

## **Impact of Fashion Advertising Through Social Media Portals on the Purchase Decision of Young Adults**

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### **Abstract**

Fashion is not limited to outfits and accessories. It encompasses much more. Fashion lovers are setting the agenda for social media marketing since a major quantum of online shopping is dedicated to fashion and related merchandise. The main aim of this research is to find the impact of social media advertisements on the final purchase decision of the young adults. Yet another aim was to find the impact of parents' income on the expenditure incurred by young adults through social media portal shopping. A structured questionnaire was created to conduct a survey and a systematic sampling method was adopted. The research focuses on young adults between 18-25 year old and the prime area of research was Chandigarh. Since this is a survey of online shopping purchase decision so the results can prove to be more generic if social media users are to be considered. The findings of the study revealed that there is a non-significant impact of parent's income on the expenditure incurred by young adults. Fashion advertising through social media portals has a significant impact on post-purchase behavior of young adults. If a product is well- advertised then it is likely to have a positive impact on buyer after the purchase is made through social media portals.

**Keywords-** Fashion, Fashion Advertising, Social Media, Social Media Portals, Purchase Decision, PurchaseBehaviour, Young Adults, Instagram.

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## Introduction

Diana Vreeland has aptly said, “Fashion is part of the daily air and it changes all the time, with all the events. You can even see the approaching of a revolution in clothes. You can see and feel everything in clothes.” Social media is the new hub for fashion lovers with lot of information available on a single platform. And since the audience, buyers and shoppers visit these platforms, hence the need for marketers to market their merchandise through these portals. Purchase behavior by definition includes “Complex Purchasing behavior (Purchase a product with high value), Variety- seeking Purchasing behavior (Purchase product at low price), Dissonance Reducing Purchasing behavior (Buying easily available products), habitual purchasing behavior (Purchase of day to day product).” Whether the fashion advertisements on these social media portals actually boil down to productive sales is the real question. This can only be decided by the final purchase decision.

## Past Literature

**Klieb (2018)** investigated the “Impact of Social Media on Consumer Behavior”. The goal of this paper was to research empirically the role of social media in consumers’ decision-making process for complex purchases—those characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The model used the information search, alternative evaluation, and purchase decision stages from the classical EBM model. A quantitative survey investigated up to what degree experiences are altered by the use of social media. Results revealed that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. The research was done among internet-savvy consumers in South-East Asia, and only considered purchases that were actually made by consumers, not including searches that were abandoned.

**Santhi (2017)** conducted “A study on consumer satisfaction toward online shopping in tirupati town” to understand the factors influencing the online shopping decision of customers and how these factors affect customer satisfaction. Descriptive research design using a well-structured questionnaire was used to collect data from 120 respondents across tirupati town. The results

indicated that the respondents are becoming more intelligent towards internet every day. As they become more confident they are ready to buy high value product online as well.

**Nazeer (2017)** investigated the study of “Impact of Social Media Advertisements on University Students of Lahore”. The primary aim of this research was to find out the attitude and behavior change in university students of Lahore regarding advertisements on social media through KAP survey using questionnaire as a tool of data collection and stratified random sampling as technique. It covers demographic characteristics like gender and age group of the respondents. The researcher focused on 18-25 year old young adults and 26-35 year old students since the sample comprises of university students only. The research questions were “What is the attitude of users of social media towards advertisements?” and “To which extent users feel change in their behavior after encountering ads on their home page?” The data was analyzed through univariate and bivariate statistical procedures and results are presented in frequencies, cross tabs and findings of hypothesis testing through correlation. The findings revealed that user’s exposure to social media advertisements leads them to attitude as well as behavior change in age group (26-35 years). Results also revealed that male students are more affected by exposure to social media ads than female students.

**Khatib (2016)** discussed the impact of social media characteristics on purchase decision empirical study of Saudi customers in Aseer region investigated that influence of social media differ according to the various stages of the consumer’s buying decision making process. The quantitative research method was chosen and the data was collected by 310 individuals in Aseer Region in Saudi Arabia in the questionnaire form. The results showed that influence of social media was more on information search stage, followed by purchase decision stage.

**Ahmed (2016)** investigated “The role of social media advertising in consumer buying behavior” in the field of fashion retail industry determined the difference in relation to the name of brands and demographic factors of consumers. Data collection through electronic questionnaire was done for consumers living in Istanbul- turkey. The results showed weak relation between the advertising through social media and consumer buying behavior.

**Nila (2014)** investigated the study of advertising attributes and buying behavior of women’s consumer’s. This study is focused on women consumer’s purchase intention towards

advertisement based on age level's gender and education levels. The target population was women consumers in the city of Chennai, 18 to 60 year old considered to be potential buyers of advertisement. The data was collected from 100 women consumer's in Chennai city only. The result shows a positive attitude towards advertisement which influenced their purchase intention. The research concluded that advertising have a significantly positive influence on advertisement attitudes and advertising attitudes have a significant positive influence on buying behavior of women consumers.

**Choudhury (2014)** investigated the study of "online shopping attitude among the youth: A study on university students" studied that online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping. The study was undertaken among the students of Assam University. The results of the study highlighted that there is a significant relationship of online shopping with gender, internet literacy, and online product price. Similarly the study also highlighted that there is no significant relationship of online shopping with education and website usability.

**Agrawal (2013)** discussed the "Effect of social media on e-purchase amongst youth" to find out the difference among various set of people of the crucial factors which are concerned with the "effect of social media on e-purchase among youth". Issues have been identified through various reviews of literatures. 100 percent respondents were using internet. The study shows that the share of online shopping among youth is- Snapdeal's 26%, Flipkart's 17%, e-bay's 5%, bagittoday's 23%, yebhi 17% and 12% of other websites.

### **Objectives**

1. To find out the most popular social media portals where fashion advertising is followed by young adults.
2. To compare the difference between expenditure incurred by male and female young adults through social media portals.

3. Impact of parent's income on expenditure incurred by young adults through social media portals.
4. To study the post-purchase behavior resulting from fashion advertising influence through social media portals.
5. To identify the genre of purchase by young adults due to fashion advertising on social media portals.
6. To identify key factors that impact purchase decision of young adults due to fashion advertising.

### **Hypothesis**

H1: Instagram is the most popular social media portal among youth adults.

H2: Females spends more than the males on fashion merchandise purchase through social media portals.

H3: There is a significant impact of parent's income on the expenditure incurred by young adults.

H4: Fashion advertising through social media portals has a significant impact on post-purchase behavior of young adults.

H5: Purchase on the basis of 'high value' of the merchandise is more in females than the males.

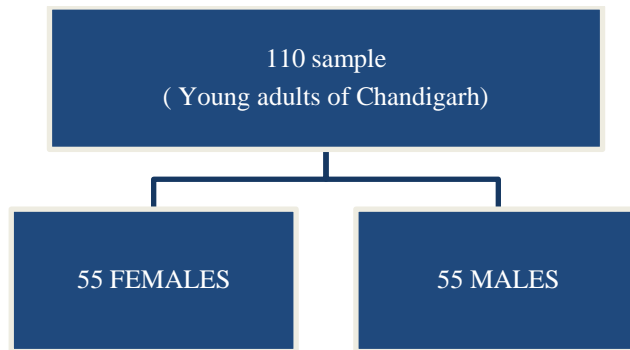
H6: Attractive presentation of merchandise in the advertisement is the key factor that leads to decision making of young adults.

The study is limited to a particular geographical area (Chandigarh only).The study focuses only on purchase decision of a section of young adults (18-23years) through social media portals.

### **Research Methodology**

- (i) Sample- Sector numbers in Chandigarh are from 1 to 56. There is no sector 13. So, the total numbers of sectors in Chandigarh are 55 and the sample was collected from all 55 sectors in Chandigarh.

## (ii) Procedure and Sampling technique of the study



A sample of 110 young adults was taken from all sectors of Chandigarh for the study.

- a) In first stage, 55 Females in the age of (18 to 23years) were randomly selected for the purpose of the investigation.
- b) In second stage, 55 Males in the age of (18 to 23years) were randomly selected for the purpose of the investigation.
- c) Firstly systematic sampling was used since all sectors of the area were covered systematically. At second step, convenience sampling was used where one male and one female from every sector were taken.

- (iii) The data was processed through frequency (percentages) and chi-square test were used for hypothesis testing.

### Data Presentation and Interpretation

#### Figure 1: Gender-wise distribution of respondents

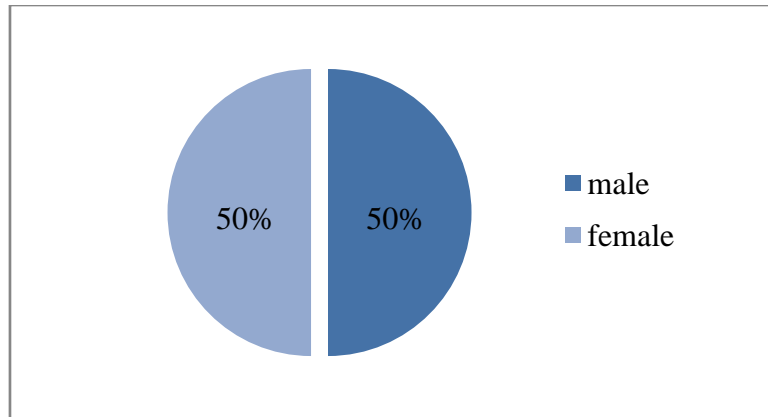


Figure 1 represents the distribution of information about the gender category of the respondents. The total number of the respondents was 110, out of which 50% of the respondents were males and 50% females, all from the age group of 18-25 years.

### **Figure 2: Profession-wise distribution of respondents**

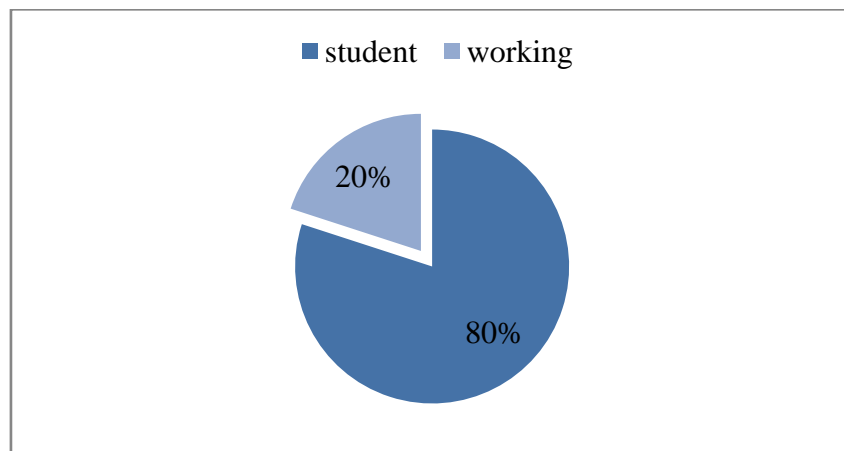


Figure 2 shows that out of 110 respondents, 80% of the respondents were students and 20% of the respondents are working.

### **Figure 3: Parents monthly income**

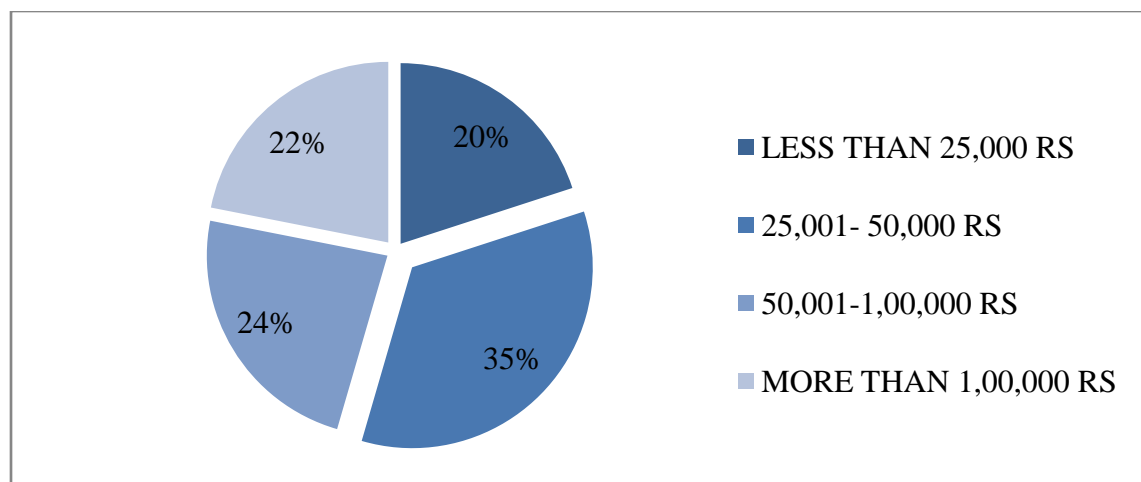


Figure 3 represent the distribution of the parents' monthly income of the respondents (since most are student this is an important factor), 34% have income between 25,001-50,000Rs and 20% have income less than 25,000Rs.

**Table 1: Choice of social media portals among young adults.**

	Frequency	Percent	Chi-square value	df	p-value
Facebook	15	13.6	135.2	2	0.00**
Pinterest	9	8.2			
Snapchat	6	5.5			
Instagram	80	72.7			
Total	110	100.0			

Choice of Social media portal among youth adults was found significant (Chi-square value =135.2,  $p < 0.01$ ) at 0.01 level of significance. Also a simple look at the percentages reveals that Instagram is the most popular social media portals among young adults. Therefore hypothesis H1 is accepted.

**Table 2: Comparison of expenditure incurred on fashion merchandise between males and females.**



Expenditure	Male n(%)	Female n(%)	Total n(%)	Chi-square value	df	p-value
Rs.501-1500	14(25.5)	10(18.2)	24(21.8)	4.41	3	0.22
Rs.1501-2500	19(34.5)	15(27.3)	34(30.9)			
Rs.2501-3500	8(14.5)	17(30.9)	25(22.7)			
More than Rs. 3500	14(25.5)	13(23.6)	27(24.5)			
Total	55(100)	55(100)	110(100)			

Association between expenditure incurred on fashion merchandise between males and females was found non-significant (Chi-square value=4.41,  $p>0.05$ ) at 0.05 level of significance. Hence, the hypothesis that the females spend more than the males on fashion merchandise purchase through social media portals is rejected. Hence, females do not spend more than males on social media portals. This is a significant finding.

**Table 3: Association between parent's income and expenditure incurred by young adults.**

	< Rs. 25,000	Rs. 25001-50,000	>Rs.50,001	Chi-square value	df	p-value
Rs.501-1500	5(25)	10(27.8)	9(16.7)	3.36	4	0.50
Rs.1501-2500	5(25)	13(36.1)	16(29.6)			
>Rs.2500	10(50)	13(36.1)	29(53.7)			
Total	20(100)	36(100)	54(100)			

Association between parent's income and expenditure incurred by young adults was found non-significant (Chi-square value=3.36,  $p>0.05$ ) at 0.05 level of significance. Hence, the hypothesis H3 that there is a significant impact of parent's income on the expenditure incurred by young adults was rejected.

**Table 4: Association of Post-purchase behavior of product through social media portal and fashion advertising.**

	Frequency	Percent	Chi-square value	df	p-value
Easy to maintain	19	17.3	21.7	3	0.00**
Worth the price	34	30.9			
Quality is up to the mark	13	11.8			
Fashionable	44	40.0			
Total	110	100.0			

The association of Post-purchase behaviour of product through social media portal and fashion advertising was found significant (Chi-square value=21.7,  $p < 0.01$ ) at 0.01 level of significance. Hence, the hypothesis H4 that 'Fashion advertising through social media portals has a significant impact on post- purchase behavior' is accepted.

**Table 5: Association between purchase of merchandise on the basis of high value of product is more among females than males.**

	Male n(%)	Female n(%)	Total n(%)	Chi-square value	df	p-value
Buy regularly through social media portals	1(1.8)	2(3.6)	3(2.7)	2.03	3	0.57
Purchase product at low price and switch brand if you are not satisfied	16(29.1)	18(32.7)	34(30.9)			
Buy easily available product and do not compare similar product from different portals	22(40)	25(45.5)	47(42.7)			
Often purchase branded product with high value	16(29.1)	10(18.2)	26(23.6)			
Total	55(100)	55(100)	110(100)			

Association between purchase on the basis of high value is more in females and males was found non-significant (Chi-square value=2.03,  $p > 0.05$ ) at 0.05 level of significance. Hence, the

hypothesis H5 that the Purchase on the basis of high value is more in females than the males was rejected.

**Table 6: Association among attributes to purchase a merchandise through a social media portals.**

	Discount n(%)	Latest trends n(%)	Presentation n(%)	Need of the product n(%)	Total n(%)	Chi- square value	df	p- value
Price	7(15.2)	3(6.8)	4(50)	2(16.7)	16(14.5)	15.3	9	0.08
Easy availability	8(17.4)	12(27.3)	0	3(25)	23(20.9)			
Less time consuming	6(13)	9(20.5)	1(12.5)	0(0)	16(14.5)			
See different brands at one platform	25(54.3)	20(45.5)	3(37.5)	7(58.3)	55(50.0)			
Total	46(100)	44(100)	8(100)	12(100)	110(100)			

The assumption that attractive presentation of merchandise in the advertisement is the key factor that impacts decision making of young adults, was found non-significant (Chi-square value=15.3,  $p>0.05$ ) at 0.05 level of significance. Hence, the hypothesis H6 that the attractive presentation of merchandise in the advertisement is the key factor that impacts decision making of young adults was rejected. The chart of percentages reveals that both male and female young adults like to see different brands on one platform.

## Conclusions

This study found that the most preferred social media portal among young adults is Instagram. The study also revealed that young adults, on an average, spend 2-4 hours per day on social media portals. Another interesting finding of the study was that the young adults spent Rs1501-2500 on an average on shopping through social media portals. This is an important indicator for the marketers. The common notion that females tend to spend more on social media portals shopping than males was rejected. The parent's income has no impact on purchase of merchandise online by male and female young adults. There is non-significant impact of parent's

income on the expenditure incurred by young adults. The results imply that parent's income does not decide expenditure made by young adult on shopping through social media portal. Fashion advertising through social media portals has a significant impact on post-purchase behavior. If a product is well-advertised then it is likely to have a positive impact on buyer after the purchase is made through social media portals. Both male and female young adults buy a product online very easily and do not compare similar products from different social media portals. The study reveals that both male and female young adults like to see different brands on one platform.

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