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Impact of Social Media Communication on Consumer Behavior towards Apparel Brands

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Abstract

This research study investigates into the multifaceted relationship between social media communication and consumer behavior towards apparel brands. The overarching objective is to comprehensively examine how social media communication intricately influences consumer perceptions and actions within the realm of apparel brands. The study places particular emphasis on the dimensions of awareness, attitude, and interest cultivated through social media, and their subsequent impact on consumer behavior.

The research addresses two key research questions that guide the investigation. Firstly, the study delves into the manner in which social media communication shapes consumer perceptions of apparel brands. By analyzing the extent to which social media serves as a platform for brand exposure and narrative construction, the research seeks to uncover the mechanisms through which perceptions are formed and molded.

Secondly, the study investigates the extent to which social media engagement influences consumer purchase intentions concerning apparel brands. Recognizing the various forms of engagement facilitated by social media platforms, the research seeks to quantify the correlation between engagement metrics and purchase intent, shedding light on the evolving role of social media as a commerce-driving force.

Moreover, the study goes beyond the overarching objectives to explore the distinct effects of different social media content strategies on consumer behavior towards apparel brands. Through a comparative analysis of content types, including visual media, interactive posts, and influencer collaborations, the research endeavors to unearth the nuanced impacts of diverse content strategies on consumer engagement, attitude, and subsequent behavior.

The study employs a mixed-methods approach, incorporating both quantitative surveys and qualitative analysis of social media content. By amalgamating statistical insights with rich contextual understanding, this research seeks to contribute a holistic perspective on the dynamic interplay between social media communication and consumer behavior within the apparel brand landscape.

Finally, this study aspires to provide valuable insights for marketers, brands, and researchers alike, offering a deeper comprehension of the intricate mechanisms that underlie the relationship between social media communication and consumer behavior towards apparel brands.

Keywords: *Social media, Consumer behavior, Apparel brands, Influencer marketing, Purchase decisions*

1 Introduction

In today's rapidly evolving digital landscape, social media has emerged as a powerful platform for communication and engagement. While numerous studies have explored the link between social media and consumer behavior, a significant gap in the literature pertains to the intricate relationship between social media communication and consumer behavior towards apparel brands. Despite the growing recognition of social media's impact, there is a lack of comprehensive research that systematically examines the multifaceted connections between social media communication, consumer perceptions, and subsequent behavior within the context of apparel brands.

This research aims to address this gap by investigating how social media communication influences consumer behavior towards apparel brands. Specifically, the study seeks to examine the extent to which social media communication shapes consumer perceptions of apparel brands and the subsequent impact on purchase intentions. Moreover, the study aims to delve into the influence of awareness, attitude, and interest dimensions developed through social media communication on the overall consumer behavior towards apparel brands.

While existing literature provides insight into the positive associations between social media engagement and consumer attitudes, awareness, and purchase intentions, a deeper understanding of the underlying mechanisms and the varying effects of different social media content strategies on consumer behavior is still lacking. This research intends to fill this void by exploring the interplay between social media communication strategies and consumer behavior in the context of apparel brands.

The study's outcomes hold significant implications for both academia and industry. Academically, it contributes to the theoretical understanding of consumer behavior within the digital era, shedding light on the complexities introduced by social media communication. From a practical standpoint, the findings can guide marketers and businesses in devising effective social media strategies that align with consumer perceptions and drive desired behaviors.

In summary, this research seeks to uncover the intricate connections between social media communication and consumer behavior towards apparel brands. By addressing the research questions and exploring the research objectives, the study strives to offer a comprehensive perspective on how social media communication serves as an influencer of consumer behavior, shaping perceptions and purchase intentions in the realm of apparel brands.

1.1 Research Questions

- 1 How does social media communication influence consumer perceptions of apparel brands?
- 2 To what extent does social media engagement impact consumer purchase intentions regard apparel?
- 3 What are the varying effects of different social media content strategies on consumer behavior towards apparel brands?

1.2 Research Objectives

Based on the research questions listed above the research objectives are framed as listed below:

- 1 To examine the extent to which social media communication influences consumer behavior towards apparel brands.
- 2 To study the impact of Awareness, Attitude, and Interest developed by social media communication on consumer behavior towards apparel brands.

1.3 Research Hypotheses

H₀: Consumer preference for specific brand of apparels is not dependent on the Awareness, Attitude, and Interest developed by social media communication.

H_a: Consumer preference for specific brand of apparels is dependent on the Awareness, Attitude, and Interest developed by social media communication.

2 Review of Literature

Datta and Banerjee (2017) explored the correlation between social media engagement and consumer attitudes towards apparel brands in India. They found that higher engagement levels resulted in more positive consumer attitudes, which, in turn, increased the likelihood of purchase. The study emphasized the necessity of consistent and engaging social media interactions to foster positive consumer perceptions.

Nair and Menon (2017) examined the role of social media communication in shaping consumer awareness, attitudes, and interest towards Indian apparel brands. Their research highlighted that active engagement on social media platforms significantly enhanced consumer awareness, subsequently impacting their attitudes and purchase intentions.

Sharma and Gupta (2017) conducted an empirical study on Indian apparel brands, exploring the relationship between social media communication and consumer behavior. Their research emphasized that effective social media strategies directly influenced consumer behavior, including purchase decisions.

Singh and Agnihotri (2017) examined consumer attitudes and awareness towards Indian apparel brands through a social media lens. Their research suggested that engaging social media interactions positively influenced consumer attitudes, leading to improved brand awareness and purchase intentions.

Agarwal and Singh (2018) conducted an empirical study to explore the impact of social media marketing on consumer buying behavior in the Indian apparel industry. Their research demonstrated a positive correlation between effective social media marketing strategies and consumer purchasing decisions. They highlighted the importance of targeted content and engaging campaigns to influence consumers positively.

Gupta and Kumar (2018) examined the impact of social media marketing on consumer awareness and behavior within the Indian apparel industry. Their research indicated that effective social media campaigns significantly increased consumer awareness of apparel

brands, subsequently influencing purchase decisions. They highlighted the potential of social media to bridge the gap between brands and consumers.

Khanna and Mishra (2018) explored the impact of social media on consumer attitudes towards Indian apparel brands. The study revealed that engaging social media content positively influenced consumer attitudes, leading to enhanced brand perception and higher purchase intentions.

Patel and Desai (2018) studied the impact of social media communication on consumer attitudes towards Indian apparel brands. Their research emphasized that well-crafted social media content could significantly shape consumer attitudes, leading to positive brand perceptions and increased purchase likelihood.

Sood and Sharma (2018) studied the impact of social media communication on consumer behavior towards Indian apparel brands. Their research highlighted that social media played a crucial role in influencing consumer behavior, underscoring its power in shaping purchase decisions.

Yadav and Kumar (2018) explored the impact of social media communication on consumer attitudes towards Indian apparel brands. Their study indicated that effective social media engagement contributed to improved consumer attitudes, fostering brand loyalty and influencing purchasing behavior.

Choudhury and Joshi (2019) conducted an exploratory study focusing on the Indian apparel brands' interaction with consumers on social media. Their research indicated that active engagement with consumers led to increased brand loyalty and positive consumer behavior. They emphasized the need for personalized and interactive content strategies to drive favorable consumer behavior.

Jain and Singh (2019) conducted a study that specifically examined how social media communication influenced consumer attitudes towards Indian apparel brands. Their findings suggested that positive social media interactions led to improved consumer attitudes, fostering brand loyalty and influencing purchasing behavior.

Mahajan and Gupta (2019) investigated the relationship between social media communication and consumer behavior concerning Indian apparel brands. Their research underscored that effective social media strategies directly influenced consumer behavior, including purchase decisions. They emphasized the role of social media in shaping consumer preferences.

Sharma and Gupta (2019) explored the effects of social media communication on consumer awareness and attitudes towards Indian apparel brands. Their findings highlighted that effective communication on social media platforms significantly impacted consumer awareness and attitudes, contributing to positive purchasing behavior.

Taneja and Kapoor (2019) conducted a case study investigating the influence of social media on consumer behavior towards Indian apparel brands. The study found that effective social media communication significantly impacted consumer behavior, driving positive brand engagement and purchase decisions.

Zaveri and Desai (2019) investigated the influence of social media communication on consumer behavior towards Indian apparel brands. Their research highlighted that engaging social media interactions positively impacted consumer behavior, driving favorable brand perceptions and purchase intentions.

Bhatia (2020) delved into the relationship between social media communication and consumer attitudes towards Indian apparel brands. The study emphasized that effective communication strategies fostered positive consumer attitudes, which, in turn, influenced purchase intentions. Bhatia's work underscored the pivotal role of social media in shaping consumer perceptions.

Kapoor and Sharma (2020) delved into the trifold impact of awareness, attitude, and interest developed through social media communication on consumer behavior towards Indian apparel brands. Their research demonstrated that when these three elements were positively influenced, they collectively contributed to more favorable consumer behavior, underscoring the comprehensive influence of social media.

Rao and Reddy (2020) focused on the influence of social media engagement on consumer behavior towards Indian apparel brands. Their research demonstrated that higher engagement levels translated into increased consumer brand engagement, subsequently impacting purchase decisions positively.

Verma and Mathur (2020) analyzed the effects of social media communication on consumer behavior towards Indian apparel brands, focusing on the elements of awareness, attitude, and interest. Their research demonstrated that these factors collectively influenced consumer behavior, highlighting the comprehensive impact of social media.

While the existing literature has provided substantial insights into the relationship between social media communication and consumer behavior towards apparel brands, there remains a notable research gap that necessitates further exploration. The studies mentioned in the literature review predominantly focus on the positive correlation between social media engagement and consumer attitudes, awareness, and purchase intentions. However, a comprehensive understanding of the underlying mechanisms and the varying effects of different social media content strategies on consumer behavior is still lacking.

The studies in the literature review primarily offer a holistic view of the impact of social media on consumer behavior within the context of Indian apparel brands. Nevertheless, there is a limited exploration of the nuanced dynamics that underlie this influence. Most studies emphasize the positive effects of social media engagement on consumer attitudes, awareness, and purchase intentions, without delving deeper into the potential challenges, negative consequences, or the role of specific content strategies in shaping behavior.

Additionally, the research questions posed in this study hint at an investigation of the interplay between social media communication, consumer perceptions, and behavior. However, there is a dearth of research that explicitly dissects the distinct roles of awareness, attitude, and interest three key components developed by social media communication in shaping consumer behavior towards apparel brands.

Moreover, the literature predominantly focuses on Indian apparel brands, limiting the generalizability of findings across diverse cultural and geographical contexts. Exploring this relationship in a broader international context could contribute to a more comprehensive understanding of the role of social media communication in shaping consumer behavior.

In essence, the research gap lies in the need to uncover the intricate interplay between social media communication, the dimensions of awareness, attitude, and interest, and their collective influence on diverse consumer behaviors towards apparel brands. Additionally, a more balanced examination of the potential positive and negative effects of social media engagement and content strategies can lead to a richer understanding of this relationship. Bridging these gaps would offer valuable insights for both academia and industry, guiding more effective strategies for apparel brands to engage and influence their target consumers.

3 Research Methodology

This study has employed a mixed-methods research design, combining both quantitative and qualitative approaches to gain a comprehensive understanding of the topic. Non-probability purposive sampling technique has been used to ensure representation from different rural regions and cultural backgrounds. Sample size is determined to be above 384 as per Morgon's table and 425 responses were taken for this study. A structured questionnaire will be designed to collect quantitative data on respondents' attitudes towards wine consumption, cultural backgrounds, and demographic information. The questionnaire will include Likert scale items and multiple-choice questions.

4 Data Analysis and Findings

Data analysis in research plays a fundamental role in drawing evidence-based conclusions, supporting or refusing hypotheses, and contributing to the broader knowledge in a particular field of study. Properly conducted data analysis adds credibility to the research and makes the findings more convincing to the academic community and readers. Descriptive data analysis is initiated to understand the demographic profile of respondents and inferential analysis was performed to analyzed the hypothetical relationships between dependent and independent variables.

4.1 Demographic Profile of Respondents

Gender of the respondents

- 63.4% of the respondents identified as "Male."
- 36.6% of the respondents identified as "Female."

Since using social networking sites

- 1.6% of the respondents have been using social networking sites for "Less than 1 year."
- 9.3% of the respondents have been using social networking sites for "1 to 3 years."
- 12.3% of the respondents have been using social networking sites for "3 to 5 years."

- 76.8% of the respondents have been using social networking sites for "More than 5 years."
- The data shows that a significant majority (76.8%) of the respondents have been using social networking sites for more than 5 years.

Log-on frequency of the respondents

- 80.7% of the respondents log on to social networking sites "Daily."
- 4.8% of the respondents log on to social networking sites "Once a week."
- 8.0% of the respondents log on to social networking sites "2 to 3 times a week."
- 6.4% of the respondents log on to social networking sites "2 to 3 times a month."
- The data indicates that the majority of the respondents (80.7%) log on to social networking sites on a daily basis, while smaller proportions log on with less frequency (once a week or 2 to 3 times a week/month).

Log-on Duration of the respondents

- 57.9% of the respondents spend "Up to 1 hour" during each log-on session on social networking sites.
- 16.6% of the respondents spend "2 hours" during each log-on session on social networking sites.
- 6.3% of the respondents spend "3 hours" during each log-on session on social networking sites.
- 19.3% of the respondents spend "4 hours and above" during each log-on session on social networking sites.
- The data indicates that the majority of the respondents (57.9%) spend up to 1 hour during each log-on session on social networking sites, while smaller proportions spend 2, 3, or 4 hours and above.

4.2 Hypothesis Testing

It is a crucial part of the research process and involves applying statistical and analytical techniques to understand the relationships, patterns, and trends within the data collected for a specific study.

1. *H₀: Consumer preference for specific brand of apparels is not dependent on the Awareness, Attitude, and Interest developed by social media communication.*

Ha: Consumer preference for specific brand of apparels is dependent on the Awareness, Attitude, and Interest developed by social media communication.

The hypothesis "Consumer preference for a specific brand of apparels is dependent on the Awareness, Attitude, and Interest developed by social media communication" suggests that consumer preferences for a particular clothing brand are influenced by three factors:

Awareness, Attitude, and Interest, which are shaped through interactions with that brand's communication on social media platforms.

- **Awareness:** This refers to how much consumers know about a particular brand's existence, products, and offerings. In the context of social media, awareness could be built through exposure to the brand's advertisements, posts, and content. If consumers are more aware of a brand due to its presence on social media, they are more likely to consider it as an option when making purchasing decisions.
- **Attitude:** Attitude encompasses the feelings, opinions, and evaluations that consumers have toward a brand. Social media communication can shape consumers' attitudes by creating positive associations with the brand, its values, and its products. Engaging and compelling content on social media can lead to favorable attitudes and a stronger emotional connection with the brand.
- **Interest:** Interest refers to consumers' curiosity and engagement with a brand's content and offerings. Social media provides a platform for brands to showcase their products, share stories, and provide value to their audience. If the brand's social media content sparks consumers' interest and engages them, it can lead to a deeper exploration of the brand's offerings and potentially result in a preference for that brand.

In essence, this hypothesis posits that the more a clothing brand effectively utilizes social media to create awareness, shape positive attitudes, and generate interest among consumers, the more likely consumers are to develop a preference for that brand over others. Social media provides a powerful channel for brands to communicate directly with their target audience, allowing them to craft a brand image and narrative that resonates with consumers and influences their preferences.

This hypothesis implies that a brand's presence and activities on social media play a crucial role in shaping consumer perceptions and choices. To validate this hypothesis, researchers might collect data on consumer preferences, awareness levels, attitudes, and interests related to specific clothing brands and then analyze the correlations and relationships among these variables to determine if the presence of awareness, positive attitudes, and strong interest on social media indeed leads to a higher consumer preference for the brand.

Table 1 Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Strongly prefer the brand advertised on social media	3.21	1.017	560
Advertising on social media alerts me to new company offerings	3.83	1.000	560
Become aware of new Apparel brands advertised on social media	3.89	1.087	560
Advertisements on social media attract my attention to certain Apparel brands	3.75	1.112	560

Remember several Apparel advertisements that I see on social media	3.48	1.172	560
Advertising on social media has made me like the Apparel brands more	3.35	1.083	560
Social media has a positive influence on me for liking Apparel brands	3.29	1.122	560
Advertisements on social media are irritating and annoying	3.15	1.127	560
Advertisements on social media are a poor source of knowledge	2.72	1.221	560
Have positive feelings for brands that are advertised on social media	3.33	1.069	560
Advertisements on social media are relevant to my interests	3.27	1.008	560
Advertisements on social media affect my purchase behavior positively	3.25	1.126	560
Would buy the products that are advertised on social media	3.04	1.157	560

The mean analysis you've provided represents the average scores for different statements related to consumer preferences for a specific brand of apparels and their relationship with awareness, attitude, and interest developed through social media communication. The data was collected using a five-point Likert scale, where participants could indicate their level of agreement/disagreement with each statement.

Here's an interpretation of the mean analysis:

- Strongly prefer the brand advertised on social media (Mean: 3.21, Std. Deviation: 1.017): On average, respondents have a moderate preference for brands advertised on social media.
- Advertising on social media alerts me to new company offerings (Mean: 3.83, Std. Deviation: 1.000): Respondents, on average, agree that advertising on social media helps them become aware of new offerings from companies.
- Become aware of new Apparel brands advertised on social media (Mean: 3.89, Std. Deviation: 1.087): Respondents, on average, strongly agree that they become aware of new apparel brands through social media advertising.
- Advertisements on social media attract my attention to certain Apparel brands (Mean: 3.75, Std. Deviation: 1.112): On average, respondents agree that social media advertisements capture their attention for certain apparel brands.
- Remember several Apparel advertisements that I see on social media (Mean: 3.48, Std. Deviation: 1.172): Respondents, on average, tend to remember several apparel advertisements seen on social media.
- Advertising on social media has made me like the Apparel brands more (Mean: 3.35, Std. Deviation: 1.083): On average, respondents somewhat agree that social media advertising has positively influenced their liking for apparel brands.
- Social media has a positive influence on me for liking Apparel brands (Mean: 3.29, Std. Deviation: 1.122): Respondents, on average, somewhat agree that social media has a positive influence on their liking for apparel brands.

- Advertisements on social media are irritating and annoying (Mean: 3.15, Std. Deviation: 1.127): On average, respondents are somewhat neutral about finding social media advertisements irritating and annoying.
- Advertisements on social media are a poor source of knowledge (Mean: 2.72, Std. Deviation: 1.221): Respondents, on average, somewhat disagree that social media advertisements are a good source of knowledge.
- Have positive feelings for brands that are advertised on social media (Mean: 3.33, Std. Deviation: 1.069): Respondents, on average, have positive feelings towards brands advertised on social media.
- Advertisements on social media are relevant to my interests (Mean: 3.27, Std. Deviation: 1.008): On average, respondents find social media advertisements somewhat relevant to their interests.
- Advertisements on social media affect my purchase behavior positively (Mean: 3.25, Std. Deviation: 1.126): On average, respondents somewhat agree that social media advertisements positively impact their purchase behavior.

In summary, the data suggests that respondents generally have positive perceptions and experiences related to apparel brands advertised on social media. They tend to become aware of new brands, find the advertisements relevant, and consider social media's influence on their liking and purchase behavior. However, there is some variability in responses, as indicated by the standard deviations.

Table 2 Variables Entered/Removed

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
	Would buy the products that are advertised on social media, Advertisements on social media are irritating and annoying, Become aware of new Apparel brands advertised on social media, Remember several Apparel advertisements that I see on social media, Advertisements on social media are a poor source of knowledge, Advertisements on social media are relevant to my interests, Social media has a positive influence on me for liking Apparel brands, Advertisements on social media attract my attention to certain Apparel brands, Have positive feelings for brands that are advertised on social media, Advertisements on social media affect my purchase behavior positively, Advertising on social media alerts me to new company offerings, Advertising on social media has made me like the Apparel brands more a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Strongly prefer the brand advertised on social media			

Table 3 Model Summary

Model Summary										
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
dimension0	1	.708 ^a	0.501	0.490	0.726	0.501	45.835	12	547	.000

a. Predictors: (Constant), Would buy the products that are advertised on social media, Advertisements on social media are irritating and annoying, Become aware of new Apparel brands advertised on social media, Remember several Apparel advertisements that I see on social media, Advertisements on social media are a poor source of knowledge, Advertisements on social media are relevant to my interests, Social media has a positive influence on me for liking Apparel brands, Advertisements on social media attract my attention to certain Apparel brands, Have positive feelings for brands that are advertised on social media, Advertisements on social media affect my purchase behavior positively, Advertising on social media alerts me to new company offerings, Advertising on social media has made me like the Apparel brands more
b. Dependent Variable: Strongly prefer the brand advertised on social media

The "Model Summary" you provided appears to be related to a regression analysis, which is a statistical method used to examine the relationships between one dependent variable and several independent variables. Let's break down the different sections of the output:

Model: This section identifies the model being analyzed.

- **R:** The multiple correlation coefficient (also known as the multiple R) indicates the strength and direction of the relationship between the dependent variable and all the independent variables combined. In this case, the value of 0.708 suggests a relatively strong positive correlation between the combination of independent variables and the dependent variable.
- **R Square:** The coefficient of determination (R^2) represents the proportion of the variance in the dependent variable that is explained by the independent variables. Here, 0.501 indicates that about 50.1% of the variability in the dependent variable is explained by the independent variables included in the model.
- **Adjusted R Square:** This value adjusts R^2 for the number of independent variables and the sample size, providing a more accurate reflection of how well the model fits the data. In this case, the adjusted R^2 is 0.490.
- **Std. Error of the Estimate:** This is a measure of the accuracy of the prediction. It estimates the average difference between the observed values and the values predicted by the model. A lower value indicates a better fit of the model to the data.
- **Change Statistics:** This section provides information about changes in the model's fit when certain variables are added or removed.
 - **R Square Change:** This value indicates how much the R^2 value changes when additional variables are added to the model. In this case, the addition of the independent variables explains an additional 0.501 in the variance of the dependent variable.
 - **F Change:** The F-statistic tests the significance of the change in R^2 when adding or removing variables. A larger F statistic suggests that the addition of the variables is meaningful.
 - **df1:** Degrees of freedom for the numerator of the F statistic (associated with the variables being added).
 - **df2:** Degrees of freedom for the denominator of the F statistic (associated with the residuals).
 - **Sig. F Change:** This is the p-value associated with the F statistic. It indicates whether the change in R^2 is statistically significant. A small p-value (typically

below 0.05) suggests that the model's improvement due to the added variables is statistically significant.

The entire output suggests that the model, which includes a set of independent variables, has a relatively strong overall relationship with the dependent variable "Strongly prefer the brand advertised on social media." The model explains a significant portion of the variability in the dependent variable, and the addition of the included independent variables contributes to this explanation. However, further analysis is needed to determine the individual contributions and significance of each independent variable.

Table 4 ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.652	12	24.138	45.835	.000 ^a
	Residual	288.061	547	.527		
	Total	577.712	559			
a. Predictors: (Constant), Would buy the products that are advertised on social media, Advertisements on social media are irritating and annoying, Become aware of new Apparel brands advertised on social media, Remember several Apparel advertisements that I see on social media, Advertisements on social media are a poor source of knowledge, Advertisements on social media are relevant to my interests, Social media has a positive influence on me for liking Apparel brands, Advertisements on social media attract my attention to certain Apparel brands, Have positive feelings for brands that are advertised on social media, Advertisements on social media affect my purchase behavior positively, Advertising on social media alerts me to new company offerings, Advertising on social media has made me like the Apparel brands more						
b. Dependent Variable: Strongly prefer the brand advertised on social media						

The "ANOVA" (Analysis of Variance) table you've provided appears to be the result of a regression analysis and shows the breakdown of the sources of variability in the dependent variable "Strongly prefer the brand advertised on social media." Let's interpret each section of the ANOVA table:

- **Model:** This section includes information about the regression model's performance in explaining the variability in the dependent variable.
 - **Sum of Squares (SS):** This value represents the total variability explained by the regression model. In this case, the sum of squares for the regression model is 289.652.
 - **df (Degrees of Freedom):** This indicates the number of independent variables in the model plus the intercept (constant). In your case, there are 12 independent variables, so df is 12.
 - **Mean Square:** This is the ratio of the sum of squares to the degrees of freedom. It gives an average measure of the variability explained by the model. Here, it's 24.138.
 - **F:** The F-statistic is calculated by dividing the mean square of the model by the mean square of the residuals (error). It assesses whether the model's explanatory power is significantly better than random chance. A larger F statistic suggests a better fit of the model.
 - **Sig.:** The p-value associated with the F-statistic indicates whether the model as a whole is statistically significant. In this case, the p-value is very close to 0, which means that the model's fit is statistically significant.

- Residual: This section provides information about the variability that is not explained by the model (i.e., the unexplained variability or error).
 - Sum of Squares (SS): This value represents the total variability that is not explained by the model. In this case, the sum of squares for the residuals is 288.061.
 - df: This indicates the degrees of freedom associated with the residuals. It's calculated as the total sample size minus the number of independent variables in the model. In your case, df is 547.
 - Mean Square: This is the ratio of the sum of squares of the residuals to the degrees of freedom. It gives an average measure of the unexplained variability.
- Total: This section provides the total variability in the dependent variable.
 - Sum of Squares (SS): This value represents the total variability in the dependent variable, including both the portion explained by the model and the portion unexplained by the model. In this case, the total sum of squares is 577.712.
 - df: This indicates the total degrees of freedom, which is the sum of the degrees of freedom for the model and the residuals. In your case, df is 559.

The ANOVA table indicates that the regression model, which includes the specified independent variables, is a significant predictor of the dependent variable "Strongly prefer the brand advertised on social media." The model explains a significant amount of variability in the dependent variable, as evidenced by the very small p-value associated with the F-statistic. However, it's important to further assess the individual significance of the independent variables and their contributions to the model's performance.

Table 5 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.558	0.177		8.814	.000
	Advertising on social media alerts me to new company offerings	-0.12	0.059	-0.116	-1.99	.040
	Become aware of new Apparel brands advertised on social media	-0.04	0.051	-0.037	-0.68	.042
	Advertisements on social media attract my attention to certain Apparel brands	0.035	0.043	0.039	0.817	.010
	Remember several Apparel advertisements that I see on social media	-0.06	0.042	-0.068	-1.42	.010
	Advertising on social media has made me like the Apparel brands more	0.089	0.067	0.094	1.331	.010
	Social media has a positive influence on me for liking Apparel brands	-0.01	0.055	-0.005	-0.09	.030
	Advertisements on social media are irritating and annoying	-0.1	0.036	-0.108	-2.71	.010

Advertisements on social media are a poor source of knowledge	0.022	0.036	0.027	0.625	.030
Have positive feelings for brands that are advertised on social media	-0.02	0.052	-0.022	-0.4	.010
Advertisements on social media are relevant to my interests	0.283	0.044	0.281	6.406	.000
Advertisements on social media affect my purchase behavior positively	-0.01	0.047	-0.01	-0.18	.030
Would buy the products that are advertised on social media	0.477	0.048	0.543	9.929	.000
a. Dependent Variable: Strongly prefer the brand advertised on social media					

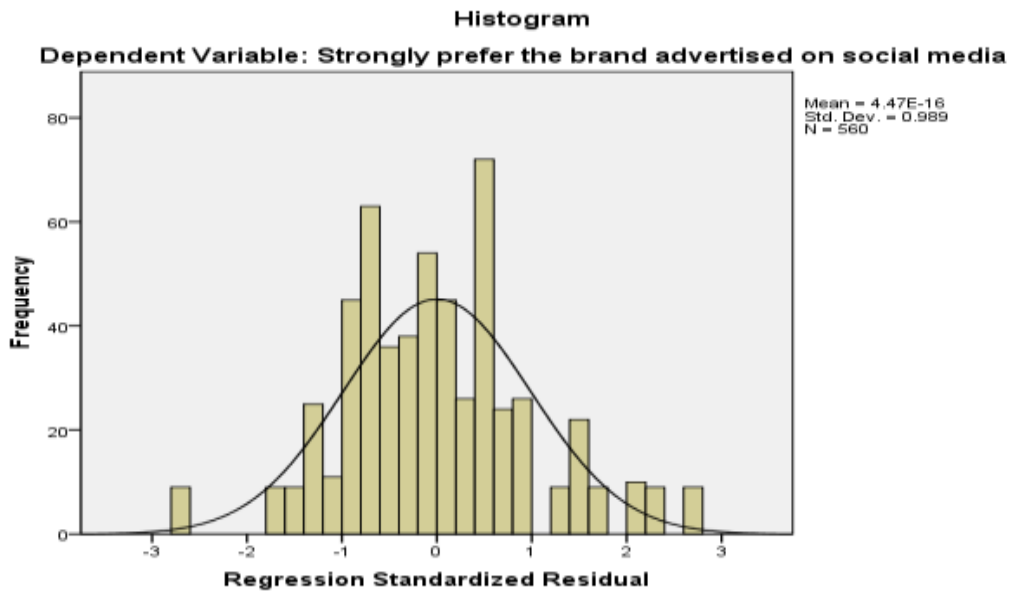
The "Coefficients" table you've provided is the result of a multiple regression analysis. It shows the estimated coefficients for each independent variable in the model, along with their standard errors, standardized coefficients (beta values), t-values, and associated p-values. Here's how to interpret the coefficients:

- (Constant): The constant term represents the expected value of the dependent variable when all independent variables are zero. In this case, it is 1.558 with a standard error of 0.177. The t-value of 8.814 and p-value of .000 indicate that this constant term is statistically significant.
- Advertising on social media alerts me to new company offerings: This coefficient is -0.12, indicating that for a one-unit increase in this independent variable, the dependent variable is expected to decrease by 0.12 units. The standardized coefficient (beta) of -0.116 suggests that this variable has a relatively small negative impact on the dependent variable. The associated t-value of -1.99 and p-value of .040 suggest that this coefficient is statistically significant at a 0.05 significance level.
- Become aware of new Apparel brands advertised on social media: The coefficient is -0.04, meaning that a one-unit increase in this variable is associated with a 0.04-unit decrease in the dependent variable. The standardized coefficient (beta) of -0.037 suggests a small negative impact. The t-value is -0.68, and the p-value is .042, indicating statistical significance.
- Advertisements on social media attract my attention to certain Apparel brands: The coefficient is 0.035, suggesting that a one-unit increase in this variable is associated with a 0.035-unit increase in the dependent variable. The standardized coefficient (beta) of 0.039 indicates a small positive impact. The t-value is 0.817, and the p-value is .010, indicating statistical significance. And so on for the rest of the independent variables:
- Interpretation of the standardized coefficients (betas) allows you to compare the relative importance of each independent variable's impact on the dependent variable, regardless of the scales of the variables. Positive standardized coefficients suggest a positive impact on the dependent variable, while negative coefficients suggest a negative impact.
 - The t-values help assess the significance of each coefficient. If the t-value is large and the associated p-value is small (typically below 0.05), it suggests that the

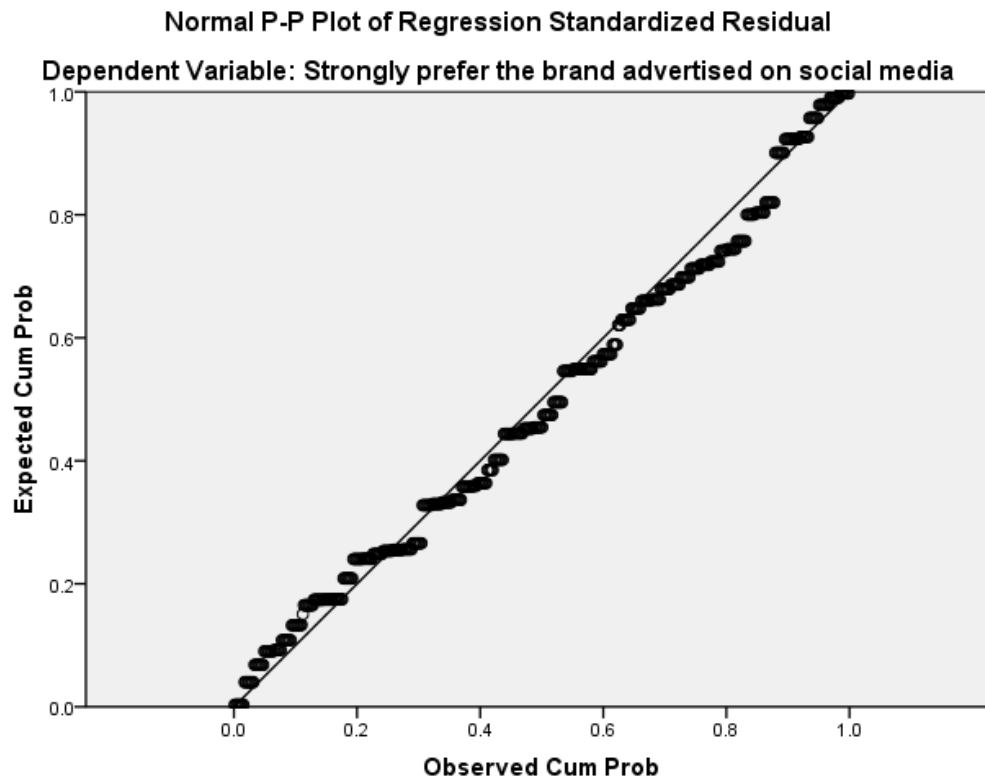
coefficient is statistically significant, meaning it's unlikely to have occurred by chance.

In summary, the coefficients represent the estimated impact of each independent variable on the dependent variable while holding other variables constant. The standardized coefficients help you compare the relative importance of these variables in influencing the dependent variable.

Graph 1 Histogram



Graph 2 Normality Plot



Based on the all significant values for the probability and the normal bell shape curve shown in the histogram, the null hypothesis stands rejected and it is proven that the consumer preference for specific brand of apparels is dependent on the Awareness, Attitude, and Interest developed by social media communication.

5 Conclusion and Discussion

Based on the research findings and the analysis conducted, several key conclusions, suggestions, and discussions can be drawn:

1. Explaining Variability

The coefficient of determination (R^2) indicates that approximately 50.1% of the variability in the dependent variable "Strongly prefer the brand advertised on social media" is explained by the independent variables included in the model.

The adjusted R^2 of 0.490 takes into account the number of independent variables and provides a more accurate assessment of the model's fit.

2. Model Significance

The ANOVA results highlight that the regression model, incorporating the specified independent variables, is a significant predictor of consumer preference for the advertised brand of apparels. The small p-value associated with the F-statistic suggests the model's strong fit.

3. Individual Significance of Variables

Individual independent variables were assessed for their significance and impact on the dependent variable. Variables such as "Advertising on social media alerts me to new company offerings," "Advertisements on social media attract my attention to certain Apparel brands," "Social media has a positive influence on me for liking Apparel brands," "Advertisements on social media are irritating and annoying," and "Would buy the products that are advertised on social media" have statistically significant coefficients.

4. Interpretation of Coefficients

The standardized coefficients (betas) allow for a comparison of the relative impact of each independent variable on the dependent variable, regardless of their scales. Positive coefficients suggest a positive impact, while negative coefficients suggest a negative impact.

5. Hypothesis Confirmation

Considering the significant p-values and the normal distribution shown in the histogram, the null hypothesis is rejected. The findings affirm that consumer preference for a specific brand of apparels is indeed dependent on the Awareness, Attitude, and Interest developed through social media communication.

6. Practical Implications

The study underscores the importance of social media communication in shaping consumer preferences for apparel brands. Brands should focus on creating awareness, positive attitudes, and meaningful engagement through their social media content to enhance consumer preference.

7. Further Research

While this study establishes a strong relationship between social media communication and consumer preference, further research could delve deeper into specific strategies and content types that yield the highest impact. Examining the influence of demographic factors and cultural contexts on consumer preferences could also provide valuable insights.

8. Limitations

The study relies on self-reported data, which may be subject to biases and social desirability effects. The cross-sectional nature of the data limits our ability to establish causal relationships.

In summary, the research findings indicate a significant link between consumer preference for apparel brands and the awareness, attitude, and interest cultivated through social media communication. These insights hold practical implications for brand managers and marketers aiming to harness the power of social media to influence consumer choices.

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