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AN ANALYTICAL STUDY OF THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENTS ON MILLENNIALS' CLOTHING PREFERENCES

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Abstract

The enormous growth of social media has compelled businesses to target their customers through social media and websites. The paper attempts to sketch an outline of social media advertising and determines the impact of various advertising factors such as informativeness, credibility, post-purchase services, distribution systems, concerns and issues regarding payment gateways among millennials in Kerala. Data were collected from social media users with the help of an online questionnaire through Google Forms using convenience sampling. The collected data was analysed using SPSS 21 and appropriate furnishings were done to make the study fruitful. The findings reveals significant relationships that can be used to understand millennials' attitudes and behavioural responses to clothing and apparel.

Keywords: Advertisements, Behavioural responses, Credibility, Distribution system, Millennials, Social media

1.1 An Overview to the Fact

One of the novel advancements that has revolutionised our lives is the discovery of social media. It has united people from all over the world by removing geographical barriers. The basic nature of humans is to network, maintain relationships, and express opinions about commercial content (Uitz, 2012). According to Statista calculations, India ranks first in the world in terms of e-commerce development with an annual growth rate of 19 percent (Statista, 2018) The 'communication' capabilities of social media platforms have completely altered the dynamics and approaches to information dispersal. Social media platforms have aided businesses in developing advertisements that can track consumer responses, hold interactive sessions, and design personalised messages (Haida and Rahim, 2015).

1.2 Statement of the Problem

The research is on the impact of social media advertisements on millennials' attitudes toward clothing and apparel. The study sheds light on various factors influencing the effectiveness of social media advertisements and examines various components that influence millennial purchasing behaviour.

1.3 Scope of the Study

The use of social media is increasing and has become an unavoidable part of one's life. It is popular among millennials due to the availability of smartphones, other smart devices and internet access. The purpose of this study is to provide a detailed analysis of millennials' perceptions of social media advertisements. The study is limited to clothing and other apparels as well as the perspectives of millennials in Kerala.

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1.4 Review of Literature

From the perspective of the customer, Parameswar, Devasia, and Kumar (2020) investigated how social media affects branding. The main aim of the study was to look into how social media affects smartphone branding and customer purchasing patterns. To understand the impact of social media on branding and customer purchasing decisions for various smartphone brands, a quantitative study was carried out. The paper develops a research plan and research areas for additional scholarly investigation of this subject. The survey was conducted using an internet form. Kerala was selected as the study's geographic focus. Individuals who are at least 15 years old and utilise one or more social media platforms provided the data.

Sumathy and Vipin (2016) concentrated on consumer perceptions of social media advertisements, particularly Facebook. A simple sampling survey of 100 respondents in Malappuram District was carried out for the study using an interview schedule. In the study, methods like percentage analysis and one-way ANOVA were applied. The findings indicate consumers have a positive view towards Facebook advertisements.

Jose and Ebrahimkunju (2020) looked into the impact of social media marketing on various customer adoption stages. The study also evaluates how well different social media platforms work at assisting customers with their decision-making. The study provides fresh insight into Kerala's youth's use of social media.

Adarsh and Sreereshma (2021) looked at how social media affected brand recognition, brand engagement, and brand loyalty among tourists. The research of social media usage will aid local tourism organisations in understanding how the community interacts with and uses businesses. In order to investigate the elements of marketing tourism services through social media networks, to examine the role and effectiveness of social media in marketing Kerala tourism, and to investigate the impact of social media marketing on consumer behaviour, this will provide the government and tour operators with adequate assistance.

Yahiya, Chavadi, and Saravanan (2015) published the findings of a survey that posed various questions about the connection between social media use and the overall influence social media marketing has on consumer behaviour. The membership status in various social media sites, the frequency of visits to these sites, and the frequency with which particular ideas were expressed during these visits, in addition to demographic information, were important questions. Our investigation offers preliminary statistical support to assess the influence of social media use on consumer spending. This has consequences for customer lifetime value (CLV) calculations and the related interest of advertisers determining whether social media investments are profitable.

Arora, Kumar and Agarwal (2020) proposed a conceptual model, which determines the impact of various advertising content factors such as informativeness, entertainment, credibility, interactivity and privacy concerns on attitude of Indian millennials towards social media advertising. Using non-probability sampling, the data was collected using the online questionnaire through Google Forms from 470 social media users. The adapted scales have been validated through exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), after which path analysis has been applied using SPSS AMOS 22.0

1.5 Objectives of the Study

- To determine the demographic profile of respondents and their opinion towards social media advertisements.

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- To investigate the elements that influence millennials' purchasing behaviour and related decision-making process when it comes to clothing and apparels.

1.6 Materials and Methods

1.6.1 Research Design

This research is both descriptive and cross-sectional. The data were gathered by using a structured questionnaire to 68 millennial social network users by using random sampling method from various places of Kerala. The questionnaire was useful in determining the aspects that influence millennials' clothing and apparel purchasing behaviour on social media. SPSS 22 was used to analyse the data and run various tests. The Cronbach's alpha value came out to be 0.816. A number of more than 0.7 is regarded as a good indicator of reliability. Moreover, both the dependent and independent variables are categorical, a chi-square test was used to determine the association between consumers' preferences for social media advertisements.

1.7 Analysis and Discussions

The SPSS 22 version was used to analyse the results. Gender, age, marital status, residence, monthly income, and time spent on social media are all part of the demographic profile obtained. All of the demographic profile observations are listed below:

Table 1

Demographic Profile of Respondents

Demographic Factors		**Frequency**	**%**
Gender	Male	34	50.0
	Female	34	50.0
Age	25 – 30	55	80.9
	31 - 35	10	14.7
	36 - 40	3	4.4
Marital Status	Single	41	60.3
	Married	27	39.7
Residence	Rural	23	33.8
	Semi Urban	24	35.3
	Urban	21	30.9
Occupation	Private	43	63.2
	Public	2	2.9
	Unemployed	5	7.4
	Others	18	26.5
Monthly Income	Less Than 10K	18	26.5
	10K to 25K	33	48.5
	25K- 50K	12	17.6
	More than 50K	5	7.4
Time Duration	Less than 6 months	1	1.5

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	1 year to 3 years	6	8.8
	More than 3 years	61	89.7

Source: Primary Data

The study sample consists of equal number of male and female respondents. Majority of our age respondents fall in the age category of 25-30 and they cover (80.9%) of our respondents. Most of the social media users are single and they constitute (60.3%) of the respondents. The respondents from the rural, semi urban and urban local are almost equal. (48.5 %) falls under the income category of (10K- 25K) followed by less than 10K category.

KMO and Bartlett's Test		
Kaiser-Meyer- Olkin Measure of Sampling Adequacy.		.645
Bartlett's Test of Sphericity	Approx. Chi-Square	321.226
	df	36
	Sig.	.000

Table 2 KMO and Bartlett's Test

Source: Primary Data

From the Table 2, it can be concluded that factor analysis is appropriate, as the value of KMO test is 0.645, which is more than 0.5. The Bartlett's Test of Sphericity shows that the value of approx. Chi- Square is 321.226 .Itis large enough and the value of Sig. is 0.000.The significant value is less than 0.05 and can be considered for analysis.

Table 4

Gender vs Monthly Income Tabulation

Gender	**Monthly Income**				**Gender vs Monthly Income**
	Less than 10k	10K-25K	25K-50K	More than 50K	
Male	0	22	12	0	N=68, Pearson Chi-Square - 38.667 df -3,
Female	18	11	0	5	
Total	18	33	12	5	
p= 0.000**p <0.01, significant at 1% level					

Source: Primary Data

The most important result in the Chi-Square Tests table is the Pearson Chi-Square. The value of the test statistic was found to be 38.667. The corresponding p-value of the test statistic is p = 0.000. Since the p-value is less than our chosen significance level, we would reject the null hypothesis. We conclude that there is enough evidence to suggest an association between gender and monthly income pattern. (X^2 (3)> = 38.667, p = 0.000).

Table 5

Residence vs Monthly Income Tabulation

Residence	**Monthly Income**	**Residence vs Monthly Income**

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	Less than 10K	10K -25K	25K - 50K	More than 50K	
Rural	18	0	0	5	N= 68, Pearson Chi Square = 96.260, df = 6
Semi Urban	0	24	0	0	
Urban	0	9	12	0	
Total	18	33	12	5	
p= 0.000**p <0.01, significant at 1% level					

Source: Primary Data

The key result in the Chi-Square Tests table is the Pearson Chi-Square. The value of the test statistic is 96.260. The corresponding p-value of the test statistic is p = 0.000. Since the p-value is less than our chosen significance level, we reject the null hypothesis. We conclude that there is enough evidence to suggest relationship between family type and consumption pattern. (X^2 (6)> = 96.260, p = 0.000).

1.8 Conclusions, Limitations and Managerial Implications

The model mentioned above has been successful in depicting the relationship between various advertising factors such as informativeness of the advertisement, credibility of the advertisement provider, beliefs and attitude towards social media advertisements, payment gateway options, post purchase services and other behavioural responses. However, the study suffers from certain limitations. Firstly, there are other advertising factors such as personalisation, incentives, irritation and peer influence, which can be considered. Secondly the results of the study cannot be generalised due to geographical constraints as the study is conducted only from respondents in Kerala. Finally, this study deals only with Millennials and it does not consider other generations. The study can be useful to the marketers in Kerala for designing advertisements on social media sites by including certain essential features, which can positively shape up the attitudes and further develop behavioural responses.

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