The Analysis of Impact of Social Media On Local Brands  
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Introduction  
In an era dominated by social media, our exploration into the impact of these platforms on local clothing brands dives into the heart of modern consumer behavior. This report was made to examine the relationship between users, social media, and their interaction with local clothing brands.

Research Question  
How does the extensive presence of local clothing brands on social media platforms influence users' awareness, discovery, and decision-making processes?

Hypothesis  
We hypothesize that the frequency of encountering local clothing brands on social media, coupled with the type of content consumed, significantly shapes users' awareness, and influences their purchasing decisions. The more engaging and diverse the content, the higher the impact on users' perceptions.

Population of Interest  
We focus on individuals who are actively using social media platforms and frequently come across local brands in their social media feeds.

Sampling Method  
Utilizing a convenient sampling approach, we aim to collect responses from individuals with direct exposure to local clothing brands on social media. This method ensures efficiency in gathering relevant data from users who actively engage with fashion-related content on these platforms.

Bias Identification  
we acknowledge the potential bias associated with users who willingly participate, possibly having a higher interest in fashion. To address this, we aim for a diverse participant pool, including users with varying levels of interest in local clothing brands.

Survey Questions:

* 1-How often do you come across local clothing brands while using social media platforms (Instagram, TikTok, Facebook)?
* 2-Have you discovered local clothing brands through social media platforms?
* 3-On a scale of 1 to 5, how influential is social media in shaping your awareness of local clothing brands?
* 4-What content on social media appeals to you the most when it comes to local clothing brands?
* 5-What type of effect has social media had on your purchasing decisions related to local clothing brands?

Online survey link: [Survey](https://forms.gle/v7qH3ArZZgQt8dqm7)  
Number of samples collected: 52

Analysis:

Descriptive data only applies for the third question since it is the only quantitative one. "On a scale of 1 to 5, how influential is social media in shaping your awareness of local clothing brands? (1 being not influential, 5 being extremely influential)"

* Mean: 4.33
* Median: 4
* Mode: 4

The survey, conducted with 52 participants, revealed several key findings regarding the impact of social media on local clothing brands.

* Frequency of encountering local brands: Approximately 69.2% of participants reported frequently coming across local clothing brands on social media platforms.
* Discovery of local brands: An overwhelming majority of participants (98%) stated that they have discovered local clothing brands through social media.
* Influence on awareness: Approximately 65.4% of participants rated social media's influence on shaping their awareness of local brands between 4 and 5 on a scale of 1 to 5, indicating a strong impact.
* Appealing content: The most appealing content categories were product showcases (chosen by 78.8% of participants), customer reviews (44.2%), influencer collaborations (34.6%), and limited-time promotions and discounts (42.3%).
* Effect on purchasing decisions: 44.2% of participants reported a positive effect, 13.5% reported a negative effect, and 42.3% reported a neutral effect of social media on their purchasing decisions related to local clothing brands.  
  A graph of a number of blue bars

  Description automatically generated with medium confidence

**This simple bar graph shows the frequency or count of the level of influence social media has on bringing awareness to local clothing brands.**

While social media plays a significant role in introducing users to local brands and shaping their awareness, its impact on purchasing decisions appears to be mixed.  
A pie chart with text on it

Description automatically generated

**Pie chart shows the percentages of the way social media has affected individual’s purchasing decisions.**

Overall, the analysis suggests that social media is a powerful tool for raising awareness of local clothing brands, but its influence on actual purchasing decisions may vary among individuals.  
  
Conclusion:  
We conclude form the survey that according to 98% of individuals have discovered local brands through social media but it does not really affect individual purchase decision since only 44% of individuals said they have been positively influenced.

Any potential issues  
the survey include sampling bias, a limited sample size, and reliance on self-reported data.