

Influence of Social Media on Retail Clothing Outlets in Greater Bengaluru Area

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Abstract: *This study explores the influence of social media on women's apparel retailers in Greater Bangalore, focusing on platforms like Facebook, Pinterest, and Instagram. Findings show that social media elevates brand awareness for even small retailers via influencer partnerships, targeted ads, and engaging content. It enhances customer interaction, loyalty, and facilitates direct sales through social e-commerce integrations like Instagram Shops. Retailers adapt to shifting trends using social listening, optimizing supply and stock management. However, they face challenges such as high competition, algorithm reliance, and reputation management. Overall, social media has become essential for visibility, sales, and consumer engagement in this market.*

Keywords: Social Media Marketing, Women's Apparel Retail, Influencer Partnerships, E-commerce Integration