

FASHION APPAREL AND THE EFFECT OF SOCIAL NETWORKING ON GENERATION Y

Abstract

As a result of the advent of the internet in the globalized world, a new social network has emerged. Generation Y's curiosity in knowledge has changed from conventional approaches to social media as technology has evolved. Gen Y is the world's largest community, with high buying power, allowing many companies to target them. Researchers have discovered that this generation behaves differently from previous generations, despite the fact that this was one of the world's largest customer groups. The role of the media in transforming them into one of the largest user groups has also affected the apparel industry. Via only one social media breakthrough, the fashion world has acquired the opportunity to consider a wide variety of customers. On media platforms, almost all fashion houses and customers are now genuinely collaborating. The effect of communication on consumer purchase intention has become a common subject for researches in this sector. This study aims to explore the impact of social media in the buying of a Y-generation character while also identifying variables that impact the purchase of trendy clothing on social networking sites. The researcher has attempted to study previous studies in order to incorporate the trends, characteristics, and advantages of social networking sites for Y-generation consumers purchasing fashion products.

Keywords: Fashion, social media, generation Y, woman, online shopping.

Authors

Dr. Suman Kumari

Associate Professor
Department of Journalism & Mass
Communication
School of Media Studies & Humanities
MRIIRS (Deemed to be University)
Faridabad, Haryana, India.

Dr. Rahul Joshi

Assistant Professor
Department of Journalism & Mass
Communication
School of Media Studies & Humanities
MRIIRS (Deemed to be University)
Faridabad, Haryana, India.

I. INTRODUCTION

Generation Y has been empowered by the emergence of big data, which has had the same impact regardless of local boundaries (Moore, 2012). Due to mass media contact, everyone in the world, whether Generation Y or a 100 years old, has identical behavior and purchasing habits. The demand for social media is increasing as buyers of social networks make buying decisions; it also helps brands by allowing them to send a particular response (ad) to all users worldwide. Earlier studies have shown that the entire transaction via the social media site was a wake-up call. As per Market Research firm Wise, the top 500 best-selling items earned \$ 6.5 billion from public stores in 2017, up 24% over 2016.

II. BUYING BEHAVIOUR

Purchasing a consumer character is a set of thoughts, options, and decisions made when purchasing a product. When a person or a group is involved in choosing a commodity, buying, utilizing, or discarding goods, services, concepts, or experiences to fulfill needs and desires, they are referred to as consumers (Solomon 1995). Customers are at the core of the industry. People who purchase or use goods and services are collectively referred to as consumers. Historically, marketing opinion held that factors affecting consumers' social, economic, individual, and cognitive behavior influenced consumer buying behavior; as a result, consumers' purchase decisions were assumed to be systematic behaviors that would include:

- Factors of culture (culture, practice, and social structure).
- Social determinants (reference community, family, and position status) Personal characteristics (age, occupation, financial condition, way of life, mind).
- Aspects of psychology (motivation, listening, reading, belief, and attitude).

Although these variables have an impact on customer buying conduct, other factors such as technology and lifestyle have an effect on the consumer needs. As a result, the final purchase of the product will be based on the things listed above, as well as considerations such as your photos and lifestyle, places on the internet. According to Liang and Lai (2000), online shopping behavior (also known as online shopping behavior or attitude towards online shopping) refers to the act of purchasing goods or services over the internet. The selection process starts with the buyer referring to a sales criteria or similar items on an online shopping site, then searching the Internet for a particular product that meets their needs. When a customer is looking for a product that he or she likes, details about a sale and other similar items that feel the urge appear on social networking sites which attract their attention. They then consider choices, compare them; pick the ones that best suits their plan for meeting a realistic need. As per the UCLA Center for Communication Policy (2001), shopping online has overtaken e-mail/instant texting and web surfing as the 3rd most frequent Internet operation. When you consider what Internet users do online, it is more common than just searching for leisure activities. Consumers purchase items from clothing websites and demonstrate those behaviors based on variables such as gender, sex, income level, and so on. These five factors, such as e-stores, asset aid, technology products, site technological specifications, information feature, and main website appearance, all have a significant impact on online shopping behaviour. Online shopping has left its imprint on the industry's

growth (Wang, 2008,). Purchase intention in shopping online, according to Monsuwe (2004), is influenced not only by simplicity of use, utility, and pleasure, as well as by essential aspects such as customer personality, status traits, product variety, prior online purchase intention, online shopping trust, and browser content.

III. GENERATION Y

A population is a group of people who can be categorized by their formation year, age, place, and significant events that shaped their personalities. Significant health occurrences, such as wars, emerging technology, or major economic shifts, can shape a generation. These events shape a gen's character, beliefs, and aspirations (Hauw & Vos, 2010). There were three generations at work 60 years ago: Baby Boomers, Generation X, and Millennials. Generation Y, also known as millennials, is a collective of people born between the 1980s and 1990s. The word millennium refers to the older generation in the twenty-first century. According to Kotler and Armstrong (2013), a group born between 1977 and 2000 is referred to as thousands of years. This indicator is made up of Generation Y, Millennials, and Echo Boomers, a community of customers and people from around the world. In reality, according to Valentine and Powers (2013), this generation category should not be named generation, technology generation, next generation, generation.com, generation 2000, echo boom, boom kids, or Generation XX for thousands of years. Although Generation Y is recognised around the world, their birthdays have been a source of contention since their inception. The birth time of generation Y is shown in Figure 1 based on various authors' estimates.

S. No.	Author	Birth period of Generation Y
1.	Noble et al., 2009),	1977- 1994
2.	Brosdahl and Carpenter's (2011)	1981-1999
3.	Kaifi et al., 2012).	1980-2000.
4.	Valentine & Powers (2013)	1977-1996
5.	Kotler & Armstrong (2013)	1977-2000
6.	Ordun (2015)	1981-2000
7.	Lissitsa & Kol (2016)	1980-1999
8.	Muda, Mohd, & Hassan (2016)	1980- 1990
9.	Omar (2016)	1980-1990

The Y generation of people in the community, particularly those born between 1980 and 2000, can be translated using the above details.

IV. BUYING BEHAVIOUR OF GEN Y

From a young age, the Concieved generation, also known as generation Y, has had access to cutting-edge technology. They use Web search engines, blogs, social media, e-mail, and other technically sophisticated applications for almost all. Technical access that is timely and normal, both beneficial and adverse, depending on intellectual, emotional, and social effects, is a key element of the Y-formation (Immordino Yang et al., 2012). This group is not fond of doing things by hand. They believe that if anything can be done more easily and efficiently online with less effort, why waste time doing it by side? This generation is uninterested in reading user manuals, leaflets, newsletters, journals, or notice boards, preferring instead to have immediate access to all data that can be provided at any time and from any place. The standard copy type, such as newspapers, magazines, journals, notice boards, brochures, and books, was typically not taught to this generation. All they need is everything in digital form, which is easily accessible through the internet and can be viewed using a web browser. They are the first generation to spend a lot of time surrounded by numbers, and technological advancement has had a significant impact on how they live and work. The usage of all modes of organizational communication channels, including television, cell phones, the Internet, tablets, laptops, music, texting, video games, and social networking services, is very popular among this generation's peers (Omar, 2016). According to Lachman and Brett (2013), nearly half of the respondents spent probably one hour a day on digital marketing sites. They also say that the growth of male clothing has led to an increase in men shopping online, compared to what contact now accounts for almost one of our regular online activities, which takes up about 2 hours and 30 seconds (Salim, 2019).

V. SOCIAL NETWORKING PLATFORMS

A social network is a web-based platform that allows for the creation, implementation, and maintenance of communication and solution services. It allows you to build social networking websites and services that have all of the social network's features. Another important use of social media in the twenty-first century is for companies to advertise their goods. Marketers were able to use the most powerful advertisement medium in a number of slow-moving conventional forms due to technical advances. Ads served to social media platforms are referred to as social media advertisements or online marketing. Consumers' online activity and preferences are based on prior searches and transactions on social networking sites, which show advertising based on their online behavior and interests. In certain cases, where the target market is connected with a large popularity of social media, public ads may help businesses draw more customers to their websites and sell goods at cheaper prices.

- Facebook, LinkedIn, Google+, WhatsApp, and Instagram are examples of social networking sites. Sites for social media that allow people to connect with one another. According to Weinberg (2009), social networking sites are "general terms for sites that link users of common backgrounds and cultures."
- Microblogging is a form of social media that allows people (Twitter, Tumblr). Microblogging is a network of real-time knowledge. It's the same for blogging, except that it reduces the amount of words per post and promotes more rapid contact.

Microblogging allows users to send short message service to one another through instant messaging, mobile phones, emails, or the Internet. One of the managers is Twitter. The most common bloggers claim to have 321 million daily active (Washington Post, 2019).

- Share photos (Instagram, Snapchat, and Pinterest). Images with photos receive ten times the amount of attention as photos alone. The use of photographs on social media bridges a major contact divide.
- Sites that allow you to share your media (YouTube, Facebook Live, Periscope, Vimeo Flickr). Users use streaming media websites to upload, store, and exchange their images, videos, and music with other citizens.

According to text feedback, Facebook is the most popular social networking site worldwide, followed by Youtube, Whatsapp, Instagram, Twitter, LinkedIn, Snapchat, and Pintrest. The three most used social media sites used by digital brands for their products are Twitter, Snapchat, and Facebook (2019, Statistics). Fashion companies are constantly using digital marketing as a medium or marketing tool to reach out to their customers. It is a method of encouraging people to advertise their sites, goods, and/or services through online social media, direct consumer contact, and the opportunity to reach a wider audience that is not accessible through conventional advertising channels, according to Weinberg (2009).

VI. THE EFFECT OF SOCIAL NETWORKS ON CONSUMER PURCHASING BEHAVIOR

With the Web, customers and companies all over the world are more connected than ever before. The internet User has 669 social commitments (Hampton et al. 2011); Facebook had 2.38 billion monthly active users in the first quarter of 2019. Tweeter has a monthly active user base of 321 million people. LinkedIn has a global user base of over 467 million practitioners (Statista, 2019). The total amount of time spent on social media per month in the world is 6.9 hours (Delaney and Salminen 2012). One of the most interesting aspects of today's marketing industry is changes in customer behavior as a result of social networks. Following the introduction of the advertisement and marketing website, the apparel industry has made the most money. Clothing sales and purchases have been extremely effective and successful. From the overall product collection purchased via social media platforms, fashion labels make up the largest part. Every day, the number of people looking for the latest clothing and fashion trends increases. Before making any buying decisions, young generations consult the content created by the communications consumer. Consumers are more likely to engage with fashion brands on social media, prompting fashion retailers to pay more attention to internet marketing channel. Generation Y is more active on these networks than previous generations, and is closely connected globally through social networking sites. Generation Y makes up a quarter of the population and will compensate for three-quarters of the skilled economy by 2025, which is why they provide a huge demand for retailers by spending two-thirds of their money on clothes. As part of the above-mentioned trend, the researcher was keen to learn more about Effect of Social Networking sites on Generation Y for Purchasing Fashion Apparel, so he attempted to gather previously research in this field. The researcher claims that social networking plays a major role in consumers' decision-

making processes, from pre-purchase to post-purchase, and that it has an effect on their behaviour when it comes to buying fashionable apparel in particular.

VII. METHODOLOGY

As part from the above theme, the researcher was keen to learn more about the Impact of Social Networking sites on Generation Y Shopping for Fashion, so try to integrate prior findings into this field. The study claims that social media affects consumer behavior when it comes to purchasing daily clothes, from the post phase to the post-purchase stage.

Factors That Determine the Purchase of Fashion Clothing Via Social Media Sites Include:

- 1. In a Rush to Buy, The Contact Network Explodes:** Generation Y buys more frequently and in a rush, so the contact platform bursts (Lissitsa and Kol, 2016). They are well aware of their buying power, have a proclivity for overspending, and are quicker than prior eras (Moreno et. Al., 2017; Martin, 2015). The generation chooses to wear fresh and unique clothes every day to keep up with current trends seen on social media platforms, so social media is very involved in buying and use.
- 2. As a Source of Motivation, Use Social Media:** Generation Y is affected by friends, individuals, celebrities, advertisements, and other content on the home pages of social networking websites. (Muniz and O'Guinn, 2001; Kaplan and Haenlein, 2010). Simultaneously, social media is boosting brand awareness among consumers who are unfamiliar with the products.
- 3. As a Source of Knowledge, Social Media:** Consumers may use social media sites to find out where to shop and what to buy because they are authentic and trustworthy sources of knowledge.
- 4. A Guarantee is Given by Social Networks:** Consumers gain trust and inspire others to play with different styles and goods. When a customer is uncertain regarding wearing a certain style or item, seeing others do so on social networking sites gives them the courage and assurance to do so (Ruane and Wallace, 2013). Price, ease of purchasing, vendor information, and product verification are just a few of the factors that drive online shopping, according to a survey by Chaturvedi and Gupta (2014) of 200 respondents.
- 5. Their Lifestyle Allows them to Shop Online:** One of great characteristics of the Y generation, which we buy from through social networks, is that it is in tune with their lifestyle. Since online shopping is both moment and profitable, attempts to buy designer clothes have been limited to a few.
- 6. Variety of Various Brands and Styles is Easy:** The vast range of goods and models available makes it possible for consumers to compare products and prices online (Xu no Paulins, 2005; Grewal et al., 2004). In their research, Ruane and Elaine Wallace (2013) found that there is a major conversational impact on consumer use. Generation Y, who spends and over half of their day on social media, has the benefit of easily and rapidly comparing and debating the vast array of items available online (Seock and Norton, 2007;

Xu and Paulins, 2005). The internet is used by Generation Y to evaluate choices and make decisions (Seock and Norton, 2007; Rohm and Swaminathan, 2004) Company websites and social media are critical in product marketing honesty and purpose to purchase a product that will take customers back to their corporate climate, according to research conducted by (Bamini et al.).

- 7. Selfishness and Self-Awareness are Two Sides of the Same Coin:** The interests of Generation Y revolve around their feelings. They intend to purchase the most up-to-date fashion clothing as well as items that will help them develop their brand (Belk, 1988; Escalas and Bettman, 2005) They believe they must be a part of a collective group. They affiliate with a community that strengthens their identity and makes them look fine (Ashforth and Mael, 1989; Hogg and Terry, 2000). Generation Y aspires to belong to a specific social class (Tajfel and Turner, 1986). According to studies, it is normal for generation Y to be defined in order to fulfill a human need for a famous species (Arnett et al., 2003; Bhattacharya and Sen, 2003; Lam et al., 2010). This maintains a clear connection between the product and the consumer in question (Otieno et al., 2005). The Y generation is more interested in the purchasing of fashion clothing through social media because of this concept of self and personality. Giovannini et al. (2015) strongly endorse this idea of independence and self-awareness, finding that for Generation Y buyers, person's self and personality are important when purchasing a trendy garment.
- 8. Online Shopping Hobby:** Shopping online is a fun pastime for us. Consumer entertainment is referred to as a shopping experience. Customers adore fashion, fashion items, design, and retail (Tran, 2008), so now is an ideal time to research online shopping. This generation, on the other hand, loves looking at advertisements on social networking platforms without intending to purchase something. This provides them with the inner fulfillment that only a true purchase can offer. According to a study by Rahman (2015) and Bilgihan (2016), generation Y is drawn to modern social media and searching on social media is more enjoyable than simply looking for products. Buying Y-generation with smartphones has become a convenient way to shop on the go, as per Paypal's mcommerce Index: Trends Report 2018, and is also a form of entertainment. According to their findings, 67 percent of Australian smartphone users buy entertainment on their phones without purchasing plans. When asked why they were buying, 77% said they were in a rush. The cover of Time magazine in July 1998 predicted the death of a supermarket: "Kiss Your Mall Goodbye."
- 9. Market Security and Refund Policies:** Past research has also shown that rebate policies and sales volume have a positive relationship. Consumer risk is reduced by a liberal return policy, which leads to further sales (Davis, 1998). In addition to these functions, consumer loyalty and reliability of service play a significant role in buying decisions and employee satisfaction while purchasing products online. Similarly, Nadeem et al. (2015) found that the consistency of the website and customers' values of using social media in internet purchases significantly influenced confidence in e-purchasing users in their analysis of consumer interest in consumer transactions using social networks.
- 10. Sharing Customer Experience and Long Delays:** Before making a purchase decision, Generation Y consumers choose to browse and read other consumer reviews and complaints about product and goods. Through a framework for exchanging ideas and

feedback between brands and consumers all over the world, the social media platform enabled fashion industry consumers.

VIII. CONCLUSION

The ongoing study looks at how communication affects Y-generation behaviour, especially in the fashion sector. According to Bakewell et al., (2006), this community accounts for more than a quarter of the global population and is the largest customer group in the economy, investing one second to their income on clothes. Through providing customers and the fashion industry with a shared forum for sharing content at any time and from wherever, social media is giving the global fashion wings. Customers can access goods through likes, ratings, and photo notifications. Consumers are attracted to social networking sites like Facebook, Instagram, and Whatsapp because of the latest fashion trends and two ways of contact between apparel and consumer goods. Many brands are rushing to social media platforms to unleash active customers from the Y generation, and this has brought solidarity to the fashion industry. It also allows for direct contact with users of the Y Y generation, which draws more consumers and enhances brand loyalty. (Vogel et al., 2008; Lemon et al., 2001; Kim and Ko, 2012). The researcher wanted to see how the existence of social media influenced generation Y users' decision-making process when it came to purchasing trendy clothing.

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