iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** II **Month of publication:** February 2024

DOI: https://doi.org/10.22214/ijraset.2024.58331

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue II Feb 2024- Available at www.ijraset.com

The Impact of Social Media as a Part of Fashion Marketing and its Impact on Youngsters

Priyadharshini P[1], Shashi Nag[2]
[1]*Student,*[2]*Associate Professor, Department of Fashion& Personality Enhancement, Saveetha College of Architecture & Design, Chennai Tamil Nadu*

Abstract: ***This research is aimed to understand the impact of social media as a part of fashion marketing and its impact on youngsters, social media on the face of global society has created a new network of social connection with youngsters. Their relationship with influencers on "#outfit of the day" on Instagram is attractive to youngsters, social media marketing can benefit fashion brand in many ways. Including target audience, brand awareness and so far social media platforms by designers to promote, their own brand. Social media platform have also become a key tool for fashion brand, to showcase their collection and engage with consumers through live streaming event and social media campaigns. It has impacted the fashion industry through the democratization of fashion.***

Personalized fashion recommendations are becoming more popular, making it easier for consumers to discover new styles and brands that align with their individual tastes. People want to offer real-time interactions with them through an active presence in social media; social media might consider digital advertising highly impactful and more valuable and authentic than traditional advertising. Social media platform such as Instagram has recently become the most popular social networking site among the young people. In addition, selling and marketing the product in the virtual store on Instagram represent a new shopping most of the consumers. In survey the constant stream of New Style encourages us to buy, even if we do not need them. People want to fit into society and have the coolest or most desired product out there which influences the spread of new items becoming popular on social media network.

This research paper emphasizes more on understanding the mindset of youth and their views on social media as a part of fashion marketing. All together of50 respondents as youth of age group (18-30yrs) were taken, Primary research has been taken as Google form survey as questionnaire. The increased diversity and representation that social media has brought to the fashion industry is very positive development, and it will be interesting to see how this continues to evolve in the future.

Keywords: Fashion marketing, social media, Brand, Trend, Youngsters

I. INTRODUCTION

Social media refer to online platform that enable users to create, share and interact with content. These platforms facilitate the exchange of information, idea and multimedia content in real-time. Common social platform include face book, Twitter, Instagram, LinkedIn etc. User can share various types of content, such as text post, image, video and links. Social media also provides feature for linking, commenting, sharing content, fostering engagement and interaction among users. Data collection on social media involves the gathering of information about user behavior, preference and demographics. Platforms analyze user activity to personalize content, target advertisement and improve the overall user experience. However, this practice has raised concerns about privacy and the potential misuse of personal information.

Social media data can be valuable for business researchers and advertisers to understand trends, target audiences and measure the effectiveness of campaigns. Ethical considerations and privacy safeguards are crucial in handling and utilizing social media data responsibly.

Fashion marketing on social media is a dynamic and influential aspect of the industry. Fashion brand establish and maintain a strong presence on various social media platform. Fashion brands often collaborate with influencers and fashion bloggers to reach a wider audience. Influencers can showcase product in real-life situations, providing a more relatable and authentic connection with potential customers. Social media allows brand to engage directly with their audience. They respond to comments, conduct polls and encourage user-generated content. The interaction helps in building a community around the brand. Many fashion brand leverage social media platforms for e-commerce by incorporating shopping features. User can discover product through posts and directly makes purchases without leaving the app. Social media is a powerful tool for keeping tabs on fashion trends. Brands can quickly adapt to emerging style and incorporate them into their collection. Staying relevant the fast-faced fashion industry.

©IJRASET: All Rights are Reserved

Brand use social media analytics to track the performance of their campaigns. This includes metrics such as engagement, reach and conversion rates. Insight obtained from these analytics help in refining marketing.

Fashion marketing involves promoting and selling fashion products through various strategies and channels. It encompasses a range of activities that aim to create awareness, generate interest, and drive sales for fashion brands and their products. This involves analyzing demographics, psychographics, and consumer behavior to identify target audiences and tailor marketing strategies accordingly. Brands need to position themselves in the market, highlighting what sets them apart from competitors and creating a unique selling proposition. Fashion brands use advertising to create awareness and promote their products. This can include traditional advertising such as print and Television, as well as digital advertising on social media, search engines, and other online platforms. Fashion marketing is a dynamic and multifaceted field that requires a comprehensive approach, creativity, and adaptability to stay relevant in the ever-changing fashion industry. Successful marketing strategies align with the brand's identity, resonate with the target audience, and effectively communicate the value of the products.

Social media has revolutionized fashion marketing by offering unprecedented access, fostering direct engagement, and providing tools for visual storytelling and data-driven decision-making. It has become an integral part of the fashion industry's marketing strategy, shaping trends, building communities, and influencing consumer behavior

II. OBJECTIVE

To analysis the impact of social media on youngsters, To understand fashion marketing and youngsters predicting about same. It generally includes gaining insights into how social media influences various aspects of the fashion industry.

III. LITERATURE REVIEW

Nowadays, the increasing speed of new trends and the demand for change is getting faster and this has encouraged the majority, if not all fashion brands, to adopt the social media as a marketing channel Thus, social media has become the shopping hub for both consumers and fashion brands all over the world [1]. Business can be promoted through various social networking sites. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice [4]. Social media refers to various internet-based applications that permit users to create and exchange their content, opinions, and experiences with others. Popular social media platforms consumers use regularly are Facebook, Instagram, and YouTube. Social media has drastically changed the method of interaction between consumers and marketers. Consumers are reviewing the products and post their experiences on social media platforms. Other consumers use these posts to decide whether to buy these products. Social media has enabled consumers to share their experiences, views, and opinions quickly and creatively [2]. In the present, organizational survival in the market and their efficiency in generating more profit with performance can be influenced by investigating buying behavior and customer satisfaction. Therefore, firms are more sensitive to evaluate the effectiveness of their marketing strategies in determining consumer buying behavior[3].It’s a good business practice to know who are the players and how best to play the game to win, we are talking about competitors in the markets and keep a track on how they are utilizing their own marketing campaign and the usage of social media, can be useful and showcases their potentialities in the market, as any business owner knows it’s important to keep track of what the market and user sentiments are, and this is best understood by data analysis, social media has now made analysis an important aspect of its use and more organizations are able to use this to compare and predict behavior of not just their products and services, but competitors as well[5].

IV. METHOD AND METHODOLOGY

For getting better understand of the impact of social media as apart of fashion marketing. The study focuses on a quantitative approach and is validated through the usage of charts, graphs, and numbers. The findings are related to Google questionnaire team of 20 respondence.

Questionnaire method filled from youngsters having age group 18-35 years of age. The sources of secondary data are a valuable approach with websites, newspaper, and journal. Gathering data specifying the time and sources of the information about the survey is done. The 50 respondents based on their recent activities on social. The total completed responses which were received in the Google Drive were 20. Measurement pie chart for was developed using primary data collected during the survey.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue II Feb 2024- Available at www.ijraset.com

V. DISCUSSION AND FINDING

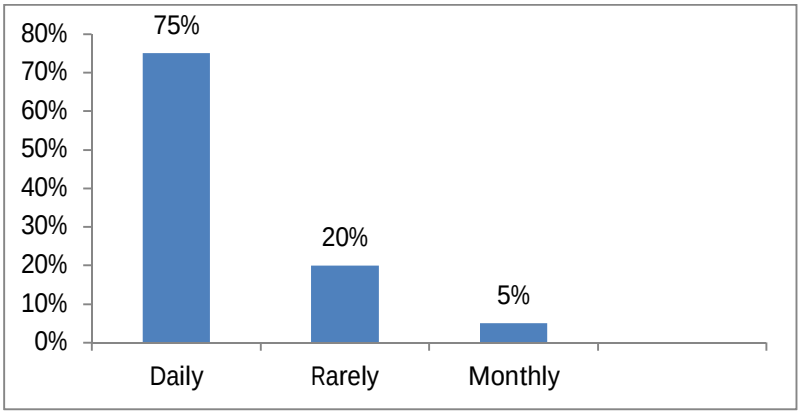


Fig 1. This histogram represents the frequency of social media uses among young people. It is evident that 75% of youngsters use social media on a daily basis, 20% uses social media rarely and 5% of the respondents use it monthly. Comparing most of the youngster using a social media on daily base.

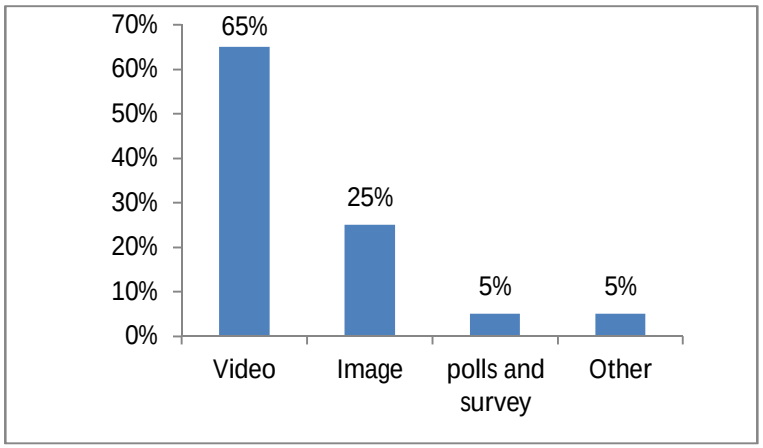


Fig 2. This graph bar represents the content of find effective on social media is based on the factor such as 65% of youngsters get the content by seeing a advertisement by videos.25% of content find in images of social media advertisement that interact to the youngsters to get most effective content about fashion

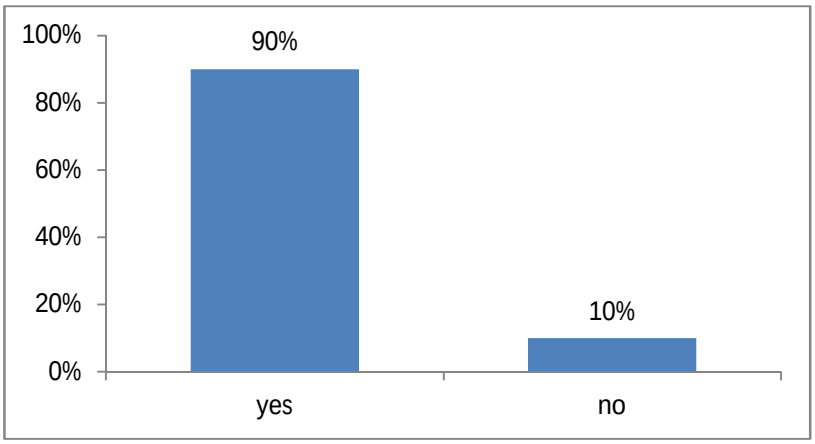


Fig3. This histogram shows the result of a survey of allocation a budget for social media advertisement. From this pie chart it's clear that the majority of participants allocate a budget for social media advertisement. Nearly 10% of participant is not willing to allocate a budget, comparing to this pie chart most of a youngster for allocate a budget.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue II Feb 2024- Available at www.ijraset.com

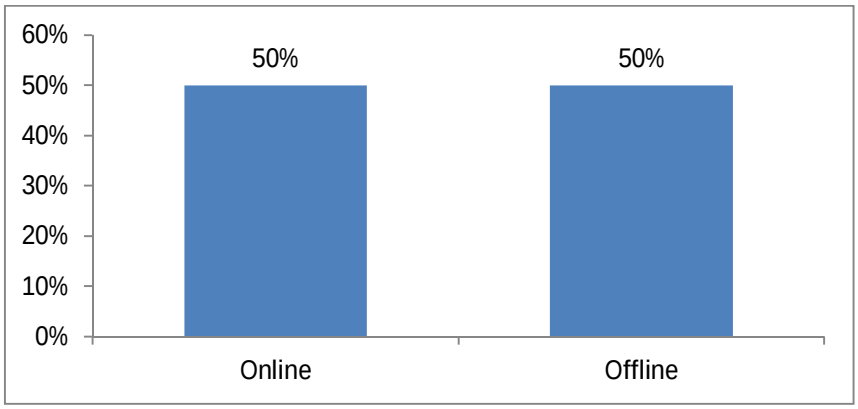


Fig4.The histogram is give information about the people who is preferred to online or offline shopping. The group of youngsters is given a importance to both online and offline shopping.

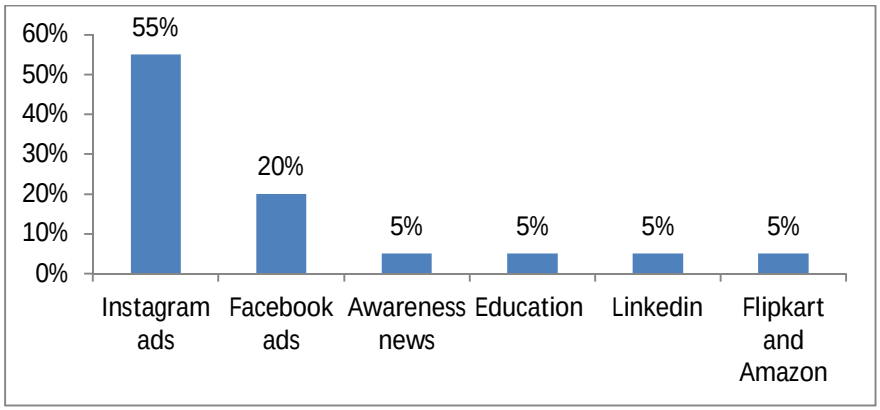


Fig 5..The chart gives information about ads that youngsters found most on social media. According to the bar graph Instagram ads are found 65% of survey results and second most face book ads are 20% of youngsters found. Awareness news, education, LinkedIn, Flipkart and amazon are least amount of result as 5%. By seeing this survey people are mostly adopt to social media platform.

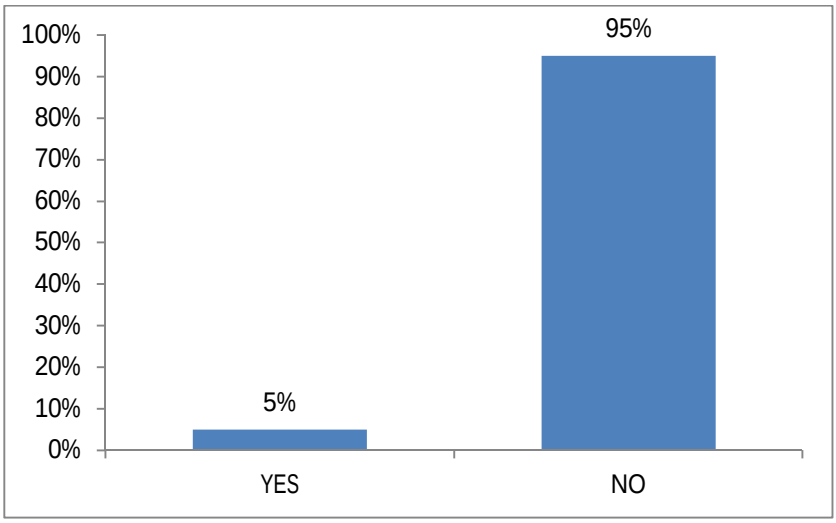


Fig 6. The histogram depicts the percentage of online shopping harassment. From this pie chart it's clear that the majority of my participant's survey youngsters are not harassed in online shopping. Maybe it repeatedly cause harm to another people. Only 5% of result is on negative side.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue II Feb 2024- Available at www.ijraset.com

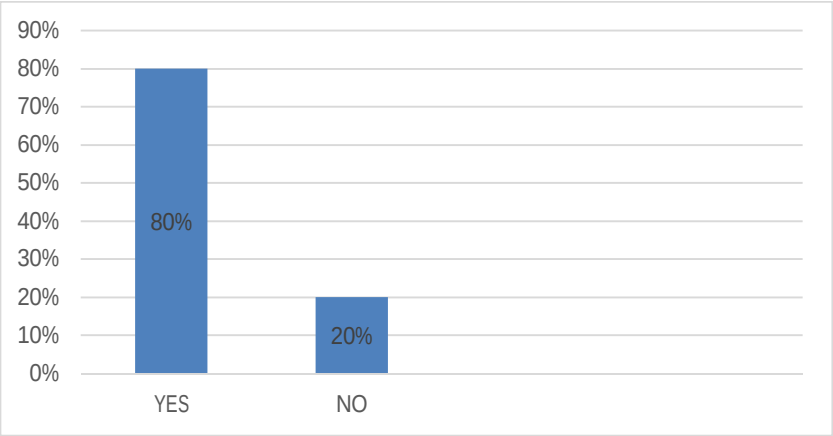


Fig 7. This bar graph compares the youngster's idea about social media marketing. The activity of youngsters are interested in marketing goals from the survey is noted. This led 80% of youngsters are can influence about their carrier. Now a days targeting and interacting with the future generation.

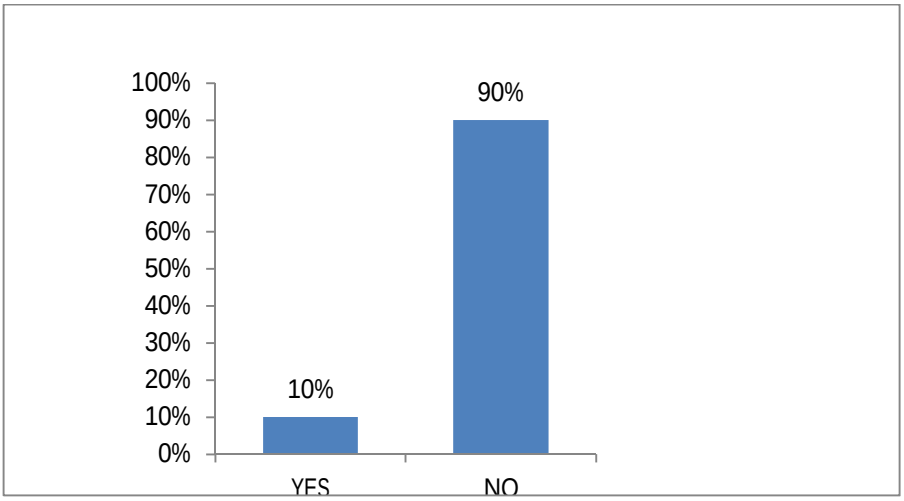


Fig 8.The chart provides information on social media campaigns or promotion. A greater percentage of youngsters are says marketing effort to reinforce with a business more than social media platform. But people are no aware about the campaigns or promotion in my survey.

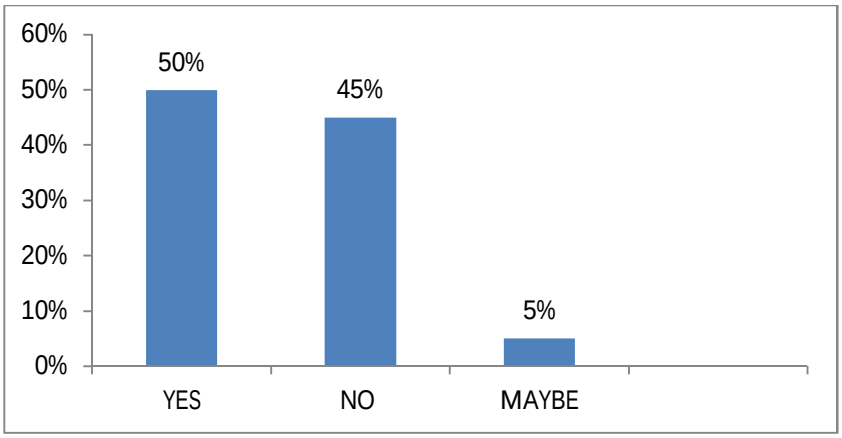


Fig 9. This pie chart shows the results of a survey in youngster could recommend the online shopped to friends and family. 50% of people are says yes to the recommending the online shopped to the friends and family, 45% of youngsters are not willing to share they online stores and 5% of people are says maybe.

©IJRASET: All Rights are Reserved

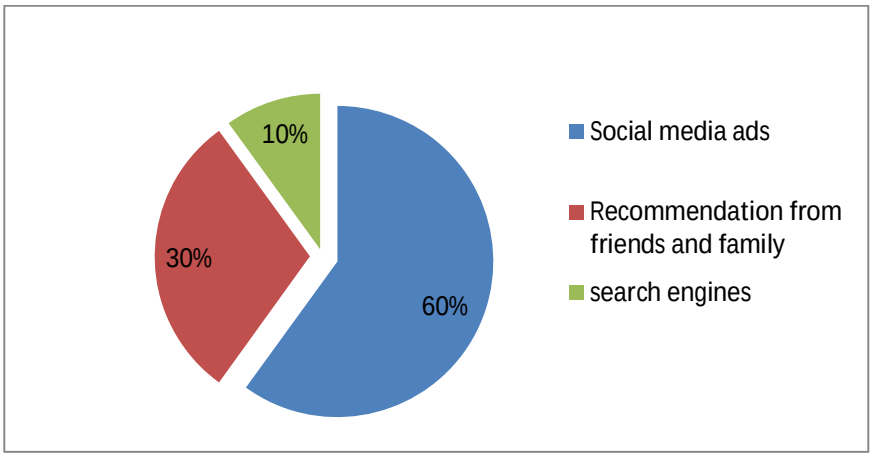


Fig10.The pie chart given is a diagrammatic representation of the ways in discovers new online store or e-commerce. Most of the people discover new online store by social media ads 60% result shows in survey, 30% of youngsters are discover their online store or e-commerce by recommendation from friends and family. Only 10% of youngsters are search in engines.

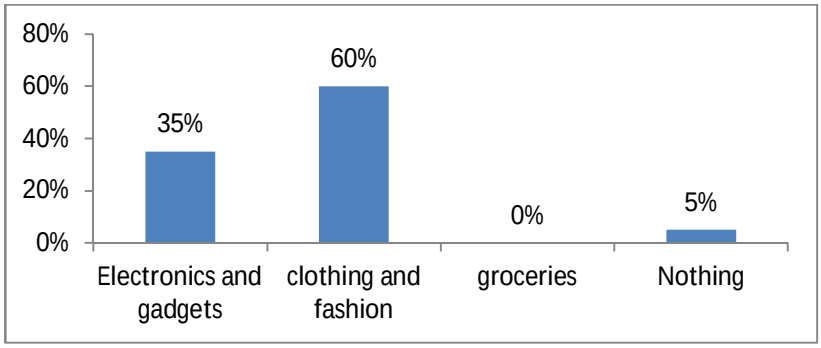


Fig 11. This bar graph illustrates the number of product they typically purchase online. 60% of youngsters are mostly used to purchase clothing and fashion in online platform. Nearly people are purchase the electronics and gadgets 35% of result as marked.0% of groceries. Youngsters are following up with the clothing and fashion.

VI. CONCLUSION

The impact of social media on fashion marketing has been profound, transforming the industry in numerous ways. Social media platforms have become powerful tools for fashion brands to connect with their audience, build brand identity, and drive sales. Social media has enabled fashion brands to reach a global audience instantly. Through platforms like Instagram, Facebook, etc., Social media enables real-time communication between brands and consumers. Fashion marketers can engage with their audience through comments, likes, and direct messages, fostering a sense of community and loyalty. Social media provides valuable data and analytics tools that help fashion marketers understand consumer behavior, preferences, and trends. Social media acts as a trendsetter and allows fashion marketers to identify emerging trends quickly. This data-driven approach enables brands to make informed decisions. Despite these positive impacts, it's important to note that social media also presents challenges, such as managing brand image, dealing with negative feedback, and keeping up with the fast-paced nature of online trends. Social media provides an avenue for fashion brands to enhance their visibility and create a strong online presence. The integration of social media into fashion marketing has revolutionized the industry, offering new opportunities and challenges that brands must navigate to stay competitive and connect with their audience effectively.

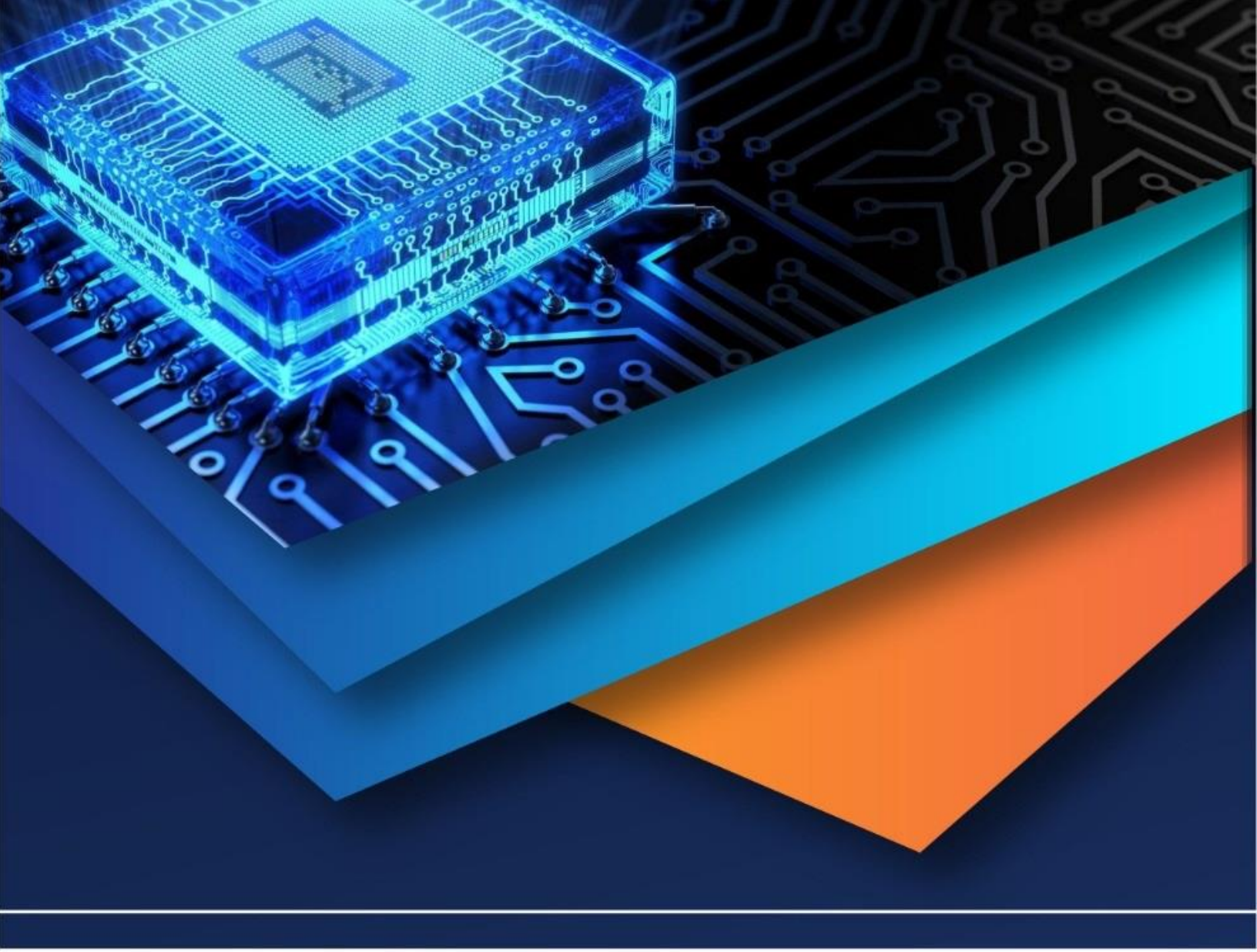
VII. ACKNOWLEDGEMENT

I would like to convey my heartfelt gratitude to our Principal, Dr. N. Jothilakshmy for her tremendous support and assistance in the completion of my project. Her support and guidance in completing our project on the topic (The impact of social media as a part of Fashion marketing and its impact on youngsters) was of great learning experience. Also I would like to take this opportunity to express my gratitude to my Professor Dr. Shashi Nag. The project would not have been successful without her cooperation and inputs.

REFERENCES

[1] Abdulaziz, King; Trad, Noran et al, 2020.Use of social media as an effective marketing tool for fashion startup. Open journal of social science: Vol 8.
[2] Ali, Imran; Naushad, Mohammad; 2023. Examining the influence of social media marketing on purchase; Intension. Innovative marketing; ISSN:1816-6326. Vol 19 (4).
[3] Ali, Rizwan; Aslam, Tanveer; 2022. The impact of social media marketing on youth buying behavior in an emerging country; Entrepreneurship and sustainability issues ISSN: 2345-0282; Vol 9
[4] Siddiqui, Shabnoor; Singh, Tejinder; 2016. Social media its impact with positive and negative aspect; International journal of computer application; ISSN: 2319-8656; Vol 5
[5] P.S. Rajeswari et al;2022. Impact of social media marketing on customer relations; Scholarly journal; ISSN:3933-3943; Vol 20

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)