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Exploring Consumer Trends in Plus-size Apparel in Meerut City: An Analysis of Social Media Advertising Impact.

Harshi Garg

Research scholar,
School of Commerce and Management, IIMT
University, Meerut (U.P), India.

Priyank Sharma

Associate professor,
School of Commerce and Management, IIMT
University, Meerut (U.P), India.

Abstract

This research aimed to determine the elements that shape the views and actions of consumers when they buy plus-size Apparel. The fast development of technology shows that it is essential for companies to recognize their intended audience in the worldwide economy. Factor Analysis was used to analyse the information obtained from 400 shoppers. The researchers carried out exploratory, and reliability factor analyses to extract the effectiveness of the construct of the Factor analysis. The Kaiser- Mayer- Olkin standards were employed to determine the appropriateness of the parameters used in the Factor analysis and verify the number of participants. KMO value was 0.765; $P < 0.01$), and each variable was significant. The reliability scores of the variables were .854, .826, .798, .814, .835, and .752 which shows an acceptable Factor Analysis.

Keywords: Fashion Advertising, Fashion Industry, Plus-size Fashion, Consumer Trends, Apparel, Social Media Marketing.

Introduction

Social Networking sites are electronic spaces where individuals may interact with one another in professional as well as social contexts. online Pictures, social communities, Facebook, WhatsApp, and Instagram are the fastest growing. Buyers trust considerably more on social networking sites than other kinds of media which affects consumers' views of society (Özmen et al., 2022). Networking has become essential for companies to market their business effectively. Organizations have to actively utilize the internet to project a positive perception of their organization (Vrtana & Krizanova, 2023a). Social media has an outstanding volume of imagery, it is an improved place to advertise images than other alternatives like Instagram, particularly prevalent with ladies ages 18 to 29 (Abayi & Khoshtinat, 2016; Vrtana & Krizanova, 2023b).

Gender is a key factor in the buying habits of consumers. The generation known as Z includes the years 1995 to 2010 and is characterized by digital media, consequently, they have no exposure to pre-digital items (Vrtana & Krizanova, 2023b). The generation that follows is referred to as the E-commerce Natives as their conduct, positions, and culture are greatly affected by their presence on the internet. The internet has an enormous effect on how a generation sees oneself, stressing the value of connecting their sense of self with the content of social media they receive (Al Idrus et al., 2020; Sundaram et al., 2020).

Generation z frequently exhibits reservations toward conventional advertising when compared with purchasing via the Internet. Marketers have historically employed photographs of people to be glorified and highlighted. This leads shoppers to contrast themselves, how they live, and their exteriors, whether or not they are paying attention, with these perfect advertisements (Shareef et al., 2017). The image of the desired female figure in marketing continues to be an issue of continuing dispute. The excessive employment of unintentionally thin models is an important issue, especially within the world of fashion. Based on research celebrities are still thinner than usual women, Advertisers employ desirable models as they promote a positive mindset among shoppers. (Ajami et al., 2024).

The models are frequently selected to create thoughts and feelings regarding the organization in question. Celebrities are usually more attractive than the average individual. Extremely attractive images have been deployed in marketing to emotionally influence the idea that the customer becomes, to improve advertisement efficiency (Barnes Manuel, 2009). The scientific community has examined the adverse effect of showing unrealistic female images in entertainment on female body satisfaction. Studies have indicated that thin models harm women's confidence and body image (Arora & Agarwal, 2019). This can have adverse consequences that are detrimental, the prior study has discovered that females who are subjected to thin and unreal models have a greater likelihood of experiencing body dissatisfaction, and gender-related stress (Zong, 2022).

Literature Review

The content of this section tackles the literature that addresses the appropriate themes. First, Marketing and the elements of it that are essential to our investigation. This will be followed by a summary of the intended

demographic features. Next, societal views are addressed in more detail, particularly their connection with the subject of my study. Finally, the Hypothesis is created and stated.

Fashion Advertising on (Social Media) Facebook, WhatsApp, and Instagram.

(Voorveld et al., 2018) asserted that a combination of the speedy extension of public networks & online communities is more significant than previously for companies to take advantage of as a means of advertising. (Wright et al., (2010) concluded that Instagram and Facebook are the most rapidly expanding social media systems, with significant possibilities and opportunities for enterprises to utilize. In 2018, companies might spend \$1 billion on Instagram marketing alone. This demonstrates that employing Instagram is an inexpensive yet successful strategy for companies to use images to promote their company and services.

(Harris et al., 2019) explored that the user of Instagram may repost important and easily participate with their followers. This renders Instagram a highly effective social media medium for promoting Fashion material. When it refers to apparel firms' Facebook and Instagram existence, 65% of the industry's most prominent packaging has regular profiles on the platform.

(Srivastava et al., 2017) revealed that Facebook can be a successful marketing instrument, along with linking to the style of the brand's web page.

(Çakiroğlu, 2019) examined that the company safely boosts customer engagement along with income. (Frandsen et al., 2014) depicted that the material that organizations post directly on their social media accounts has been proven to have an even greater impact on revenue among consumers who encounter it.

(Choudry et al., 2022) concluded that Brand announcements on Facebook and Instagram are significant techniques for advertising that have been proven to improve client shopping. Firms need to think about how they physically express their goods and services, & these platforms have grown into an outlet for clients to create views and sentiments.

YouTube, Facebook, Instagram as a social Media mode

(Tarokh et al., 2015) researched that social media networks are communities in which individuals may communicate with other people digitally. Interaction and participation may take place for both business or simply social objectives. Numerous social media sites are out there, But Facebook and Instagram have become the most effective. Visitors can produce their material or just look at material generated by others.

(Hanaysha, 2016) Examined that Women aged between 18 to 30 are especially interested in employing the smartphone app, which makes it an ideal advertising tool for companies addressing this age group. (Frick et al., 2021) demonstrated that Fashion companies depend extensively on YouTube bloggers to market their products through photographs. Email has an enormous amount of visual material, and fresh material continues to be created. (Boateng & Okoe, 2015) studied that Instagram is more successful in envision marketing than other competitors like Facebook & YouTube can greatly affect consumer actions and thoughts. It has been suggested that internet usage has become more essential for users than other types of media outlets, and it may have a major effect on people and their political ideals (Alavi et al., 2019).

(Misra et al., 2018) evaluated that social media is inexpensive and businesses can use it to their benefit when marketing their products. The internet has a major effect on how buyers evaluate brands & Organizations that use social media to communicate have a bigger brand than those that don't. (Shubhangam et al., 2020) summarised that Firms that interact with prospective consumers on the Internet could establish positive relationships with their companies, Experts believe that the portrayal of females on Internet sites should be examined thoroughly.

(Li et al., 2022) studied that Instagram may promote impulse buying, and some variables affect consumer buying choices, particularly marketing advertisements and Pictures supplied by firms & Directions from peers and experts affect how consumers act. (Winter et al., 2021) argued that the variety of marketing has a footprint on the buying habits of shoppers. Social media is a successful instrument for interacting with consumers, particularly for style producers, Multiple platforms can be employed for different kinds of connections, consequently, the company needs to comprehend the intent and objectives of its business.

Purchase Intention

(Padival et al., 2019) examined that marketers may use web pages to affect the actions of users. As an outcome, companies have to comprehend the psychological effects of their layouts. (Wright et al., 2010) advised that companies employ effective approaches to establish connections with their clients. The advertising of the company doesn't need to be restricted to illustrating the good itself.

(Pamela Lukito & Yustini, 2019) suggested that the company could additionally concentrate on creating beneficial relationships with its consumers & the intent to buy anticipates the real buying process, a favorable mindset may affect plans for buying. When companies develop an advantageous connection with a brand, it could result in higher plans to buy.

(Nadarzynski et al., 2019) revealed that the perception that individuals have about fashionable ads impacts their perspective regarding the brand.

(Mittal & Singh Malik, 2017) explained that the desire of shopper to satisfy up-to-date beauty norms and dreams affects their choice of products. Previous studies highlight the established connection between mindsets and purchasing choices. It is currently questionable whether adopting plus-size models is the most effective approach for positively affecting opinions.

Problem statement

The market for clothing in India is growing rapidly. Standard sizes M and L are readily available on websites. Still, consumers who are plus size are worried since they can't discover their ideal size on websites that concentrate on plus size. The present research concentrates on viewing and identifying how consumer relationships influence the development of the plus-size clothing sector. It highlights critical shopper traits and possibilities for industries to swiftly react to this developing apparel sector.

Objective of the study

To explore the social media advertisements on several platforms that affect the exposure of plus-size Apparel brands.

Hypothesis of the study

H₀: There is no positive impact of Social Media Ads on the purchasing intention of consumers.

H₁: There is a positive impact of Social Media Ads on the purchasing intention of consumers.

Research Methodology

In the present research, investigators seek to learn how people act when ordering plus-size Apparel digitally from social media platforms in Meerut City. Exploratory Factor Analysis, Reliability analysis, and descriptive study were applied throughout this research, and the findings were drawn implementing each of these techniques. The investigators applied only the questionnaire approach for gathering their main data. To gather data, a survey was created and spread online for responders using Google Forms as a platform. because of limitations, the number of people that were identified was restricted to Meerut city.

Data Collection: The subject matter of the research comprised both females and males. The final sample was 450 respondents, of whom only 400 submitted the questionnaire. The form of sampling employed in the study was sampling for convenience, which acquires data more quickly, is easily accessible, and is easier to use. Applicants obtained a questionnaire that was self-organized for collecting data. A selection of specified closed-end polls has been created from prior studies, with a Likert scale of five points acting as an internationally recognized method of evaluating each factor. The data gathered was carefully assessed and divided into groups to prepare for the examination. Throughout the entire process of cleaning, solely data from 400 individuals was considered necessary for the study's objective. The current investigation applied SPSS Software for qualitative scrutiny, testing of reliability, and Factor analysis.

Result and Discussion

Table 1: Demographic profile

Components	Classifications	Frequency	Percentage
Gender	Male	144	36
	Female	256	64
Age	20 or below	32	8
	21-30	96	24
	31-40	124	31
	41-50	136	34
	50 or above	12	3
Qualification	Schooling	116	29
	Graduate	128	32
	Postgraduate	104	26
	Professional Degree	44	11
	Others	8	2

Occupation	Student	84	21
	Employee	120	30
	Business	24	6
	Housewife	120	30
	Others	52	13

Source: Authors' calculations

Table 1 clarifies that the male purchasers are 144 (36% contributors), and females are 256 (64%). The age range of participants was 20 or below 32 (8%) was the lowest, followed by 21-30 (24%), 31-40 (31% respondents), 41-50 (34%) was the highest, and remaining were 50 or above (3%). Only. Qualification of the respondents were schooling person 116 (29%), followed by graduate (32%), followed by post-graduate (26%), professional (11%), and remaining (2%). Occupations of the participants were students numbered 84, followed by employees 120, business persons 24, and housewives 120, the remaining 52 respondents only.

Table 2: Favourite Plus-size brands purchased online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eloquii	83	20.8	20.8	20.8
	Good American	17	4.3	4.3	25.0
	Reformation	21	5.3	5.3	30.3
	Anthropologie	60	15.0	15.0	45.3
	Asos	58	14.5	14.5	59.8
	Curvy Glam	52	13.0	13.0	72.8
	Fashion Forward Plus	1	.3	.3	73.0
	H&m	108	27.0	27.0	100.0
	Total	400	100.0	100.0	

Source: Authors' calculations

Table 2 reveals that among 400 respondents, most of the respondents shop for H&M brand 27% (108), followed by Eloquii 20.8% (83), Good American 4.3% (17), Reformation 5.2% (21), Anthropologie 15% (60), Asos 14.5% (58), Curvey Glam 13% (52), Fashion Forward (1).

Exploratory Factor Analysis

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	4900.242
	df	210
	Sig.	.000

Source: Authors' calculations

Table 4: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
Facebook Ads						
I was overwhelmed when I saw a plus-size Apparel ad on Facebook.	.767					
I often find out about unique plus-size fashion via Facebook Ads.	.861					
I make my mind ready to purchase plus-size fashion products when I go through the product ads via Facebook.	.870					

I received significant information regarding plus-size Apparel through Facebook ads.	.704					
WhatsApp Channel						
I received messages from WhatsApp, that those fashion brands are helpful to know about new oversized fashion.	.735					
I received updates regarding oversized fashion sales and offers on WhatsApp.	.854					
I like the feature of the WhatsApp channel which provides plus-size fashion recommendations.	.866					
I love to engage with oversized fashion marketing suggesting through WhatsApp.	.711					
Instagram Reels						
Instagram reels are an interesting method to find out oversized apparel sites.		.761				
I check out the pages of plus-size influencers on Instagram.		.821				
Shorts features of Instagram affect my buying intention for plus-size Apparel.		.743				
I believe the apparel brands are displayed in Instagram Reels.		.810				
YouTube Blog						
The material from bloggers affects my fashion preferences for oversized clothes.			.804			
I checkout YouTube channels that provide the purchasing apps of plus-size apparel.			.849			
YouTube influencers are a trustable community getting information for bigger-size apparel.			.825			
Email Ads						
I updated myself through an email I received regarding plus-size fashion.				.723		
I received discounts and offers from various e-commerce websites for plus-size fashion.				.795		
I am interested to see the information regarding Apparel via email.				.835		
Purchasing Intention						
I am interested in shopping for plus-size Apparel products from those websites I see on social media.						.825
My Motive to shop for oversized fashion increases when I view good recommendations online.						.884
Seeing advertisements and discounts on social networking sites affects my Motive to shop for plus-size clothes.						.736

Source: Authors' calculations

Findings

- Findings depict the normalized loadings of factors for every component, giving illumination on the connection between specific components and the whole concept.
- The results of this paper revealed that The Model is Acceptable, and the Hypotheses support the study's findings. A complete review of the strategy's effectiveness demands an in-depth review of numerous factors.
- Findings concluded that an extensive review of social network elements throughout commercials, covering Fb, WhatsApp, Instagram, YouTube, and Email was performed through customized techniques. Furthermore, an original set of 5 standards has been established for evaluating the effect of online media ads on the complex terrain of customer buying habits.
- EFA revealed a significant acceptance, confirmed by a variety of significant fit indicators. EFA reported an impressive combining value, over the set criteria for system adequacy. KMO value is .765, So we Accept the Alternative Hypothesis. It shows that there is a positive impact of social media ads that are disseminated on various platforms on the purchasing intention of the shoppers when they buy plus-size Apparel.

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- The factors were extracted in the analyses as follows Facebook Ads, WhatsApp Channel, Instagram Reels, YouTube bloggers, and Email, Purchasing Intention.
- The study's results indicated several previously unnoticed truths. Although being aware that everybody has concerns for their wellness and health and managing their physique in the modern era, numerous shoppers experience oversized issues, because they cannot easily find their body type in digital retailers.
- Shoppers attempt to work their measurements, consequently, they don't have numerous colors, shades, or variations. They incur sacrifices on their workmanship and quality.
- Individuals now purchase larger-sized Apparel on the web because it reduces time and enables them to select a greater variety of products that they desire in a single place.

Suggestion

- Online shopping for plus-size cannot substitute for regular enterprises.
- Plus-size Apparel websites have to keep a favourable consumer rating while presenting their goods with such a method that both shoppers and vendors feel they are affordably priced.
- E-commerce plus-size Apparel stores ought to reconsider the way they contact their clientele.

Conclusion

This research investigation on the performance of online media ads for particular clothing brands provides the spotlight on the varied influence of social network ad efforts on company viability. The data confirms the Null hypothesis, showing the crucial role of Fb, WhatsApp, Instagram, and Email in the achievement of clothing brands. The outcomes underline the tactical significance of creating a solid online presence for user attraction and retention, and they also emphasize the calculated application of online ads to improve reputation and picture. The continuing popularity of automated technique expertise and information has led to an evolution from conventional stores to Internet plus-size traders.

Surfing on the web pages has grown into one of its most effective indicators to get promoted items and services. Stores that sell goods must be adaptable to shifting shopper requirements, beliefs, opinions, and actions to stay in the company. The opinion of society within shopping has changed, and retailers are no longer capable of assessing correctly if they do not verify their company via an online route. Though they offer an attractive buying experience that is rarely negligible. The research project intended to assess the socioeconomic characteristics of Meerut City's internet plus-size consumers, in addition to the variables that influence buyers' perceptions regarding online purchases. It appears that a greater awareness of the significance of dressing plus-size and the advantages of purchasing online for such things would help merchants in Indore to reach a greater degree of present performance when it pertains to online marketing of plus-size apparel.

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