



# THE ROLE OF SOCIAL MEDIA MARKETING ON ONLINE CONSUMER BEHAVIOR WITH REFERENCE TO APPRELS.

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**Abstract :** - The purpose of the examination is to examine digital marketing and advertising and their effects on the Indian fashion industry. This analysis is carried out in a certain geographic area, and it can be used to evaluate all clients' purchase decisions across several regions. Virtual advertising and marketing is now a trend that has connected every other company activity in existence. The fashion industry is now very much adapted to this ongoing tendency of the ongoing trend because after covid 19 the world has accepted the new normal. Virtual media has affected practically or almost every area of society. Under the context of a customer-oriented market, consumer purchasing behaviour is changing more quickly other than the previous practice of the consumer.

**Kye word :** social media marketing.

**Introduction:** - With more people becoming technologically savvy every day, there has been a noticeable increase in the number of people who use the internet and mobile apps as their primary information sources. Digital marketing has been recognised as a new type of advertising and has given agencies new opportunities to do business. Via virtual channels, advertising and marketing activities enable advertisers to speak with qualified customers at a quick pace and regardless of location. This also have got an invisible force of pandemic which lead to faster growth of fashion industry. And also made the life of influence who are will to make a fashion infulening reels on instagram. Instagram by meta have been reputedly proved that is a most influencial platform for the fashion industry. Because of the changing fashion, manufacturers of apparel and automobiles are being forced to adopt Internet-based, entirely virtual technology as a channel of communication and to develop fresh, original strategies for capturing the interest of broader customers. Numerous companies in the fashion and automotive industries have discovered that the internet offers a cost-effective method of outreach. Today's precise fashion websites, apparel websites, e-commerce websites, or automobile websites all offer a variety of interactive features using modern technology. In the age where world is spinning out of control over the fashion, influencers are looking forward to the

new age marketing strategies. If we talk about the revolution of the marketing sector we use to have window display for the fashionable dressing at the time of our granny, I remember my grandma use to tell me that if they have to by the simple sari they use to just go and buy it from the shop they never have that fashionable taste for the clothing. But when the entertainment industry came into an existence gradually they got influence through the actors and actress which we call fashion influencer now a days. These have created a different out look towards clothing and it gave birth to the fashion industry.

Now a days fashion industry have gain so much of popularity through digital marketing. Digital media or we can say social media have given a new shape to the new age advertisement strategies which have facilitate the agencies to do organize and manage the sales and have help the brand to introduce new product line into the market through social media. They have successfully bind up the market around the word fashion and they have also created there aura into the eye of fashion lover. This reminds me the we use to have that much influence of various brand like bawakoof.com where we have the differently printed cloths which represent the local language dialogue like “Tu Tere Dekh” which actually exclaim mind your own business with the funny way that people as in youth get so much connected to it. On the other hand online shopping apps like amazon, flipchart, ajio, meesho jubong.com, etc. have also discovered their own market space through the social media like instagram, Facebook, Snapchat, YouTube, Penintest, Twitter, Whatsaap, etc.

Source: <https://ijisrt.com>

Literture Review: - There were 50 papers examined for the literature review to further knowledge about digital marketing, but 12 publications were disqualified due to insufficient data for the priority check. The effect of SMS advertising on consumer attitude and purchasing intentions was examined by Basher et al. in 2010. His research revealed that renowned for advertisement and by goal, there is a successful dating system. hence continuing Three decades have seen an exceptional rise of the global internet, The widespread use of the internet for business purposes has transformed the classic retail model into a modern one that is known to people as online shopping. The ability to view and purchase products at any time, visualise their needs with products, compare different manufacturers of goods, close-by stores, and fastest shipping are some of the advantages that make the internet more convenient and appealing to consumers than the traditional method of shopping. Online-purchasing is the process that customers go through when they decide to shop on the internet. Current research demonstrates The impact of virtual marketing and advertising tools on the development of logo interest among housing companies was examined by researchers in 2015. Data and market intelligence are two of the most significant assets and competencies provided by networks (Mejri and Umemoto, 2010). Under this, a theoretical framework for utilising current developments in digital marketing was developed. Experiential knowledge and guidance for decision-making (Fuller-Love and Thomas, 2004), management expertise (Zain and Ng, 2006), innovative capability (Möller et al., 2005), and the ability to overcome size inconveniencies and reduce risks are all examples of these (Coviello and McAuley, 1999). Last but not least, mental traits can be described through motivation, perception, learning, and ideals and attitudes (Armstrong and Kotler, 2003; Wu, 2003). Today, the internet has developed into a fairly.



History of digital marketing: - If we talk about the digital marketing evolution it begins with the key event happens in 1971, when Raymond Tomlinson (was an American computer programmer who implement the first email program on the ARPANET system) send the first mail. As for the most noted period of the digital marketing era is 1990's where the Archie's search engine was developed as an index for FTP(file transfer protocol) sites. This gave birth to the first clickable banner advertisement campaign "You will" by AT&T (American multinational telecommunications holding company) in 1994 where it experience very much success out of 44% clicked the ad. Digital marketing are experiencing the growth of 4.5 trillion, online ads are fascinating 48% growth in 2010. As if for now we can see what pandemic has given the digital world a new face to the marketing filed. It source the social media the ample amount of the audience who on daily basis consume the content that the create fore every day, week or month we have different trend setting video and though that video the exact set of audience get influenced and go for shopping cloths online

Source: <https://www.wikipidea.org>

Description of online shopping store and product range: -

Fashion influence have also become popular through this different trend and commonly use reeling trend now a days have created a hype for the shopping application like Amazon, Flipchart, Myntra, ajio, etc. there are different online shopping story of these application here is some of them

Amazon.com

The most great US online market is run via Amazon.com, an American company with headquarters in Seattle, Washington. Amazon.com become at first a web bookshop, however it has for the reason that elevated to promote DVDs, VHS, CDs, video and mp3 downloads and streaming, software program, videogames, electronics, garb, fixtures, meals, toys, and jewellery. For the united states, the UK and Ireland, France, Canada, Germany, the Netherlands, Italy, Spain, Australia, Brazil, Japan, China, India, and Mexico, Amazon operates separate retail web sites. additionally, Amazon provides international transport for some of its merchandise to a selected organization of nations. It has said that

it wanted to release its website in Poland and Sweden in 2011. Amazon gives free leisure alternatives like Amazon Prime and different OTT systems like Pocket television.

Source: <http://en.wikipedia.org/>

## Flipkart

Bangalore, India serves as the home region for the Indian e-commerce firm Flipkart. The corporation, which turned into founded by way of Sachin and Binny Bansal in 2007, to begin with focused on e book sales earlier than diversifying into different product classes such as client electronics, apparel, and life-style items in 2010. In 2010, Flipkart bought the Bangalore-based totally absolutely social e book discovery provider We study from lulu.com. via late 2011, Flipkart had made a number of acquisitions touching on virtual distribution. Now, on may also four, 2018, the American retail massive Wal-Mart and Amazon engaged in a bidding battle to gather a majority stake in Flipkart for \$15 billion. On May 9, 2018, Wal-Mart formally announced its interest in paying \$16 billion to acquire a 77% active ownership in Flipkart, pending regulatory permission.

Source: <https://en.wikipedia.org/wiki/Flipkart>

## Myntra.com

Myntra is also a e-commerce Bangalore based company dedicated to only fashion ware, or we can their majority of the product line is fashionable clothing and they use the fashion influence for their advertisement. The company was established in between 2007-2008 top personalized gift items. In 2014 myntra.com was taken over by Flipkart. In May 2022, Myntra launched an express delivery for new fast age service experience for fashion and beauty platform. On 17<sup>th</sup> of September 2019 they have launched talent hunt program for the fashion influencer named 'Myntra fashion superstar'

Source: [:https://en.wikipedia.org/wiki/myntra](https://en.wikipedia.org/wiki/myntra)

## Ajio.com

Ajio was founded in 2016 by Vineet Nair, its headquarter is in Bangalore, Karnataka. Ajio has

created a feature call Ajio as some very good feature called wallet it has a additional payment option to make the shopping experience flawless on the platform. Ajio is one of the India's leading online shopping brands. They have empowered the small retail businesses by there B2B platform Ajio act like connecting switchboard for those small-scale businesses.

Source: <https://deshicompanies.com/company-profile/ajio/>

## Meesho

Meesho is an E-commerce application that undertakes retail distribution, providing retailer a platform to connect and sell their products effectively via social media channels. It was funded on Dec 2015 by Vidit Aatry, Sanjeev Barnwal in Bangalore, Karnataka. The startup aims to create about 20 million micro-entrepreneurs. There are over 2 million resellers on the meesho platform and more than 20000 manufacturers from more than 500 towns who get distribution through meesho. Meesho work on 10-15% commotion and seller can earn with meesho by the additional profit margin on every sale.

Source:<http://yourstory.com/companies/meesho>

There are thousands of online shopping Apps in India and across the globe for the consumer convenience to purchase cloths online. But is it really reliable according to the consumer if we talk about the consumer point of view on online shopping experiences are different for various people, I remember that one of my good friend told me she are going to buy some cloths online and we surf online for her ethnic wear which she was supposed to be wearing on her cosine's marriage but when it actually delivered we got completely disappointed with the color and quality. On the other hand when I go for shopping cloth online I prefer to just experiment with it I go for casual wear option and order a pair of jeans and it completely turn up out of blue. I was expecting that it would be the same, but it was exactly the same colour and quality that the brand was claiming on the site.

But have we ever thought how we get convince by these e-commerce website that we go to their applications and buy cloths online. The fact that lies with our social media surfing time and how we spent whole day on these social media like Instagram, Facebook, Twitter, Snapchat, WhatsApp's, YouTube, etc. now a days social media have become a part of basic necessity as we know we have rights to get information but the influencer is using these tools for their marketing and convince us to become the end users of their service and consume their product. They have created so much urge for the fashion that they are successfully manipulate the viewer and get an organic traffic towards the site and end up making them end user. A hug celebrated buying experience have change the perception of the world that fashion is not only for the youngsters but also for the old generation (who are young by heart).

Social media have created the huge competition between these different clothing brand here are some of theme which are competing with each other in both Indian and global market

As I mentioned the above shopping App provide wide range of different product they have also work as B2B business also provide these brand a platform for marketing and selling their product online All these app provide various section of clothing product like women's fashion, men's fashion and kid fashion

Under women's fashion they provides traditional ware, casual ware, sports ware, formal wear, etc. and under men's the provide the same and also in kind section have same section of product. They uniquely sell world class branded to the local brand of the particular geography. The top clothing brand which collaborate with these shopping Appare:

BIBA

ALLENHOLLY

MANYAVAR

SHOPPERSSTOP

AURELIA

PUMA

ADIDAS

MAX

Objective of the study: - To track consumers' awareness of virtual advertising when making purchases online.

To gain knowledge of the types of products marketed through the use of digital platforms.

To research how digital advertising affects consumers' decision to buy.

As there were lack of time so primary data is been collected but have not been analyzed so here is the secondary data

Secondry dada analysis: - If we thing about the strength of the e-commerce industry they it is easily associable in nature and can be get it done in very low price. If anyone want to entry in e-commerce business they only need to have a good sense of applications designing and software development knowledge. But even if they don't have it the can pay and have that application patent on their name. But the drawback of the industry is that it can be easily copied and have huge number of commutation in the market. This e-commerce era have created a huge opportunity in the market space for the new and budding entrepreneurs to enter into the business world with digital market space. This have also crated the new marketing technologies that is digital marketing to get more influencer to engage big amount of consumer data base for the wellbeing of the company but it have also increase the level of risk and competition and lead to fraud and increase the level of risk of misusing of data.

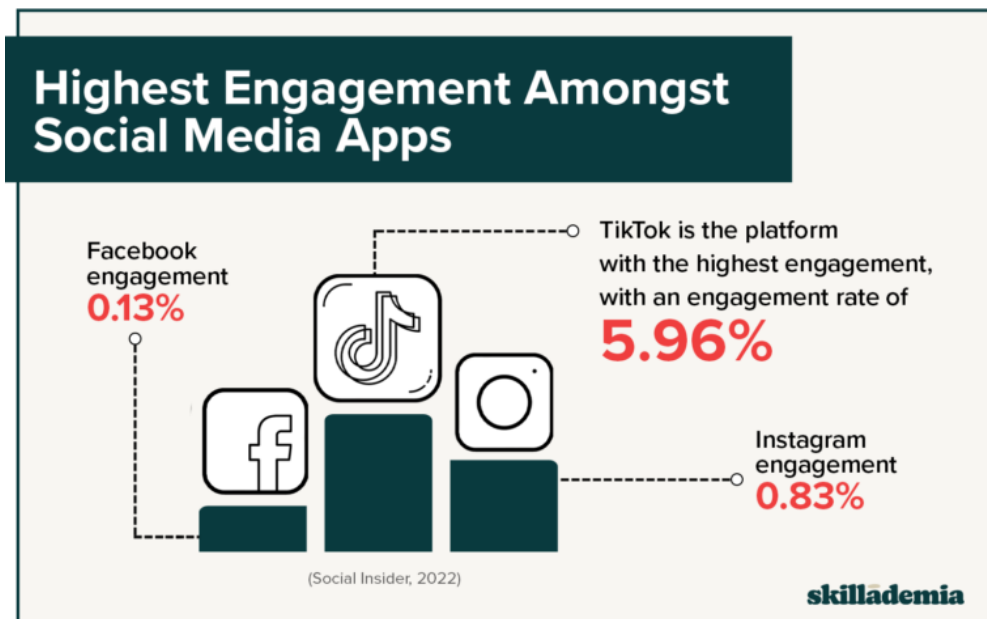
But if we talk about the active social media sight that are hugely contributing into the e-commerce business then these are some statistical data that we have came across. According to the statistical portal, Statista, average time the adult spend is 1hr 35mins on the social media platform 93% of the marketer use Facebook as their first choice for the campaign, and 25% of the spending is done on the Google add platform. Although the other platform like Instagram, is been use by 78% of the marketers, it led to high conviction and visibility for the brands.

Whereas TikTok is the platform popular amongst the youngster as per global analysis, it is the most influential application where Apps like Instagram and Facebook also imitate to provide feature like TikTok had given. As per the U.S statistical data of these two years estimated to have a growth rate of 105% of source: [https://www.skillademia.com/statistics/social-media-statistics/?gclid=CjwKCAiAnZCdBhBmEiwA8nDQxZ40k8XRst0SfUH4QR61Ay-fxa0W9WqFeZKfQfyaHVJHm5CycmU3TxoCDfMQAvD\\_BwE](https://www.skillademia.com/statistics/social-media-statistics/?gclid=CjwKCAiAnZCdBhBmEiwA8nDQxZ40k8XRst0SfUH4QR61Ay-fxa0W9WqFeZKfQfyaHVJHm5CycmU3TxoCDfMQAvD_BwE)

Findings through secondary data:- only a fraction of facebookusers watch videos with sound on 49% of cinsumer rely on the recommendation of influencer to take acrion on social media.

71% of those who have good experiences sgopping through social media recomend brands to their friends and family.

75% of internet users use social media to seek recommendation openion about product and services Women spend half an hour more browsing social media then men (ususal time spend by men is 2hrs 29mins)



Suggestion:- The following are the key considerations for the examination.

When introducing any product online, marketers want to know how easily teenagers canaccess digital hubs.

Particularly in internet marketing and marketing, business owners want to carry out pre-market surveys to determine what clients desire.

Consumers want to know about digital marketing and advertising, and there is a need to establish the proper reputation.

In the conclusion, the examiner advises the clients to have access to all virtual advertising and advertising portals and use their software as much as possible while exercising extreme caution and care.

Most studies have revealed that consumers are risk cautious, and as a result, they are interested in learning how to control risk associated with digital marketing and advertising.

Conclusion:- The purpose of this research is to understand consumer behaviour in social media toward brands within the scope of the fashion industry. In addition, the level of engagement for the participants of this research is identified and described.

The previous chapter displays a descriptive analysis, which in base of the empirical data, defines in detail the patters and behaviours consumers develop on social media toward brands in the scope of the fashion industry. From this analysis, important insights have been identified:

1. In general, individuals are present on social media, however,, they are not very active, and basically they update their status and check profile in just oneor two social media platforms. Due to the research sample consisted ofindividuals from different backgrounds; the outputs expose a low interest for fashion within the scope of social media. More than half of the users in Social Media are classified as inactive regarding to interactions with fashion brands.

2. Consumers on social media follow fashion brands motivated and wish to get information and to entertain themselves. Unlike the use of social media as a way to communicate with friends, family, colleges, etc., but use of social media is increasing day by day, people are more prone toward fashion brands.
3. Reinforcing previous studies, the data has indicated that social media users are rather passives; even more when it is related with fashion brands. It is a really small percentage of the population who contributes and creates content, and a big percentage that consume it.
4. Finally, individuals are said to be low engaged with fashion brands in social media. They do follow fashion brands, but they rarely interact with them.

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