



A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CLOTHING PURCHASE DECISIONS IN COIMBATORE

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ABSTRACT

Social media has emerged as one of the most powerful platforms influencing consumer buying behavior, particularly in the fashion and clothing sector. With the rapid growth of digital platforms such as Instagram, Facebook, YouTube, and other social networking sites, consumers are increasingly exposed to brand promotions, influencer endorsements, peer reviews, and fashion trends. This study aims to analyze the impact of social media on clothing purchase decisions among consumers in Coimbatore. The research focuses on understanding how social media content, advertisements, influencers, and online reviews influence consumer preferences, brand awareness, and purchase intentions related to clothing products. Primary data were collected from respondents in Coimbatore using a structured questionnaire, and the data were analyzed using percentage analysis and simple statistical tools. The findings of the study reveal that social media plays a significant role in shaping clothing purchase decisions, especially among younger consumers, by reducing purchase uncertainty and increasing awareness of fashion trends and brands. The study also highlights the growing importance of visual content and influencer marketing in the clothing industry. The results provide useful insights for clothing retailers and marketers to design effective social media strategies to influence consumer buying behavior.

KEY WORDS: Social Media, Consumer Behavior, Clothing Purchase Decisions, Influencer Marketing, Coimbatore.

INTRODUCTION

Social media has become an integral part of everyday life and has significantly transformed the way consumers search for information, evaluate products, and make purchase decisions. In recent years, the rapid expansion of digital platforms such as Instagram, Facebook, YouTube, Twitter, and other social networking sites has created new opportunities for businesses to connect with consumers. Among various industries, the clothing and fashion sector has been highly influenced by social media due to its visual nature and trend-driven characteristics.

Clothing purchase decisions are no longer based solely on traditional factors such as price, quality, and brand reputation. Consumers today are influenced by online advertisements, influencer endorsements, user-generated content, peer reviews, and fashion-related posts shared on social media platforms. These digital interactions help consumers discover new clothing brands, compare styles, and gain confidence before making a purchase. Social media also reduces uncertainty in online clothing shopping by providing real-time feedback, reviews, and visual demonstrations of products.

In a growing urban city like Coimbatore, social media plays a crucial role in shaping the clothing preferences of consumers, especially among young adults and working professionals. The increasing use of smartphones and internet access has accelerated the influence of social media on fashion awareness and buying behavior. Local boutiques, online retailers, and branded clothing stores actively use social media platforms to promote their products, attract customers, and build brand loyalty.

This study focuses on analyzing the impact of social media on clothing purchase decisions in Coimbatore. It aims to understand how various social media elements such as advertisements, influencers, reviews, and peer recommendations affect consumer attitudes and buying intentions. The findings of this research will help clothing retailers, marketers, and businesses design effective social media marketing strategies and better understand consumer behavior in the digital era.

RESEARCH OBJECTIVES

- To study the impact of social media on clothing purchase decisions.
- To study the impact of brand-related content on social media on clothing purchase decisions.
- To assess how social media reduces uncertainty in online clothing purchases.

SCOPE OF THE STUDY

The scope of the study is limited to analyzing the impact of social media on clothing purchase decisions among consumers in Coimbatore. The study examines how various social media platforms such as Instagram, Facebook, YouTube, and other digital networking sites influence consumer awareness, attitudes, preferences, and buying behavior related to clothing products. It also focuses on the role of social media advertisements, influencer marketing, peer recommendations, online reviews, and visual content in shaping purchase intentions and reducing uncertainty in online clothing purchases. The research includes respondents from different demographic backgrounds such as age, gender, educational qualification, occupation, and income levels to understand variations in



consumer behavior. Primary data for the study are collected through a structured questionnaire, and the analysis is carried out using simple statistical tools to interpret the responses. The study covers both online and offline clothing purchases influenced by social media exposure but does not extend to an in-depth analysis of post-purchase satisfaction or long-term brand loyalty.

STATEMENT OF THE PROBLEM

In the present digital era, social media has become a major source of information influencing consumer buying behavior, particularly in the clothing and fashion industry. Consumers are constantly exposed to advertisements, influencer promotions, peer opinions, and fashion trends through various social media platforms. While social media offers convenience and wide product awareness, it also creates challenges such as information overload, misleading advertisements, exaggerated influencer claims, and difficulty in evaluating product quality, fit, and reliability before purchase. Many consumers in Coimbatore rely on social media content while making clothing purchase decisions, yet there is limited clarity on the extent to which these platforms genuinely influence their choices and reduce purchase uncertainty. Additionally, the impact of social media may vary across different demographic groups, making it difficult for clothing retailers and marketers to design effective promotional strategies. Therefore, the problem addressed in this study is to understand and analyze the role of social media in influencing clothing purchase decisions among consumers in Coimbatore and to identify the key factors that shape their buying behavior.

REVIEW OF LITERATURE

Jawalkar & Yende(2024) “Influence of Digital Marketing Tools on Apparel Purchase Decisions of Young Women in Nagpur”, Instagram, influencer marketing, and visual content significantly influence apparel purchase decisions among young women; discounts and visual appeal.

Bhonsle, Soni & Mohan(2024) “Fashion in the Digital Age: Social Media Marketing’s Influence on the Apparel Market”, Social media shapes consumer behaviour through interactive content and advertising, influencing how consumers interpret fashion choices and engage in clothing purchases.

Gaur & Singh(2025) “Influence of Social and Digital Marketing on Consumer Behaviour in the Apparel Sector”, eWOM, content marketing, and online shopping convenience have stronger impacts on buying decisions than social media exposure alone.

Rai & Sekhar(2025) “Buying Behaviour and Social Media Engagement of Saree Consumers in the Digital Era”, Social media engagement influences younger consumers’ saree purchases via trend discovery and styling ideas, while traditional values still shape older buyers’ decisions.

Joshi & Yadav(2024) “ Influence of Social Media Sustainability Narratives on Consumer Purchase Intentions for Organic Apparel”, Social media narratives on sustainability increase consumers’ purchase intentions for organic apparel; storytelling and influencer posts have strong effects.

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

GENDER OF THE RESPONDENTS

S.NO	Gender	No Of Respondents	Percentage(%)
1	Male	56	56.24
2	Female	44	43.76
3	Others	0	0.00
	Total	100	100

Source: Primary Data

INTERPRETATION

The above table shows that 56.24% of the respondents are male and 43.76% are female, while no respondents belong to other

categories. The majority of the respondents are male, indicating higher participation of male consumers in social media-based clothing purchase decisions.

AGE OF THE RESPONDENTS

S.no	Age group	No. Of Respondents	Percentage(%)
1	Below 20 years	28	28.17
2	21-25 years	42	41.92
3	26-30 years	20	19.86
4	Above 30 years	10	10.05
	Total	100	100.00

Source: Primary data

INTERPRETATION

The table indicates that 41.92% of the respondents belong to the age group of 21–25 years, followed by 28.17% who are below

20 years of age. About 19.86% fall under the age group of 26–30 years, while only 10.05% are above 30 years.



EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.no	Educational Qualification	No. of Respondents	Percentage(%)
1	Undergraduate	46	45.87
2	Postgraduate	34	33.96
3	Others	20	20.17
	Total	100	100

Source: Primary data

INTERPRETATION

The analysis indicates that 45.87% of respondents are undergraduates, followed by 33.96% postgraduates. This

reflects that students with higher education levels actively engage with social media for clothing-related decisions.

SOCIAL MEDIA PLATFORMS USED TO EXPLORE CLOTHING BRANDS

S.no	Platform	No. of Respondents	Percentage(%)
1	Instagram	45	45.16
2	Facebook	25	24.92
3	Youtube	18	17.86
4	Others	12	12.06
	Total	100	100.00

Source: Primary data

INTERPRETATION

The table indicates that Instagram is used by the majority of respondents (45.16%), Facebook(24.92) and Youtube(17.86).

This highlights the dominance of visually oriented platforms in influencing clothing brand exploration.

FREQUENCY OF USING SOCIAL MEDIA FOR CLOTHING PURPOSES

S.no	Frequency	No. of Respondents	Percentage(%)
1	Daily	52	51.94
2	Weekly	28	27.86
3	Occasionally	15	15.14
4	Rarely	5	5.06
	Total	100	100.00

Source: Primary data

INTERPRETATION

The table reveals that 45.16% of respondents use Instagram to explore clothing brands, followed by 24.92% using YouTube and 17.86% using Facebook. Pinterest is used by 8.03% of

respondents, while 4.03% rely on other platforms, highlighting the dominance of visually oriented social media platforms in clothing brand exploration.

FREQUENCY OF NOTICING CLOTHING CONTENT ON SOCIAL MEDIA

S.no	Frequency	No. of Respondents	Percentage(%)
1	Very frequently	40	39.94
2	Frequently	30	30.08
3	Sometimes	20	20.03
4	Rarely	10	9.95
	Total	100	100.00

Source: Primary data

INTERPRETATION

The table indicates that 39.94% of respondents very frequently notice clothing-related content on social media, followed by 30.08% who frequently notice such content. Around 20.03%

sometimes notice clothing content, while 9.95% rarely notice it, showing strong visibility of fashion-related posts on social media platforms.

REASONS FOR USING SOCIAL MEDIA FOR CLOTHING INFORMATION

S.no	Reason	No. of respondents	Percentage(%)
1	Style Inspiration	34	33.92
2	Brand Comparison	26	26.08
3	Checking Reviews	22	22.14
4	Discountsand Offers	18	17.86
Total	Total	100	100.00

Source: Primary data

INTERPRETATION

The analysis reveals that 33.92% of respondents use social

media mainly for style inspiration, followed by 26.08% for brand comparison and 22.14% for checking reviews. Discounts



and offers influence 11.92% of respondents, while 5.94% use social media for purposes not related to clothing.

METHOD USED TO IDENTIFY CLOTHING QUALITY

S.no	Method	No. of Respondents	Percentage(%)
1	Customer review	55	54.98
2	Influencer or Brand post	20	19.98
3	Physicalstore check	15	15.02
4	Brand reputation	10	9.98
	Total	100	100.00

Source: Primary data

INTERPRETATION

The table reveals that 54.98 shared by users. Influencer or brand posts are used by 19.98% of respondents, physical store checking by 15.02%, and brand reputation by 9.98%, indicating that social media significantly reduces purchase uncertainty.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority(56.24) of the respondents are male.
- Majority(41.92) of the respondents are between the age 21-25.
- Majority(45.87) of the respondents are the educational qualification.
- Majority(45.16) of the respondents are the platform to explore clothing brand.
- Majority(51.94) of the respondents are the frequency of soial media usage for clothing purposes.
- Majority(39.94) of the respondents are the frequency of noticing clothing information.
- Majority(33.92) of the respondents are the reason for using social media for clothing information.
- Majority(54.98) of the respondents are the method used to identify clothing quality.

SUGGESTIONS

- Clothing brands should focus more on visually engaging content such as reels, short videos, and user-generated posts, as the analysis shows that a large percentage of respondents are influenced by Instagram and short video content. This will help brands attract young consumers and increase purchase interest effectively.
- Brands and online clothing retailers should encourage genuine customer reviews and feedback on social media platforms, since a significant portion of respondents rely on reviews and user photos to assess clothing quality. This will help reduce uncertainty and build greater trust among potential buyers.
- Marketers should design targeted social media campaigns for young age groups, especially students and young professionals, as the findings reveal that respondents aged 21–25 years and students form the majority of social media users. Personalized promotions and influencer collaborations can improve engagement and conversion rates.

CONCLUSION

The study concludes that social media plays a significant role in influencing clothing purchase decisions among consumers in

Coimbatore. The findings reveal that young consumers, particularly students, actively rely on social media platforms such as Instagram and YouTube for style inspiration, brand comparison, and purchase evaluation. Visual content, customer reviews, and influencer recommendations help reduce uncertainty and increase purchase confidence, making social media an essential tool for clothing brands and marketers.

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