptive study design was carried out for the purpose of the research. The preparation of a questionnaire that is capable of clearly addressing the influence of social medic advertising efforts on a variety of demographic parameters is the first step in the first phase. In the second step, the questionnaire that had been developed was sent to the different users of social media via a manual distribution process. Within the questionnaire, each and every question is required to be answered.

Data source

The study uses descriptive research to collect and analyze data on current occurrences, using both primary and secondary sources. Data was collected through a structured questionnaire and secondary sources like websites, books, and journals. The primary focus is descriptive observation, with the questionnaire containing demographic criteria like gender, age, employment, education, and income. The study also investigates factors like years spent using social media sites, preferred connections, time comparisons, and product choice.

Data analysis

Analysis on demographic information

For the purpose of ensuring that this study is both relevant and reliable, a broad group of 381 individuals was recruited. These participants were from a variety of age groups, genders, jobs, educational backgrounds, and income levels. out of a total of 381 participants, there are a total of 150 male users, which accounts for 39.37 percent of the total, and 230 female users. On the basis of their ages, we have separated the participants into four distinct groups: those (18–24), those (25–34), those (35–44), and those (45–54). Among our customers, there are 264 who are between the ages of 18 and 24, which accounts for 69.291% of the overall population (381). 5.5118% (or 21 users) of the population falls into the age category of 25-34, followed by the age group of 35-44, and then the age group of 45-54. The percentage of users who fall into each of these age categories is 6.5617% (or 25 users), respectively.

Given below is a breakdown of the 381 users, which includes the following: Two hundred sixty-six users, or 68.504%, 115 users, or 30.184 percent, and five users, or 1.313%, are classed as students, salaried workers, or those who are self-employed. Besides being graduates, the participants came from a wide range of educational backgrounds, including diplomas, undergraduate degrees, postgraduate degrees, and even high school diplomas and high school diplomas. In all, 381 individuals, which accounts for 74.2 percent, 8 users, which accounts for 2.0997%, 203 users, which accounts for 53.281%, and 96 users, which accounts for 25.1197 percent, have finished education levels ranging from Up to PUC/HSC, Diploma, Undergraduate, and Postgraduate, individually. To add insult to injury, 344 users have an annual income that is lower than 2,500.00%, while 37 individuals, which accounts for 9.7113 percent of the total, have an income that falls between 2,500.00% and 5,000.00%. Figure 4.1 provides a more in-depth analysis of the demographics of the individuals that participated in the survey.

Table 1 : Demographic Outline of Users

Category		Frequency	%
Gender	Male	150	39.37
	Female	231	60.63
	Total	381	100.0
Age (in Year)	18-24	264	69.291
	25-34	21	5.5118

	35-44	71	18.6352
	45-54	25	6.5616
	Total	381	100.0
Occupation	Student	261	68.504
	Job seeker	0	0
	Salaried people	115	30.1839
	Homemaker	0	0
	Self-Employed	5	1.3123
	Total	381	100.0
Education	Up to PUC/HSC	74	19.4223
	Diploma	8	2.0997
	under Graduate	203	53.281
	Post-Graduate	96	25.197
	Others	0	0
	Total	381	100.0
Category		Frequency	%
Income/Year	Up to 2,50,000	344	90.289
	2,50,000-5,00,000	37	9.7113
	5,00,000-10,00,000	0	0
	More than 10,00,000	0	0

		Total	381	100.0

Source : Primary Data

ASSESSMENT ON SOCIAL MEDIA USAGE
Assessments of social media use may be categorized in a number of different ways, including by the number of years of use, the length of time spent using, and the amount of time spent using.

Years of Usage
This section provides a breakdown of the participants' usage of various social media platforms. The years of use, the duration of usage, and the overall amount of time spent on these platforms are the subjects of the bar chart that can be seen in Figure 4.2.
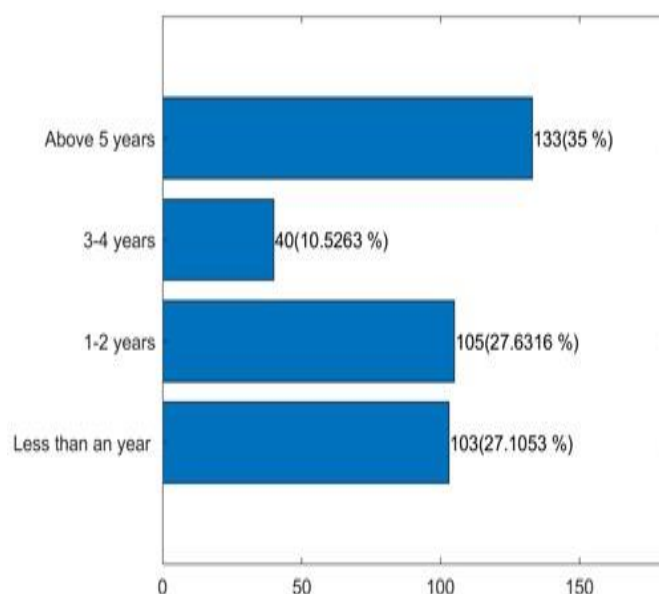
Figure 1: Years of Usage

139 individuals seem to have been engaged on social media over a period of at least five years, according to the first impression. In addition, among the population that was sampled, forty people have been active on social media for around three to four years, 105 users have been active for about one to two years, and 103 users have been active for less than a year.

Duration of Usage
According to the length of time that participants spent on social media, as shown in Figure 4.3, 0.79 percent of them used it for less than an hour, 20.2% used it for one to three hours, 50.26 percent used it for three to six hours, and 28.94% used it for twenty-four hours continuously.
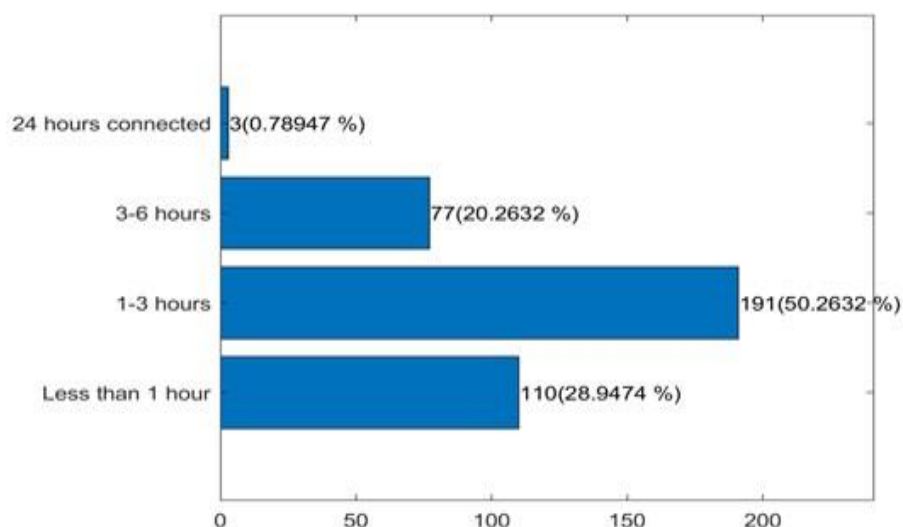
Figure 2 : Duration of Usage
Source : Primary Data

ASSESSMENT ON SOCIAL MEDIA PREFERENCE
The assessment is broken down into four categories: communal, fluctuation on time spent, prediction on time spent, and product-based purchase decision based on social media preference. The participants in this study are between the ages of 18 and 54 and consist of 150 males and 231 females.

Communal
Within this section, the preferences of the participants with regard to social media are outlined. According to the results presented in Figure 4.5, out of all the users who were polled, 101 of them chose social media as their preferred platform for online shopping based on recommendations from friends and family, 195 chose recommendations from celebrities, 20 chose recommendations based on product interest, and 4 chose all other options. It is important to note that users' product interests also have a big role in the selection of community social media platforms; nonetheless, the most important thing is to prioritize preserving ties with friends and family.
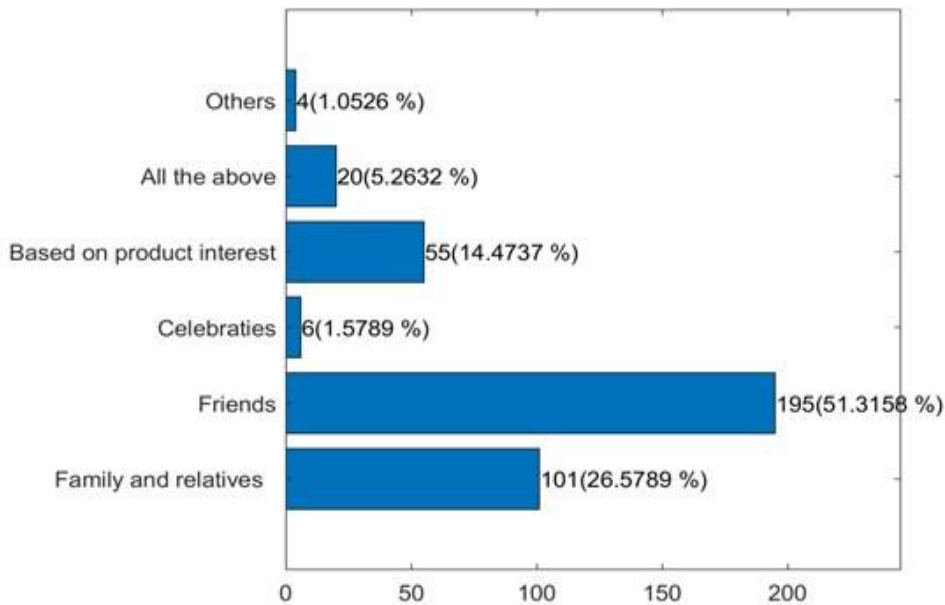
Figure 3 : Communal
Source : Primary Data

Fluctuation on Time Spent

Furthermore, fourteen point three users reported an increase in their use of social media, whereas twelve point six users reported a decline in their use, and eleven point twelve users indicated that there was no change in their usage.

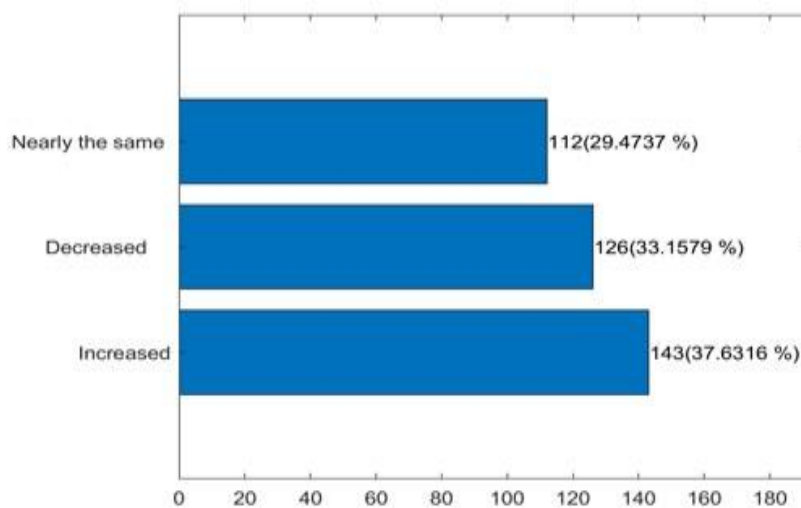Figure 4.6 displays the outcomes for this particular group for your perusal.

Figure 4 : Fluctuation on Time Spent
Source : Primary Data

Prediction on Time Spent

The results of the search for product information are displayed in Figure 4.7 for both males and females. The search was conducted for information on the product. One third of the people who took part in the

study stated that they were spending more time on social media in order to research information about various items. In addition, ninety users said that they are no longer spending as much time on social media in order to search for information about products when they were previously doing so. In addition, 158 users have said that the amount of time they spend on social media searches for product information is approximately the same amount of time each and every time.
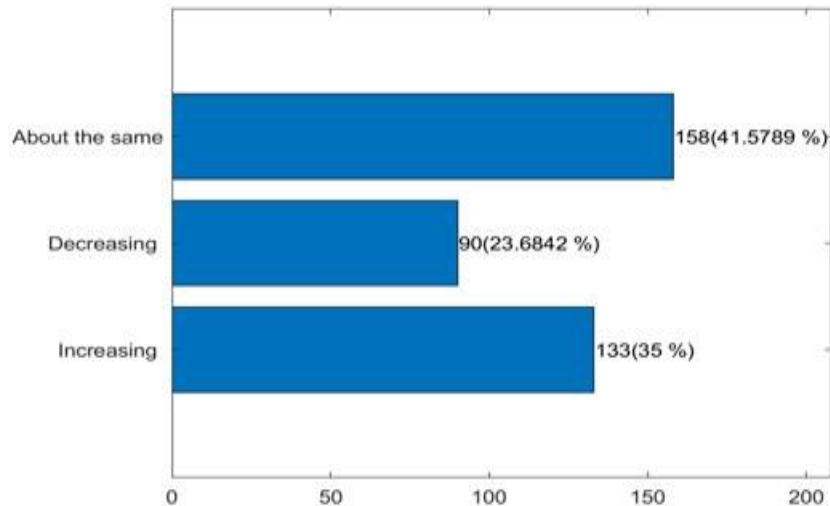

Figure 5 : Prediction on Time Spent
Source : Primary Data

Product Based Purchase Preference

The next question we asked the participants was what they would want to buy on social media, and 10.2% of them said they would like to buy cosmetics, followed by health care products. The remaining 18.41% of respondents said that they would rather buy cosmetics over social media. Among those who answered that they bought for fashion accessories, electronics, home products, all of the aforementioned items, and other things on social media, the percentages were as follows: 14%, 10%, 31.84%, 11.31%, and 3.68%, respectively. The information that was gathered for this category is shown in Figure 4.8.
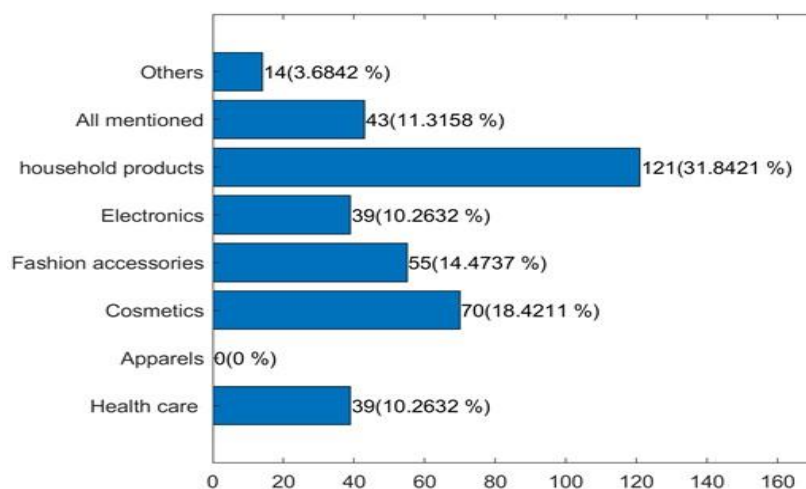

Figure 6: Product Based Purchase Preference

Source: Primary Data

Conclusion

This study provides valuable insights into the influence of social media preferences on purchase intentions in the fashion retail industry. The findings highlight the significant role of platforms like Instagram and Facebook in shaping consumer behavior and driving sales. High levels of engagement on these platforms are strongly correlated with increased purchase intentions, emphasizing the need for fashion retailers to strategically leverage social media to enhance customer interaction and brand loyalty. The study underscores the importance of understanding consumer behavior in digital environments, offering practical implications for optimizing social media marketing strategies to boost visibility and profitability in the competitive fashion retail market.

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