

Influence of Social Media on Generation Y for Purchasing Fashion Clothing

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Abstract

The focus of Generation Y has moved from traditional approaches to social media for knowledge collection. They cover a significant proportion of the world's population with unique buying power that enables many companies to target them. Research shows that compared to the other generation, this generation has distinct purchasing behavior characterizing them as one of the largest customer communities in global consumption of clothing. Social media played a major role in making them one of the largest user communities has also revolutionized the market of the fashion industry. Social networking has armed the fashion clothing industry with the ability to hold an enormous amount of consumers with just a single post on social media. Almost all the clothing brands and consumers are now fully interacting and active on social media platforms. This becomes a favorite subject among researchers to study the influence of social media on consumer purchasing behavior. The main aim of the research was to look further into the influence of social media on the purchasing behavior of generation Y, finding the variables affecting the purchase of fashion apparel on the social media site. The researcher has attempted to analyze previously published studies in this paper to present patterns, variables, and benefits of the social media site for the purchasing of fashion apparel by generation Y customers.

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Introduction

The transformation in information technology has encouraged generation Y and it has a similar impact regardless of the geographical boundaries (Moore, 2012). Generation Y or the millennial, all over the globe are related through their undistinguishable behavior and buying patterns due to the connectivity of mass media. The need for social media is rising with requirement of consumers on social networking sites for developing buying choices, which in turn promoting the brands to convey a message (advertisement) to the consumers all over the world (Stokinger and Ozuem, 2016; Stephen and Galak, 2010; Mangold and Faulds, 2009; Prensky, 2001). The past researches revealed that the overall purchase done through social media networks has been on the rise. According to Business Insider Intelligence, the top 350 retailers earned an estimated \$7.5 billion from social shopping in 2018 i.e. up by 27% from 2017.

Buying Behaviour

Consumer buying behavior is a mixture of experiences, choices, and options when purchasing a commodity, decisions. When an individual is involved in the collection, purchase, disposal of various things, an individual is considered a customer. To fulfill needs and wishes, goods, services, concepts, or experiences (Solomon, 1995), the whole market revolves around the buyers. Generally speaking, customers may be referred to as people who buy or use goods and services.

Traditionally, marketing theory claimed that cultural, social, personal, and psychological were the main factors affecting consumer behavior and their purchasing decision for making choices in fashion clothes.

Online purchasing is a procedure that takes place through online sites to choose the product, payment, and order. According to Liang and Lai (2000), online shopping behavior refers to the purchase process of goods or services through the internet. As the customer selects the product of their choice, the knowledge about goods or other similar items with their need for pop-ups on social media sites is often drawn to their notice. They analyze options at that point, compare them, and choose the one that best fits their requirements. Online shopping has become the second most common Internet practice, according to the UCLA Center for Communication Policy (2001). The most widely considered behavior is to search for clothing information online rather than searching for entertainment information.

Consumers purchase goods from clothing websites and display a particular form of behavior related to different demographic variables such as age, gender, income group, etc. Online shopping behavior is directly linked to these five components,

such as shops, support for logistics, product functionality, technical characteristics of websites, features of information, and presentation of the home page. Online shopping creates its own personality for its growth (Wang, 2008,).

Generation Y

A generation is a group that can be defined through the birth year, age, place, and important events that establish their personality (Guha, 2010; Smola & Sutton, 2002). Significant life events such as wars, emerging technology, or key monetary changes may develop a generation. These events constitute the generation's personality, beliefs, and aspirations (Hauw & Vos, 2010). Three generations have been ruling the workplace for the past sixty years: Baby Boomer, Generation X, and Millennials (Kaifi, Nafei, Khanfar, & Kaifi, 2012). Generation Y or millennials is the generation born between the 1980s and 1990s or the term millennium+ is given to the generation that during the 21st century reached adulthood. Millennials were the generation born between the year of 1977 and 2000 (Kotler & Armstrong, 2013).

Generation Y generation purchasing actions conceived as generation Y 'have continuous access from their childhood to the latest technology. They use internet search engines, blogs, social media, e-exchanges, and other technologically advanced applications to do almost anything. Early and regular exposure to technology, which has both benefits and drawbacks, is a crucial formative trait for generation Y. This generation would not want to manually do something. If things can be done quicker and faster with less effort across the internet, they think, then why waste time on manually doing things. They spent their maximum time in digital environment; information technology (Bennett et al., 2008; Wesner & Miller, 2008). A different form of social media and communication, like TV, cell phone, Internet, computer tablets, was an emerging field of technology. It's very popular to have computers, music, text messages, video games, and social programs (Omar, 2016). Nearly half the respondents spent a minimum of one hour per day on online shopping websites, according to Lachman & Brett (2013).

Social media networks

A social network is a web-based application that allows social media solutions and services to be created, implemented, and managed. It offers the ability to build websites and services for social media with maximum functionality for the social media network. In the 21st century, one of the main applications of social media is the advertisement of goods by corporations. Technology advancement has allowed retailers to use different typical slower methods of using the more effective

advertisement network. Social networking sites display customers ads based on their internet behavior and past searches. In certain cases, social ads will offer massive improvements in attracting buyers to their platforms.

Different social networking sites:

- Ø Social (Facebook, Linked In, Google+, WhatsApp, Instagram) networking sites. Social Networking Sites are websites where people can connect with others.
- Ø A real-time network of knowledge is microblogging. It is comparable to blogging, except for each post, it reduces the number of words and promotes quicker communication.
- Ø The posting of images (Instagram, Snapchat, Pinterest). Image posts get ten times more interaction than image-free posts. The use of photographs fills a wide gap in social media communication.
- Ø Media- Sharing sites are outlets where people can upload, store, and share with other users their images, videos, and music (YouTube and Facebook).

Influence of social media networking sites on buying behavior of consumers

Customers and companies around the globe are more linked to the presence of the Internet than ever before. One of the most intriguing aspects of modern marketing is the variations in customer behavior due to social media. The retail fashion industry has deep roots in the retail market. With the launch of the social media site ads and sales, a huge advantage has gone to the apparel firms. Clothing sales and acquisitions are more productive and effective. Fashion clothing is the largest fraction of the entire product collection purchased via social networking sites. Before making any purchase decision, the younger generations respond to the content produced by social media users. Buyers can easily connect with fashion brands on social media sites, pushing social media as a marketing channel to give fashion retail companies a huge interest.

Generation Y is closely dynamic in using these channels than the previous generation and is continuously connected to each other universally through social media. Generation Y accounts for more than one-fifth of the population by the year 2025, generation Y will constitute three-quarters of the world's workers, thereby supplying retailers with a large demand by investing two-thirds of their money in clothes.

Methodology and Objectives

The methodology adopted for the current research was deductive reasoning. The main objective of this study was to gain insight into the patterns and variables

that have an effect on Generation Y purchasing behavior in the current scenario through social media.

Factors affecting the buying behavior towards fashion clothing through social media networks

1. The social media network drives impulsive purchasing: more regular and impulsive buying by Generation Y (Lissitsa&Kol, 2016). They are well aware of their buying power, tending to spend more and more. As the generation needs to wear fresh and distinct clothes every day to adhere to the latest trends seen on social networking platforms, social media pushes more purchasing and consumption. Generation Y customers tend to please others by wearing the new hairstyles and labels of clothing (Schau and Gilly, 2003).
2. Social media provides a great platform and a good source of inspiration. These generations are strongly influenced by peers, entities, celebrities, commercials, etc., which are shown on the social networking sites' home page.
3. Social networking as a source of knowledge. Social networking sites act as authentic sources of knowledge that help customers to understand where to shop and what to purchase. They use social media for shopping in the same way as they use clothing blogs or catalogs, according to Dickey and Lewis (2010). It is also possible to get feedback on products and brands on social media. It was also analyzed that generation Y uses social media to gain knowledge of any new products in the market and influences the purchase decision through quick access to information through social media (Moreno, 2017).
4. The social media website provides reassurance. Consumers are reassured and offer others the trust to pursue fresh trends and try brands. If the customer is not sure about wearing a style or brand, it gives them the confidence and reassurance to wear it by seeing others wearing it on social media.
5. Internet shopping blends into their way of life. One of the major variables in the adoption of shopping through social sites by generation Y is that it fits into their lifestyle. It is much more time-saving and effective, the effort to buy a fashion apparel is reduced to minimal (Intel, 2012). The items are easily searched, ordered, and shipped to the doorstep without wasting time and effort to go out.
6. Simple comparison of various brands and models. The existence of a large number of labels and models makes online comparisons of the product and

price simple for the customer. In their research, Ruane and Elaine Wallace (2013) also stressed that social media has a major effect on brand consumption. Generation Y, spending more than half of the day on social media, has the advantage of easily and rapidly comparing and debating the vast number of items available online.

7. Sharing user experiences and suggestions: Generation Y customers prefer to browse before making purchase decisions to see other customers point of view and feedback about the product and the brands (Thompson, 1997; Shankar et al., 2001). As a guide to collecting knowledge before fashion purchases, customers use social media (Ruane and Wallace, 2013). The social media podium has allowed fashion industry customers to share views and feedback between brands and customers around the world.

Conclusion

The current research emphasizes on the influence of social media on the buying actions of generation Y, mainly in the fashion industry. The Generation Y consumers are considered to be the largest community spending on online shopping, and mainly for fashion apparel categories. According to Bakewell et al. (2006), they invest two-thirds of their pocket money in fashion clothes. Fashion brands and consumers can easily share creative content on social networking sites. Brands can easily penetrate the market through likes, ratings, and image updates. Brands on social media such as Facebook, Instagram, and WhatsApp attract shoppers to the latest trends and there is a two-way contact between fashion brands and customers. In today's scenario brands are racing toward social networking sites to tap more and more consumers for their products. Depending upon the liking and love from the followers, all fashion brands are heading towards social media ads to represent as an authentic brand. It will create a straight connection with generation Y customers and also generates the constancy of buyers.

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