SOCIAL MEDIA INFLUENCE ON PURCHASE DECISION OF MILLENNIALS TOWARDS FASHION APPARELS – A STUDY WITH REFERENCE TO BENGALURU URBAN

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Abstract

Purpose : The advent in the area of technology has empowered the millennials and they are influenced by fashion apparels and they wear the fashionable fabrics and to distinguish themselves with others. This trend has become fashion dilemma and the intention of this paper is to understand the significance of social media and its influence on millennials to buy fashion apparels and how far social media is effective in creating the positive impact on millennials to buy fashion apparel.

Approach : A sample of 200 millennials who are studying in different courses at Bengaluru in different selected area, is used to assess the impactness of social media on millennials by applying different statistical tools like Kendall's co-efficient concordance, Garrett Ranking Technique and weighted average.

Findings : The result of the study indicate about the presence of significant

and high degree of relationship between the variables. The findings reveals that the significance of social media is very much impacted by the factors like creates viral content, easily accessible, creates and share visual content etc., The study indicates about how social media impacts on millennials buying behaviour of fashion apparels. The study reveals factors like brands impacts a lot on millennials, new style fashion apparels, social and personal identity etc., are the factors which impacts social media on the millennials. Further, the study also indicates about factors affecting positive impactness of social media on millennials and they consist of educates about brand in turn the millennials are strongly impacted, social media helps to promote creditability and innovation among millennials and teenagers can easily search and obtain general information.

Key words : Generation Y, identity, social status, fashion apparels, writing skill, teenagers brands, viral, insights, consciousness, convey identity.

Introduction :

Millennials born in between 1980 – 2000 are the primary consumer group in the online apparel market (Jiny Eong Son et al., 2007). Generation Y (Gen-y) consumers are engrossed with fashion (Williams et al., 2011) and on account of their spending across different product types including fashion industry (Tee et al., 2013) they have significant roles in the market place. As they are preoccupied in fashion they spend nearly 70% of their money on fashion and apparel goods (Bakewell et al., 2003). The change emerging in the minds of millennials can be traced to the development of technology and information which has reduced into a small village without boundaries or rich or poor as it they are equal (Steinshekk et al., 2021). The younger generation life style is at present heavily influenced by social media and technology both in the form of norm values, behaviour, culture and hobbies (Ardi et al. 2017; Ardi et al., 2018). Millennials tend to spend more time using social media than interacting directly (Cash et al., 2019). The social media users across the globe stood at 3.6 billion in 2020 and it is predicted that the number may reach 4.41 billion by the end of 2025 (Statista Jan 28, 2022) and the popular social media platforms at Bengaluru include Meta platform, youtube, whatsapp and instagram. Social media creates awareness among the consumers and highly advantages on enhancing brand popularity (deVries, et al., 2012). Popular global giants are making social space more transparent by sharing reviews, comments, likes, tweets and pins. They no more can undermine the power of social media as it has become an integral part of buyers and sellers.

Generation Y and their buying behaviour :

Previous researchers reveal that in the past 60 years there have been three generations dominating the workplace, Baby boomer, Generation X, and Millennials (Kaifi et al., 2012). Generation Y or millennials is the generation which is born between 1980's – 1990's or the term millennium is given to the generation who has reached adulthood during the 21st century. Kotler et al., (2013) said millennials are the generation which is born in between 1977 and 2000. Valentine et al., (2013) suggest several ways to name to this generational group: millennials, don't label as generation, generation tech, generation next, generation.com, generation 2010, echo boom, boom babies, Generation XY. The term generation is popular across the globe but their birth dates are still a topic for debate (Smriti Tripathi, 2019). Birth period for generation Y as suggested by different authors is given below.

Sl.No.	Author	Birth period of Generation Y
1	Nobel et al., (2009)	1977-1994
2	Brosdahl & Carpenter's (2011)	1981-1999
3	Kaifi et al., (2012)	1980 – 2000
4	Valentine & Powers (2013)	1977 – 1996
5	Kotler and Armstrong	1977 – 2000
6	Ordan (2015)	1981 – 2000
7	Lissista & Kol (2016)	1980 – 1999
8	Muda, Mohd, & Hassan (2016)	1980 – 1990
9	Omar (2016)	1980 – 1990

Source: Smriti Tripathi (2019). Impact of social media on generation Y for buying fashion apparels. Journal of content, community and communication, 9(5), 105-113.

On the basis of above information it can be concluded that one can interpret generation Y people belonging to group mostly born within the period of 1980 – 2000. The generation Y would like to have continuous access to technology right from their childhood. They do all work digital by utilising internet search engines, websites, social media, e-exchanges and other technologically advanced apps. This particular generation group dislikes manually doing but likes digitalisation of all works. They feel that by resorting to getting the things worked through technology time is saved and they dislike to waste time by doing timings manually. Millennials are not interested to read any user manual, brochures, leaflets, newspapers magazines or notice boards rather they want easy access. Omar (2016) expressed that this generation use commonly internet, computer tablets, laptops, music text messages, video games and social programs. Further, the previous research reveals that this generation would like to spend at least an hour a day on online retail websites. The fashion boom has made the millennials to use social media to participate in online shopping (Salim, 2019). Millennials are inflamed by identity through clothing and they want to be different appearances from others (Piacentini et al., 2004). Rajput (et al. 2012) stated that consumers wear Voguish clothes to show their distinctiveness and self-image. Khalloli et al., (2013) indicated that adolescents understand the value of establishing their identifies through socialisation and their fashion buy is for symbolic aspect.

Review of literature

Smriti Tripathi. (2019) stated that generation Y, spends on online shopping and fashion apparel. Further, the researcher expressed that social media has given wings to the fashion industry by providing a common platform.

Backwell et al. (2006) are of the opinion millennial generation constitutes over a quarter of the global population and spends two thirds of their money on clothing.

Kaplan and Haenlem (2010) stated that social media is a collection of internet based applications and build on the ideological and technological foundation of a network where content are constantly changed in a shared and collaborative way by all operators.

Laksamana (2018) highlighted that social media channels promote a brand and its products marketing initiatives as a subset of online marketing activities with traditional web based promotion strategies combing technology, social interactions, webblogs, micro blogs on social networks, pictures and audio visual sharing platforms.

Cheung et al., (2019) are of the opinion that positive brand image provides perception to customers to be differentiated from other products in terms of content, style, design, packaging providing companies with a distinction that implicitly influences the purchase decision based on social media marketing.

Putter (2017); Alves et al., (2016) (Malik et al., 2012) revealed that extensive review of literature suggests that the relationship between social media marketing and consumer buying in different industries and brand image influences on consumer buying.

Noureddine et al., (2018) are of the opinion that social media marketing shows significant influence on consumers buying decision where social media is observed as a the future marketing platform to attract and drive customer traffic.

Godey et al., (2016) have expressed that marketing initiatives through social media has a positive impact on consumer buying decision.

Bandra, D.M.D. (2021) found in his research that social media advertising positively influences on consumer buying behaviour in the fast fashion industry. As per the researcher three variables, entertainment, familiarity and social imaging have rightly influenced consumer behaviour and there is no statistically significant influence from the remaining variable, advertisement expenditure.

Objectives of the study

1) To study the impact of demographics in the impact of social media on Millennials towards purpose of fashion apparels.

2) To analyse and measure the factors impacting significance of social media.

3) To analyse the factors impact on social media on millennials buying behaviour of fashion apparels.

4) To study the positive impact of social media on millennials.

Hypotheses

1) The demographics are not impacting on the study of social media impact on the millennials towards buying of fashionable apparels.

2) There are no factors impacting on the significance of social media.

3) Social media is not impacting on millennials for buying fashion apparels.

4) Social media is not creating any positive impact on millennials.

Research questions

1) What are the reasons behind demographics not impacting on the study of social media on millennials towards fashion apparels?

2) What are the factors impacting on the significance of social media?

3) What are factors impacting on social media on millennials buying behaviour of fashion apparels?

4) What is the positive impact of social media on millennials?

Research Methodology

Research methodology is a technique used to recognise, select, process and analyse data belonging to a specified topic. Under methodology a researcher critically evaluates a study's overall validity and reliability. It is about how a researcher systematically designs a study to

ensure valid and reliable results that address the research aims and objectives (Derok et al., 2020). Research design is a pre-planned activity and pre-projected for the future.

Population, sampling and sample size

The participants of this study were millennials both boys and girls who are born between 1980-2000. These participants were directly approached for data collection purpose with a questionnaire. The population was limited only to social media users on any social media platforms. Millennials must have the knowledge and strategies required and capable of providing responses to the research questions. Convenience sampling technique is performed in the present study. Further, in order to improve generalisation the study was conducted in a natural setting where the millennials may be honest in their consumers. The researcher visited personally different colleges of degree, PUC, engineering college, Bangalore central, North and Bengaluru University.

Sample size and the area	No. of millennials
PUC, Junior colleges & Degree, Yelahanka & Basavanagudi (B'lore)	100
Bangalore Central University	20
Bangalore University (BU)	30
Ramaiah Institute of Technology (B Tech in Fashion apparel)	15
Nitte Meenakshi Institute of Technology (B Tech in Fashion Apparel)	10
REVA University (B Tech Fashion Apparel)	25
Total	200

Data Collection : Structured and open end questions were used for the quantitative research since it is a preferred method for finding out the different aspects of participants behaviour. Questionnaire method of data collection increases the speed of data collection, cost effective and higher level of objectively compared to other data collection methods. The secondary sources comprises of e-journals and internet.

Universe of the study: The study is confined only to Bengaluru urban. Two government universities – Bangalore Central and Bangalore University, One private university (Reva) and NITTE (Deemed to be university) millennial students were approached for the purpose of data collection. PUC & Degree colleges in Yelahanka sub-district were visited by the researcher for the purpose of data collection.

Method of data analysis: The present study adopted x^2, contingency coefficient, Kendall's coefficient of concordance, Garrett Ranking Technique and weighted average technique. X2 measures good fit of the data and as a test of independence. Kendall's statistical tool was performed to know the significant and high degree of relationship, Garrett Ranking Technique to measure the factors and to rank and weighted average tool was performed to know importance of impacting factors.

Limitations

1)   The study is confined only to Urban Bengaluru.

2)   The sample 200 is small when compared to the millennial population studying in different streams.

3)   Any generalisation requires further in-depth study.

Data presentation and analyse : Demographic profile of millennials – A

The demographics of millennials which are required for the present includes gender, household monthly income, year in college, purchasing fashion apparels online and sharing product reviews online with friends and relatives.

Research question No. 1: What are the reasons behind demographics not impacting on the study of social media on millennials towards fashion apparels?

Hypotheses No. 1: The demographics are not impacting on the study of social media impact on the millennials towards buying of fashion apparels.

H1: There exist significant variation in the data and demographics are impacting on the study of social media influencing the millennials towards buying fashion apparels.

Table – 1 depicts data demographics of millennials. Table reveals that there are 150 (75%) male student millennials and 50 (25%) female students. The house hold income data reveals that 95 households are getting monthly income in the range of 50K – 75K, 35 in between 25K – 50K, 25 each in between 75K – 1 lakh and <25K, and 20 respondents getting monthly income >Rs. 1 lakh. 59 students studying in the final year degree, 28 in the first year degree, 32 in the second year degree, 25 studying in PUC, 20 studying B Tech Apparel Technology in prestigious institutions, and 11 millennials studying different post graduation degrees. 153 respondents reported that they buy fashion apparels online and 47 said no and 170 respondents share the reviews of product online with friends and retailers. X2 statistical tool reveals about the presence of significant relationship and contingency coefficient shows high degree of relationship between the attributes.

Research question No. 2 : What are the factors impacting on the significance of social media?

Hypotheses No. 2 : H0 : There age no factors impacting on the significance of social media.

H1 : There exist significant variation in the data and there are factors impacting on the significance of social media.

Table – 2 highlights data on the factors impacting on the significance of social media. 115 respondents out of 200 expressed strongly agree followed by 55 agree and 30 somewhat agree. Out of 115 who stated strongly agree, 17 said about creation of viral content, 16 expressed about creates and shares visual content, 15 felt about driving traffic to the website of business. 13 are of the opinion that social media builds brands and 10 each said about cost of fictiveness and everybody's participation. Out of 55 respondents who said agree 15 spoke about creates viral content, 10 said about creates and shares visual content, 8 felt about easily accessible and 6 stated about driving traffic to the website of business. Out of 30 who said somewhat agree, 8 spoke about creates viral content and 7 spoke about easily accessible – 'w' fails to accept H0 and accepts H1 and therefore it is concluded that there exist significant relationship between the variables.

Research Question No. 3 : What are the factors impacting on social media on millennials buying behaviour of fashion apparels?

Hypotheses No. 3: H0 : Social media is not impacting on millennials for buying fashion apparels?

Hypotheses H1 : There exist significant variation in the data and social media is impacting on millennials for buying fashion apparels.

Table – 3 highlights about impact of social media on millennials buying behaviour of fashion apparels. Garrett ranking technique was followed to rank the factors influencing social media on millennials buying fashion apparels. Calculated values are obtained after performing the formula 100 (Rij – 0.5)/N and the per cent so obtained are referred with Garrett conversion table (See Table – 4). The first rank was awarded to the statement brands impacts a lot on millennials, the second rank was awarded to new style fashion apparels, and the third impact of social media on millennials buying behaviour of fashion apparels was awarded to social and personal identity. The remaining factors ranking was decided on the basis of strength of mean score.

Research question No. 4 : Social media is not creating any positive impact on millennials.

Hypotheses No. 4 : H0 : Social media is not creating any positive impact on millennials.

H1 : There exist significant variation in the data and social media is impacting positively on millennials.

Table – 5 reveals data about creation of positive impact on millennials. Likert scale with varying scale 'strongly agree to strongly disagree' was framed weights were awarded to the Likert scale ranging from 5, 4, 3, 2 & 1 (5 + 4 + 3 + 2 + 1) = 15. Total 'fw' was obtained by multiplying weights with frequency i.e., sum of respondents opinion (i.e., f x w). The sum of fw is the total which was divided by sum of weights i.e., 15 to get 'WA'. The highest 'WA' was scored by educates about brand in turn the millennials are strongly impacted and the second highest stood was social media helps to promote creativity and innovation among millennials and the third highest as per the table is teenagers can easily search and obtain general information.

Summary and discussions of findings:

The present study started with the intention of analysing how far the demographics impact on the social media influencing millennials to buy fashion apparels, and to measure the significance of social media. Further, the intention of the study also includes about studying impact of social media on millennials buying behaviour of fashion apparels and measuring impact of social media on millennials. The study also included the experts and scholars opinions to give more weight-age to the research work. The present study followed survey technique for the purpose of data collection using a structured questionnaire. The findings reveals that all demographics shows a significant and high degree of relationship between the attributes. Further the study reveals that factors like creates viral content, creates and shares visual content easily accessible and driving traffic to the website of business, are some of factors driving the significance of social media. Further, factors like brands impacts a lot on millennials, new style fashionable apparels, and social and personal identity factors in the order of ranking affects buying behaviour of millennials. The study also reveals about the factors that

positively impact social media on the millennials. These factors comprises educates about brand in turn the millennials are strongly impacted, social media helps to promote creativity and innovation among millennials, and teenagers can easily search and obtain general information respectively.

The bipolar opinions expressed by respondent millennials reveals that the significance of social media is impacted by the factors like creates viral content, creates and shares visual content and easily accessible. It was found that buying behaviour of respondents is impacted by social media towards fashion apparels. These impacting factors also includes internet savvy generation wants to do all digital, price consciousness and attractiveness of the product. Convenient sampling technique was followed while collecting the data from respondent millennials as per the questionnaire. The questionnaire was administered with precaution and no prompting was done or forced the respondents to give a particular answer. The secondary sources include e-journals and internet.

Conclusion :

The present study reveals information about the influence of social media on the behaviour of generation x or millennials particularly in the fashion apparel industry. Millennials represent a quarter of global population (Bakewell et al., 2006) and spends two thirds of their money on clothing. Brands, style, price, self identity, country of origin are found to play pivotal roles in either attitude formation or purpose intention among millennials. The demographics impacts significantly with a high degree very much influences social media on millennials buying behaviour. The significance of social media is affected by factors like creates viral content, creates and shares visual content, and easily accessible. As far as millennials buying behaviour is concerned factors like brands impacts a lot, new style fashionable apparel, social and personal identity. Further it was found that factors like educates about brand in turn the millennials are strongly impacted, social media helps to promote creativity and innovation among millennails and teenagers can easily search and obtain general information. There is a lot of score for fashion apparels in Bengaluru as the urban center is popularly called as 'happening city', 'silicon valley' and now 'science city'. Bengaluru tolerates multi culture and immigrants and fastest growing city in Asia. Millennials like fashion apparels in Bengaluru. Social media very much impacted fashion world and more brands are move to the social networking sites to tap the active buyers of generation Y.

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Table – 1 Socio-economic characteristics of Millennials impacting on purchase of Fashion Apparels.

Characteristics	x^2	TV @ 0.05 level	df	result of x^2	'c'	Result of 'c'
Gender	50	3.841	1	Significant	0.45	High Degree
Household income	72.5	9.488	4	Significant	0.51	High Degree
Year in college	60.01	12.592	6	Significant	0.54	High Degree
Purchase of fashion apparels online	56.18	3.841	1	Significant	0.46	High Degree
Share product reviews online	98.00	3.841	1	Significant	0.57	High Degree

Source : Field Survey

Note : x2 = Chi-square

'c' = $\sqrt{(x^2 / x^2 + N)}$

Where C = Contingency co-efficient

N = Number of observation

When the value of 'c' is equal or near 1, it means there is high degree of association between attributes. Contingency co-efficient will always be <1.

Table – 2 : Factors driving and measuring significance of social media

Significance of social media	SA	A	SWA	RT	RT^2
Easily accessible	9	8	7	24	576
Creates and shares visual context	16	10	2	28	784
Communicates to a large group the same time	8	3	3	14	196
Everybody's participation	10	2	2	14	196
Flexible and dynamic	9	2	2	13	169
Cost effective	10	2	1	13	169
Building brands	13	3	1	17	289
Driving traffic to the website to business	15	6	2	23	529
Creates viral content	417	15	8	40	1600
Uncovers valuable insights	8	4	2	14	196
Total	115	55	30	200	4704

Source: Primary data.

Note : SA – Strongly Agree, A – Agree, SWA – Somewhat Agree, RT – Row Total.

$SSR = \Sigma RT^2 = (\Sigma RT)^2 / N$

$= 4704 - (200)^2 / 10$

$= 4704 - 4000 = 704$

$W = 12 \times SSR / K^2N^2 (N-1)$

$\qquad = 12 \times 704 / 9 \times 100 (100-1)$

$\qquad = 8448 / 8910 = 0.9481$

Test the significance of 'w' by using Chi-square statistic

$X^2 = K(n-1)w$

$\qquad = 3(10-1) - 0.9481$

$\qquad = 3 \times 9 \times 0.9481$

$\qquad = 25.59$

Decision : At 9 df with 5% level of significance the value being 25.59 higher than the TV and hence 'w' fails to accept H0 and accepts H1. Therefore it can be concluded that there exist significant variation in the data.

Table – 3 : Impact of social media on millennials buying behaviour of fashion apparels.

Ranks		Scale and score value												
Factors	Scale	I	II	III	IV	V	VI	VII	VIII	IX	X	T Score	Mean Score	R
	Value X	81	70	63	57	52	47	42	37	30	18			
Internet savvy Y-generation wants to do all digital	f	75	55	18	13	10	7	8	8	5	1	200		
	fx	6075	3850	1134	741	520	329	336	296	150	18	13449	67.45	IV
Frequent exposure to internet	f	73	54	17	14	11	6	7	6	7	5	200		
	fx	5913	3780	1071	798	572	282	294	222	210	90	13232	66.16	VII
Convey identity	f	72	57	19	13	10	5	8	5	3	6	200		
	fx	5832	3990	1197	741	520	235	336	185	90	108	13234	66.17	VIII
Social & personal identity	f	84	58	17	8	9	4	5	4	5	6	200		
	fx	6804	4060	1071	456	468	188	210	148	150	108	13663	68.31	III
Shows belongingness to group	f	68	52	29	10	12	8	6	4	3	8	200		
	fx	5508	3640	1827	570	624	376	252	148	90	144	13179	65.90	IX
Country of origin affects buy of fashion apparels	f	52	49	40	22	15	6	7	4	3	2	200		
	fx	4212	3430	2520	1254	780	282	294	148	90	36	13046	65.23	X
Attractiveness of the product	f	65	51	35	15	10	8	5	2	4	5	200		
	fx	5265	3570	2205	855	520	376	210	74	120	90	13285	66.42	VI
	f	72	58	20	10	9	6	8	9	5	3	200		

Price consciousness	fx	5832	4060	1260	570	468	282	336	333	150	54	13345	66.73	V
New style fashionable apparel	f	84	57	18	9	8	5	6	6	4	3	200		
	fx	6804	3990	1134	573	416	260	252	222	120	54	13765	68.82	II
Brands impacts a lot on millennials	f	86	58	20	7	6	4	5	5	4	5	200		
	fx	6966	4060	1260	399	312	208	210	185	120	90	13810	69.05	I

Source : Field Survey, Mean score = Σfx / N

Table – 4 : Garrett Ranking conversion table

Sl.No.	100 (Rij – 0.5) Nj	Calculated value	Garrett Value
1	100(1 – 0.5) / 10	5	81
2	100(2 – 0.5) / 10	15	70
3	100(3 – 0.5) / 10	25	63
4	100(4 – 0.5) / 10	35	57
5	100(5 – 0.5) / 10	45	52
6	100(6 – 0.5) / 10	55	47
7	100(7 – 0.5) / 10	65	42
8	100(8 – 0.5) / 10	75	37
9	100(9 – 0.5) / 10	85	30
10	100(10 – 0.5) / 10	95	18

Source : (1) Subhash Vadgale (2016). Village consumer behaviour towards perishable goods. A study with respect to Ahmednagar district of Maharashtra, Pezzottaite Journals, 5, (3) 2286-2287. (2) https://pd4pro.com.edu

Table 5 : Positive impact of social media on millennials

Factors	Weights	5	4	3	2	1	T	WA
	Likert Scale	81	70	63	57	52		
Provides a chance to train their skills	f	143	45	6	2	4	200	
	fx	715	180	18	4	4	921	61.40
Higher prices of fashion apparels with improved quality	f	144	46	5	2	3	200	
	fx	720	184	15	4	3	926	61.73
Millennials get awareness about society and the world	f	138	45	10	3	4	200	
	fx	690	180	30	6	4	910	60.67
Educates about brand in turn the millennials are strongly impacted	f	151	45	1	1	2	200	
	fx	755	180	3	2	2	942	62.80
Physical environment at stores makes the teenagers to buy fashion apparels	f	141	39	9	8	3	200	
	fx	705	156	27	16	3	907	60.47
	f	148	48	1	2	1	200	

Social media helps to promote creativity and innovation among millennials	fx	740	192	3	4	1	940	62.67
Fine tuning motor skills and coordination	f	128	32	25	10	5	200	
	fx	641	128	75	20	5	869	57.93
Helps millennials to improve reading and writing skills	f	121	31	27	12	9	200	
	fx	605	124	81	24	9	843	56.20
Teenagers can easily search and obtain general information	f	140	54	3	2	1	200	
	fx	700	216	9	4	1	930	62.00
Learning and enhancement of confidence	f	138	46	6	5	5	200	
	fx	690	184	18	10	5	907	61.40
	Total							

Source : Field survey

$WA = \Sigma fw / \Sigma w$