

Influence Of Social Platforms On Consumer Insight Of Branded Apparel In Villupuram District, Tamilnadu

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ABSTRACT

Using social media channels to interact with your audience in order to boost sales and brand awareness is known as social platform marketing. It is becoming more and more popular among researchers and marketers, and it has altered how people interact, work together, and produce. This study's primary goal was to determine how social media marketing impacted consumer perceptions of branded clothing. A survey of 250 adults between the ages of 18 and 35 yielded the results, which showed a positive correlation between the two. Non-probability sampling techniques like judgmental sampling and snowball sampling were applied in this investigation. Customers are motivated to purchase apparel through social media platforms by elements like product comfort, quality, and reasonable costs, promotions, and discounts. The most important factor influencing consumers' decisions to buy was the brand name. Customers are more likely to recommend their purchases to others when they have a positive social media platform shopping experience. The report claims that social platform marketing is currently the most well-liked and popular form of digital marketing, which helps many marketers and theorists who wish to pursue careers in related fields..

Keywords: Garment, buying behaviour, buying decision, product attributes, past purchase experience, online shopping

INTRODUCTION:

The manufacturing of textiles is among India's oldest industries. It has made a substantial contribution to the creation of job opportunities and foreign exchange reserves. Having prepared clothing is a very modern concept for Indians. Regional tailors who operated clothing stores in towns or villages and catered exclusively to local demand have long been preferred by Indians. The growth of the branded apparel industry in India was aided by the ease of ready-to-wear apparel as well as the emergence of fashion consciousness in the 1980s. The younger generation's greater purchasing power, access to international fashion trends, and use of superior materials are all factors contributing to its growth (icmrindia.org).

One of India's most important economic sectors and a major source of its foreign exchange earnings is the textile and apparel industry. This industry makes up 20% of industrial output, 4% of the GDP, and slightly over 30% of export earnings. With roughly 38 million workers, India's textile and apparel industry is the country's largest employer. The 1990s saw a dramatic shift in the overall state of the country's economy. The era was marked by new investment policies and trade liberalization. More relaxed rules might also have an impact on the apparel sector. Ready-made clothing accounted for more than half of the estimated Rs. 731 billion domestic apparel market in 2021–2022.

Out of a total of Rs. 298.5 billion, the market for branded apparel is worth Rs. 90 billion. Put differently, a market worth Rs. 208.5 billion remains unexplored. Among the

leading businesses in the branded apparel industry are Raymond, Bombay Dyeing, Arvind Mills, Madura Garments, and others. With growth rates in the high double digits for the majority of clothing and footwear segments, including men's, women's, and children's items, the Indian garment market fared well during the economic downturn. As organized retailing swiftly expanded into Tier 2 cities, India's domestic demand for apparel and footwear increased.

Growing incomes and the desire of young people are driving market expansion. Women's, children's, and accessory apparel markets are all expanding rapidly. The demand for clothing and accessories in India was primarily driven by the need for traditionally underserved sectors, such as children's clothing, women's apparel, and clothing accessories. The demand for well-fitting, lightweight clothing for women and children surged as more financially independent working women entered the workforce. During the review period, many well-known companies started offering western-style clothing for working women, as the demand for western clothing for women in India rapidly increased.

The demand for children's clothing increased as a result of the growth in the number of children's clothing companies and the effects of television advertising on kids. The dominance of private labels is facilitated by more retail space. With many competitors but no market value share in the double digits, the clothing and footwear industry remained fragmented. Because they were more affordable than popular brands and provided customers with the right price points, private labels gained popularity. Additionally, because consumers were searching for the

best deals due to the recession, private labels gained popularity by promising better quality at lower costs.

For instance, in addition to branded clothing, Pantaloons, West Sides, Flying Machine, and Lifestyle all had their own labels. Increased per capita income, exposure to global trends, the growth of retail chains, the rise in financially independent women, and a rapidly expanding youth population are some of the factors that are expected to drive the Indian apparel and footwear industry's growth over the projection period. Forecasts indicate that as people's awareness of fashion and willingness to pay more for attractive appearances rise, styling will become increasingly important. Quality and comfort are two more factors that are likely to help marketers succeed in the fiercely competitive Indian clothing and footwear market.

India's Apparel Market is Expected to Recover

As a result of spending more time indoors due to the epidemic, consumers put off purchasing new clothes and substituted comfortable clothing for formal, event wear. After being severely impacted by COVID, the Indian apparel market is now recovering. Despite a 27 percent decline in size by 2020, the report predicts that a mix of supply-side and consumer factors will cause the industry to rapidly recover. By 2024, the clothing market is expected to reach \$5,781 billion, according to BCG. However, the industry is anticipated to experience some long-term changes due to consumers' increased use of social media and e-commerce. The report predicts that consumer wardrobes will keep moving toward more casual styles that emphasize fitness. It also emphasized how social media and the internet are having a bigger impact on consumers' fashion preferences and buying patterns. It stated that it will continue to be relevant in spite of the growing dependence on e-commerce platforms.

Objectives of the Study

The goal of this study is to see how social platform affects consumer insights of branded clothing.

To comprehend the idea of branded clothing through social media platforms;

To track brand awareness for various clothing brands in relation to social media platforms;

To identify important social media platform elements that influence a customer's decision to select any brand from the range of brands available.

Recognize the value of social media platforms for online communication and advertising that engage customers.

Review of Literature

Bruno Schivinski and Dariusz Dabrowski (2014) investigated the impact of social platform communication on brand consumer insights. They contend that brand managers and researchers don't fully comprehend how social media communication affects consumers' opinions of brands. Using a standardized online survey (PI), the researchers examined the effects of firm-created and user-generated (UG) social platform communication on brand equity (BE), brand attitude (BA), and purchase intention among 504 Facebook users in Poland. They examined 60

businesses from three distinct industries—textiles, mobile network providers, and non-alcoholic beverage companies—in order to assess the conceptual model. They used structural equation modeling to analyze the data and examine industry-specific variations as well as the interaction between user-generated and firm-created social platform communication. The results showed that while firm-created social platform communication only had a positive impact on brand attitude, user-generated social platform communication positively increased both brand equity and brand attitude. Purchase intent is influenced by brand attitude and brand equity. They employed a multigrain structural modeling equation to examine measurement invariance. The data showed that the suggested measurement method was accurate in every industry that was examined. However, the structural routes in each model were inconsistent. To learn more about how consumers view branded clothing, the proposed study will look at the aforementioned characteristics as well as the influence of social media platforms.

"Digital Strategies' Effect on the Consumer Decision Journey: It's Special," Research was done in 2019 by Sabyasachi Dasgupta and Priya Grover. This study sought to determine whether there were any relationships between consumer decision-making and digital media advertising strategies. Finding out how digital technologies affect consumer decision-making as it progresses through the five stages of the customer choice journey is the main goal of the paper. The SPSS correlation test, which shows the relationships, was used to quantify this. According to the study's findings, social media marketing is an essential tool for online marketers of clothing companies to advertise deals, the newest styles, and—above all—positive reviews and word-of-mouth, which are the most sought-after testimonials.

A study titled "Engaging clients online through websites and social platforms: A gender analysis of Italian Generation Y fashion purchasers" was published in 2015 by Waqar Nadeem and Tommi Laukkanen. They emphasized how little is known about how consumers' trust, attitudes toward online retailing, and online buying habits are impacted by the growing use of social media platforms and websites for product exploration, evaluation, and purchase. Therefore, this study focuses on how online purchases made through Facebook, peer recommendations, and website service quality affect consumer trust, attitudes, and loyalty intentions in e-commerce. An online study of Generation Y Italian consumers who used Facebook searches to locate apparel from different merchants was carried out. The hypotheses were tested and the constructs validated using structural equation modeling and confirmatory factor analysis (SEM). The results showed that consumers' willingness to use Facebook for online transactions and the quality of website services have an immediate and positive impact on consumers' trust in an e-tailer. Instead of depending on trust, peer recommendations have a direct impact on people's choices. The study found that the influence of peer recommendations on female attitudes is significantly greater than that on male attitudes.

In order to provide a thorough examination of the elements influencing a buyer's selection of clothing and textile products, Reham Abdelbaset Sanad (2016) conducted a study on Consumer Attitude and Purchase Decision towards Textiles and Apparel Products. Research papers on the factors influencing the marketing of textile products, such as clothing and fashion items, were surveyed. These considerations encompass a variety of cultural, social, personal, psychological, and environmental factors. Market factors included pricing, promotion, purchase methods, and product attributes. This study aims to determine how social media platforms impact consumers' perceptions of branded apparel.

A conceptual model was created by Valarie A. Zeithaml in his 1988 paper "Consumer Perception of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence" to define and relate pricing, perceived quality, and perceived value. Results from an exploratory study and evidence from earlier research are used. Evidence from the literature is used to support the hypotheses made about the concepts and their relationships. The discussion centers on research directions and their implications for value control, quality, and pricing. Research directions and their implications for managing value, quality, and price—all of which affect consumers' perceptions of branded apparel—will also be covered in the proposed study.

Impact of Influencers on Consumer Decision-Making in their paper: According to Sudha M. and Sheena K. (2017), The Fashion Industry, the retail clothing industry is undergoing significant change. Consumers can use social media and the internet to find what they're looking for. In order to prevent the target audience from being able to quickly switch suppliers, businesses will undoubtedly try to maintain a strong social media presence. This study aims to investigate influencer marketing strategies in the fashion industry and how influencers affect customer buying decisions. Additionally, the study will examine the various influencer marketing strategies used by the fashion industry to sway consumers on social media.

According to K. K. Uppal and H. Aneja's (2017) study on factors influencing consumers' perceptions of branded products with particular reference to end-of-season sales, boosting one's income is the primary financial incentive for conducting any kind of research. A person's or a family's spending habits are influenced by their disposable income, which also influences how they form opinions, especially regarding branded products. In Indian markets, branded products—especially clothing and footwear—are growing in popularity. In society, these have come to define the boundaries between brand and non-brand users. There are more wage workers in a family as a result of the middle class's growth. There are a lot of different ways to make money these days, and homemakers can earn money from the comfort of their own homes. The two are directly related to each other. Additionally, the appeal of using branded products has accelerated the end-of-season sale concept in a developing nation like ours. The aim of this study is to investigate how consumers' perceptions of branded products are influenced by money, particularly during end-of-season sales (EoSS) in urban areas. The proposed study will also investigate how

consumers' perceptions of branded products are influenced by their financial situation.

The aim of Nisha Jayasuriya's (2017) study, "The Impact of Social Media Marketing on Brand Equity: A Study of Fashion-Wear Retail in Sri Lanka," was to "identify the Facebook marketing actions that have an impact on brand equity and evaluate the proportional value of each action on brand equity generation," given Facebook's enormous worldwide popularity. Examining the literature on social platform marketing with a focus on Facebook marketing features and their connection to brand equity is the aim of this study. Until the past ten years, there were no sufficient studies of the connection between social platform marketing and brand equity, despite the widespread use of social media (Veloutsou, Cleopatra; Moutinho, 2009). The Asia-Pacific region has seen relatively little research on the relationship between FM and BE (Ahmed and Ibrahim, 2016; Ramsaran-Fowdar and Fowdar, 2016) (2013). This study combines social platform theory and brand management literature in a business context. Consequently, this study provides a new theoretically grounded structural model that can aid scholars in understanding the relationship between brand equity and Facebook marketing. Future researchers can conduct comparable studies on other well-known social media platforms like LinkedIn, Instagram, Youtube, and Twitter, but this study will only focus on Facebook due to its widespread use. The proposed study will investigate how consumers' perceptions of branded apparel are affected by other well-known social media sites, such as Instagram, LinkedIn, and others.

Evans and Martin (1989), in their study "Consumer Behaviour towards Fashion," noted that complementary approaches, with an emphasis on innovation theory and self-concept theory, are available for comprehending and addressing fashion clients. Innovation theory is logically important because fashion is about "newness," and fashion buying may have a lot to do with projecting images of how buyers see themselves (or would like to be seen, etc.). Additionally, there is evidence that buying in younger markets is more strongly related to self-expression than buying in older markets. Experts believe that combining these strategies could result in a rise in fashion branding based on a more fragmented fashion market. With elements from both innovation and self-concept theory integrated, fashion promotion may consequently become more targeted. Other theories and problems would also be investigated by the proposed research project. It will look into how consumers' perceptions of branded clothing are influenced by social media platforms.

Importance of Apparel Branding

Today's global market is characterized by intense competition. A lot of new products are introduced to the market, but they quickly become outdated. Fads come and go nearly as quickly as they appear. This behavior is attributed to globalization, media exposure, rapid shifts in consumer preferences, an increase in disposable income, and the impact of psychological and global trends. Every manufacturer needs to establish a "brand image" for his products in order to survive in the market. This is

particularly crucial for textile manufacturers because clothing has a short lifespan and fashion trends shift quickly. For both manufacturers and retailers, brands offer the strongest competitive edge.

Building and sustaining a strong brand image is essential for competing in both domestic and foreign markets. While some clothing manufacturers seek to establish a worldwide brand for their products, others only provide what is needed by retail chains or multinational purchasing houses. In addition to giving an item a trendy touch, branded merchandise offers customers additional benefits. It enables them to influence how the general public views the value of the clothing and brand. The value of a brand, or "brand equity," is the difference between what a customer spends on a branded item and a non-branded one. You can find similar clothes elsewhere for less money, but without the label. Conversely, a labeled, branded item gives the buyer a status symbol and boosts his ego. The products are promoted to high-status consumers with the help of the brand's reputation. Developing a brand requires strategic thinking. Consumers do not consider every aspect of a product when making a purchase. To convince customers that a certain brand is always connected to quality and to establish trust in their minds, a psychological approach is necessary. Consumers who have come to trust a business don't need to reconsider their opinions each time they make a purchase. They save time and have the assurance that they are only purchasing high-quality goods when they consistently purchase a particular branded item.

The components of a brand are as follows:

Customers might think that more expensive clothing is of higher quality. The product's restricted distribution is seen by discriminating consumers as a sign of its exclusivity.

The quality of the product is indicated by the brand image, providing customers with the satisfaction of buying superior products.

The consumer's ego is satisfied by branding, which is a status symbol that shows that he is wearing clothing from a reputable company.

Building consumer loyalty is facilitated by branding. When a consumer becomes brand loyal, he buys a product without giving it much thought because his perception of the brand is already favorable.

Research Methodology

Because of the nature of the literature on the impact of social platform marketing on consumer perceptions of branded clothing, both exploratory and descriptive research was used.

Primary data was collected using Google Docs-created questions sent via social media and emails, as well as questionnaires that were directly administered by intercepting potential respondents. Both online and offline (physical) sources, including books, journals, articles, periodicals, published corporate reports, company websites, blogs, and so forth, were used to satisfy the secondary data requirement.

Sampling Design

Sampling Frame: The study's participants were between the ages of 18 and 35, had at least one social media platform account, and lived in Villupuram district, Tamilnadu.

Sample Size: For the study, a sample size of 250 people was evaluated.

Sampling Area: The scope of this research was limited to the city of Villupuram district, Tamilnadu.

Sampling Technique: In this study, non-probability sampling approaches such as judgmental sampling and snowball sampling were used.

Table 1: Data analysis and Interpretation

| Type of Activity on Social platform | EI (%) | VI (%) | MI (%) | SI (%) | NI (%) | Total (%) | Mean | S.D. |
|---|--------|--------|--------|--------|--------|-----------|------|-------|
| Publish blogs, videos, and images to photo/video sharing sites as a creator. | 9 | 16.6 | 34.1 | 28.3 | 12 | 100 | 3.18 | 1.122 |
| Criticize- Leave comments on blogs and other people's work, as well as ratings and reviews. | 4.6 | 15.2 | 26.5 | 35.9 | 17.8 | 100 | 3.47 | 1.089 |
| Like, comment, tag, and share your friends' and family's posts as an interactor. | 16 | 30.3 | 33.7 | 17.4 | 2.6 | 100 | 2.6 | 1.031 |
| Only read, listen, and watch if you're a spectator. | 32.3 | 42.5 | 19.4 | 5 | 0.8 | 100 | 1.99 | 0.889 |

*EI- Extremely Involved, VI- Very Involved, MI- Moderately Involved, SI- Slightly Involved,

NI- Not at All Involved

The level of engagement or participation in social platform networks is shown in Table 1. According to the data, the majority of social platform users are watchers, who are followed by reserved interactors, critics, and creators. This might be because becoming a Spectator or Reserved interacts or requires the least amount of time and effort on the part of the social platform user to use his or her preferred networks, as opposed to Critics and Creators. The table demonstrates unequivocally that "Spectators" are not always spectators; they participate in higher levels of engagement based on their circumstances, which may be influenced by their career, free time, desire and interest in expressing themselves, self-confidence, and the social media platforms they use. It makes sense to assume that most customers are self-assured and confident in the platforms they use, since they participate in a range of activities.

Table 2: Time Spend on Social platform

| Parameter | Total no. of Respondents | Percentage |
|-----------------|--------------------------|------------|
| Less than 2 Hrs | 73 | 0.292 |
| 2 Hrs -5 Hrs | 86 | 0.344 |
| 5 Hrs -8 Hrs | 66 | 0.264 |
| More than 8 Hrs | 25 | 0.10 |

Table 3: Most used social platform

| Parameter | Total no. of Respondents | Percentage |
|-----------|--------------------------|------------|
| Instagram | 47 | 0.188 |
| Facebook | 70 | 0.28 |
| YouTube | 42 | 0.168 |
| LinkedIn | 36 | 0.144 |
| Twitter | 34 | 0.136 |
| Snapchat | 21 | 0.084 |

Table 4: Total Number of Apparel Brands followed on Social platform Platforms

| Parameter | Total no. of Respondents | Percentage |
|--------------------|--------------------------|------------|
| Less than 3 Brands | 88 | 0.352 |
| 3-5 Brands | 91 | 0.364 |
| More than 5 Brands | 71 | 0.284 |

Table 5 : Usefulness of Social platform Marketing Activities

| Statements | SA (%) | A (%) | N (%) | D (%) | SD (%) | Total (%) | Mean | S.D. |
|---|--------|-------|-------|-------|--------|-----------|------|-------|
| Brand posts are entertaining. | 16 | 42.1 | 32.9 | 7.8 | 1.2 | 100 | 2.36 | 0.883 |
| Through brand posts, you may learn about the latest items and trends on the market. | 24.8 | 52.7 | 17.1 | 4.4 | 1 | 100 | 2.04 | 0.827 |
| Advertisements on social platform are a great way to learn about a brand. | 25.8 | 50.8 | 17.8 | 5.4 | 0.2 | 100 | 2.03 | 0.819 |
| On social platform, brand communication allows users to participate in promotional activities (discounts, contests etc.). | 28.2 | 50 | 17.6 | 4.2 | 0 | 100 | 1.98 | 0.792 |
| Brand marketing activities on social platform assist me in making smarter product purchasing selections. | 19.6 | 42.5 | 29.3 | 8 | 0.6 | 100 | 2.28 | 0.888 |
| Brand posts on social platform can provide useful information. | 17.4 | 47.5 | 28.7 | 5.6 | 0.8 | 100 | 2.25 | 0.834 |

*SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

According to the above table, the mean for the statement "I think brand posts are amusing," is 2.36, and the standard deviation for the spread of the mean for the array of answers is 0.883. Customers find brand posts funny, as evidenced by the fact that 42.1 percent of respondents agree with the aforementioned statement, 16 percent strongly agree, and 32.9 percent are unsure. According to the aforementioned, consumers find social platform marketing useful in assisting them in learning about new products, fashion trends, taking part in promotions, and making better product selections.

Table 6: Awareness of, Attitude, brand following & Purchase Intention related to Social platform Marketing by Apparel Brands

| Statements | SA (%) | A (%) | N (%) | D (%) | SD (%) | Total (%) | Mean | S.D. |
|--|--------|-------|-------|-------|--------|-----------|------|-------|
| I'm aware that brands use social platform to sell to their customers. | 41.3 | 50.7 | 7.4 | 0.4 | 0.2 | 100 | 1.67 | 0.645 |
| Brands should market to customers on social platform, in my opinion. | 40.7 | 48.9 | 9 | 1.2 | 0.2 | 100 | 1.71 | 0.694 |
| Brands should market to customers on social platform. | 36.7 | 42.3 | 17.8 | 2.4 | 0.8 | 100 | 1.88 | 0.837 |
| Brand marketing actions on social platform, in my opinion, are less obtrusive than those on traditional media (newspapers, television, radio, etc.). | 14.8 | 39.1 | 30.1 | 13.2 | 2.8 | 100 | 2.5 | 0.989 |
| I like the stuff that brands post on social media platforms. | 12.6 | 40.9 | 38.9 | 6.8 | 0.8 | 100 | 2.42 | 0.825 |
| I'd be proud to connect with my favourite brand if it was promoting on social platform. | 23.6 | 42.4 | 27.2 | 5 | 1.8 | 100 | 2.19 | 0.914 |
| I intend to purchase from brands with whom I communicate on social platform. | 17.6 | 44.7 | 26.5 | 8.4 | 2.8 | 100 | 2.34 | 0.956 |
| I will follow my favourite brands if they are on social platform. | 26.1 | 45.1 | 20.6 | 6.6 | 1.6 | 100 | 2.12 | 0.928 |

*SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

The aforementioned shows that consumers are well aware of the social media marketing efforts of clothing companies. They are delighted to interact with and follow their favorite brands on social media. They also think that the marketing content offered on social media platforms satisfies their needs and that social media marketing is less invasive. Additionally, customers say they plan to purchase from businesses they communicate with on social media. This shows that consumers are satisfied with lifestyle businesses' use of social media marketing.

Table 7: Brand Trust and Loyalty Intention related to Social platform Marketing by Apparel Brands

| Statements | SA (%) | A (%) | N (%) | D (%) | SD (%) | Total (%) | Mean | S.D. |
|--|--------|-------|-------|-------|--------|-----------|------|-------|
| I tend to believe brand communications on social platform. | 15.8 | 44.1 | 29.7 | 8.8 | 1.6 | 100 | 2.36 | 0.905 |
| To me brands that are accessible on social media are reliable. | 13.8 | 30.9 | 37.7 | 14.2 | 3.4 | 100 | 2.62 | 0.999 |
| To me brands that interact with customers on social platform are trust worthy. | 13.8 | 35.1 | 33.1 | 15.4 | 2.6 | 100 | 2.58 | 0.992 |
| I will continue to interact with brands I trust on social platform. | 16.2 | 43.5 | 30.7 | 7.4 | 2.2 | 100 | 2.36 | 0.914 |
| I will continue to share my favourite brands posts on social platform. | 14.2 | 33.3 | 32.9 | 14.4 | 5.2 | 100 | 2.63 | 1.057 |
| I usually recommend brands I trust on social media to my friends and family. | 17.6 | 39.5 | 28.7 | 10.6 | 3.6 | 100 | 2.43 | 1.013 |
| I tend to make repeat purchases from brands that I use and am satisfied with | 24.4 | 47.5 | 20.6 | 5.1 | 2.4 | 100 | 2.14 | 0.925 |

*SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

The above table shows that consumers are willing to purchase from brands they have connections to on social media. Customers' trust in lifestyle brands promoted on social media platforms is reflected in their perceptions of accessible brands as trustworthy and brands that engage with their customers as trustworthy and honorable. By maintaining brand contact, sharing brand posts frequently, endorsing brands on social media, and making repeat purchases of brands they like, consumers show their loyalty, devotion, and dedication to their favorite, reliable companies. This illustrates how purchase intent, brand trust, and brand loyalty are affected by lifestyle businesses' social media platform marketing efforts.

Table 8: Reasons for and Perceptions towards Connecting with Lifestyle Brands on Social platform Networks

| Statements | SA (%) | A (%) | N (%) | D (%) | SD (%) | Total (%) | Mean | S.D. |
|--|--------|-------|-------|-------|--------|-----------|------|-------|
| I follow brands that have used and am satisfied with. | 33.5 | 47.4 | 14.7 | 3.5 | 0.9 | 100 | 1.91 | 0.832 |
| I follow brands that are followed by my friends and family. | 13.4 | 35 | 32.4 | 18 | 1.2 | 100 | 2.59 | 0.972 |
| I follow brands that my family or friends invite me to join / follow. | 9.9 | 33 | 38.9 | 16.2 | 2 | 100 | 2.68 | 0.93 |
| I follow brands that reflect my personality. | 26.7 | 49.6 | 19.4 | 3.7 | 0.6 | 100 | 2.02 | 0.817 |
| I follow brands that contribute to my image. | 18.3 | 44.2 | 28.2 | 7.6 | 1.7 | 100 | 2.3 | 0.913 |
| I follow brands to get information on new and existing products. | 31.9 | 49.6 | 15.7 | 2.5 | 0.3 | 100 | 1.9 | 0.773 |
| I follow brands to participate in brand promotions and contests. | 14.5 | 33.1 | 31.2 | 18.6 | 2.6 | 100 | 2.62 | 1.029 |
| I follow brands that I intent to buy in the future. | 24 | 50 | 18.5 | 6.1 | 1.4 | 100 | 2.11 | 0.888 |
| I rely on product ratings or reviews on brand pages to make product purchases. | 22.3 | 44.6 | 27.6 | 3.8 | 1.7 | 100 | 2.18 | 0.881 |
| I think it is 'cool' to follow brands on social platform. | 12.9 | 26.6 | 37.2 | 17.5 | 5.8 | 100 | 2.77 | 1.068 |
| I like connecting with like-minded people on the brand pages. | 15.2 | 26.4 | 36.1 | 17.6 | 4.7 | 100 | 2.7 | 1.073 |
| I like discussing about products or | 13.4 | 31.4 | 34 | 17.2 | 4 | 100 | 2.67 | 1.038 |
| I keenly monitor the social platform activities of brands I follow. | 13.4 | 34.4 | 33.5 | 15.5 | 3.2 | 100 | 2.61 | 1.006 |
| I think content on brand pages is credible. | 15 | 39.6 | 37 | 7.2 | 1.2 | 100 | 2.4 | 0.87 |
| I comment on and share brand content that I find interesting. | 11.9 | 34.6 | 33.1 | 16.3 | 4.1 | 100 | 2.66 | 1.018 |

*SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

According to the information in the above table, consumers follow brands they believe in, trust, and plan to purchase from in the future. They support businesses that they think will increase their social capital. The brands that people interact with on social media platforms are influenced by the social influence of friends and family as well as perceived personal advantages. They think that having a connection to brands helps them learn about products and brands, participate in brand contests and promotions to win freebies or discounts, improve their social media presence, and make better decisions about what to buy, among other things. Many consumers have a positive attitude about following brands; they are devoted to the brands they follow, trust brand communication, and enjoy interacting with other brand enthusiasts in brand communities. By encouraging friends and family to follow their favorite brands, posting encouraging remarks about those brands, making purchases from those brands, and keeping up their following, they show their devotion to the brands they follow on social media platforms.

Findings:

- 1) Consumers like creating accounts on microblogging, media sharing, and social networking websites. Facebook, Instagram, YouTube, and LinkedIn are the websites where customers register the most.
- 2) On average, customers have accounts on five or more social media platforms. Eleven people have registered for the most social media platforms, while only one person has done so.
- 3) Women spend slightly more time on social media than men, with most clients using it for one to three hours.
- 4) Instagram, Facebook, YouTube, and LinkedIn are the most widely used social media platforms, according to the respondents.
- 5) The customers believe that social media marketing helps them learn about new products, fashion trends, promotions, and how to make better decisions about what

to buy. Additionally, they discover that brand marketing communication on social media platforms is incredibly straightforward and easy to use.

6) Consumers are well aware of the marketing efforts that brands are making on social media, and a sizable portion of them want to see their favorite brands on these platforms. They are proud to follow and interact with these brands, and they plan to buy from them. They also support and advocate for these brands.

7) According to analysis, people who use a range of social media platforms are more likely to be exposed to lifestyle brands' brand communication activities, which makes them want to connect with those brands and encourages customer engagement and product acquisition.

8) According to data analysis, more fashion clothing brands are using social media platforms for marketing. For motivational reasons, consumers follow luxury and designer labels, as well as regional, national, and worldwide brands.

Conclusion

The results show that having a wider variety of products has the biggest positive effect. Because online retailers offer low prices, customers in remote areas are drawn to shop online. The discounts and incentives they receive from various online retailers, such as Amazon, Flipkart, and Paytm, also make them happy. As a result of this research, we identified several detrimental factors that make customers avoid making purchases online. First, because the study contributes to the body of knowledge on the factors influencing human decision-making, it may be useful to anyone researching human behavior, especially consumer behavior. Regarding the predictive power of the factors influencing rural customers' intention to shop online, the current study found that, according to the calculated value, attitude toward internet use is the best predictor, followed by perceived behavioral control and subjective norms

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