

A Study on Impact of Social Media Marketing on Youth With Reference to Fashion Trends in Mumbai

Dr. Shaikh Farhat Fatma Mumtaz Husain

Assistant Professor, Pillai College of Arts, Commerce and Science (Autonomous)

Email: farhatshaikh34@gmail.com

Abstract—Social media and the related websites like facebook, whatsapp, twitter, google Duo, hike, instagram, etc. have changed our way of living to a certain extent, now our emotions are based on emoji's and our mood is dependent on likes and comments on our photos and other material uploaded on these respective sites. The studies show that new generation or youth i.e. born after 1990, is almost dependent on such sites for different things like, communicating with friends, college notes, new trends and fashion, current issues and many such things. This is a well known fact that globally youth is the biggest users and even consumers of such sites.

This study is an attempt to investigate the impact of social media on current fashion trends of youth in Mumbai

Keyword: Social Media Marketing, Youth, Fashion Trend and Mumbai.

INTRODUCTION

Social media is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, like face book and twitter; as well as bookmarking sites like Digg or Reditt and uses web page technology.

The usage of social media technology by luxury brands surged in 2009. Technology encourages customers to interact with brands. These customer interactions build the brand by increasing awareness, involvement, and engagement; thus, adding to brand recall and stimulating purchases. Tweets, blogs, and social networks like Facebook, Twitter, YouTube, Instagram, and Pinterest offer fashion brands ways to connect with audiences. Though many fashion brands initially believed social networking would weaken the relationship with consumers, social media is now viewed as an opportunity to improve customer relationships and to ultimately capture a larger audience.

The emergence of social media (e.g., Facebook, Twitter) has boosted interest in word of mouth and viral marketing among luxury brands. Word of mouth (WOM) interpersonal communication about products and services

between consumers is one of the most influential sources of marketplace information for consumers. This present study will try to analyze the aura of social network and effect of the same on youth in Mumbai.

REVIEW OF LITERATURE

Livingstone et al (2005) The anxieties about safety, health and other related issues can be put into the categories of concern about exposure, an unwanted issue. He studies the behavior of the youngsters on the above lines and stated that the social media is having the power to manipulate the behavior of young people and can also impact their mindset, this is sometime positive and sometimes negative.

Mancanza, Beck and Hoover (2009) investigate the use of sites for the socialization of the part of the expert of labor psychology. Most students who use Facebook and their account information have access to plurality and some user profiles that have a questionable nature in their accounts that can be viewed publicly. They suggest that formal education should be president to students regarding the use of these sites.

Molra burke and Cameron marlow (2011) analyzed the perspective for using social networking sites. He says that the use of these sites can be considered as a monolithic activity, all the time, even in his social environment and its impact is the same for all users. The study examines how facebook and social suggestions of customer service, individual communication, transmission of grander information, news and social networks, diversity of communication opportunities, inclusion of social and automatic communication.

Meler et al (2012) studied the social media with respect to the Korean youngsters, working in different it companies and enumerate the cause and effect relationship between the usage and advantages of social sites.

Research Gap: From the review of literature it can be inferred that various studies are conducted on social media marketing. Very few studies on impact of social media marketing on youth. This research is conducted to examine impact of social media marketing on youth with reference to fashion trend.

RELEVANCE OF THE STUDY

The purpose of the study is to have understanding of how social media has had impact on fashion consciousness of the consumer including characteristics and influencing factor of change in fashion trends. It proves to be a helpful source for understanding the importance of social media and marketing strategies put in use on it. It also emphasizes on the importance of the trend that emerged with its boom. It helped a great deal to understand the changing fashion consciousness of the youth and readily people adopt a changes that goes viral. It particularly focuses on how social media has come to impact the fashion trends and youths mindfulness about a fashion trend. This report intend to study the growing influences of social media on fashion consciousness and the user and the factor involved for this change.

SCOPE OF THE STUDY

Conceptual Scope: This study is limited to study on impact of social media marketing on youth with reference to fashion trend.

- (a) **Social Media Marketing:** Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.
- (b) **Youth:** Youth is the time of life when one is young, and often means the time between childhood and adulthood (maturity). The United Nations defines *youth* as persons between the ages of 15 and 24.
- (c) **Fashion:** Fashion is a popular aesthetic expression at a certain time and in a certain context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle and body proportions.
- (d) **Trend:** A general development or change in a situation or in the way that people are behaving

Geographical Scope: The study covers youth (Between the age of 15 and 24) in Mumbai.

METHODOLOGY

Class of Respondent

For the purpose of the survey total 100 youth from Mumbai have been selected on random basis.

Gender	No. of respondent
Male	50
Female	50
Total	100

Sampling Method

For collection of primary data non-probability convenience sampling method will be used.

Method of Data Collection

In this research researchers will use both primary and secondary data.

Primary data will be collected from 100 youth from Mumbai have been selected on random basis.

Secondary data will be used to support the study collected from books, journals, websites, and newspapers.

Statistical Technique of analysis of data: Tabulation and Chi square test is used to test the hypothesis.

OBJECTIVES OF THE STUDY

To study the impact of impact of social media on current fashion trend of youth in Mumbai.

HYPOTHESIS OF THE STUDY

Ho: Social media marketing has a negative impact on youth with reference to fashion trend in Mumbai

H1: Social media marketing has a positive impact on youth with reference to fashion trend in Mumbai

RESULT:

Do you follow fashion brands on social networking sites:

Gender	Percentage of Respondent
Yes	66
No	34
Total	100

Which sites do you use:

	Percentage of Respondent
Facebook	50
Instagram	30
Twitter	3
Facebook	15
Others	2
Total	100

How do you observe the latest fashion trends:

	Percentage of Respondent
Social networking sites	75
Print media	5
Television Ads	10
Looking at what others are wearing	10
Total	100

What makes you notice a fashion brand on social networking sites:

	Percentage of Respondent
Quality	30
Price	40
Endorsing Celebrity	25
Other	5
Total	100

Impact of social media marketing on youth with reference to fashion trend:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Do you agree that social media helps in acquiring information about fashion trends	2%	--	10%	64%	24%
Do you copy fashion from social media	19%	5%	40%	15%	25%
Do you buy products that you see on these site	---	18%	15%	43%	24%
Advertisement/ Reviews/Blog posts, etc. have a credibility than advertisement/ Editorial/Other marketing means on mass media	1%	8%	4%	74%	13%
Do you share/ comment/ reviews/ blog post/related articles etc. to peers or friends via social media after a purchase	14%	21%	25%	10%	27%

HYPOTHESIS TESTING

The hypothesis was proved by using the test Chi – square:

Table 1: Observed Value

	Negative Impact on Youth	Positive Impact on Youth	Total
Social Media Marketing	9	81	90
Traditional Marketing	4	6	10
Total	13	87	100

Table 2: Expected Value

	Negative Impact on Youth	Positive Impact on Youth	Total
Social Media Marketing	12	78	90
Traditional Marketing	1	9	10
Total	13	87	100

Table 3: Chi- square Calculation

O	E	O – E	(O – E) ²	(O – E) ² / E
9	12	-3	9	0.75
81	78	3	9	0.12
4	1	3	9	9
6	9	-3	9	1
Chi Square Calculated Value				10.87

The computed value of Chi – Square i.e 10.87 is more than the table value of Chi Square for 1 degree of freedom at 5% level of significance (3.841). Hence we reject the null hypothesis and accept alternate hypothesis and conclude that there is a positive impact of social media marketing on youth with reference to fashion trend in Mumbai.

CONCLUSION OF THE STUDY

Young consumer are in an increasing demand for trustworthy information regarding fashion trends, therefore social media marketing can be a useful tool for finding info due to its capability of instant interaction between user and brands.

Fashion brands presence on social networking sites give the impression that they are closer to their audience. This impression is derived from the interaction between consumer and brand that social media provide. Contrary to traditional media where consumer have third party opinion that they do not know if they can trust and are only fed info by the brand, social media gave consumer a chance to be influenced by other consumers shared opinion people that they might trust more because of their online influence.

For instance, a lot of designers share their views and personal preferences that are followed by thousands or millions of people. These designers are opinion leaders that are often used by brands. Fashion brands could take advt. of this phenomenon and makes use of social media to exert more influence on the formation young consumer opinion.

The role of social media in the process of purchase is in its preliminary phase with it being costly informational. Dependency of consumers in social media to know about latest fashion trends is high. Finding show that social media marketing affect both the consumer buying behavior as well as fashion consciousness of consumer.

LIMITATION OF THE STUDY

1. This study is an effort to find out relationship between only two variable i.e. social media marketing and youth.

2. Only Mumbai area was selected for the study.
3. The sample consists of only 100 youth because of limitation of time and resources for the study. However, considering the size of the population, this sample is found to be adequate enough to be a representation of the population.
4. As the topic of the study is too comprehensive to cover each aspect in depth and the time resources available are always subject to certain limitations.
5. As fashion change from culture to culture, so people consciousness and consumer buying behavior may also vary likewise. Cross cultural research should also be conducted regarding this topic to understand the magnitude of this change.
6. As the survey has been taken out of from small cluster of 100 respondents, it cannot be takes as an accurate result of how social media marketing has impacted on youth with reference to fashion trends.

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