Influence of Social Media on Consumer Purchase Decisions towards the Fashion Products

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Abstract:
Social media refers to online platforms that allow users to access and distribute information. Facebook, Twitter, YouTube, Instagram, WhatsApp, etc are among the most widely used social media platforms. Social media is used by the marketers to study trends and predict consumer behaviour. The objective of this paper is to study the influence of social media on consumers' buying decision with regard to fashion products and find the effect of various demographic variables on the use of social media. Data was collected from 202 respondents using purposive sampling technique. Descriptive statistics and one-way ANOVA was applied to analyse the data. Findings reveals that social media affects buying decisions in the fashion industry and the demographic variables like age, gender, qualification, income and profession hardly make any difference as far as impact of social media is concerned. 'Value for Money', 'Promotion and Social Influence' and 'Uncertainty' were found to be the important factors affecting consumers' decision-making process regarding fashion related products. It has been argued that the fashion industry needs to ensure their presence on social media considering the needs of various categories of potential consumers.
Keywords: Social media, fashion products, fashion industry, consumer purchase decision.

I. INTRODUCTION

The growing reach of social media and the internet has altered the way how individuals communicate and exchange information. Social media refers to online platforms that allow users to access and distribute information and socialise as well. Facebook, Twitter, YouTube, Instagram, WhatsApp, etc are among the most widely used platforms. It is now possible for business to connect with customers from all over the world with a simple click or even a touch on the screen. Social media has now turned into a powerful marketing tool too. It has not only broadened the scope of marketing, but also enabled marketers with a plethora of options to improve customer brand recognition. People use social media to share knowledge about goods and services. Customers' buying decisions are also affected by social media through group communication etc. With 4.74 billion people around the world (59.3% of the global population) using social media, one can easily understand its importance in modern world. 93.4% of the total internet users use social media. Access to internet and social media through mobile phones is the major cause behind increased use of social media. Users are spending a considerable amount of time (almost 2 and half hours a day) accessing social media (datareportal.com)

Source: https://datareportal.com
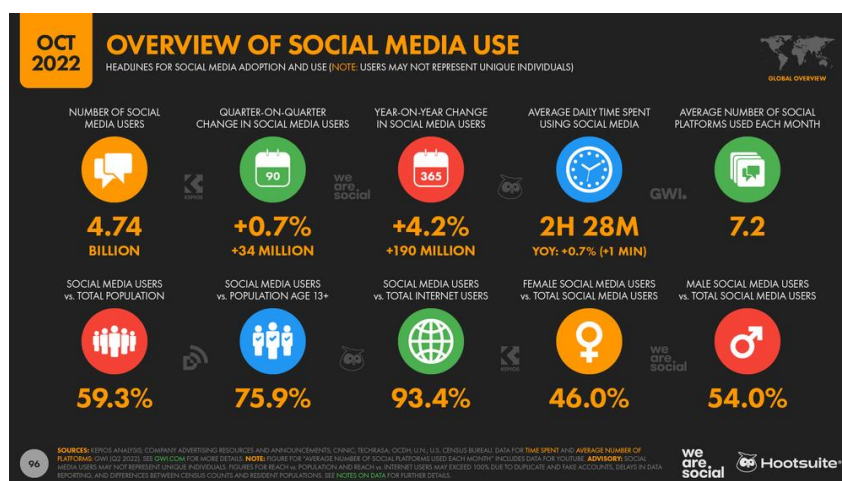
Fashion is one industry that is thought to be particularly well-suited to social media (Ahmad et al., 2015). According to Ciarniene and Vienazindiene (2014) fashion is the style of cloths and accessories that people wear at any point of time. Apart from clothing trends and accessories fashion may include footwear, make-up, and body piercing, etc. Social media is also used as a tool to study fashion trends and predict consumer behaviour. The evolution of social networking platforms like Facebook, Instagram, Twitter, etc. among others, has generated a new stimulus among fashionist. Noureddine and Zeineddine (2018) found connection between recognizing an issue and searching for and evaluating information as key factors in deciding how social media affects consumer purchasing behaviour, confirming social media's stimulation in recognizing the need for something before buying. Users obtain a variety of views and information regarding trends, brands, fashion weeks to internet sales, etc. on Facebook, Twitter, Instagram, Google, WhatsApp, and other social networking sites. Another popular kind of social media among fashion-conscious consumers is blogging. Fashion blogs are considered as one of the most popular ways of exchanging information and recommendations. It is used as a cost-effective marketing tool for selling brands directly to potential customers. Fashion oriented customers often visit blogs to get views and recommendation of the fashion bloggers. In fact, the fashion bloggers are an important component of the fashion industry. Sudha and Sheena (2017) argued that by investing in a partnership with a blogger and implicitly engaging the company's target customer base, company confidence and loyalty could be established, resulting in higher revenue and a successful long-term customer relationship. Furthermore, social media influences consumer purchasing decisions by changing the channels of engagement between suppliers and buyers. In the current era of social networking, social media plays an important role as an effective marketing tool. In recent years social media's huge growth has made the fashion industry more accessible to the general population. Consumers are also becoming more fashion conscious now. They use social media to know about current fashion trends. Earlies, fashion conscious consumers used to rely on the opinions of retail store owners and experts while purchasing, however, they now depend on the feedback and viewpoints of people on social media. Since social media allows people to post feedbacks and reviews on goods or services, this includes putting a status for the product or service, likes, dislikes, and tweeting about it. Social media is being increasingly used for posting product reviews, rankings, and recommendations. If a consumer is pleased with a good or service, he/she can use one of the many social media resources available to suggest it to other consumers. Therefore, it is essential for marketers to examine the influence of social media on consumer purchase decisions toward fashion products.

II. LITERATURE REVIEW

Customer's buying decision is the mechanism by which he or she selects the most relevant/suitable product from a variety of options. Most of the researchers have found a positive relation between use of social media and consumer purchase behaviour/intention/decision in fashion industry. Michaela and Orna (2015) confirmed the influence of social media buyers' reviews and opinions on fashion conscious consumers. Barhemmati and Ahmad (2015) revealed that there is a positive correlation between consumer interaction with social networking sites and purchasing behaviours and it leads to higher customer loyalty. Muthiah and Kannan (2015) found a huge effect of interactive multimedia platforms on consumer purchasing decisions, with Facebook having a greater impact than that of any other social networking site. Duffett (2017) revealed that young consumers with longer social media activity had the most favourable perceptions toward online marketing discussions. Consuegra et al. (2018) found a positive effect of social media activity on the direct relation between brand image and purchase intention. Ferrao and Alturas (2018) concluded that e-WOM (words of mouth) communications, made through opinion makers and other users in Social Media influence the purchase decision

process and loyalty. Voramontri and Klieb (2019) confirmed that social media usage affects consumer satisfaction while searching for information and evaluating alternatives. According to Blazquez et al. (2019) informational support influences browsing motivations amongst fast fashion consumers and purchase intention was significantly affected by the support from other members of an online community. Bandara (2020) found that social media advertising positively influences customer purchasing behaviour. Tariq and Chowdhury (2020) revealed various social media portals to be helping UK fashion industry in promotions (of products) and communication (with consumers). However, both the offline and online media platforms were found to be equally important in generating better economic and social recognition. Hsiao et al. (2020) suggested that the presence of large national brands influences sales of private label in fashion social media. Sudirjo (2021) observed that social media and consumer motivation affects purchasing decisions. Alatawy (2022) also highlighted the potential of Social Media Marketing in to enhance the brand value, awareness, identity and word of mouth for fashion products. Yeo et al. (2022) also confirmed a positive impact of perceived emotional value and eWOM on social media users' purchase decision.

However there are some studies indicating a week or negative impact of social media on consumer purchase intention. Gul et al. (2014) indicated a weak relationship among Social Media, Fashion Consciousness and Buying Behaviour. Nash (2019) revealed that despite the active use of social media by the consumers to get information, the final buying decision is not highly affected by the same. Boce et al. (2022) also did not find any direct contribution of social media usage in generating committed buyers of fashion products.

Few researchers found that there are some other factors along with social media that have influence on consumer purchase decisions. According to Widyasari et al. (2020) factors namely utilitarian motivation and sales promotion had a positive and significant impact on e-purchasing decisions. Abdullah et al. (2020) indicated that the key factors influencing Instagram users purchase intention towards fashion products were likability, trustworthiness and familiarity. Bandara (2020) found three independent variables i.e. entertainment, familiarity and social imaging found to be influential on consumer behaviour. Some researchers found differences on the basis of gender as far as impact of social media is concerned. Kim et al. (2015) revealed positive relationship between SNS use and para-social relationships with celebrities. This relationship was found to be affected by gender differences. Djafarova and Bowes (2021) also found Instagram to be more influential in encouraging impulse purchases amongst females. However, Nasir et al. (2012) indicated that women, while making purchase decisions related to their apparels, give more importance to word of mouth than social media.

III.   RESEARCH PROBLEM

47% of the total population of India is using internet and number of social media users in India reached 467 million in 2022 (https://www.theglobalstatistics.com). Use of social media websites as marketing device has an effect on various stages of purchasing decision and even on post-purchase behavior (Iblasi et al., 2016). It necessitates for the marketers to analyse and use the social media for formulating better marketing strategies. Present study aims to see how social media influences consumers' fashion products buying decision. This study would help to get a better sense of the customer's purchase decision. It would, thus, help the companies engaged in the fashion industry to devise appropriate social media tools and strategies to get favourable customer response towards their fashion brands, latest styles, and collections.

IV.   OBJECTIVES
- To identify the factors affecting consumers' purchase decision regarding Fashion Product
- To study the influence of social media on consumers' purchase decisions regarding fashion products.
- To study the impact of demographic variables on social media that influence consumers' purchase decisions regarding fashion products.

HYPOTHESIS
- $H_{o.1}$: Gender of respondents does not significantly affect various social media factors that influence consumer purchase decisions regarding fashion products.
- $H_{o.2}$: Age of respondents does not significantly affect various social media factors that influence consumer purchase decisions regarding fashion products.
- $H_{o.3}$: Educational qualification of respondents does not significantly affect various social media factors that influence consumer purchase decisions regarding fashion products.
- $H_{o.4}$: The profession of respondents does not significantly affect various social media factors that influence consumer purchase decision regarding fashion products.
- $H_{o.5}$: The income level of respondents does not significantly affect various social media factors that influence consumer purchase decisions regarding fashion products.

V. METHODOLOGY

For the present study sample of 202 respondents has been taken from Kurukshetra district, Haryana. A purposive sampling method was used to collect the data from respondents. The sample represents respondents of different age, gender, occupation, education qualification and annual income. On the basis of these demographic variables, social media's effect on consumer buying decision with regard to fashion products has been analysed. Data was collected with the help of questionnaire. 16 statements were subjected to Factor Analysis. The Literature review leads to identification of three factors namely *"Acquiring information related to latest fashion trend through social media", "Factors of social media which affect consumer purchase decision regarding fashion"* and *"Social media experience that supports the interaction between the consumer and fashion"* represented by 5, 17 and 7 statements, respectively. Responses were recorded on five-point Likert Scale on all the statements. Both descriptive and inferential statistics including Percentage and one-way ANOVA have been applied to analyse the data.

VI. DATA ANALYSIS AND INTERPRETATION

Factor Analysis

The present study attempts to find out the factors affecting the consumers' purchase decision regarding fashion products. The questionnaire contained 16 statements where the consumers were asked to indicate to what extent they affect their purchase decision making process. Data, thus, generated was subject to Factor Analysis.

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**.919**
Bartlett's Test of Sphericity	Approx. Chi-square	2204.845
	Df	120
	Sig.	.000

The above-mentioned Table 1 spotlights the KMO and Bartlett's test, imperative to solicit factor analysis. It indicates that the value of the Kaiser-Meyer-Olkin measure of sampling adequacy is .919, which is considered as good. The value of Bartlett's test of sphericity is also appreciable. As a result, the data was found to be adequate for Factor Analysis.

Table 2
Eigen value with cumulative percentage variance explained

Components	Eigen value	% of variance	Cumulative % of variance
1	4.660	29.128	29.128
2	4.486	28.037	57.165
3	1.750	10.935	68.100

The above-stated Table 2 depicts the Eigenvalue with total variance explained for the variables. Three factors were withdrawn from sixteen variables. The cumulative variance explained is 68.100, which is considered authentic for the study. Principle components analysis (Table 3) is used for factor exploration.

Table 3
Rotated Component Matrix

Variables	Component			Communalities
	1	2	3	h2
1	**.493**	.252	.405	.471
2	**.601**	.272	.382	.581
3	.047	.263	**.859**	.810
4	.490	.055	**.610**	.614
5	**.727**	.003	.366	.663

6	**.832**	.362	.122	.839
7	**.786**	.365	.112	.764
8	**.659**	.531	.072	.722
9	**.701**	.434	.087	.688
10	**.642**	.551	.034	.717
11	.384	**.609**	.195	.556
12	.491	**.684**	.062	.713
13	.231	**.768**	.218	.690
14	.352	**.706**	.109	.634
15	.262	**.803**	.097	.723
16	.047	**.816**	.210	.711

Table 4

S.NO	Factor-1 **Value for Money**	**Factors loading**
1.	Quality and design	.832
2.	Material of construction (fabric, leather, denim)	.786
3.	Risk like defective, poor, damage	.727
4.	Price	.701
5.	Consumer attention and service	.659
6.	Good workmanship	.642
7.	Amount of available information	.601
8.	Resources like time, finance	.493

Table 4 represents the first factor extracted by Factor Analysis, named as 'Value for Money'. Positive high factor loadings have been observed on quality and design, construction material, price, risk, consumer attention and service, good workmanship, amount of available information, and resources like time and finance, which means these variables share most of their variances, hence, co-vary to each other. These variables indicate that consumers decide about the purchase of fashion product after carefully comparing the quality, material and consumer service with the price and available resources. This means value for money is the most important factor for the consumer before making a purchase decision. Fashion products being luxury and expensive items, value for money for the same becomes very important for consumers.

Table 5

S.no	Factor-2 **Promotion and Social Influence**	**Factors loading**
1.	Influence of social media	.816
2.	Packaging	.803
3.	Advertisements/fashion pages	.768
4.	Discounts, coupons and deal	.706
5.	Feedback (reviews, comments, posts and ratings)	.684
6.	Reference group (friends. Peers, parents, celebs)	.609

Factor 2 has been named as 'Promotion and Social Influence' as it represents the statements such as the influence of social media, packaging, advertisements/fashion pages, discounts and coupons, feedback and reference group having the high factor loadings (Table 5). The consumers' purchase decision making process is highly affected by the promotional activities, advertisement, and pressure groups. The influence of social media is very much visible in these days when almost each of the consumer of fashion related products has access to the internet smart phones/computers.

Table 6

S.no	Factor-3 Uncertainty	Factors loading
1.	Personal factors like pressure	.859
2.	Uncertainty like delay	.610

Factor 3 represents the statements that represents uncertainty and pressure, that a consumer may be subjected to, while making purchase decision for fashion related product. Uncertainty may also affect the length of the consumers' decision-making process. Fashion related products may have time/occasion utility, and uncertainty in delivery/suitability etc may highly influence the consumers' decision.

Descriptive Analysis

Table 7
Descriptive statistics on influence of Social Media

Factors	Mean	SD
Acquiring information related to latest fashion trend through social media.	2.842	0.922
Factors of social media which affect consumer purchase decision regarding fashion	3.073	0.80
Social media experience that supports the interaction between the consumer and fashion	3.144	0.94

Table 7 shows the overall mean and standard deviation of three factors related to use of social media. It has been found that 'Social media experience that supports the interaction between the consumer and fashion' has the highest mean depicting thereby the highest importance given to this factor by the respondents as compared to the other factors. Second highest importance is given to 'Factors of social media which affect consumer purchase decision regarding fashion'. Both these factors have mean score of more than 3 indicating their importance for the social media users. 'Acquiring information related to latest fashion trend through social media' has the least mean score indicating thereby that respondents give less importance to this factor regarding use of social media. To see whether there is any significant difference in the influence of social media on consumer purchase decisions statistically, based on various demographic variables, ANOVA (one way) has been applied.

ANOVA

Table 8
Gender-based summary of ANOVA on the influence of Social Media

Factors	Gender	Mean	SD	Sig.
Acquiring information related to latest fashion trend through social media.	Male	14.21	4.59	0.190
	Female	15.06	4.62	
Factors of social media which affect consumer purchase decision regarding fashion	Male	51.93	13.75	0.753
	Female	52.54	13.66	
Social media experience that supports the interaction between the consumer and fashion	Male	21.65	6.64	0.649
	Female	22.07	6.55	

Table 8 reveals that that gender of respondents does not have a significant effect on all the factors that is 'Acquiring information related to latest fashion trend through social media' (p= 0.190), 'Factors of social media which affect consumer purchase decision regarding fashion' (p=0.753) and 'Social media experience that supports the interaction between the consumer and fashion' (p=0.649). Therefore, we fail to reject null hypothesis ($H_{o.1}$). Thus, it can be concluded that gender of consumers does not significantly affect the influence of social media on consumer buying decision with regard to fashion.

Table 9
Age-based summary of ANOVA on the influence of Social Media

Factors	Age	Mean	SD	Sig.
Acquiring information related to latest fashion trend through social media.	Below 20	15.06	4.51	0.76
	20-30	14.89	4.75	
	30-40	14.76	2.94	
	40-50	13.25	3.57	
	Above 50	10.80	5.24	
Factors of social media which affect consumer purchase decision regarding fashion	Below 20	55.54	10.89	0.199
	20-30	51.85	15.04	
	30-40	50.29	10.90	
	40-50	52.62	7.26	
	Above 50	44.90	13.80	
Social media experience that supports the interaction between the consumer and fashion	Below 20	24.58	4.75	0.000
	20-30	21.68	6.80	
	30-40	21.94	6.28	
	40-50	18.00	5.78	
	Above 50	14.60	5.66	

Table 9 shows that Age has a significant effect on 'Social media experience that supports the interaction between the consumer and fashion' as the p value (0.000) is significant at 1% level of significance. Therefore, null hypothesis has been rejected. But Age does not have significant effect on 'Acquiring information related to latest fashion trend through social media' (p=0.76) and 'Factors of social media on consumer purchase decision' (p=0.199), therefore, we fail to reject null hypothesis as there is insufficient evidence to reject the null hypothesis.

Table 10
Educational qualification-based summary of ANOVA on the influence of Social Media

Factors	Educational qualification	Mean	SD	Sig.
Acquiring information related to latest fashion trend through social media.	Up to 10+2	14.26	4.77	0.510
	Undergraduate	14.22	4.81	
	Postgraduate	15.08	4.21	
	Professionals	15.14	5.53	
	Others	17.33	2.51	
Factors of social media which affect consumer purchase decision regarding fashion	Up to 10+2	52.76	12.07	0.989
	Undergraduate	52.44	13.14	
	Postgraduate	51.74	14.54	
	Professionals	52.14	16.95	
	Others	55.33	10.40	
Social media experience that supports the interaction between the consumer and fashion	Up to 10+2	21.80	7.39	0.565
	Undergraduate	22.21	6.10	
	Postgraduate	21.05	6 .64	
	Professionals	23.57	8.08	
	Others	25.00	2.64	

Table 10 reveals that educational qualification of respondents does not have a significant effect on all the factors that is 'Acquiring information related to latest fashion trend through social media' (p=0.510), 'Factors of social media which affect consumer purchase decision regarding fashion' (p=0.989) and 'Social media experience that supports the interaction between the consumer and fashion' (p=0.565). Therefore, there is insufficient evidence to reject the null hypothesis, so we fail to reject null hypothesis ($H_{o.3}$). Thus, it can be concluded that educational qualification of consumers does not significantly affect the influence of social media on consumer purchase decision with regard to fashion products.

Table 11
Profession-based summary of ANOVA on the influence of Social Media

Factors	Profession	Mean	SD	Sig.
Acquiring information related to latest fashion trend through social media.	Businessmen	13.11	5.91	0.595
	Employee	14.91	4.38	
	Student	14.88	4.69	
	Homemaker	13.90	4.33	
	Other	14.00	2.62	
Factors of social media which affect consumer purchase decision regarding fashion	Businessmen	49.88	17.99	0.410
	Employee	51.66	13.77	
	Student	53.72	13.24	
	Homemaker	48.80	10.21	
	Others	47.00	12.31	
Social media experience that supports the interaction between the consumer and fashion	Businessmen	18.23	9.01	0.016
	Employee	22.08	6.22	
	Student	22.88	6 .05	
	Homemaker	19.20	6.89	
	Others	18.50	6.46	

Table 11 represents that profession of respondents does not have a significant effect on the factors 'Acquiring information related to latest fashion trend through social media' (p= 0.595) and 'Factors of social media which affect consumer purchase decision regarding fashion' (p= 0.410) resulting in fail to reject null hypothesis. However, 'Social media experience that supports the interaction between the consumer and fashion' (p= 0.016) is significantly affected by profession of the respondents. Therefore, null hypothesis is rejected.

Table 12
Income-based summary of ANOVA on the influence of Social Media

Factors	Income	Mean	SD	Sig.
Acquiring information related to latest fashion trend through social media.	Upto 2,50,000	14.29	4.71	0.03
	2,50,000- 5,00,000	16.09	3.96	
	5,00,000-10,00,000	13.14	4.58	
	Above 10,00,000	14.61	5.07	
Factors of social media which affect consumer purchase decision regarding fashion	Upto 2,50,000	51.94	14.50	0.951
	2,50,000- 5,00,000	52.44	12.87	
	5,00,000-10,00,000	53.44	11.52	
	Above 10,00,000	51.71	14.97	
Social media experience that supports the interaction between the consumer and fashion	Upto 2,50,000	21.34	6.65	0.420
	2,50,000- 5,00,000	23.00	5.87	
	5,00,000-10,00,000	21.07	6.42	
	Above 10,00,000	22.52	8.10	

Table 12 shows that income significantly affects 'Acquiring information related to latest fashion trend' as the p value (0.03) is significant. Therefore, null hypothesis is rejected. But income does not have significant effect on 'Factors of social media which affect consumer purchase decision regarding fashion' (p=0.951) and 'Social media experience that supports the interaction between the consumer and fashion' as the p value (0.420) is insignificant, therefore, fail to reject the null hypothesis.

VII. DISCUSSION

Factor Analysis applied on statements regarding factors affecting the consumers' purchase decision making process regarding fashion products lead to extraction of three factors namely 'Value for Money', 'Promotion and Social Influence' and 'Uncertainty'. Consumers compare the products quality and benefits with price that is paid. Thus, cost benefit analysis is one of the major factors affecting purchase decision. Promotion and influence of social media and peer groups was also found to be a major factor affecting purchase decision. Reach of internet to the majority of the consumers has increased the pressure on the fashion industry to make their presence on social media. Uncertainty also affects the consumers' decision making. If the consumers is not sure

about the product, delivery, design or other product related attributes, he or she may delay or cancel the purchase decision. Thus, sellers have to make sure that consumer gets adequate and accurate information of the products on various social media platforms to remove any chances of uncertainty in the mind of the consumers.

Findings based on results reveal that social media users give highest importance to 'Social media experience that supports the interaction between the consumer and fashion' followed by 'Factors of social media which affect consumer purchase decision regarding fashion'. Comparatively less importance is given to 'Acquiring information related to latest fashion trend through social media' by the users of social media. One way ANOVA has been applied to check the influence of demographic variables on social media having influence on consumer purchase decisions. It is observed that gender, age, educational qualification and profession do not affect social media's role in 'Acquiring information related to the latest fashion trends'. However, it has been found that income has a significant impact on how social media helps in 'Acquiring information related to the latest fashion trends'. It was observed that none of the demographic variables i.e. gender, age, profession, educational qualifications and income significantly affect the 'Factors of social media that effect consumer purchasing decisions regarding fashion'. These results coincide with Suraweera and Jayathilake (2021) where gender and occupation were found to have insignificant impact on consumer buying decision. However, Kim et al. (2015) and Djafarova and Bowes (2021) found differences on the basis of gender as far as impact of social media is concerned. When the impact of gender was observed on 'Social media experience that supports the interaction between the consumer and fashion', it was found that gender does not significantly affect the same, whereas age was found significantly affecting 'Social media experience that supports the interaction between the consumer and fashion'. Regarding educational qualification and income level of respondents, both do not have a significant effect on 'Social media experience that supports the interaction between the customer and fashion'. Verma et al. (2019) also found an insignificant effect of income of parents on the spending by young adults on fashion products. In terms of profession, results revealed that profession have a significant effect on 'Social media that supports the interaction between the consumer and fashion'. Social media allows users to post comments, reviews, and status updates about a product or service. Today's consumers rely on the belief and guidance of people on social media.

IMPLICATIONS

Fashion brands should give due importance to social media platforms. Since it has been observed that a large number of potential customers explore social media to collect information regarding the product before purchasing. Thus, the content on social media can have a considerable effect on their buying decision. It has also been observed that various demographic factors (gender, age, income, education and profession) don't have any major impact as far as social media activity with regard to fashion products is concerned. They all give almost equal importance to the social media, thanks to the wider reach of internet. Thus, fashion brands are required to ensure their appearance on social media. They need to design the content keeping in mind various demographic factors to give users belonging to different categories a personalised experience. Gautam and Sharma (2017) also recommend marketers to give value to customers in social activities. It is found that users of social media tend to trust reviews on social media. Marketers should encourage the buyers and users of the products to post positive reviews of the products and services. Businesses and organizations may use discounts or promotions to encourage customers to recommend their products. Marketers should use the social media's feature of being a two-way communication tool, where consumers post their post-purchase feedback and potential buyers may have a quick access to them as pre-purchase recommendations. Professional fashion bloggers/influencers should be encouraged to increase the reach of the product on social media.

VIII. CONCLUSION

Social media has a definite impact on consumer buying decisions in the fashion industry. Penetration of internet and reach of social media consequently is driving marketers to ensure their presence on social media platforms. Majority of the potential buyers are using social media irrespective of the age, gender, qualification, income and profession. The fashion industry needs to ensure their positive appearance on social media. They need to design the personalised content for various categories of potential buyers. Users look for reviews on social media before finalising their purchase decision. Thus, Marketers need to encourage the buyers and users of the products to positively review the products and services. 'Value for Money', 'Promotion and Social Influence' and 'Uncertainty' were found to be the important factors affecting consumers' decision-making process regarding fashion related products. Thus, sellers must ensure that consumer gets value for their money, products be adequately promoted and accurate information about product related attributes is available on social media.

SCOPE FOR FURTHER RESEARCH

- The present study focused on the influence of social media on consumer purchase decisions regarding fashion products. Future research may analyse the influence of social media on other products.
- Industry wise comparison of the impact of social media may be another aspect for future research.

- Other demographic differences like rural-urban (consumers) may also be analysed as far as impact of social media is concerned.

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