

Impact of social media on the purchase intention in the apparel industry

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Abstract

Purpose- This research paper's aim is to determine the effect and effects of social media on millennials' purchase intentions in the apparel and clothing industries

Methodology- The study uses primary data collection through a standardized questionnaire from 60 respondents of XIME Bangalore. The respondents are selected using convenience sampling method. Various types of inferential tests is done on the primary data using MS Excel 2016 and SPSS 23.0 software.

Findings- Based on the findings, it is advised that apparel brands work to increase their Brand Equity and achieve more frequent customers through electronic word-of-mouth marketing (e-WOM). It is recommended that they add creative and sharing material to their social media platform to keep the customers engaged and entertained.

Research Limitations- It was conducted among XIME's students in Bangalore, who may not be typical accurate representation of India's millennials. Concerning the fact that there are about 400 million Indian millennials, a finding that holds true in just the Indian population can't be extrapolated to all people with any kind of diversity, which is bound to be seen in large populations.

Originality/value-

Since there has been no specific research conducted in India to discover the effect of social media on the purchasing decision of millennials with respect to the clothing industry, there are currently no statistics that address this problem.

Keywords- e-WOM, Purchase intention, Relatability, Brand Equity, Apparel, Social media, Social media influence

Article Classification-

Research Paper

1. Introduction:

A major part of the modern lifestyle is social media. Statistics indicate that globally, there are 3.6 billion social media users (Statista - J.Clement, 2020), equal to around 45 per cent of the world's total population.

This shows the growing use of platforms for social media. Social media is commonly used to read the latest news, get updates on the latest trends, and it has developed into an interactive medium in addition to interacting with friends and family.

As there is no direct monetary charge to use these social networks, by showing target advertisements to their audience and only being paid in exchange by the advertisers, social media platforms make money. And by showing consumers advertisements, social media sites make money. Social networking platforms often provide a large number of user data points and information.

In this study, we will be focusing mainly on the impact of social media marketing and its influence on the purchase intention of millennials in India specific to the apparel industry.

There are numerous ways in which advertisers display ads on their target market's social media feed. This is facilitated by the social media platforms providing advertisers options to showcase their ads on the target audience's Feed (commonly found in Facebook and Instagram), their stories (found now in all social media networks, including LinkedIn) etc.

The immense potential of social media channels attracts marketers every day. But is social media marketing all about increasing sales for companies? The effects of social media marketing on a company far outweigh the sales it is projected to generate. Social media marketing is all about influencing customer behaviour through active engagement.

Now as a consumer you use social media platforms to connect with your friends and family, to share precious moments of your life, to stay updated on the latest happenings around the world and for many other reasons. Since there is no direct monetary payment to use these social networks, social media channels make money by showcasing target ads to their audience and then getting paid in return from the advertisers. And social media platforms make huge amounts of money by showing you ads.

Social Media channels also contain a lot of data points and information about users. Information that is publicly available which they allow marketers to use. Social Media gives the marketer power to create targeted ads based on their audience's interest, behaviour, demography and even email ids.

One might remember the scandal around President Trump's election campaign involving Cambridge Analytica, the infamous digital marketing agency from London.

The agency was roped into the political campaign to use data mining, analytics and micro-targeting on social media platforms to psychologically influence the decisions of the American voters. They ran highly personalized messages to people based on their interests and demographics, and well, the rest is history.

The reason that this campaign was able to create such a huge impact is that major social media platforms such as Facebook, Instagram and Twitter have over 3 billion active users and billions and billions of GBs worth of information, making these platforms a favored destination for marketers to find their customers.

According to the latest CMO survey, social media advertising budgets are predicted to almost double by 2023. This module is all about paid advertising on social media platforms.

To conduct the study, we selected millennial consumers as our sample party. “Millennials, also known as Generation Y (or simply Gen Y), are the generation that comes after Generation X but before Generation Z. Researchers and the mass media use the early 1980s as the generation's starting birth years and the mid-1990s to early 2000s as the generation's ending birth years, with 1981 to 1996 as the generally recognized dividing range. The majority of millennials are the offspring of baby boomers and early Gen Xers, and they are frequently the parents of Generation Alpha.”

The justification for using millennial respondents for the research is that age has a big influence on people's perceptions and behaviors.

1.1 Social Media

Social media is used by millions of people in various ways to stay acquainted with friends and colleagues, to talk about every issue and get updates on the planet. Social media includes many forms of media to meet a particular need. Social media networks are used by most people in today's day-to-day life to keep in touch with colleagues and associates. It serves as the infrastructure for social contact. as of the third quarter of 2018, Facebook has around 2.27 billion daily active users around the world (Statista, 2019a).

Twitter is used extensively today by individuals, corporates, political parties, and governments alike to engage in public discussion. The video sharing sites such as YouTube are used by millions of people around the world for both posting videos and to view and a multitude of other resources, previously posted videos.

Today, any company at least knows about social media, if not already using it in some way or another.

The '90s-era passion for the Internet and worldwide emphasis on social media are analogous in that both occurred during or in such a period of relative to the rise of mass interest in connectivity. as recorded, user-generated content differs from conventional communication platforms in scope, frequency, and immediacy

But for these, the first few examples, there are other websites that can also be categorised as social media oriented.

Since the use of social media has increased too far, there is also a vast amount of study and literature about the consequences of engaging customers via social media. As the growth and adaptation of technology has continued to happen, companies are having to reevaluate their digital media strategy to keep up. This essay seeks to evaluate the viability of social media marketing and trace the factors that allow it to flourish.

Rationalization has revolutionised the manner in which companies are run today. The Internet is now being used by millions of individuals, which has contributed to a change in how we communicate. the Internet makes business image and position in a market completely and utterly dependent on “social networking.

While several companies have seen a considerable change and focused their efforts on social media, this is by no means universal. Despite all this, social media has opened up new channels for companies to communicate with consumers that were formerly inaccessible. There have been significant problems for companies that use social media like magazines or television and it has caused widespread divides rather than bridging them putting people together. Instead, it may be said that more and more retailers and enterprise are waking up to the power of social media.

2. Literature review:

2.1 Attitude towards social media advertising

Advertising can be described as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor” (Armstrong and Kotler, 2000). Social media has brought human behaviour and attitudes into the modern age. Attitude can be described as “a person’s enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea” [Kotler and Keller, (2006), p.194]

It's important to have a favourable impression of the product in order to like it, when using it, a poor mindset results in lack of use. Previously, as people purchase products, they have had found that ads using conventional methods encourages more favourable attitudes. Adopting online marketing over the internet as opposed to other promotional media is seen as a positive for consumers. A prior research suggests that attitudes towards social media marketing are linked to purchase intent attempted to investigate the Indian customers' attitudes on the basis of occupation, wages, and it was discovered that job status, favoured social media outlets, and geographic location all play a key role.

It is absolutely imperative to look at your customer's social media use habits in order to develop a strategy to reach your target segment, and hence, the central to social media marketing today.

2.2 Customer Relationships

Competition has been so fierce in the fashion and garment industry that using just a brand is no longer enough to ensure success. Brand loyalty begins to fade as more products and services are made available to consumers. Brands now must work hard to maintain loyal customers so they have no other way to grow their business. Customer relationships have gotten enough scholarly treatment in the world of marketing with regard to intimacy and confidence.

2.3 Social networks articulation

Social networking sites have seen tremendous growth in the last few years, and customers are part of social networks now. Marketing research has examined the impact of social networks on marketing, government initiatives, and the generation of new services.

To a greater or lesser extent, online user reports are used for quality assurance purposes with respect to customer care. The decision to buy is positively or negatively influenced by the effects of positive and negative e-WOM. A positive e-WOM will create positive product and service images, while a negative e-WOM will produce negative ones.

Social media integrity is a slow loser if all the tweets are solely optimistic. Therefore, as positive and negative e-WOM are both given equal weight, trust is increasing the likelihood that customers will make an e-WOM

purchase. The positive and negative effects of a business-to-related online mentions affect the purchasing habits of consumers but can provide feedback for developers and users.

2.4 Social media usage by generation Y (Millenials)

This Millennial Generation (Gen Y) exhibits a good fascination both on academicians and managers. It is now a common parlance that Generation Y members are known as digital natives, instead of digital immigrants (Prensky, 2001).

Their overall approach to life is to collaborate, share, contribute, browse, play, and absorb online media. For us, social media is any web service where we can upload and post various forms of content with others. all three: Social networks, user-generated resources (like blogs, video podcasts, and wikis), gaming pages, and virtual environments, and third-party contributions (all of which provide user-created content) Those that use social media create two distinct categories: onlookers or contributor (posting) Recent surveys claim that the majority of consumers consume their media rather than make it.

There is evidence that social media is a valuable way to gather business data. We have seen that companies like Whole Foods and Apple use social media to see what the community wants, such as blogs to locate the availability of products in the market. You may use social media to encourage customer connections and interactions, as well as promote brand awareness by using it as a customer-engagement tool. The use of social media by Generation Y's generation means that businesses that keep consumers involved and generate demand are rewarded accordingly Membership in an online community was found to boost online sales by 37% and lead to a rise in offline ones by 9%

2.5 Theory of planned behaviour

The TPB was developed from the theory of reasoned action, and has been widely employed to study behavioral intentions and actual behavior (Ajzen, 1991; Wang et al., 2016; Sun et al., 2017; Shi et al., 2017).

Actual behavior is determined by behavioral intentions, and behavioral intentions are affected by three determinants: attitudes toward behavior, subjective norms and perceived behavioral control (Ajzen, 1991).

In recent years, people have also looked at pro-environmental practices through the TPB framework. Consumers' intentions can be nicely addressed by the TPB model. As we know, the TPB theory of consumers' adoption of new vehicles has proven accurate in the past.

Attitude is an overall judgement about personal actions, and that is in regards to buying goods online.

3 Theoretical Background:

3.1 Purchase intention

User-generated content is a creative and evolving approach that businesses are using to improve their relationships with customers and advance brand awareness. As a result, using social media effectively has become a critical component of gaining and retaining a strategic edge. As a result, businesses now put a high emphasis on the potential of social media to shape customer brand experience and affect purchasing intent.

According to GlobalWebIndex, 54 percent of social media users use the site to study products, and 71 percent are more likely to buy products and services after hearing about them on social media. Everyone has made a purchase based on what they saw in their feed at least once, whether it was a message from a friend or an ad that persuaded them.

Consumers have to be able to wade through the relentless shopping choices and the number of alternatives in the market has to be kept down to a minimum. I believe that purchase intention is described as the possible intention of the buyer to buy something in the future. One of the most sort after HOE (hierarchy of effects) model in purchase decision is attention, interest, desire, action (AIDA) that consists of AIDA.

purchase intent elevates the likelihood of a purchase, so it helps in order to buy a good or service, you must possess both a feeling of urgency and a desire for it. Additionally, purchasing a brand can be described as a high likelihood of purchase. For the customer to decide to buy, the perceived worth and likelihood of success must be known to them along with the advice of others. Because purchase intentions are related to consumers' future actions, the future actions of customers should be taken into consideration when making an investment decision. Previous research has shown that people make decisions based on mood and meaning. Kotler (2000) said that purchase intention is known for measuring effectiveness and used to figure out response behaviour.

If you engage in casual social media interactions with other brands and their customers, you can generate interest in your customers' purchases. The advertiser wants to shape a customer's buying intention as he or she advertises the goods. Therefore, the results of social media actions will be monitored.

The reason for the influence of purchase intention due to social media can be generally observed in the following reasons:

- The shortened customer journey. Earlier when people would watch an advertisement on TV, it would take multiple times of views and occurrences in different media platforms like newspaper, TV or billboards for it to actually influence the purchase intention. Now, this process can take a few minutes. A report from Deloitte states that 29% of purchases are made on the same day of using social media.
- Influencers are social media users who have a broad, dedicated community who share common interests. Their views are naturally seen by a greater number of people, especially those who trust them.
- According to a survey conducted by the Influencer Marketing Hub, nearly half of Twitter users have made transactions as a direct result of an influencer's Tweet.
- There has been a massive impact of social media Stories on consumer's buying decisions. Ephemeral content or content that disappears within the span of 24 hours is a fairly recent trend but it is already winning over social media users and brands.

3.2 Independent Variables

1. **E-Word of Mouth:**

Electronic Word of Mouth (e-WOM) is a form of buzz marketing that has the propensity to just go viral if the message is compelling or witty enough. We concentrate on internet-based person-to-person experiences in e-WOM. You may assume this is a recent idea, but it is actually the oldest form of marketing we are familiar with. You find something different, strange, interesting, or important, and you tell your friends or people you know at the gym about it. What makes e-WOM so powerful is that because people like to share, seek advice online, trust other people, it reaches a lot more people than traditional word of mouth and it can be easily tracked and also will stay on the internet for all of eternity until and unless it is removed. Because of all these characteristics, e-WOM is considered a more effective way of passing on information (Texts, pictures or images, video format) and also since it can reach exponentially a greater number of people than traditional word of mouth.

The internet and social media brought in a whole new kind of user (eWOM). This is a term for positive or negative statements regarding a product or business provided to anyone over the internet through e-commerce, whether it is true or not. It has long been regarded as an effective publicity tool.

Consumers research past consumer reviews on the internet to ensure that they are making the correct decision. Blogs, comment boards like Quora, public rating pages, and social media have all contributed to the shaping of public opinion on the internet. People may use social media to chat, post, and exchange stories about any product or service they have used with their peers and peer groups. It reduces confusion and improves the reliability of eWOM data.

Previous research on eWOM has found that it has an effect on purchasing intent. The use of social media for eWOM is well-known.

It allows users to share their views and disperse knowledge around a large network of people by liking and forwarding the posts they want. As a result, consumers continue to collect knowledge about various brands via social media.

eWOM has been studied to see how it can affect product preference. An empirical review of customers using online recommendations showed that eWOM can help to minimise risk and confusion when making a purchasing decision. Previous research has found a connection between eWOM and purchasing intention. We investigated the effect of eWOM on millennials' buying intentions since it has been identified as a factor in making a rational purchasing decision.

2. **Relatability:**

Each brand represents a message. And typically, the people who agree with the brand's message tend to be followers of the said brand. The brand's message maybe a message that encourages a specific type of lifestyle or a message that promotes a certain value or ideology. The message is also

communicated through the type of content they post. When consumers feel like they can relate to a certain brand, it can have an influence on their purchase decision.

3. **Entertainment:**

Brands, in social media, through their pages and through digital advertising campaigns put out content that need not always be an advertisement. However, these contents still promote the brand. Therefore, the content has to be curated in such a way that the target audience of the content find it entertaining. There appears to be more than enough evidence to justify Facebook's belief that users will leave the site if ads are too frequent. Facebook appears to be the only party in support of a study that claims that customers will begin to take offence at too many ads on the service.

We wonder if this is the end of social media for good. This is how it really works: the websites earn money by being more effective and cleverer with their offers, but it also means companies must get more inventive in their efforts to promote their goods. Focusing on creative ad types with researchers found that fun advertising are the most successful method when it came to social promotion. A new study shows that people react best to entertaining social ads, rather than ones that have a deal.

There is a ton of interest in video from advertisers in social media, and some study confirms that customers choose video content to other formats when it comes to share on social media (83 percent). Overall, 58% of the people prefer using GIFs for social media use as a means of communicating. For the Millennials, however, the preference increases to 70%. Emotionally-driven brands are more likely to be recognised and more appreciated by consumers if they have products featured that go beyond using stylized images of the products to have a kind of human touch

When consumers feel like they are being entertained by a brand's content, it can have an influence on their purchase decision.

4. **Brand Equity:**

Each brand has a built-up reputation and name for itself. This is affected not only by the quality of their goods, customer service, buyer experience etc. but also by the stories or controversies about them that so often pop up on social media circles. A brand that is highly valued can be a brand that is sought after by customers generally. The customer's capabilities are crucial to brand creation.

It is suggested that the role of the consumer plays a more important role in building equity for the brand growth. The customer's capabilities are crucial to brand creation.

As a result, a consumer influences the creation of a company. E-commerce growth is supported by social networking sites, which enable customers and brands to exchange information about both experiences and opinions. trust mechanisms are also developed by social media” For something to have worth, you have to first give something to consumers. With these considerations in mind, Hajli

(2014) noted that social networking users can also provide valuable feedback. The prospect of building value across social networks also affects customer purchasing intent



	Author	Title	Context	Independent variable	Dependent variable	Data collection	Results	Future Research
1	Ashutosh Pandey, Rajendra Sahu (2018)	“Social media marketing impact on the purchase intention of millennials”	Online shopping	e-WOM, Peer communication	Purchase intention	354 students of IITM, Online survey	Social Media Marketing has a positive impact on purchase intention of millennials	The study is generalized to social media; however, it can be streamlined and can be focused on one single product and one social media platform like Facebook or Instagram
2	Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk, Daniel N. Jones	“Understanding the relationships between social media influencers and their followers: the moderating role of closeness”	Impact of Social media influencers on their followers	Attractiveness, Closeness, Likeability, Similarity	Attitude toward the influencer, Purchase intentions	301 respondents, Online survey, USA	The independent variables play an important role towards the purchase intention and attitude towards the influencer	Recommend a list of top social media influencers
3	Ying Sun, Shanyong Wang	“Understanding consumers’ intentions to purchase green products on social media”	Intention to purchase green products on social media	attitudes toward and intentions to	social media marketing, subjective norms,	Online survey, 654 regular social	Attitudes had a positive impact on purchase intention of	Research was on purchase intention rather than actual purchase of green products

		products in the social media marketing context”		purchase green products	perceived behavioral control, price consciousness	media users, China	purchasing green products	
4	Angella Jiyoung Kim & Eunju Ko	“Impacts of Luxury Fashion Brand’s Social Media Marketing on Customer Relationship and Purchase Intention”	Effectiveness of luxury brands' Social media marketing on purchase intention	Word of mouth, Entertainment, Customization, Trend	Intimacy, Trust, Purchase intention	Online survey, 133 consumers, South Korea	Social media marketing is an effective medium to advertise Luxury brands	Develop effective methods in which social media marketing for luxury brands must be measured
5	Morteza Hendijani Fard and Reza Marvi	“Viral marketing and purchase intentions of mobile applications users”	Purchase intention of mobile application users who have been subjected to viral marketing	Trend, Peer communication	Purchase intention	Online Survey, 624 Iranians who have used at least 2 social media networks	Perceived use of mobile application plays a major role in influencing purchase intention	Viral marketing in app markets across different countries and different industries

6	Chris I. Enyinda, Abdullah Promise Opute, Akinola Fadahunsi, Chris H. Mbah	“Marketing-sales-service interface and social media marketing influence on B2B sales process”	Influence of Social media marketing on B2B sales process	Customer understanding, needs discovery,	Social media marketing	Offline survey, 30 M-S-S managers, Middle east, and Africa	Understanding the customer is the most important sales process attribute	Only limited to Electronics industry, can be expanded to other fields as well
7	Rodney Graeme Duffett	“Facebook advertising’s influence on intention-to-purchase and purchase amongst Millennials”	Influence of Facebook advertisement on purchase intention	Age, length of usage, Gender, Ethnic groups	Purchase intention	Online Survey, 3500 respondents, South-Africa	Facebook has a positive influence on the purchase intention and purchase patterns of millenials	Research to be conducted in other developing/emerging countries
8	Maria Dharmesti, Theresia Rasika Seta	“Understanding online shopping behaviours and purchase	Purchase behaviour of millenials in	Attitude on Online Shopping,	Online purchase intention, Online	Online Survey, 745 young adults, USA, and Australia	Young adults in Australia and USA have positive attitude	Research can be conducted in both developed and developing countries

	Dharmesti, Sarah Kuhne and Park Thaichon	intentions amongst millennials”	Australia and USA	Social motive, Value motive	shopping familiarity	towards online shopping which affects their purchase intention significantly		
9	Muhammad Sabbir Rahman ,Md Afnan Hossain, Mohammad Tayeenul Hoque	“Millennials’ purchasing behavior toward fashion clothing brands: influence of brand awareness and brand schematicity”	Millennial's purchasing behaviour towards fashion clothing brands	Brand conciousness, Brand Awareness, Brand Nationality	Millenial's purchase behavior	Offline survey, 266 millenials, Bangladesh	The results show that brand awareness has a mediating effect on the millennials’ purchasing behavior toward fashion clothing brand	Cover the dimensions of brand experience and brand-related stimuli to understand Millennial (consumer’s) purchase behavior (for fashion clothing brands)
10	Delonia Cooley and Rochelle Parks-Yancy (April 2019)	“The Effect of Social Media on Perceived Information Credibility and Decision Making”	Credibility of social media influencers and real-life acquaintances in recommending	Recommendati ons of social media influencers and real-life acquaintances	Millennials’ purchase decision in apparels and cosmetics	Online survey, 109 junior and senior college students, Southern United States	Social media influencers and followings did not have significant impact on	Future research should investigate how endorsements affect the purchase of products that are not related to one’s appearance.

apparels and cosmetics

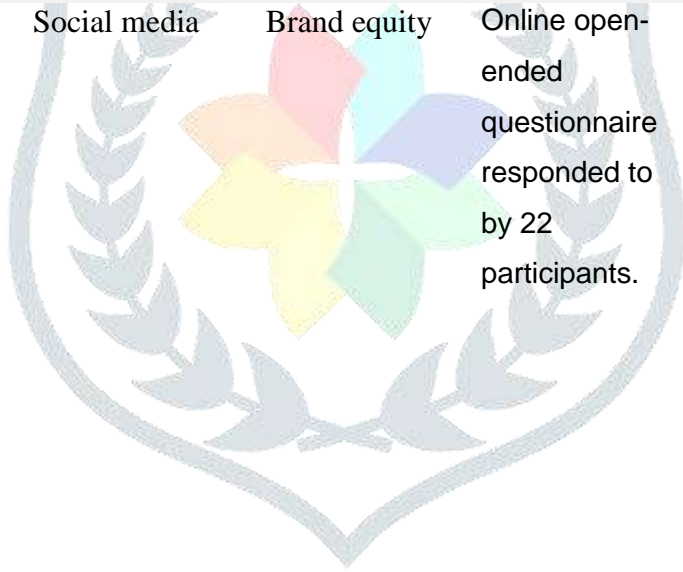
purchase decision, but recommendations of real-life acquaintances did.

11	Jill Nash (Feb 2018)	“Exploring how social media platforms influence fashion consumer decisions in the UK retail sector”	Exploring the levels social media (SM) influence decision-making process for Generation X and Y consumers in the retail fashion environment.	Social Media Influence	Gen X and Y consumer decision making	Focus groups and In-depth interviews, men, and women ages of 19–55 who used SM and had an interest in high-street fashion	Generation Y highly used social media when engaging with high-street fashion. In generation X, women appeared to be extensively more involved with fashion on SM than males.	More probing questions could allow for deeper insight of internal driving factors and in helping to understand what creates the affective feelings of aspiration within the SM arena
12	Angela Hall Neil Towers (2017)	“Understanding how Millennial shoppers decide	Studying the decision making and purchase	Social Media Influence	Purchase intention and	Online survey 580 respondents	Customers are willing to reach out and be	Future research should focus on gaining insight into the range of complex views held by each

what to buy: intention activity decision aged 16-34 influenced by individual and the journeys
 digitally connected for online making from England other people through the different
 unseen journeys” Millennial shoppers in deciding what fashion garments to buy in the digital retail environment paths-to-purchase through social media

13 Guida "Social media brand perceptions of millennials” Investigating how social media affects business communication Social media Brand equity Online open-ended questionnaire responded to by 22 participants. Social media provides a platform for customers to supplement social identity based on brand association. This can shape brand perceptions among customers More profound studies on social media use in fashion marketing and the importance of social identity in establishing and maintaining online brand–customer interaction

Helalm,
Wilson
Ozuem,
Geoff
Lancaster



14	Shu-Chuan Chu, Sara Kamal	“An Investigation of Social Media Usage, Brand Consciousness, and Purchase Intention towards Luxury Products among Millennials”	Study social media engagement in advertisements in relation to attitudes towards social media	Attitudes towards and beliefs about social media	Engagement in social media adverts	Online survey 306 participants Mid-west US	High levels of SM usage displayed more positive attitudes towards Social Media adverts than those with lower levels of SM usage	More research needs to be conducted to further uncover the impact of SM usage on young users’ beliefs, attitudes, and behaviors toward promotional messages in SM
15	Kaustav Mukherjee	“Social media marketing and customers’ passion for brands”	Brand Loyalty	Social media communication	Brand awareness, Brand loyalty	Online survey, 252 respondents	Social media marketing can help promote brand passion	The study is India centric and can be tested in other countries as well
16	Shantanu Prasad and Arushi Garg	“Purchase decision of generation Y in an online environment”	Purchase decision caused due to eWOM (Electronic word of mouth)	eWOM, Social media usage	Purchase decision	Online survey, 601 management students	Impact of the independent variables on purchase decision is	Study can be done in different groups of Gen Y (24-29 years)

							mediated by conviction	
17	Mayank Yadav	“The influence of social media marketing activities on customer loyalty A study of e-commerce industry”	Relationship between social media marketing and e-commerce industry	Interactivity, informativeness, Word of mouth, Brand equity, relationship equity	Customer loyalty, Social media marketing activities	Online survey, 371 students, India	Drivers of customer equity have a positive influence on customer loyalty towards e-commerce sites	Study could be extended to other collectivist countries
18	Sheetal Jain	“Exploring relationship between value perception and luxury purchase intention A case of Indian millennials”	Luxury purchase intention and intent to purchase relationship	Susceptibility to normative influence, Value perception, conspicuous value	Luxury purchase intention of young Indian consumers	251 respondents, Mall interviews and e-mail questionnaire, India	Conspicuous value is the most prominent determinant of purchase intention	Research was only conducted in Delhi and can be conducted in other cities like Mumbai and Bengaluru
19	XiaoMing ZHOU, Qi Song, Yu-yin LI,	“Examining the Influence of Online Retailers’ Micro-Blogs on	Relationship between micro-blog and purchase intention	Gender, age, Frequency of micro-blog use, frequency of	Purchase intention, Perceived usefulness	261 students, (230 onsite questionnaire,	Micro-blog post has a positive influence on the purchase	Study was conducted on Sina micro-blog, it could be studied in other micro-blog sites like Twitter in western countries

	Huimin Tan, Hang Zhou,	Consumers' Purchase Intention"		online shopping, brand knowledge		31 online survey) China	intention of young consumers	
20	Muhammad Naeem	"Do social networking platforms promote service quality and purchase intention of customers of service-providing organizations?"	Service industry and customer purchase intention with respect to social networks	Service quality, Social networking platforms	Purchase intention	32 participants, interview, UK	Presence of Local community groups on Social media platforms like Facebook have gained importance for enhancing service quality and purchase decision	Data can be collected from more diverse sources using random sampling techniques
21	Li Zhao, Stacy H. Lee, Lauren Reiter Copeland	"Social media and Chinese consumers' environmentally sustainable apparel	Environmentally sustainable apparel's relationship with	Social Media Use and Perception, Influence of Peers	Subjective Norm, Purchase intention of ESA	238 respondents, Online Survey, China	Engagement of Chinese consumers on social media has positively	Result of this study may vary on a global context

		purchase intentions”	social media consumption		(Environment ally sustainable apparel)		influenced the purchase intention of ESAs in China	
22	Li Xin Teo, Ho Keat Leng, Yi Xian Philip Phua	“Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention”	Quality of content on Instagram’s relationship with purchase intention	Gender, Age, Instagram usage	Perception of product quality and purchase intention	159 respondents, Online survey, Singapore	Social influence did not have an impact on perceived quality or purchase intention	Studies could be done on other visual centric social media like Pintrest
23	Artha Sejati Ananda, Ángel Hernández-García, Emiliano Acquila-Natale, Lucio Lamberti	“What makes fashion consumers “click”? Generation of eWoM engagement in social media”	How Content and eWoM engagement on social media can help gain traction	Perceived exposure	eWoM (electronic word of mouth) engagement	241 Indonesian members of fashion social media brand communities, Online survey	Fashion consumers’ perceived exposure to a SMM marketing action may affect positively their intention to engage in	Analysis of the relation between SMM actions and other eWoM behaviors beyond one-click social plugins, such as “commenting” or “replying,” in order to fully understand generation of eWoM engagement

eWoM

behaviors

24	Madeeha Irshad, Muhammad Shakil Ahmad, Omer Farooq Malik	“Understanding consumers’ trust in social media marketing environment”	How motivations affect trust towards companies and how it impacts their online purchase decisions	Remuneration Motivation, Social Motivation, Empowerment Motivation, Trust towards retailers	Online Purchase intentions	605 respondents, online survey, Pakistan	Remuneration and social motivations positively influence purchase intentions	Studies could be undertaken in other industries as well as other demographics
25	Massoud Moslehpour, Alaleh Dadvari, Wahyudi Nugroho, Ben-Roy Do	“The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services”	Impact of social media marketing on consumer’s purchase intentions regarding Indonesian Airline Products.	Entertainment, Interaction, Trust, Perceived Value	Purchase Intention	301 respondents, Online Survey	Entertainment and Interaction along with Trust and Perceived value have a positive effect on Purchase Intention	More Factors could be used. Research has to be undertaken in other countries as well
26	Jung Eun Lee, Song-Yi Youn	“Luxury marketing in social media:	Effect of craftsmanship content and the	Perceived Luxury, Brand Experience,	Brand purchase intentions	57 female participants for preset 1 and 73	Brand experience increased	Different types of videos and different types of consumer

		the role of social distance in a craftsmanship video”	social distance in such content on luxury brand experiences and purchase intentions in a social media video	Craftmanship video		participants for preset 2	perceived luxury. Close social distance had stronger brand connections	scenes in videos could be studied
27	Chengchen Liu, Ya Zhang and Jing Zhang	“The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans’ purchase intention”	Factors contributing to online celebrity brand building and effect on fans’ purchase decisions	Self-congruity, Virtual Interactivity, Brand awareness, image and Loyalty	Purchase Intention	Study 1- 344 Valid Participants Study 2 – 363 adults from China	Perceived self-congruity, celebrities’ image online and virtual interactivity all impact the brand equity of celebrities online	Focus on active and creative social media platforms. Psychological variables involved could be analyzed
28	Ju-Young M. Kang, Jieun Kim,	“Online customer relationship marketing tactics through social media and	Customer retention orientation and its relationship with	Perceived interaction quality, Perceived	Customer retention orientation	631 US social media users, Online survey	Online customer relationship marketing tactics through	Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer

		perceived customer retention orientation of the green retailer”	social media marketing tactics	service content quality			social media and perceived customer retention orientation of the green retailer	
29	Ridwan Adetunji Raji, Sabrina Rashid and Sobhi Ishak	“The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention”	Brand image	Social media advertising content, social media sales promotion content	Behavioural Intention	151 respondents, Online survey	There is positive correlation between social media advertising and brand image	Future studies could incorporate consumers’ emotional response to advertising
30	Katja Hutter, Julia Hautz, Severin Dennhardt, Johann Füller,	“The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook”	Social media and brand awareness	Brand page commitment, Word of mouth, Brand awareness	Purchase Intention	311 respondents, Online survey	Social activities affect indeed affect the purchase intention purchase decision-making process	Only members of fan page of MINI were taken as sample and the provided results stem from a single Fanpage

4 Statement of Problem:

The purpose of this research is to evaluate the influence of social media platforms and their increasing influence on purchase intention of Indian millennials with respect to the apparel industry. To achieve this, various factors that could influence the purchase intention through social media have been identified and multiple hypotheses have been formed. The focus was on the millennial generation in particular and therefore they have been the subjects of this study. This research will help us better understand how apparel brands could leverage social media to target millennials the right way

5 Research Gap:

There has been no specific study in India to determine the impact of social media marketing on the purchase intention of millennials focusing on the apparel industry.

6 Research question:

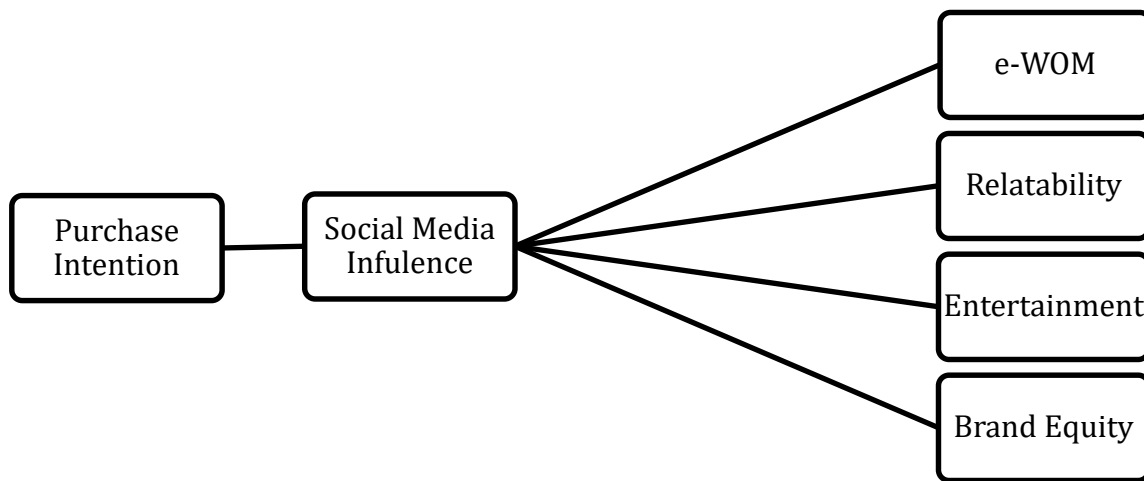
In what ways does social media affect the purchase intention of Indian Millennials in the apparel industry?

7 Research objectives:

- To identify the impact and effect of social media on the purchase intention of Millennials, specifically in India, in the apparel industry
- To identify the various social media related factors that can affect the purchase intention of Indian Millennials regarding the apparel industry.
- To measure the effect each factor has on the purchase intention of Indian Millennials regarding the apparel industry.

8 Hypotheses formulation:

- H1: Social Media has an impact on purchase decision of millennials with regards to the apparel industry.
- H2: e-WOM has an impact on purchase decision of millennials with regards to the apparel industry.
- H3: Relatability has an impact on purchase decision of millennials with regards to the apparel industry.
- H4: Entertainment has an impact on purchase decision of millennials with regards to the apparel industry.
- H5: Brand Equity has an impact on purchase decision of millennials with regards to the apparel industry.



9 Research Methodology

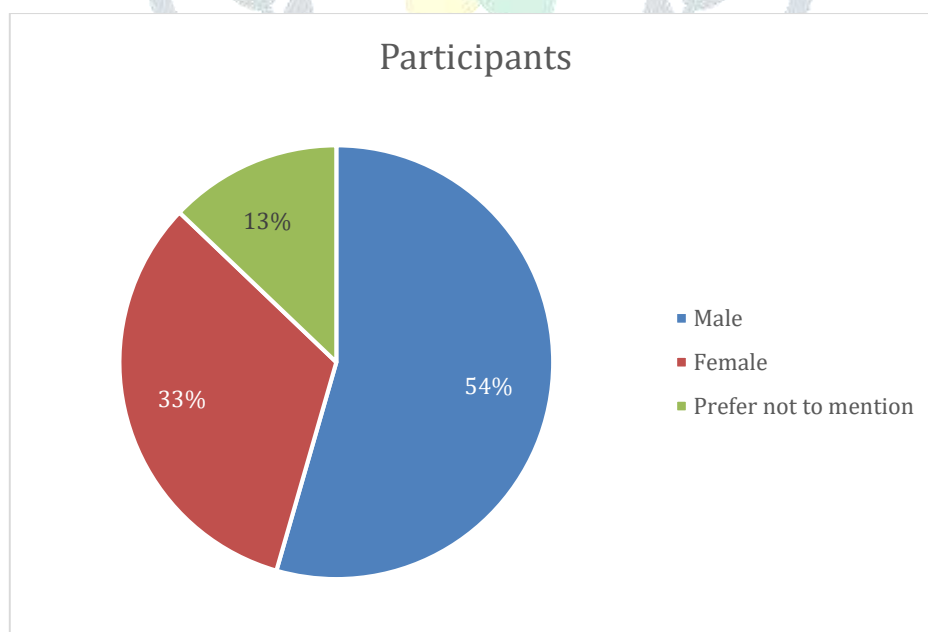
Data was collected for the study via a questionnaire consisting of a 5-point Likert scale that ranged from **Strongly Disagree (1)** to **Strongly Agree (5)**.

A total of **60 people** of the target demographic, **Indian Millennials** were taken as the sample for the study.

The questionnaire (attached as Annexure 1) covered variables such as e-WOM, relatability, entertainment, and brand equity to understand in depth about the how purchase intention of millennials is impacted due to social media.

10 Data Analysis and Interpretation

10.1 Distribution of Gender among participants



10.2 Hypotheses testing

		Correlations					Social Media Influence
		Purchase Intent	eWOM	Relatability	Entertainment	Brand	
Purchase Intent	Pearson Correlation	1	.563**	.184	.426**	.576**	.638**
	Sig. (2-tailed)		.000	.158	.001	.000	.000
	N	60	60	60	60	60	60
eWOM	Pearson Correlation	.563**	1	.265*	.397**	.280*	.769**
	Sig. (2-tailed)	.000		.041	.002	.031	.000
	N	60	60	60	60	60	60
Relatability	Pearson Correlation	.184	.265*	1	.226	.110	.672**
	Sig. (2-tailed)	.158	.041		.083	.404	.000
	N	60	60	60	60	60	60
Entertainment	Pearson Correlation	.426**	.397**	.226	1	.098	.655**
	Sig. (2-tailed)	.001	.002	.083		.456	.000
	N	60	60	60	60	60	60
Brand	Pearson Correlation	.576**	.280*	.110	.098	1	.484**
	Sig. (2-tailed)	.000	.031	.404	.456		.000
	N	60	60	60	60	60	60
Social	Pearson Correlation	.638**	.769**	.672**	.655**	.484**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the above table, we can observe the following:

- **H1:** There is a **strong positive correlation** between **Purchase Intention** and **Social Media Influence** with a Pearson Correlation Coefficient of **.638**
- **H2:** There is a **strong positive correlation** between **Purchase Intention** and **e – Word of Mouth** with a Pearson Correlation Coefficient of **.563**
- **H3:** The correlation between **Purchase Intention** and **Relatability** is **inconclusive** because the test is not statistically significant as it has failed the test of significance (**Sig > 0.05**).
- **H4:** There is a **moderate or medium positive correlation** between **Purchase Intention** and **Entertainment** with a Pearson Correlation Coefficient of **.426**
- **H5:** There is a **strong positive correlation** between **Purchase Intention** and **Brand Equity** with a Pearson Correlation Coefficient of **.576**

11. Conclusion:

Social Media has become a very common part of our daily life. This is especially true for the millennial generation. Today, Social Media remains as the most convenient and easy way of reaching people. Therefore, it can be used by businesses as a tool to reach their target audiences, not just through advertising, but through other factors as well which this study has covered.

To find out the effect of social media influence on the purchase intention of Indian millennials specifically in the apparel industry, 5 hypotheses were formed and were tested at a level of significance of 95%. The study revealed that **Social Media Influence**, which was taken as an aggregate of all independent variables, had a **strong positive correlation** with **Purchase Intention**. Therefore, **H1** was accepted. Both **Brand Equity** and **e – Word of Mouth** also had a **strong positive correlation** with **Purchase Intention** and so **H2** and **H5** were also accepted. **Entertainment** had a **moderate positive correlation** and so **H4** was accepted as well. **H3** was rejected because the correlation between **Purchase Intention** and **Relatability** turned out **inconclusive** due to the test being statistically insignificant as it had failed the test of significance at **95%**. All other Hypotheses had correlations significant at the **0.01 level (99%)**. It was observed that **Brand Equity** had the highest correlation, followed closely by **e – Word of Mouth**.

Based on the study, it is suggested that apparel brands should focus on building **Brand Equity** online and getting customers to spread positive word of mouth online (**e-WOM**). They should also involve themselves in posting **Entertaining** content in social media. All these seem to have an impact on the purchase decision of the consumer.

12. Limitations and Recommendations:

The study was conducted among the students of XIME, Bangalore who may not be perfect representatives of the Indian millennial population. Owing to the fact that the size of the Indian population is around **400 million**, it is unreasonable to conclude that the results of the study can be generalized because of diversity that is bound to be present in such a huge population.

There are various other factors which can be totally unrelated to social media, such as levels of income etc. which were not taken into account by the study but can still have an effect on the **Purchase Intention** of the consumer.

It is recommended that future research takes into account a more diverse sample that can be a better representative of the population and also take into account other possible demographic factors which can also affect the purchase intention.

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ANNEXURE 1

Sl.no	Particulars	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
		0	1	2	3	4
1	e-WOM					
1.1	I discuss the price of clothes and apparels on social media before purchasing					
1.2	I discuss the quality of clothes and apparels on social media before purchasing					
1.3	I discuss the variety of clothes and apparels on social media before purchasing					
1.4	I discuss the shopping experience on social media before purchasing					
1.5	I discuss the ease of shopping on social media before purchasing					
2	Relatability					
2.1	I only follow brands I can relate with on social media					
2.2	I only follow brands whose message I agree with on social media					
2.3	I only follow brands that suit my lifestyle on social media					
3	Entertainment					
3.1	I enjoy watching entertaining content on social media					
3.2	I follow brands who have entertaining content on social media					
3.3	I like it when a brand's social media content is entertaining					
3.4	I spend time watching entertaining content from a brand on social media					
4	Brand Equity					
4.1	The brand plays a huge role in my choice of clothing and apparel					
4.2	I typically purchase clothing and apparel only from brands with a good reputation					
4.3	I tend to purchase from the same brands because of previous good experiences					
4.4	I trust only well-known brands when it comes to clothing and apparel					
5	Purchase Intention					
5.1	I have a strong intention to purchase apparel as advertised on social media					

5.2	I am planning to purchase an apparel I saw on social media recently					
5.3	I would consider purchasing apparel as advertised on social media in the next 3 months.					
5.4	The next time I am looking for clothing and apparel products, I plan to buy what I have seen on social media					

