

INFLUENCE OF SOCIAL MEDIA ADVERTISEMENTS ON CONSUMERS CLOTH PURCHASING PATTERN

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Abstract: To find out does social media have any influence in consumers purchasing pattern is the main study of this research. It was observed that there is a huge influence of social ads on consumer's selection making. Various factors were considered to conclude variety of result such as which gender is more influenced by the social advertisements, which age group is more likely to make an impulse decision, how often people use social media in their day to day, does it help fashion firm to grow its business and so on. It was later concluded that both fashion firms and consumers are benefited by social media advertisement.

Keywords: social media advertisements, fashion firm, impulse purchasing, fast fashion.

I. INTRODUCTION

Impact of social media site on our lives in this online era is huge and one area where this impact is most seen is in consumer's cloth purchasing behavior. Social media advertisements significantly influence customer apparel purchasing habits. Brands are now using social media sites like Instagram, Facebook, Pinterest as effective tools to display their products and interact with customers. The image posting on these platforms allows producers to display their recent collections, trends, and styles. Because of this customer follow current fashion trends, which helps them to make their choices and preferences.

The most important feature of social media marketing is their capacity to generate trends and define fashion standards. Influencers and celebrities who frequently collaborate with brands use their huge fan followings to popularize new designs. This trendsetting feature helps customers to copy the looks and designs which they see on their screens. Social site highly relies on advertisements as a key source of income. These ads generate remarkable revenue for the sites. Different social websites publish ads differently; some suggest ads depending on consumer's recent activity. For Example, Facebook. While registering for the first time on Facebook user is asked to provide some information such as their gender, date of birth, fashion interests, and favorite celebrities etc. Upon this data, user will be recommended ads which are relevant to their fashion interest.

The interactive nature of social media platforms allows customers to provide feedbacks which later on help brands with valuable insights. Social media advertising is almost as common as television or radio advertising for brand awareness. Consumers are look upon social media sites to find brands and even buy from these brands. when shopping consumers keep Social media trends in mind. It has been observed that while purchasing a product more than half a percentage of consumers read feedbacks on social media. Even a single negative reviews on a post can stop the consumer from buying that product. The intent of the study is to figure out whether social advertisements have any effect on customer's apparel purchasing pattern. Do people consider social media advertisement while making any purchase? Is female group more influenced by social advertisement over male group? A survey was conducted on different age group of people. Depending on the responses several hypothesis was generated.

H₁₁: Social media advertisements have changed consumer's cloth purchasing pattern

H₂₁: There is relation between gender and buying clothing product post viewing them displayed on social media.

H₃₁: People regret a clothing purchase made post viewing an ad on social sites.

H₄₁: There is a remarkable linkage between age group and the likelihood of making impulse cloth buying depending on social advertisements.

II. LITERATURE REVIEW

1. In recent day's large number of people are using social media due to which these social websites are growing rapidly. Brands use social media advertisements to boost their products. Social media feeds are filled with advertisements. The principal reason of this research is to get insight of the elements which influences consumer's behavior towards display of advertisements on social sites. 613 social media users participated in an online survey that produced data that was later used to construct and evaluate a research model. Our research provides strong evidence that the advertising content influence the performance of display ads on social media. [5].

2. Every new second, social media sites such as Pinterest, Instagram, Facebook, and others generate enormous amounts of data. On average, 400 million active users share about 5 billion recommendations on Facebook each month. Due to its numerous uses and ability to examine how members of a network interact, express opinions, and recognize relationships, social network analysis has become more popular. Now it is possible to extract useful information such as user's interests. This article presents an approach to analyze user's interests and present advertisements that are relevant to them based on the analysis of those interests. [7].

3. Social media has grown to be an essential tool for marketing. This platform is mostly used as marketing tools and medium for introducing new products. Famous social connecting sites such as Twitter, LinkedIn, Facebook, and YouTube bring in millions of users from different part of the world who put in a decent amount of time on these websites every day. The goal of this article is to offer a platform which allows users to control all of their different social media accounts in one location. [10].

4. Earlier Newspaper articles and television commercials used to play a big role in product promotion. But in the current digital world, where billions of people rely on technology for everyday needs social media serve as one of the method to market a product. Social media and recent marketing trends have dramatically influenced consumer's behavior and purchase decisions. The goal of this research is to get further insight into how consumer decisions made on the Internet or through social media are influenced by behavioral targeting. Moreover, to discover which social media site influence customer choice [1].

5. The advertising firm is growing rapidly on social media. There might be up to one billion active users on Facebook at any given period of time for an advertisement. A company's advertisement can reach to a huge number of accounts on Facebook. With these kinds of numbers, it is very easy to go mad and spend a lot of cash for advertising. However, this points towards the crucial question: Can small companies benefit from social media advertising? In order to give a solution to the query, a case study has been done on Facebook advertisement and kept a track on their website traffic. Additionally, it has found that a lot of people interact with Facebook ads. Findings show that even with a low click-on rate social media advertising may be successful for small businesses. [3].

6. To market their products, firms stated to use social media website. Among all Facebook emerged out as the most widely used communication tool. The Intent of this research was to analyze how marketing strategy of Facebook affect costumer's behavior to purchase cloth. It was observed that Facebook marketing had both good and bad effects on the consumers and businesses. A survey was conducted in order to meet its goals and the data was collected. After analysis it was found that the objective of the researcher was fulfilled. [4].

7. For marketing of the product businesses are spending large amount of money in social media sites. Research has been done to observe if there exists any connection between social sites and costumer-brand interactions. Poll was conducted where responses were taken from consumers from the United Kingdom, France, and the United States. Later it was observed that social media sites and consumers brand relationship had a correlation. Survey was conducted and data was collected from adults and consumer populations. After analyzing the survey, it was found that the observation was in the favor of the research main goal. [9].

8. Marketing relies on segmentation. One of the segment is birth age which helps to divide populations in groups. A study is conducted on two different age group i.e. Baby Boomers and Generation Y in order to analyze their buying pattern and in-store service. It was observed that Baby Boomers prioritize in-store service while Generation Y is less likely to go with in-store service. For Baby Boomers, purchasing begins with a vendor who helps in suggesting the best product. While Generation Y select their own product. The study shows the influence of retail strategies on different generations and how retailers should learn from the outcomes and build consumer relationships. [2].

9. The Intent of this research is to observe the impact of various factors on costumer's product purchasing behavior. Later on study how this factors influence sales in fashion industry in order to achieve business objectives. This study mainly focuses on different marketing practices and techniques which are used to manipulate consumer's buying pattern. This study collects data using questionnaires-based approach. The study is conducted only on the fashion industry of Pakistan. Research was conducted on the promotional strategies which were then used by Pakistan's fashion firms during their 'Eid festival and how it influenced customer purchasing behavior. From the data it was observed that the strategies used benefited fashion firms a lot and their sale increased. [6].

10. This study provides an analysis on the elements that influence consumer's purchasing decisions. Different research papers were examined that addressed factors influencing the marketing of clothes and fashion items. Various cultural, social, psychological, personal, and environmental elements were also considered. Market-related factors, such as product attributes, the channel of purchase, pricing, and advertising, were also taken into

III. RESEARCH METHODOLOGY

A. *About Dataset:*

A google form with various types of Questions was created. This form was then circulated among different age group of people and their feedback was taken. Varieties of questions such as Multiple Choice Question (Select one out of multiple choices), Multiple Select Question (Select Multiple option out of multiple question), Open-Ended Questions. Questions included in the survey form were Age, Gender,

How frequently they use social media sites? , Which social media sites do they regularly use for individual use?, How often do you come across clothing advertisements on social sites?, Have you ever purchased clothing product post seeing them advertised on social sites?, Do you follow fashion influencers or brands on social sites?, Have you ever modified your clothing purchase after viewing an user-

Q	EV	OV	OV - EV	(OV-EV) ² 2	(OV-EV) ² /EV
yes	26	46	-20	400	15.384
no	26	19	7	49	1.8846
not sure	26	13	13	169	6.5
Total	78	78	0	618	Calculated Value: 23.7692

generated content?, Do you think that social advertisements have changed your clothing purchasing patterns compared to traditional advertising methods (e.g., TV, magazines)?, How likely are you to make impulse clothing purchases depending on social media advertisements?, Do you think social media advertisements accurately represent the actual quality and appearance of clothing items?, Have you ever regretted a clothing purchase made after viewing an advertisement on social site?, What improvements, if any, would you suggest for social media advertisements to better influence your clothing purchasing decisions? 78 people participated in the survey by sharing their valuable feedback. These responses were then analyzed and Hypothesis were proven.

B. Methods Applied

Once the responses were collected from the users they were then stored in google sheet for further study. This excel sheet has about 15 columns. Each and every column was taken into consideration while performing testing method. After observing the columns Chi-Square Test came out to be more suitable test for analysis. Chi-Square χ^2 Test is the fundamental test for testing hypotheses arranged in a frequency table. Univariate test involving nominal or ordinal variables that are calculated with a Chi-Square Test. Generally, Chi-Square test is associated with goodness-of-fit. Goodness-of-fit determines the numbers matches in two different matrix of the same size. Test is between observed frequency value and expected values. Calculated Chi-Square Formula: $(\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$. This calculated value is then compared with Chi-Square Distribution (Critical Value). If Calculated Chi value is greater than Critical Chi value, then Null Hypothesis was rejected.

IV. RESULT AND DISCUSSION

Chi-Square test was applied on the responses to find out is there any association between two independent variables.

Accordingly, null hypothesis and alternate hypothesis were accepted.

EV- EXPECTED VALUE

OV- OBSERVED VALUE

SV- SIGNIFICANCE VALUE

DOF- DEGREE OF FREEDOM

NH-NULL HYPOTHESIS

AH-ALTERNATE HYPOTHESIS

CV- CRITICAL VALUE.

A. TableA1:

To figure out the influence of social media advertisement on consumer's cloth purchasing pattern.

Question: Do you think that social media advertisements have changed your cloth purchasing patterns? was asked to the users. Based on their responses chi-square test was applied.

Q- QUESTION ASKED

Fig. 1. Calculation table for TableA1

SV	DOF	NH	AH	CV
0.05	3-1 = 2	Social media advertisements do not have any impact consumers cloth purchasing pattern	Social media advertisements have changed consumers cloth purchasing pattern	5.991

Fig. 2. Calculation table for TableA1

In Fig 2, **Null Hypothesis:** say that Social media advertisements do not have any influence on consumer's cloth purchasing pattern. **Alternate Hypothesis:** Social media advertisements have changed consumer's cloth purchasing pattern. **Degree of freedom** was calculated as $(N-1)$ which is $(3-1=2)$. **Significance Value** was considered as 5% (0.05). Now looking into Chi-Square Distribution Table with the help of Degree of freedom and Significance Value Critical value came out to be 5.991. Here Calculated Chi-Square value is **greater** than the critical value which means that the alternate hypothesis is supported. **Result:** Social media advertisements have changed consumer's cloth purchasing pattern.

B. Table A2:

To find out if there is any connection between gender and buying cloth items after viewing their advertisement on social media.

Y: YES;

N: NO;

S: SOMETIMES;

T: TOTAL

MY: MALEYES;
 MN: MALE NO;
 MS: MALESOMETIMES;
 FY: FEMALE YES;
 FN: FEMALE NO;
 FS: FEMALE SOMETIMES

Question: Have you ever purchased clothing product after seeing them displayed on social media? was asked by the male group and female group. Based on their responses chi-square test was applied.

Q	Y	N	S	T
Male	13	12	5	30
Female	23	7	18	48
Total	36	19	23	78

Fig. 3. Observation Tanle for Table A2

Q	EV	OV	OV-EV	(OV-EV) ²	(OV-EV) ² / EV
MY	13.85	13	-0.85	0.7225	0.0521
MN	7.31	12	4.69	21.9961	3.009
MS	8.85	5	-3.85	14.8225	1.6748
FY	22.15	23	0.85	0.7225	0.0326
FN	11.69	7	-4.69	21.9961	1.8816
FS	14.15	18	3.85	14.8225	1.0475
T	78	78	0	75.0822	Calculated Value: 7.6976

Fig. 4. Calculation Tanle for Table A2

SV	DOF	NH	AH	CV
0.05	(2-1)(3-1)=2	There is no remarkable connection between gender and purchasing clothing product after viewing their advertisement on social sites.	There is remarkable connection between gender and purchasing clothing product after viewing their advertisement on social sites.	5.991

Fig. 5. Calculation Tanle for Table A2

In Fig 5, **Null Hypothesis:** states that there is no remarkable connection between gender and purchasing clothing

product after viewing their advertisement on social sites.. **Alternate Hypothesis:** There is remarkable connection between gender and purchasing clothing product after viewing their advertisement on social sites.. **Degree of freedom** was calculated as (No. of rows-1) *(No. of column-1) which is ((2-1) *(3-1) = 2). **Significance Value** was considered as 5% (0.05). Now looking into Chi-Square Distribution Table with the help of Degree of freedom and Significance Value Critical value came out to be 5.991. Here Calculated Chi-Square value is **greater** than the critical value which means the alternate hypothesis is supported. **Result:** There is an connection between gender and their probability of buying clothing product after seeing them advertised on social media.

C. Table A3:

Later out to figure out if people ever regretted their purchase after viewing a social advertisement. **Question:** Have you ever regretted a clothing purchase made after viewing an advertisement on social sites? was asked to the users. Based on their responses chi-square test was applied.

Q	EV	OV	OV-EV	(OV-EV) ²	(OV-EV) ² / EV
Yes	26	43	-17	289	11.1153
No	26	18	8	64	2.4615
Not Sure	26	17	9	81	3.1153
Total	78	78	0	434	Calculated Value: 16.6921

Fig. 6. Calculation Tanle for Table A3

SV	DOF	NH:	AH:	CV
0.05	3 - 1=2	People do not regret a clothing purchase made after viewing an advertisement on social media.	People regret a clothing purchase made after viewing an advertisement on social media.	5.991

Fig. 7. Calculation Tanle for Table A3

In Fig 7, **Null Hypothesis:** states that People do not regret a clothing purchase made after viewing an advertisement on social media. **Alternate Hypothesis:** People regret a clothing purchase made after viewing an advertisement on social media. **Degree of freedom** was calculated as (No. of rows-1) which is (3-1=2). **Significance Value** was considered as 5% (0.05). Now looking into Chi-Square Distribution Table with the help of Degree of freedom and Significance Value Critical value came out to be 5.991.

Here Calculated Chi-Square value is **greater** than the critical value which means the alternate hypothesis is supported. **Result:** People regret a clothing purchase made after viewing an advertisement on social media.

D. Table A4:

To checkout there is a significant association between age group and the likelihood of making impulse clothing purchases based on social media advertisements.

L: LIKELY

N: NEUTRAL

U: UNLIKELY

T: TOTAL

Question: How likely are you to make impulse clothing purchases based on social advertisements? was asked to different age group of people. Based on their responses chi-square test was applied.

Q	L	N	U	T
Under 18	1	1	1	3
18-24	14	19	8	41
25-34	8	3	4	15
35-44	8	6	3	17
45-55	1	1	0	2
Total	32	30	16	78

Fig. 8. Observation Tanle for Table A4

Q	EV	OV	OV-EV	(OV-EV) ²	(OV-EV) ² / EV
Under 18 Likely	1.23	1	-0.23	0.0529	0.043
18-24 Likely	16.82	14	-2.82	7.9524	0.4728
25-34 Likely	6.15	8	1.85	3.33	0.5415
35-44 Likely	6.97	8	1.03	1.0609	0.1522
45-55 Likely	0.82	1	0.18	0.0324	0.0395
Under 18 Neutral	1.15	1	-0.15	0.0225	0.0196
18-24 Neutral	15.77	19	3.23	10.4329	0.6616
25-34 Neutral	5.77	3	-2.77	7.6729	1.3298
35-44 Neutral	6.54	6	-0.54	0.2916	0.04459
45-55 Neutral	0.77	1	0.23	0.0529	0.8229

Under 18 Unlikely	0.62	1	0.38	0.1444	0.2329
18-24 Unlikely	8.41	8	-0.41	0.1681	0.0199
25-34 Unlikely	3.08	4	0.92	0.8464	0.2748
35-44 Unlikely	3.49	3	-0.48	0.2304	0.066
45-55 Unlikely	0.41	0	-0.41	0.1681	0.41
Total	78	78	0	32.4588	Calculated Value: 5.13109

Fig. 9. Calculation Tanle for Table A4

SV	DOF	NH	AH	CV
0.05	((5-1) * (3-1) = 8)	There is no significant connection between age group and the probability of making impulse clothing purchases based on social media advertisements	There is a significant connection between age group and the probability of making impulse clothing purchases based on social media advertisements	15.507

Fig. 10. Calculation Tanle for Table A4

In Fig 10, **Null Hypothesis:** states that There is no significant connection between age group and the probability of making impulse clothing purchases based on social media advertisements. **Alternate Hypothesis:** There is significant connection between age group and the probability of making impulse clothing purchases based on social media advertisements. **Degree of freedom** was calculated as (No. of rows-1) *(No. of column-1) which is ((5-1) *(3-1) = 8). **Significance Value** was considered as 5% (0.05). Now looking into Chi-Square Distribution Table with the help of Degree of freedom and Significance Value Critical value came out to be **15.507**. Here Calculated Chi-Square value is **greater** than the critical value which means the alternate hypothesis is supported. **Result:** There is significant connection between age group and the probability of making impulse clothing purchases based on social media advertisements.

CONCLUSION

There is significant impact of social media advertisement on consumer's cloth purchasing pattern. Through analysis of consumer's behavior different conclusions can be drawn.

From Table A1 it is observed that user's decisions have changed post viewing social advertisement. Depending on current ongoing trends and how influencing the advertisement is user takes their decision. It has also found that females are more influenced by social ads than males. Female make more cloth purchased after seeing social ads. Fashion firms uses different trick to influence people so that they make more purchase. They use techniques such as recommending ads which are relevant to their interest, collaborating with the social influencers to promote their brands product and many more. It was also observed that young age group of people use social media very frequently in their day to day life. Due to frequent usage of social media applications they regularly come across social advertisements. Because of which they are more likely to make an impulse purchase after viewing advertisements. Due to this impulse purchasing fashion firms are benefitted the most as it helps them grow their sales. Even consumers are benefitted with social advertisement as they get to view variety of products and designs. Due to social media advertisements both consumers and producers are benefitted the most.

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