

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

Pratik Sanjay Badwaik and Dr. Sagar Jadhav

Jhulelal Institute of Technology, Nagpur, India

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

I. INTRODUCTION

In the theoretical research of my doctoral thesis, among others, I highlighted the basic definition of fashion as a whole and the driving force behind its development. The design is continuously gaining importance in the development of the products so as to meet their various requirements, to produce high quality goods thus keeping and increasing our share in the market. All these factors

In the theoretical research of my doctoral thesis, among others, I highlighted the basic definition of fashion as a whole and the driving force behind its development. The design is continuously gaining importance in the development of the products so as to meet their various requirements, to produce high quality goods thus keeping and increasing our share in the market.

1.1 ESSENTIAL FUNCTIONS

- Transfer of title to the goods involved.
- Physical movement from the point of production to the point of consumption.
- Storage function
- Communication of information concerning availability, characteristic and price of the goods in transit, inventory and on purchase.

1.2 SWOT Analysis

The fashion industry is divided into the creative and sales functions, that is, design and production on one side and sales and distribution on the other. Geographically, the fashion industry is divided into three regions: U.S., Europe and Asia. Use SWOT to analyze your brand in terms of all four functions and its presence in each of the three regions.

- Role of marketing channels
- Social Media Platforms
- Brand Awareness and Exposure
- Targeted Advertising
- Influencer Marketing
- Customer Engagement and Interaction
- Sales and E-commerce Integration
- Data and Analytic

Use of Marketing Intermediaries

- Gives some control over how & to whom the product are sold.
- Greater efficiency in making goods available to target markets, through their contacts, experience, specialization& scale of operation.
- Help a company to promote, sell and distribute its products to its customers.
- Helps boost sales and profits as well as build brand awareness and alter consumer perceptions

II. LITERATURE REVIEW

Fashion can be clothing, art, music or anything which is popular among a large group of people. It means that new styles and visions are being accepted by reference groups which share the positive feeling about it. Fashion trends move quickly across the world and therefore it has been noticed to carry a collective behaviour.

Consumers can adopt fashion changes through similar people, which are known as opinion leaders, or, for example, through mass-communication channels such as music television which high lights current trends. Companies are pushing their brands forward by inserting their brand name on all products (Solomon et al., 2002). Finnish youngsters are more and more becoming fashion conscious and they create their own styles by travelling and adapting influences from different cultures (Kaskinen 2008).

Fashion can be clothing, art, music or anything which is popular among a large group of people. It means that new styles and visions are being accepted by reference groups which share the positive feeling about it. Fashion trends move quickly across the world and therefore it has been noticed to carry a collective behaviour. Consumers can adopt fashion changes through similar people, which are known as opinion leaders, or, for example, through mass- communication channels such as music television which high lights current trends. Companies are pushing their brands forward by inserting their brand name on all products (Solomon et al., 2002). Finnish youngsters are more and more becoming fashion conscious and they create their own styles by travelling and adapting influences from different cultures (Kaskinen 2008).

Culture widely affects consumer behaviour, therefore it is very important to understand the meaning of it. According to Solomon et al. (2002 p.442) culture is defined as a shared memory of society with a combination of mutual meanings, rituals, norms and traditions. Another definition for culture is that it is learned beliefs and values, things that people have learned rather than been born with. Music, art, literature and clothing are examples of things that differentiate cultures from one another. Fashion is a very important aspect of culture and is shaped by religion, ethnicity and occupation which thereby affect consumer behaviour and the way people dress (Bohdanowicz and Clamp 1996 p. 23-24). Cultures are different since some are more collectivist and others individualist. This means that some people are more enthusiastic about following a mass- group of people, whereas individualists tend to have their own personal goals (Solomon et al. 2002). Studies show that Finland is seen to be individualistic and egalitarian since it gives freedom to its citizens and does not pressure them to act in certain way. The free market economy can be seen on the Finnish culture which allows multinational enterprises to enter the markets more easily (Tienari et al. 2009).

III. OBJECTIVES OF STUDY

The study in hand is conducted keeping in view the following objectives:

- To identify the Social Media Advertising impact on women's in Nagpur City

- To study the consumers buying behavior with respect to social Media advertisement.
- To study the potential factors that helps during the promotion on social media and influence the consumers buying behavior in Nagpur City.
- To study the way in which social media is influencing the consumers decision making process.
- To investigate consumers experience after they experienced the promotions on social media network.

IV. HYPOTHESIS

A hypothesis in a scientific context, is a testable statement about the relationship between two or more variables or a proposed explanation for some observed phenomenon. In a scientific experiment or study, the hypothesis is a brief summation of the researcher's prediction of the study's findings, which may be supported or not by the outcome. Hypothesis testing is the core of the scientific method.

H1: Social media helps in fashion trends Industry

H0: Social media not helps in fashion trends Industry.

V. RESEARCH METHODOLOGY

Research Design :

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Data Collection Method:

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. Primary Data Source:

Also, there are different methods of data collection, depending on the type of data. There are two main types of data: primary and secondary. Understanding the difference between the two is important in deciding which method of data collection to use. Secondary Data Source:

Primary data:

These are those data, which will be collected afresh and for the first time, and thus happen to be original

Secondary data:

These are those which have already been collected by someone else and which have already been passed through the statistical process. I will collect the data from the sources like internet, published data etc.

SAMPLE DESIGN :

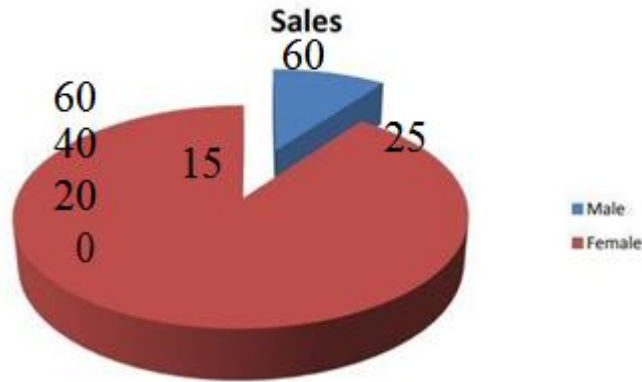
The total element of the universe from which sample is selected for the purpose of study is known as population. The total element of the universe from which sample is selected for the purpose of study is known as population

SAMPLE SIZE :

100 samples from the total population to conduct the study.

V. DATA ANALYSIS AND INTERPRETATION

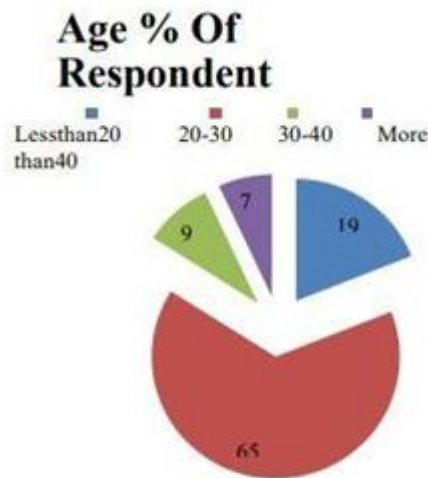
Gender	% of Respondent
male	10%
female	90%



INTERPRETATION:

This table shows the numbers of males and females respondents, 10% of the respondents were found to be males, with the females constituting 90% from the various area or places. This means majority of the respondents were females.

Age Range	% of Respondent
Less than 20	19%
20-30	65%
30-40	9%
More than 40	7%



INTERPRETATION:

From the above table the majority of the respondent are came from the age range of 20-30.

Occupation	Percentage
Student	63%
Business	9%
Employee	17%
Others	11%

INTERPRETATION:

From the above table the majority of the respondent was collected from the students with a percentage of 63%, and the lowest response was collect from professional and Business with a percentage of 9%.

VI. CONCLUSION

Young consumers are in an increasing demand for trustworthy information regarding fashion trends, therefore, social media can be a useful tool for finding information due to its capability of instant interaction between users and brands.

Fashion brands' presence on Social Networking Sites give the impression that they are closer to their audience. This impression is derived from the interaction between consumers and brands that social media provide. Contrary to traditional media where consumers have a third party opinion that they do not know if they can trust and are only fed information by the brand, social media gave consumers a chance to be influenced by other consumers' shared opinions, people that they might trust more because of their online influence.

The role of social media in the process of purchase is in its preliminary phase with it being costly informational. Dependency of consumers on social media to know about latest fashion is high. Findings show that Social Media affects both the Consumer Buying Behavior and Fashion Consciousness of Consumer. So it is revealed that Social media has little bit influence on Consumer Purchase Behavior as well as Fashion Consciousness of Consumer.

REFERENCES

- [1]. Philip Kotler: "Marketing Management Analysis", Planning Implementation and control "Prentice Hall of India ,New Delhi ,1994
- [2]. C.R Kothari: research methodology new age international ltd, 2004
- [3]. Consumer Behavior : By Suza Nayr
- [4]. Advertising Management :By Donald W Jugenheimer and Larry D. Kelley
- [5]. <http://www.retailtouchpoints.com/features/trend-watch/has-social-media-helped-democratize-the-fashion-industry>
- [6]. Advertising Management :By Donald W Jugenheimer and Larry D. Kelley