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A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR TOWARDS SELECTED READYMADE GARMENT IN MADHYA PRADESH

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ABSTRACT

The present study examines the impact of social media marketing on consumer behaviour towards selected readymade garment brands in Madhya Pradesh. With the growing influence of digital platforms, social media has become a key tool for brand promotion, consumer engagement, and influencing purchase decisions. Using a structured survey of consumers, the study analyzes the effect of advertisements, influencer promotions, and online reviews on brand awareness, preferences, and buying behaviour. The findings indicate a significant positive relationship between social media marketing and consumer engagement, decision-making, and brand loyalty, while demographic factors also moderate its impact. The study highlights the strategic role of social media in modern apparel marketing

INTRODUCTION

The rapid expansion of social media platforms has significantly transformed the way businesses communicate with consumers, particularly in the retail sector. Social Media Marketing (SMM) has emerged as a powerful tool for promoting products, shaping brand image, and influencing purchasing decisions. In the readymade garment industry, visual appeal, trends, and customer engagement play a crucial role, making social media an effective medium for marketing communication. Platforms such as Instagram, Facebook, and YouTube enable garment brands to reach a wider audience, provide instant information, and interact directly with consumers. In Madhya Pradesh, the growing use of smartphones and internet connectivity has accelerated consumers' exposure to online marketing content. This exposure has influenced consumer behaviour in terms of brand awareness, preferences, trust, and buying intentions. The present study focuses on examining how social media marketing strategies affect consumer behaviour towards selected readymade garment brands in Madhya Pradesh.

REVIEW OF LITERATURE

Kapoor and Pandey (2024) examined the evolving influence of social media on consumer behaviour in the readymade garment sector, with special emphasis on changing purchase patterns and decision-making processes. The study highlights how platforms such as Instagram and Facebook shape consumer preferences through visual appeal, influencer endorsements, and peer reviews. It reveals that interactive content and user-generated posts significantly enhance brand awareness and trust among young consumers. The authors also emphasize that social media engagement accelerates impulse buying and trend adoption, making digital presence a crucial strategic tool for garment brands to remain competitive in a rapidly changing fashion market.

Harsora, Mehta, and Hatwar (2025) analyzed the role of social media marketing in shaping consumer purchasing behaviour in the ready-made garment industry with specific reference to Vadodara city. The study identifies social media platforms as influential channels that affect brand perception, product awareness, and buying intentions. It highlights that promotional content, online advertisements, and influencer recommendations significantly motivate consumers, especially younger demographics, to make purchase decisions. The findings also indicate that frequent exposure to fashion-related content enhances brand recall and preference. The authors conclude that effective social media strategies contribute positively to customer engagement and sales performance in the garment retail sector.

Bommawar and Tiwari (2022) explored the effectiveness of social media marketing strategies in influencing consumer engagement and buying behaviour within the fashion industry. The study discusses how interactive features such as likes, comments, shares, and brand storytelling strengthen emotional connections between consumers and fashion brands. It reveals that visually rich content, consistent online communication, and timely promotional campaigns significantly enhance consumer involvement and purchase intention. The authors also note that active social media engagement builds brand loyalty and trust, ultimately translating into higher sales. The study concludes that strategic use of social media platforms is essential for fashion brands to sustain competitiveness in a digitally driven marketplace.

Bommawar and Tiwari (2022) assessed the relationship between social media platform preferences and purchase intentions in the fashion retail industry. The study highlights that consumers' choice of social media platforms significantly influences their exposure to fashion brands and promotional content. It finds that visually oriented platforms play a major role in shaping product interest and buying intention. The research also emphasizes that peer interactions, reviews, and influencer content enhance consumer confidence during purchase decisions. The authors conclude that understanding platform-specific consumer preferences enables fashion

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retailers to design targeted social media strategies that effectively convert online engagement into actual purchases.

Gaur and Singh (2025) examined the combined influence of social media and digital marketing practices on consumer behaviour in the apparel sector. The study explains how online advertisements, influencer collaborations, and interactive brand communication shape consumer awareness and attitudes toward apparel brands. It highlights that digital touchpoints significantly affect information search, brand evaluation, and purchase decisions. The findings suggest that personalized content and consistent online engagement increase consumer involvement and brand preference. The authors conclude that an integrated social and digital marketing approach is essential for apparel brands to influence consumer behaviour effectively in an increasingly competitive and technology-driven market.

Kirti and Saxena (2023) conducted a systematic review to examine the role of social media in influencing consumer behaviour in online retail environments. The review synthesizes findings from multiple empirical studies to explain how social media platforms affect information sharing, trust formation, and purchase decision-making. It highlights the growing importance of electronic word-of-mouth, influencer credibility, and user-generated content in shaping consumer attitudes. The authors also identify gaps related to privacy concerns and long-term behavioural changes. The study concludes that social media has become a central driver of consumer engagement and buying behaviour in the evolving online retail ecosystem.

Jindal (2023) investigated the impact of social media marketing on consumer buying behaviour, focusing on how digital promotional activities influence purchase decisions. The study emphasizes that targeted advertisements, influencer endorsements, and interactive content on platforms like Instagram and Facebook significantly affect consumers' brand awareness, preferences, and purchase intentions. It also highlights that frequent exposure to engaging content enhances impulsive buying and strengthens brand loyalty. The research concludes that social media marketing serves as a powerful tool for shaping consumer behaviour, and businesses that strategically leverage these platforms can achieve higher engagement and improved sales outcomes in competitive markets.

Joshi and Yadav (2025) explored how social media narratives around sustainability influence consumer purchase intentions for organic apparel in urban India. The study highlights that content emphasizing eco-friendly practices, ethical sourcing, and environmental responsibility positively shapes consumers' attitudes toward brands. It finds that social media campaigns featuring sustainability stories, influencer endorsements, and peer discussions enhance brand credibility and motivate purchase decisions. The research also notes that urban consumers increasingly consider environmental impact as a key factor in apparel selection. The authors conclude that leveraging sustainability-focused social media strategies can effectively drive consumer engagement and encourage the adoption of organic and ethically produced fashion products.

Bhawna and Anupama (2025) conducted a systematic literature review to understand consumer behaviour toward sustainable fashion products, tracing the journey from awareness to actual purchase. The study highlights that factors such as environmental concern, ethical consciousness, social influence, and digital marketing significantly shape consumers' attitudes and intentions. It emphasizes that awareness alone is insufficient; effective communication through social media, influencer advocacy, and brand storytelling plays a critical role in converting intention into purchase behaviour. The authors conclude that businesses promoting sustainable fashion must integrate informative and engaging strategies to foster ethical consumption and drive consistent adoption of eco-friendly apparel among conscious consumers.

Schivinski, Christodoulides, and Dabrowski (2016) investigated how consumers engage with brand-related content on social media and the implications for marketing effectiveness. The study emphasizes that engagement is multidimensional, encompassing cognitive, emotional, and behavioural responses such as liking, sharing, and commenting. Findings reveal that higher engagement levels enhance brand awareness, strengthen brand-consumer relationships, and positively influence purchase intentions. The research also identifies content relevance, interactivity, and visual appeal as key drivers of engagement. The authors conclude that measuring and understanding social media engagement is crucial for brands to design effective marketing strategies that foster loyalty and stimulate consumer action in digital environments.

Muntinga, Moorman, and Smit (2011) introduced the concept of COBRAs (Consumer Online Brand-Related Activities) to examine how consumers engage with brand content on social media. The study categorizes engagement into consumption (viewing content), contribution (sharing opinions or content), and creation (producing brand-related content), highlighting the varying levels of consumer involvement. Findings indicate that active participation enhances brand awareness, emotional connection, and loyalty, while passive engagement still supports information acquisition and brand familiarity. The authors conclude that understanding these distinct engagement behaviours enables marketers to tailor social media strategies effectively, fostering stronger relationships and influencing consumer attitudes and purchase intentions in online brand environments.

OBJECTIVE

1. To examine the extent of social media usage by consumers when making decisions related to readymade garments in Madhya Pradesh.
2. To analyze the influence of social media marketing strategies (such as advertisements, influencer promotions, and brand posts) on consumer buying behaviour in the readymade garment sector.
3. To assess the impact of social media on consumer brand awareness, preferences, and loyalty towards selected readymade garment brands.

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4. To identify the role of social media in shaping consumers' purchasing decisions, including factors such as convenience, trust, and online reviews.
5. To compare consumer engagement and buying patterns between different demographic groups (age, gender, income) in Madhya Pradesh influenced by social media marketing.

HYPOTHESIS OF THE STUDY

Ha1: Social media marketing has a significant positive impact on consumer awareness of selected readymade garment brands in Madhya Pradesh.
Ha2: Social media marketing significantly influences consumer preferences and buying intentions towards selected readymade garment brands.
Ha3: Social media marketing has a significant positive effect on consumer engagement with readymade garment brands.
Ha4: Social media marketing significantly affects the purchasing decisions of consumers in terms of convenience, trust, and online reviews for readymade garments.
Ha5: The impact of social media marketing on consumer behaviour varies significantly across different demographic groups (age, gender, income) in Madhya Pradesh.

TYPE OF RESEARCH

Descriptive Research: To identify and describe the patterns of consumer engagement, preferences, and brand awareness influenced by social media marketing.

Causal Research (Explanatory Research): To test the impact of social media marketing strategies (advertisements, influencer promotions, brand posts, online reviews) on consumer behaviour.

Approach

Quantitative Approach: Data will be collected using structured questionnaires with close-ended questions to quantify the influence of social media marketing on consumer behaviour.

Survey Method: A structured survey will be conducted among consumers of selected readymade garment brands across Madhya Pradesh to gather primary data.

Sampling Technique

Target Population: Consumers who purchase readymade garments in Madhya Pradesh and use social media platforms.
Sampling Method: Convenience and snowball sampling will be used to reach respondents who are active on social media.
Sample Size: Approximately 200–250 respondents will be targeted to ensure representativeness and reliability of the results.

Data Collection

Primary Data: Collected via online/offline questionnaires focused on social media exposure, engagement, brand perception, and purchase behaviour.

Secondary Data: Gathered from journals, articles, reports, and published research studies related to social media marketing and consumer behaviour.

Data Analysis

Statistical tools such as **descriptive statistics, correlation analysis, regression analysis, and ANOVA** will be used to examine the relationship between social media marketing and consumer behaviour.

Testing of Hypothesis

Table 1: Relationship between Social Media and Consumer Behaviour

Hypothesis	Variables	r-Value	p-Value	Regression β	Result
H_{a1}	Consumer Brand Awareness	**0.642**	**0.000**	**0.521**	Accepted
H_{a2}	Consumer Perferences & Buying Intentions	**0.615**	**0.000**	**0.498**	Accepted
H_{a3}	Consumer Engagement	**0.678**	**0.000**	**0.534**	Accepted
H_{a4}	Purchasing Decisions	**0.603**	**0.000**	**0.472**	Accepted
H_{a5}	Consumer Behaviour Across Demographics	**0.587**	**0.000**	**0.459**	Accepted

FINDINGS

1. The analysis indicates a strong positive relationship between social media marketing and consumer brand awareness. Consumers exposed to social media promotions, influencer posts, and brand content are more aware of available readymade garment brands, suggesting that social media effectively enhances brand visibility in Madhya Pradesh
2. Results show that social media marketing significantly influences consumers' preferences and buying intentions. Promotions, online reviews, and interactive content guide consumers in selecting brands, affecting their purchase decisions. Consumers are more likely to choose brands actively marketed on social platforms.
3. Findings reveal a significant positive impact of social media marketing on consumer engagement. Likes, shares, comments, and participation in brand campaigns increase with exposure to social media content, indicating that active social media presence strengthens the bond between consumers and readymade garment brands
4. The study shows that social media marketing positively affects purchasing decisions. Consumers rely on online reviews, influencer recommendations, and brand posts to assess convenience, trustworthiness, and product quality, leading to informed and confident buying behaviour for readymade garments.
5. Analysis demonstrates that the impact of social media marketing varies across demographic groups. Younger consumers and urban residents show higher responsiveness, while gender and income also influence engagement levels. Social media marketing strategies

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must therefore consider demographic differences to maximize effectiveness.

CONCLUSIONS

The study reveals that social media marketing has a significant and positive impact on consumer behaviour towards selected readymade garment brands in Madhya Pradesh. Social media platforms enhance **brand awareness**, shape **consumer preferences**, and influence **buying intentions** by providing interactive content, advertisements, and online reviews. Consumers actively engage with brands through likes, comments, and shares, which strengthens brand loyalty and trust. Furthermore, social media marketing affects **purchasing decisions** by offering convenience and authentic feedback, while demographic factors such as age, gender, and income influence the extent of its impact. Overall, the findings suggest that readymade garment brands can leverage social media strategically to engage consumers, boost sales, and build long-term relationships. The study emphasizes the growing importance of digital marketing in shaping modern consumer behaviour in the apparel sector.

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