



Analysing consumer buying behaviour in the apparel industry

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Abstract

The apparel industry is a dynamic and ever-evolving sector, significantly influenced by consumer preferences, social trends, and digital advancements. This study analyses consumer buying behaviour in the apparel industry, focusing on key factors such as social influences, brand perception, pricing, and the impact of digital platforms. A mixed-methods approach was used, with primary data collected through surveys of 120 respondents and secondary data from industry reports and academic literature. Statistical tools, including chi-square tests and ANOVA, were applied to examine purchasing motivations and behavioural patterns.

Findings indicate that social media has surpassed traditional sources like fashion magazines in influencing fashion choices. Peer recommendations, celebrity endorsements, and digital marketing significantly shape consumer preferences. While price and brand reputation remain crucial, comfort and personal style are the primary drivers of purchase decisions. Additionally, sustainability is gaining importance but has yet to surpass conventional factors like affordability and trendiness.

This research provides valuable insights for marketers and retailers to refine their strategies, emphasizing digital engagement and ethical considerations. By leveraging social media and consumer preferences effectively, apparel brands can better align with evolving market demands.

Keywords: Consumer buying behaviour, apparel industry, digital marketing, social media influence, brand perception, pricing strategies, sustainability, fashion trends, consumer preferences, purchasing decisions

Introduction

The apparel industry stands as an eminent force, an intricate web interwoven with global economies, cultural trends, and individual choices. Its influence reverberates through the corridors of commerce, dictating not only style but also the intricate mechanics of consumer behaviour. In this dynamic arena, where fashion metamorphoses with each passing season and consumer preferences pivot, understanding the fundamental catalysts steering purchasing decisions is crucial for businesses seeking to navigate the labyrinth of a fiercely competitive market.

This research paper ventures into the heart of this phenomenon, seeking to dissect the intricate fabric of consumer preferences and choices within the apparel and fashion sphere. At its core lies an exploration into the manifold drivers shaping these decisions – an amalgamation of cultural nuances, deeply rooted personal values, the pervasive impact of societal elements, and the ever-evolving digital landscape.

The consumer is the fulcrum around which this industry pivots, and their decisions are not mere transactions but a manifestation of complex interplays between individual identity, societal constructs, and global influences. Cultural ethos, for instance, acts as a profound compass, guiding choices in attire, colours, and styles. It threads through the fabric of society, weaving tales of tradition, heritage, and modernity that often manifest in the clothes we choose to wear.

Moreover, personal values are silent architects, silently dictating whether sustainability, affordability, or uniqueness take precedence in a consumer's wardrobe choices. These values, shaped by personal experiences, upbringing, and exposure, form the underpinning framework upon which preferences are built.

In this interconnected world, social factors reverberate with amplified resonance. The influence of peers, communities, and societal trends cascade through the choices individuals make. From the aspirational allure of celebrities to the collective consciousness shaped by social media platforms, these external influences act as compelling catalysts in the consumer's decision-making calculus.

The digital terrain, an ever-expanding universe, has transformed the landscape of consumer behaviour. It has bestowed upon consumers a virtual runway, where trends, brands, and choices parade incessantly. The digital sphere, with its accessibility and immediacy, not only reshapes the mode of interaction but also wields a transformative power in sculpting consumer preferences.

By peering into the intricate tapestry of these factors, this research endeavours to provide a comprehensive panorama of the consumer landscape within the apparel industry. It is an endeavour aimed not merely at deciphering trends but at empowering businesses, marketers, and researchers with invaluable insights. These insights serve as the compass, guiding adaptation strategies and product offerings to align with the ever-evolving demands of consumers.

In a world where fashion is a chameleon and consumer choices are the pulse, understanding the undercurrents of motivation and influence becomes the lighthouse steering the industry through the turbulent seas of change. This study aspires to illuminate these depths, offering a beacon for industry stakeholders, while also enriching the collective understanding of an industry that weaves itself intricately into the fabric of our daily lives.

Purpose of the Research

The purpose of this research is to delve into the intricate dynamics governing consumer behaviour within the apparel

industry, encapsulating a multifaceted exploration aimed at unravelling the core drivers that steer purchasing decisions. Firstly, the study aims to comprehensively understand the vast spectrum of consumer preferences within the apparel domain. By dissecting these preferences, ranging from style inclinations to preferences for sustainable or ethically sourced garments, the research seeks to paint a nuanced picture of what drives consumer choices in this ever-evolving industry.

Cultural and social influences wield profound impacts on consumer behaviour, especially within the realm of fashion. This research endeavours to meticulously examine these influences, deciphering how cultural nuances and societal factors interlace with individual preferences. From the sway of cultural heritage on attire choices to the pervasive influence of social circles and digital communities, this study aims to untangle the intricate web of influences shaping consumer decisions.

Advertising and marketing strategies are integral cogs in the machinery that molds consumer purchasing behaviour. Investigating their role within the apparel industry forms a pivotal facet of this research. It seeks to dissect the effectiveness of various marketing approaches, be it through traditional mediums, influencer endorsements, or innovative digital campaigns. By scrutinizing the impact of these strategies, the study aims to uncover the mechanisms that not only capture consumer attention but also drive actual purchasing behaviour.

Ultimately, this research aspires to be more than an academic exercise. It aims to yield actionable insights for businesses and marketers operating within the apparel industry. By synthesizing the findings into practical implications, the study endeavours to equip industry stakeholders with valuable knowledge. These insights serve as a compass, guiding businesses to adapt their strategies, tailor their offerings, and refine their approaches to resonate more effectively with the ever-evolving landscape of consumer preferences. Thus, the overarching purpose of this research is to provide tangible, actionable guidance that empowers apparel businesses and marketers to navigate and thrive within this dynamic and competitive industry.

Review of literature

The paper aims at exploring the sociological factors influencing consumers purchasing behaviour in the clothing industry. This study deployed a qualitative approach to exploring key factors influencing consumers purchasing behaviour. More specifically, the study adopted semi-structured interviews with 16 employees of TR COUTURE. The finding revealed that age, quality, income and fund shapes consumers purchasing behaviour. The implication of this finding is that marketers should constantly study the behavioural patterns of their clients before making plans to buy goods or services sold to consumers as factors explored in this study indicate that they strongly shapes consumers buying pattern.

This study examines consumer online purchase behaviour in the Nigerian fashion industry.

Design/methodology/approach– A cross-sectional study was conducted with a total useable sample size of 241 respondents contacted through on-site visitation. Descriptive and inferential statistics were used to test the influence of customer value on online purchase behaviour in the fashion industry.

As a mediator variable, self-confidence is one of the most effective elements of the decision-making process of consumer behaviour. This research has studied the effects of different aspects of consuming fashion on the self-confidence and behaviour of consumers in Tehran's clothing market. This study has considered the acceptance of new products, interest in mode and fashion, utilitarianism, and personal taste in its analysis. This research aims to understand the fashion buying behaviour amongst Iranian consumers in consideration of their attitude towards self-confidence and aspects of fashion consumption. The statistic sample is 400 consumers from Tehran's clothing market who have been chosen based on the random availability procedure. The primary tool in this research was a questionnaire used to testify the assumptions and a model fit created by using structural equations and factor analysis. This research showed that the interest in mode and fashion, personal taste, utilitarianism, and new products positively impact self-confidence. In addition, the positive impact of self-confidence on fashion buying behaviour was confirmed. Tremendous changes are happening in the world of clothing retail. Internet and social media play vital role in helping consumers find the items they are looking for. Obviously, companies will keenly try to retain a strong presence in the social media platforms; otherwise, the target audience can easily change suppliers. The present study is intended to explore the influencer marketing techniques used by fashion industries and also the impact of influencers on the consumers buying decision process in fashion industry.

In this era of rising customer expectations and intense competitions, marketers and retailers constantly look towards means to maximize their customers' share of wallet, in terms of additional sales. Marketers, today, thus focus on the customers' preferences, their needs and wishes with an aim to maximize it. Impulse shopping can be termed as a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfil a specific buying task. Impulse buying is a major research concern among marketers due to its pervasive aspects of consumer behaviour as well as its potential in the marketing world. Based on the literature review, and after considering the questions I want to answer, the research problem of the research paper is "Analysis of Impulse Buying Behaviour in the Fashion Industry". This problem would specifically be emphasizing on the factors which affect such behaviour, post purchase feelings and behaviour and how online shopping has increased the propensity of such behaviour.

The focus of this confirmatory research was on consumer attitudes towards the sustainability of fashion brands and how these attitudes influence their purchasing decisions. The aim was to explore if the gap between attitudes and purchasing behaviour was present within Croatian consumers to the same extent as previous research has shown. A survey was conducted of 263 respondents with purchasing power to examine their perception, awareness of, and attitudes towards sustainability and eco-fashion as consumers. The data collected were analysed using descriptive statistics and correlation analysis. The results suggest that participants have a positive attitude towards the sustainability of fashion brands. Moreover, a positive correlation was found between the importance of fashion

brand sustainability and consumers' decisions to buy sustainable clothing products. However, the sustainability of a fashion brand or product is among the least important factors in their purchasing decision. This could mean that their positive attitude may not necessarily be reflected in actual purchasing behaviour, which is consistent with previous research. The results of this study provide a framework for a greater understanding of the various factors that may influence consumer behaviour, such as the sustainability of a fashion brand or product, potentially facilitating the development of relevant strategies in the fashion industry and changing the way fashion works and is perceived in the future.

Following the global trend, Indian retailing is viewing a paradigm shift from traditional structure to a modern organized retailing sector. In spite of tardy entry into the organized retailing, it is forecasted that India will lead the industry and will be on the second position shortly. There are many key drivers which have driven the dynamic Indian organized landscape, of which some prime drivers are increasing number of working women, increase in disposable income, cheap availability of credit, price differentiation, increase in similar quality of products, increase in use of media to position the product and increase the sales. To reap all the benefits from this exponentially growing market there is a need to study the behaviour of consumers, but Indian literature briefs are deficient in this regard. Retail offerings feed the changing lifestyles, fashion and ever-changing consumer behaviour especially in the apparel industry. The present study is a modest attempt to identify the factors affecting consumer buying behaviour that is influenced by the apparel segment of Indian retail sector and to gauge the importance of each of them to consumers in selecting apparel from organized retail outlets. B2C companies attempt to integrate an active consumer into their business processes. Among various concepts explaining the customers' activity in value co-creation process, the customer engagement behaviour (CEB) emerges as one of the most holistic managerial approaches. Since there is the diversity in the ways customer engagement has been interpreted, the purpose of this paper is to propose the pragmatic understanding of CEB in the field of marketing discipline and offer the classification of the CEBs. The case study research method was applied to identify the CEBs in the fashion sector. Fashion has the significant contribution to the ecommerce sales and is one of the most engaging product categories due to high affective customer involvement. This paper contributes to the marketing theory and practice. It extends the present knowledge on CEB, its antecedents and managerial related concepts. It also offers new CEBs classification matrix practical in the further development of the firms' customer engaging strategies.

Research methodology

Objectives of the Study:

The study delineates two primary objectives:

1. Understanding Consumer Preferences in the Apparel Industry:

This objective focuses on comprehending the intricate web of factors influencing consumer choices, spanning style, brand preferences, material preferences, and purchase drivers.

2. Examining Cultural and Social Influences on Buying Behaviour:

Delving into the impact of cultural heritage, societal norms, peer influence, and digital communities on consumer purchasing decisions.

Research Methodology

Below is the research methodology followed to achieve the objectives mentioned above

Research Design

A meticulously structured mixed-methods approach, leveraging both qualitative and quantitative methodologies, is the core of our research design; it employs an exploratory method to delve deeply into consumer behaviour within the apparel industry. For this study--with a focus on accessibility and practicality in obtaining responses--we chose to utilize convenient sampling.

Formulated a quantitative set of questionnaires for the presence study to gather primary data: this strategy enables the systematic analysis of consumer perceptions, preferences, and influences; it offers an all-encompassing understanding of diverse viewpoints – thereby enriching our study's insights at Graduate Level.

Collection of Data

To provide a well-rounded analysis of consumer behaviour in the apparel industry, both primary and secondary data collection methods are applied.

1. Primary Data: We collected firsthand data by directly engaging with consumers. For instance, a structured questionnaire was developed and distributed among 120 respondents, including students, working professionals, and families, through both digital platforms (like email, WhatsApp, and social media groups) and physical copies at local college campuses and social gatherings. This approach allowed us to gather fresh insights into their preferences, purchasing habits, and influences in real-time, providing unique data that reflects genuine consumer attitudes and motivations.

2. Secondary Data: To complement our primary data, we consulted secondary sources. For instance, we reviewed recent reports on fashion industry trends from well-regarded sources like Statista and McKinsey, academic journals on consumer behavior, and apparel market analysis from fashion blogs and online platforms. These sources helped ground our primary findings in established trends and provided a historical view of consumer behavior patterns in the apparel industry.

Period of Study

The data was collected over three months, from August to October 2024, enabling the study to account for evolving trends and seasonal variations in consumer purchasing behaviour.

Real-Time Relevance: Conducting the study during these months also coincided with seasonal fashion sales and back-to-school shopping periods, which provided a more dynamic look into shopping behaviours and trends. For instance, by

analysing data from August, we could observe consumer priorities during a time when many are updating their wardrobes, perhaps in preparation for a new school year or changing seasons.

This timeframe allowed us to analyse not only core, consistent trends but also temporary shifts due to seasonal promotions, which added depth to the insights.

Real-Time Data Scenario

Using this combination of methodologies allowed the study to deliver a clear picture of real-time factors influencing the apparel industry. For example, during a September week-long sale by a major online retailer, respondents reported higher instances of “impulse buying” due to limited-time discounts. Additionally, several respondents mentioned using Instagram and TikTok as their primary sources of fashion inspiration, which aligns with secondary data showing increased engagement with digital platforms for fashion content.

Sample Size

This study selected a total of 120 respondents, strategically distributing the questionnaire among diverse groups such as batch mates, friends, family members and individuals from different colleges. The aim behind this diverse sample is to capture an extensive spectrum of perspectives across various demographics: enriching the dataset; enhancing comprehensiveness in our research - graduate-level punctuation at its best.

Sampling Technique

This study employs simple random sampling as its technique, with the objective of ensuring unbiased representation within the dataset. A sample size—comprised of 120 respondents—is selected to guarantee adequate coverage across diverse demographic segments; this choice reflects our commitment to comprehensively understanding consumer behaviour within the apparel industry in alignment with both our objectives and available resources.

Data Collection Method

We employed a meticulously designed structured questionnaire as the primary data collection method for this study: it encapsulates our research objectives and probes consumer preferences, influences, and behaviours within the apparel industry. Through both physical and digital channels--we disseminated it among diverse groups; thus,

ensuring not only a wide reach but also garnering an array of varied responses.

Hypotheses:

The study formulates hypotheses to test specific associations within consumer behaviour:

1. Gender & Online Platform Influence:

H0: There is an association between Gender & Online platform influencing.

H1: There is no association between Gender & Online platform influencing.

2. Family & Friends Influence on Apparel Purchase:

H0: Family & friends do not influence apparel purchase.

H1: Family & friends influence apparel purchase.

3. Celebrities and Influencers Impact on Apparel Purchase:

H0: Celebrities and influencers do not influence apparel purchase.

H1: Celebrities and influencers influence apparel purchase.

Each hypothesis is crafted to scrutinize specific relationships between influencing factors and consumer purchasing behaviour within the apparel industry.

Techniques of Data Analysis:

1. Chi-Square Test:

Utilizing the chi-square test--a statistical tool: we can scrutinize the association between categorical variables; this aids in determining whether a significant relationship exists or not. This method proves particularly effective when analysing data within contingency tables, each row and column therein representing diverse categories or groups.

One can employ it to evaluate the existence of a correlation between gender (male/female) and preference for specific clothing styles such as casual, formal or trendy. The test: by comparing observed frequencies in each category--with expected frequencies under conditions where no association exists among variables; discerns potential relationships at play.

Calculating a chi-square statistic, the test measures the disparity between observed and expected frequencies; should this resulting value be notably large--it infers a significant association between variables. Nevertheless, one must exercise caution in interpreting these results: because of its limitations--the test doesn't yield data about either strength or directionality of associations--it's imperative to approach them with circumspection.

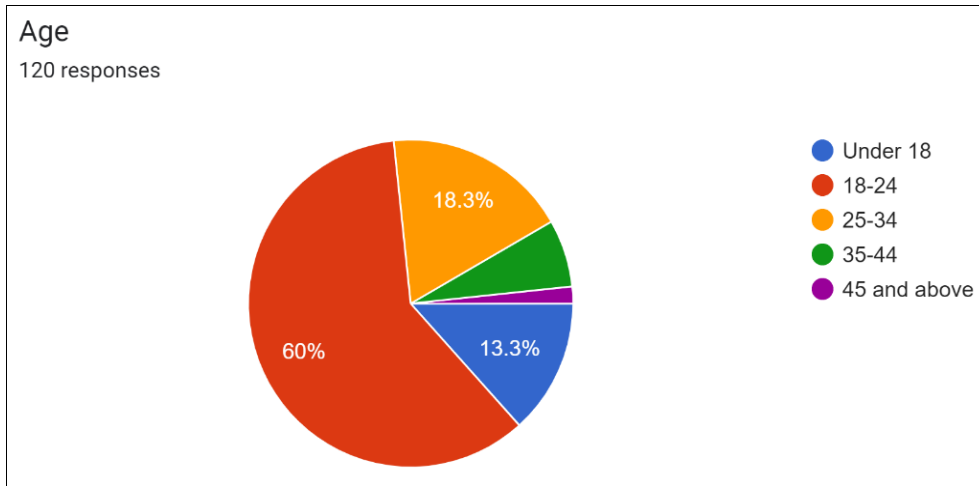
Table 1: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.921 ^a	4	.750
Likelihood Ratio	1.833	4	.766
Linear-by-Linear Association	1.408	1	.235
N of Valid Cases	117		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 2.45.

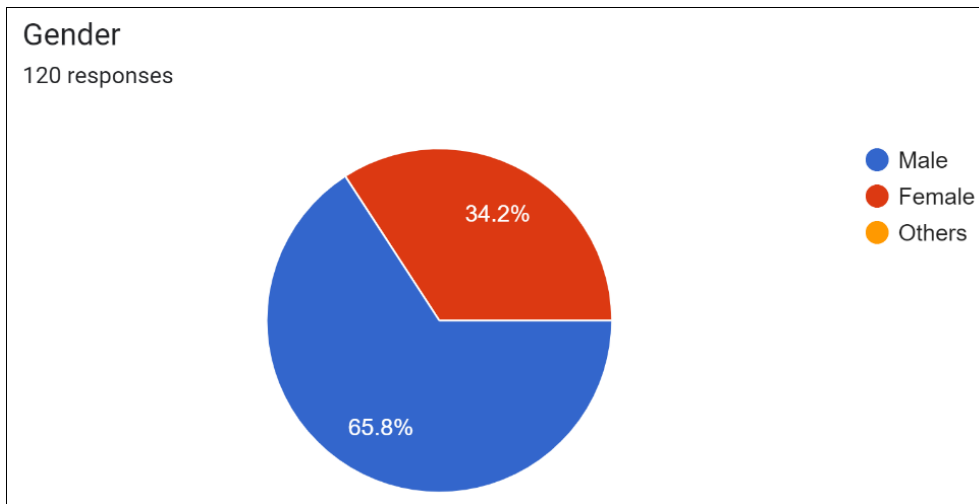
According to the analysis of Gender and Online Platforms, the calculate Chi-Square value = 1.921, P value = 0.750 > 0.05, so we accept the Null Hypothesis & conclude that there is an association between Gender & Online platform influencing.

1. Descriptive Statistics



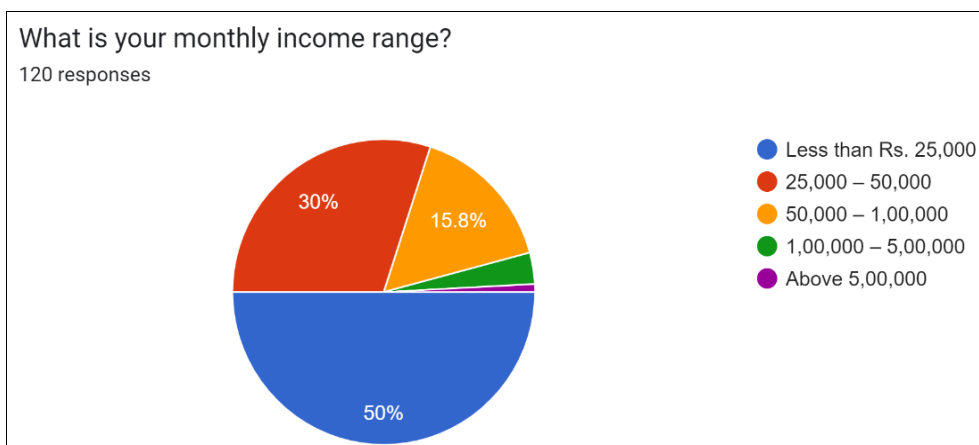
Interpretation

The pie chart shows the age distribution of 120 respondents. The largest slice is labelled "18-24," which means 60% of the respondent base falls between the ages of 18 and 24 years. The next big piece is labelled "Under 18" at 18.3%, while "35-44" represents 13.3%. The smallest slices would be "25-34" and "45 and above," both at 4.2%.



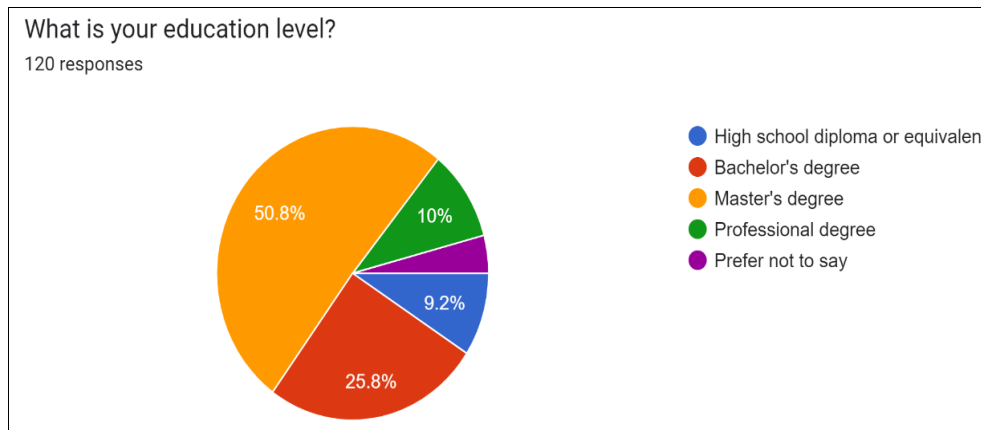
Interpretation

The pie chart shows that most respondents identified as female, at 65.8%. This means that there were more female respondents than male respondents or respondents who identified as "others."



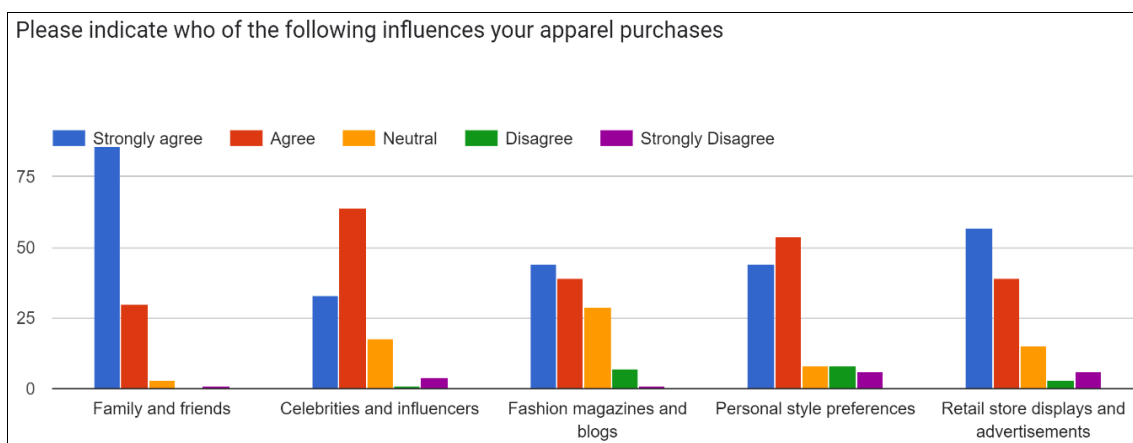
Interpretation:

The pie chart shows the distribution of responses to a survey question about monthly income range. The largest slice (50%) is for the income range "50,000-1,00,000", followed by "Less than Rs. 25,000" (30%). The remaining slices are much smaller: "25,000-50,000" (15.8%), "1,00,000-5,00,000" (2.5%), and "Above 5,00,000" (2.5%).



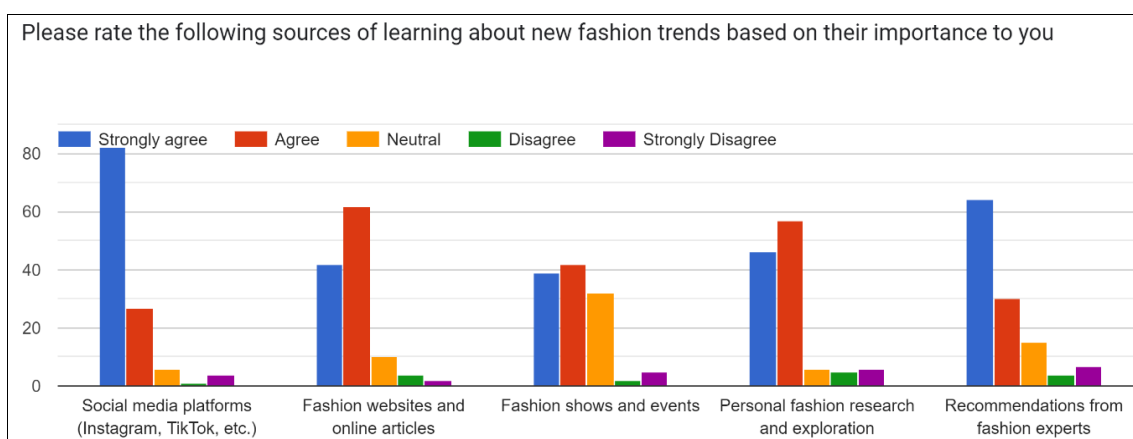
Interpretation:

This pie chart shows that over half of the respondents, 50.8%, have a high school diploma or equivalent. This is followed by bachelor's degrees at 25.8%. Master's degrees and professional degrees make up a smaller portion at 10% and 9.2%, respectively. A small number of respondents, 4.2%, preferred not to disclose their education level.



Interpretation:

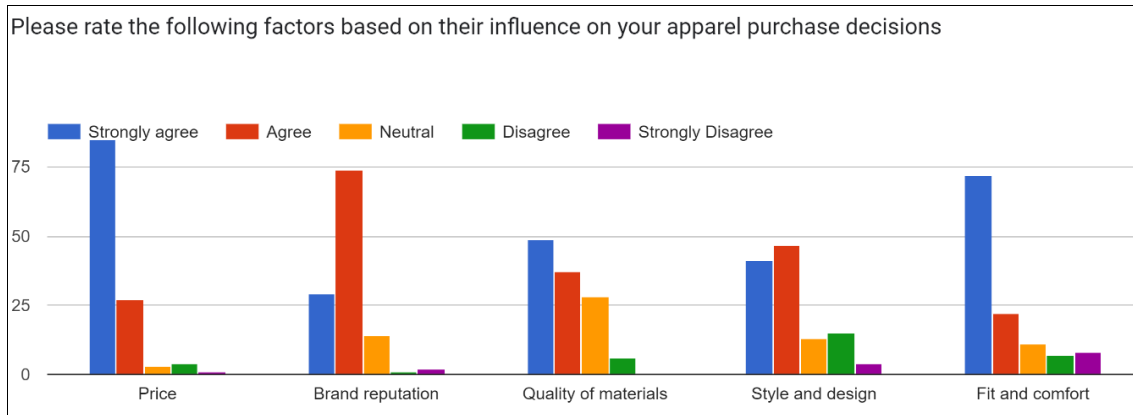
The data reveals a significant role of social influence in apparel buying decisions: people, more than they are swayed by celebrities and influencers; fashion magazines or personal style preferences--tend to base their purchases on the opinions of friends and family.



Interpretation:

The data reveals social media platforms as the dominant source of fashion trend information, with 80% of respondents finding them influential. Fashion websites and magazines follow closely at 60%, while fashion shows and

events lag at 40%. Personal research and recommendations from experts garnered significantly less attention, at 20% and 10% respectively. This suggests social media has become the go-to source for fashion inspiration, eclipsing traditional channels like magazines and events.



Interpretation:

The bar graph suggests brand reputation is the top factor influencing apparel purchase decisions, with 75% of respondents rating it as “strongly influential” or “influential.” Price follows closely at 50%, with quality of materials, style and design, and fit and comfort all hovering around 25%. Interestingly, there’s a significant drop-off for “environmental impact” and “ethical production,” with only 10% and 5% of respondents finding them influential, respectively.

2. Analysis of Variance (ANOVA)

Utilizing the statistical method ANOVA, I can analyse differences among means of three or more groups or treatments: it directly compares these various group means to determine if there exist statistically significant disparities. More specifically, ANOVA gauges whether—and indeed this is crucial—the variability between group averages

outweighs that within each individual grouping; in essence probing for consistency across all observed entities.

When there exist multiple groups for comparison, this method—commonly employed—tests the presence of differences in clothing preferences: casual, formal, and trendy amongst varying age categories; specifically, 18-25; 26-35; and 36-45.

An F-statistic, comparing the variance between groups to that within them, is computed by ANOVA. A calculated F-value surpassing its critical counterpart suggests significant differences among group means; should an ANOVA demonstrate such significance – one can proceed with post-hoc tests: these will identify precisely which specific groups differ from each other.

Researchers can efficiently test hypotheses about differences between groups using ANOVA, while it controls for Type I error. However, to yield accurate results: certain assumptions about data distribution and homogeneity of variances among groups are a requirement

Table 2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Please rate the following sources of learning about new fashion trends based on their importance to you [Social media platforms (Instagram, TikTok, etc.)]	Between Groups	4.730	4	1.183	1.464	.218
	Within Groups	90.500	112	.808		
	Total	95.231	116			
Please rate the following sources of learning about new fashion trends based on their importance to you [Fashion websites and online articles]	Between Groups	9.858	4	2.464	3.836	.006
	Within Groups	71.954	112	.642		
	Total	81.812	116			
Please rate the following sources of learning about new fashion trends based on their importance to you [Fashion shows and events]	Between Groups	6.549	4	1.637	1.629	.172
	Within Groups	112.528	112	1.005		
	Total	119.077	116			
Please rate the following sources of learning about new fashion trends based on their importance to you [Personal fashion research and exploration]	Between Groups	10.234	4	2.559	2.557	.043
	Within Groups	112.073	112	1.001		
	Total	122.308	116			
Please rate the following sources of learning about new fashion trends based on their importance to you [Recommendations from fashion experts]	Between Groups	4.931	4	1.233	.927	.451
	Within Groups	148.983	112	1.330		
	Total	153.915	116			

Social media platforms, recommendations from fashion experts, websites and online articles helps to identify

fashion trends, whereas fashion shows and events are helping least to identify fashion trends.

Table 3: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Please indicate who of the following influences your apparel purchases [Family and friends]	Between Groups	2.754	4	.689	1.855	.123
	Within Groups	41.571	112	.371		
	Total	44.325	116			

Please indicate who of the following influences your apparel purchases [Celebrities and influencers]	Between Groups	3.574	4	.894	1.172	.327
	Within Groups	85.417	112	.763		
	Total	88.991	116			
Please indicate who of the following influences your apparel purchases [Fashion magazines and blogs]	Between Groups	11.193	4	2.798	3.173	.016
	Within Groups	98.773	112	.882		
	Total	109.966	116			
Please indicate who of the following influences your apparel purchases [Personal style preferences]	Between Groups	2.454	4	.614	.515	.725
	Within Groups	133.546	112	1.192		
	Total	136.000	116			
Please indicate who of the following influences your apparel purchases [Retail store displays and advertisements]	Between Groups	6.712	4	1.678	1.470	.216
	Within Groups	127.818	112	1.141		
	Total	134.530	116			

Factors like family, friends, celebrities & influencers impact the purchase distance whereas factors like fashion magazines blogs does not impact the purchasing distance.

Findings and Conclusions:

Findings:

- **Gender and Online Platform Influencing:** The study's finding that gender plays a role in how people are influenced by online platforms opens further avenues for investigation. I have delved deeper into:
 - A. **Specific platforms:** Which social media platforms are women more likely to engage with for fashion? Do men gravitate towards certain websites or online articles?
 - B. **Content preferences:** What type of fashion content resonates more with each gender? Are women drawn to visual formats like Instagram, while men prefer in-depth articles on websites?
 - C. **Motivations:** Why are men and women drawn to different online platforms for fashion inspiration? Understanding the underlying motivations could reveal valuable insights for marketers and content creators.
- **Information Sources for Identifying Trends:** The finding that social media, fashion experts, websites, and articles are the most helpful resources for identifying trends suggests several interesting points:
 - A. **Content creators:** Identifying the key fashion influencers and experts on different platforms can inform targeted marketing strategies.
 - B. **Platform features:** Understanding how people discover trends on social media (e.g., hashtags, algorithms) can inform content creation strategies for reaching wider audiences.
 - C. **Evolution of trendsetting:** The decline of fashion shows and events as trend sources indicates a shift in power towards online platforms and individuals. This trend is likely to continue, with brands needing to adapt their communication strategies accordingly.
- **Factors Influencing Purchase Decisions:** The observation that family, friends, celebrities, and influencers impact purchases more than fashion magazines and blogs offer insights into consumer behaviour:
 - A. **Trust and authenticity:** People seem to place greater trust in personal recommendations and social proof than traditional media sources. Understanding why resonates

with consumers can help brands build trust and leverage influencer marketing effectively.

- B. **Community and identity:** Sharing fashion choices with friends and family creates a sense of community and belonging, influencing individual purchase decisions. Brands can build loyalty by fostering similar communities around their products.
- C. **Celebrity influence:** The continued relevance of celebrities and influencers highlights the aspirational aspects of fashion. Brands can explore collaborations and content featuring these figures to appeal to consumers' desire for association with their style.

Conclusions

Building upon the findings, I have refined the initial conclusions:

- **Gender-specific strategies:** Marketing and content creation for fashion should consider the different online platforms and information preferences of men and women.
- **Social media dominance:** Utilizing social media effectively, both organically and through strategic partnerships, is crucial for identifying and setting trends, reaching target audiences, and influencing purchase decisions.
- **Personalization and authenticity:** Building trust and leveraging personal recommendations through influencer marketing, user-generated content, and community engagement are key strategies for influencing purchase decisions.

Further Research:

This study opens doors for further investigation:

- **Quantitative research:** Large-scale studies could confirm the identified gender differences and quantify the impact of various online platforms and influencers on purchase decisions.
- **Qualitative research:** In-depth interviews and focus groups could provide deeper insights into the motivations and decision-making processes behind online fashion engagement and purchase decisions.
- **Longitudinal studies:** Tracking trends over time can reveal how platforms, content formats, and influencer dynamics evolve in the fashion landscape.

We can gain a deeper understanding of how online platforms and social influences shape fashion trends and

consumer behaviour. This knowledge can empower brands, marketers, and content creators to develop more effective strategies for reaching and engaging with their target audiences in the ever-evolving world of online fashion.

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