

A Study on the Impact of Social Media Marketing on Customer Preference in Fashion Industry, Nagpur

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Abstract: *Indian Fashion Industry is at its infancy at the moment and great potential to make on the world stage. Fashion in India has thousands of the tradition behind it. India has rich and varied textile heritage where each region of Indian has its own native dress and tradition costumes. Fashion Industry is growing at a rapid pace with international development, such as the Indian Fashion Week gaining popularity and annual shows by fashion designers held in major cities of Indian. In Indian culture, the body is invested with various meanings and reflected in its rich sculptural tradition decorating the body is yet another way of conveying meaning and personality. It was because of Aryans that India had more complicated clothing consisting of the upper and lower garments was introduced, to which a cloak was added later. Generally pieces of cloth draped over the body is a style seen in many Indian costumes today. Indian Dhoti, the Scarf or Utterly, and the popular Turban are still visible and continue to be part of Indian fashion. After the independence, Indian Fashion Industry witnessed the effects of globalization. Due to this, changes occurred in the dressing style of Indians, which even led to the fusion of Indian and western dresses. The work of the Indian designers is highly appreciated all over the world. Western brands are also coming to participate in Indian fashion weeks, as they see a lot of potential in our market.*

Keywords: Marketing Channels, Social media marketing, Fashion industry, Social media platforms, Marketing strategies

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