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THE SOCIAL MEDIA SHAPING BRAND CONSCIOUSNESS AND THE PURCHASE INTENTION OF FASHION CONSUMERS

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KEYWORDS	ABSTRACT
Social Media, Brand Consciousness, Purchase Intention and Fashion Consumer	This study was designed to explore the role of the social media in brand consciousness and purchase intention of young and old fashion consumers. Social media has significant impact on the consumers as individual. The major purpose of this research was to gain in the depth information of social media. Phenomenological research design was used to explore the view point of the young and old fashion consumers regarding the impact of the social media towards brand consciousness and purchase intention. Data for this research was collected from hundred participants between the range of 18 to 30 and 31 to 50 years. The researcher gathered information from the students of a private university, school teachers and business men. We found out that on average most of the users spend 1 to 6 hours on the social media each day. Fashion consumers of young age group are more brand conscious because they are more motivated to purchase the clothes that have branded names or logos.
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INTRODUCTION

Advertising strategies to connect with customers have changed at large due to internet in the most recent decade owing to the introduction of social networking sites. Social media content includes image, slide show, blogs, games and short videos that are developed and uploaded by marketers or brand community members. The "social media is the mean of the interaction among the people in which they generate, share or exchange information, ideas and experience in virtual communication and network" (Turban et al., 2015). Social media is platform for communication on internet, which is web or mobile-based (Durango, 2015). There are numerous social media platforms like the social networks which refer to websites like Facebook, YouTube, Instagram, Google+ Snap chat and LinkedIn. Social media include other types, like blogging, online rating, social news, social bookmarking, forum and various multimedia sites (Perera et al., 2015).

Its distinguishing feature in term of two-way communication between the customers and brands through the written status that are descriptive, comments, mails, pictures or other kinds of communication (Jokinen, 2016). A very significant type of social media includes blogs, that are websites which contains articles and update regarding any topic of interest. Blogs have unique importance for the promotional activities of the fashion brands (Oxford Dictionaries, 2016). In blogs specific topics or bloggers personal life and experience are discussed. Fashion brands use them as reinforcing medium for communicating their brand message and brand image management (Gogoi, 2013). Users can upload, share and view content, they are pictures or video (Perera et al., 2015). YouTube, Facebook and Instagram are the example of media sharing platform.

Rational of Study

This study was conducted to understand the impact of the social media on the brand consciousness and purchase intention of the fashion consumers. This research will also provide the view point on social media as the branding tool. Moreover, it will add to the previous literature on mentioned subject.

Problem Statement

The purpose of this research was to explore the impact of social media towards the brand consciousness and purchase intention of fashion consumers towards fashion clothing in context under considerations in this study.

Research Questions

1. Are young and old consumers aware about social media, and who it plays its role in customer engagement?
2. How social media influence consumer purchase intention of fashion consumers?
3. What is the role of social media in brand consciousness of fashion consumers?

LITERATURE REVIEW

Social media is an efficient way to gain customer attention (Jokinen, 2016). According to Celaya (2008) by the use of social media marketing, brands can improve interaction with their customers and increase their sales. Social media today plays a very useful role in branding. It is important fact that number of the social media users is ever increasing and introduction of mobile phone technologies like smartphones, social media has increased general level of awareness and communication. It is important part of social media from branding view point is that users are in control what they see, share, generate, comment on, and marketing in social media is cheapest way and it is targetable too if compared to traditional media. Social media greatest advantage is low-cost resource and is highly used for branding and marketing purpose.

With the help of social media, the direct discussions between brand and customers can be conducted. This sort of communication can help in harboring loyalty for brands that are smartly utilizing social media's full potential (Jokinen, 2016). Word-of-mouth now occurs on social media similar to real life, but difference is that consumer's opinions can be made more easily and with less cost. But it has negative point too that negative word of-mouth will make its place on the social media. As per Turban et al. (2008) social media allows fixed targeting. For case, discussion forums serve particular group. Facebook is advantageous business purpose due to better target ability in advertising. On Facebook, advertisements can be done easily by advertisers for target audience based on user demographics i.e., age, gender and interests (Gensler et al., 2013).

Branding

A brand is a name, phrase, logo, design, symbol or combination of these used to identify and differentiate a product from the competitors (Kotler et al., 2005). "A brand is a unique name, term, words, sign, symbol, design, a combination of these, or any other feature that identifies products and services of company and differentiates them from the competitors" (Ringold & Weitz, 2007). A company which is separating itself from its market competition, by making different strategies and offers for target markets is called branding. More over the important thing that can be used for identifying is name and logo that can be related with quality (Wheeler, 2012). Purpose of branding is to create effective communication with customers. From this customer can have a positive brand image and brand awareness too, which lead to brand equity. The achievement of the brand depends on how much the consumer is satisfied by the experience they get from the product as they use from the particular brand. If consumers get a better product than the competitors that will be the success of the brand (Weilbacher, 1999).

Brand Consciousness

An individual who is brand-conscious will only like to do shopping by famous brands or companies which have labels. "The brand consciousness of consumer is mental orientation in which consumers choose brand name products based on familiarity with this brand due to advertising and market awareness" (Sproles & Kendell, 1986). Now the dresses which have different tags from famous brands grab eye of customers. People become passionate in following the brand contest from which street level market become low priced, now the main focus of fashion consumers is on tags of latest brands. Fashion awareness customers are satisfied by buying outfits and accessories with famous brand names, for them high quality and comfort can be only achieved from famous brands (Clark et al., 2017). People are become brand loyalist even if they have to give huge amount of money while shopping, they give just to get satisfied by wearing brand. Brands are setting the new dimension for marketers by gaining customers attention.

It is a common perspective that wearing a brand represent personality, while some believe that it also gives pleasure. Brands are signs of both the status and prestige; it is a faith of brand conscious people (Rageh, 2017). Consumers have become obsessed with products of local and international well-known brands. As the social media is growing, people are becoming conscious for brands. Consumers those are interested to wear latest trend and design, go for brands. Apart from benefits, people choose brands to represent personality and social status to achieve their desire for uniqueness (Shah, et al., 2012). Social media has played its role in increasing fashion consciousness. Most of the clothing brands have websites on social media which they update every day. People who follow those pages immediately know about new design, latest collection and discounts. Apparel that has tags of known brands, receive people attention.

Purchase Intention

The consumers purchase decision is a complex process. "Purchase intention is related to the behaviors, perceptions and attitudes of consumers" (Gogoi, 2013). "Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer" (Shah et al., 2012). Consumers think that buying a cheap, private product with the simple packaging is a high risk because quality of these products is not good. "Brand name has a significant impact on consumers purchase intention". "Brand loyalty means customers pay more money to particular brand against similar products" (Manfred, et al., 2012). So, it is expected that brand awareness can increase consumer decision to purchase that particular brand product (Tih & Lee, 2013). The results of Hernández and Küster (2012) depicts that attitude of the consumer towards brand has an important impact on the buying decision. Purchase intention is related to behavior, perception and attitudes of consumers. Effective tool to analyze buying process is purchase intention. Purchase intention can be changed under effect of worth and quality. Engel et al. (1995) had presented a model of consumer purchase intention. This model categorized process of purchase in five stages: problem identifying, examining of information, evaluation of the substitutes, decision making, and the behavior after shopping.

Factors Shaping Consumer Purchase Intention

Buyer's purchase intention is influenced by the different external/internal factors. The vital factors include trigger, outcome expectations, recommendations and personal association (Ringold & Weitz, 2007). Trigger means anything which inspires a customer to purchase a product of a specific brand. It can be unique packaging any other product feature which attracts the consumer towards product. Outcome expectations refers to as a good effect from product/service of brand can affect purchase intention of consumer. Reference from a trustworthy source can help customer to buy the branded product. If a brand becomes successful in satisfying consumers it can result in shaping the loyal buyer for that specific brand (Judith & Richard, 2002). Cost to be paid for the product is the important factor which can affect the intention of consumer. Consumers who are price sensitive are likely to

buy products that are cheap. But for consumers who value the quality do not buy cheap products if its quality is not according to their demand. For such customers only expensive products are of high quality. Mostly consumers are not willing to purchase local products because of the risk (Engel et al., 1995).

That is why consumers like to buy famous international and national brands because of the risk factor in these products is less than the private products. "Brand loyalty means customers pay more money to particular brand against similar products" (Manfred, et al., 2012). So, it is more expected that brand awareness can increase consumer decision to purchase from that particular brand (Tih & Lee, 2013). The results of Hernández and Küster (2012) depicts that attitude of the consumer towards brand has an important impact on their buying decision. Product quality has a significant impact on the consumer purchase intention. It is a constant process of improvement which increase product sale, there for the customer's satisfaction is needed. Turban et al. (2008) said that customer will do more shopping if the product is of better quality. Today social media have turned into as an essential part of routine. Famous brand names are a significant factor in determining the consumers purchase intention and particularly for the fashion-conscious buyers (Ledford & Anderson, 2013). This research has strived to understand the role of the social media in shaping brand consciousness and consumers purchase intention among young and old fashion customers (Tih & Lee, 2013).

RESEARCH METHODS

The study is qualitative in nature "qualitative research is especially helpful when it provides us with someone's perceptions of the situation that permits us to understand his or her behavior" (Krathwohl, 1998). "Phenomenology research is an approach in the qualitative research paradigm that the focuses on the commonality of the lived experience within the particular group. Through this process the researcher may construct the universal meaning of the event, situation or experience and arrive at a more profound understanding of the phenomenon" (Gall, Borg, and Gall, 1996). In this regard, it is used to describe how human beings experience a certain phenomenon.

Sample of Study

The people selected for this study were 100 young and old consumers, both the male and female with age group of 18 to 30 years and 31 to 50 years. Non-probability convenient sampling technique was adopted in this study.

Research Instrument

Structured interviews were used as the data collection instrument. "A structured interview, sometimes called standardized interviews. In this, each respondent received exactly the same interview stimulus as any other. Interviewers are supposed to read out the questions exactly and in the same order as they are printed on the schedule this type of question is

often called closed ended, pre-coded, fixed choice. It is typical form of interview in survey research". The questionnaire for this study consists of total 25 questions, first part of the questionnaire consisted of demographics in which gender, age and education was asked. Questions related to social media, brand consciousness and consumer purchase intention were included in questionnaire. Structured interviews performed as data collection method for gaining primary data from participants. Researcher gathered information from university students, teachers and business men.

Data Analysis

The collected knowledge was regenerate into numerical form and coded in SPSS software. For the analysis of the data frequencies and cross tabulation was reported to find answers of research questions and reach conclusion.

RESULTS OF STUDY

This study inspects the impact of the social media on brand consciousness and consumer purchase intention of consumers. For this drive, we have reported frequency distributions of the demographics, across gender, age groups and qualification of the respondents. To report brand consciousness and the consumer purchase intention frequencies and cross tabulation has also been reported. Respondents' profile indicates that out of the hundred individuals 52% were females and 48% were males. All respondents were in the age group of 18-50 years. 26 females (49%) were between the 18-30 age group and 26 (55%) were between the age group of 31-50 years. Whereas 27 males (50%) were in the age group of 18-30 and 21 (44%) were between age group of 31-50 years. The distribution regarding qualification of participants shows that 8% respondents were intermediate level students, 65% participants were the student of bachelors, 11% belonged to masters, whereas 6% of participants were post graduate students.

On questions about time duration spent on social networking sites following trend was revealed i.e., 2% of participants never use social networking sites, 12% of the participants used once a week, 6% of respondent use thrice a week, 26% of participants spent 1 hour per day, 38% of respondent spent 2 to 4 hours per day, 16% of the participants spent 6 or more hours per day on social media. On query about number of accounts on social media participants reported that 28% people have only one social media account, 37% have two accounts, 21% have four accounts, 3% have the five accounts while 1% have six and 1% participants have seven social media accounts. While fashion audience and consumer used mobile phone most often 79% for getting latest fashion trends, 10% used Laptop, 6% use I pads or tablets and 4% used Computer. Fashion conscious consumer follow fashion brands on various platforms including the social media. Almost 83% reported that follow famous fashion brands to feel connected with brand community. Whereas 17% of the participants said that do not follow any fashion brand.

Table 1 Use of Social Media

#	Questions	Yes		No	
		f	%	f	%
1	Is TV a source of fashion information?	47	47%	53	53%
2	Do you have internet facility?	94	94%	6	6%
3	Do you use social networking sites?	85	85%	15	15%
4	Do you have account on Facebook?	83	83%	17	17%
5	Do you have account on Instagram?	70	70%	30	30%
6	Do you follow fashion brands on social media?	71	71%	29	29%
7	Do you get better ideas from magazines?	59	59%	41	41%

Table depicts that 53% of respondents do not watch television to get fashion information whereas 47% does. 94% participants have internet facility and 6% do not have. The results show that 85% of respondents are active user of social media and other 15% do not use social networking site, in which active social media users are young participants with the percentage of 46% whereas 6% of young participants do not use as shown in graph that old age respondents use social media but less than young ones with percentage of 37% and 10% of old age respondents are not interested in using social networking sites. The results in this table shows that out of 100% participants 70% use Instagram and remaining 30% do not have account on Instagram. Most of participants have account on Facebook and they are 83% but 17% do not have Facebook account. Yes, 71% of population follows brands on social media whereas 29% do not follow. Yes, 59% of respondents get better ideas from magazines whereas 41% do not.

Table 2 Which Source of Fashion Information is More Effective?

	f	%
Social networking sites	54	54 %
Fashion magazines	17	17 %
Newspaper magazines	16	16 %
Fashion shows	5	5 %
Window shopping	5	5 %
Television media	3	3 %
Total	100	100 %

As shown in table, 54% participants believed that social media was most effective source of fashion information, while fashion magazines were second (17%) most effective source of fashion information. 16% reported that newspaper magazines were more effective. 3% participant thinks that television media was better option while fashion shows and window shopping was chosen by 5% respondents.

Table 3 Which Kind of Fashion Trends you Prefer to Follow on Social Media?

	f	%
Latest fashion trends in TV shows	36	36 %
Latest fashion shows	10	10 %
New brand collection	27	27 %
Fashion designers	9	9 %
Fashion celebrities	14	14 %
None	4	4 %
Total	100	100 %

Table depicts that out of 100% respondents 36% said that they get to know latest fashion trends from social network sites, 10% said that they watch latest fashion shows on social media, 27% participant see brands new fashion collection on social media, 9% respondent get to know about fashion designers, 14% said they get exposure about fashion celebrities and 4% respondent do not use social networking sites.

Table 4 Customers Engagement on Social Media

	Social media is effective for engaging customers with fashion brands?		Do you review comment while making your purchase decision?	
	f	%	f	%
Strongly agree	28	28 %	13	13 %
Agree	51	51 %	41	41 %
Neutral	16	16 %	31	31 %
Disagree	2	2 %	12	12 %
Strongly disagree	3	3 %	3	3 %
Total	100	100 %	100	100 %

The question was about engagement of social media with brands, as a table shows 16% of respondents were neutral, 2% disagreed, 3% strongly disagreed, whereas 51% with the highest rating agreed and 3% strongly agreed that social media is affective for customer engagement. The question was about reviewing comments and conversation before shop, 31% replied neutral, 12% disagreed, 3% strongly disagreed for them less important, where 41% with rating agreed and remaining 13% strongly agreed that reviewing comments of others while buying is very important.

Table 5 What do Local Fashion Brands Lack on Social Networking Sites?

	f	%
Cheap and commercial advertisement	18	18 %
Lack of engagement	23	23 %
Interesting and useful	51	51 %
Annoying as it damages privacy	8	8 %
Total	100	100 %

The results analyze that, 51% of population thinks active fashion brands on social media are interesting and useful, 23% consider they lack the effective engagement. 18% of the participants said that it was cheap and way to advertise, whereas for 8% respondents paid advertises were annoying as they damage privacy.

Table 6 Where do you Usually Buy your Clothes?

	f	%
Brands	63	63%
Local	25	25%
Both	12	12%
Total	100	100%

Three options were given to respondents that from where they buy clothes, 63% of the participants said that they buy branded clothes, 25% buy local clothes whereas 12% of population buy both local and branded clothes.

Table 7 Which Variable is Important When you Purchase a Garment?

	Age 18 to 30		Age 31 to 50	
	f	%	f	%
Price	8	15 %	9	19 %
Design	18	33 %	17	36 %
Brand	6	11 %	4	8 %
Trend	14	26 %	5	10 %
Material	5	9 %	12	25 %
Others	2	3 %	0	0 %
Total	53	100 %	47	100 %

Table represents two age groups. 18 to 30 age group shows that for 15% of participants price was an important factor, whereas design was important for 33%, brand name most important for 11%, 26% look for trend when purchasing a garment, and for 17% material should be keenly considered. Age group consisting of 31 to 50 years reported that price is very important factor (19%), whereas, 36% said that design should be considered, 8% said that brand name is vital, fashion trend was important for 10% and 25% of respondent looks for material while shopping.

Table 8 Are you Brand Conscious?

	18-30 years		31-50 years	
	f	%	f	%
Yes	31	58 %	18	38 %
No	22	41 %	28	59 %
Total	53	100 %	47	100 %

The result concluded that, 58% of the young respondents were brand conscious. Whereas 38% of old age participants were brand conscious and the 59% old respondents were not brand conscious.

Table 9 Fashion Consciousness

	Are you afraid to be seen without fashionable clothes?		Do you feel more inclined to buy clothes with branded name or logo?	
	f	%	f	%
Yes	32	32 %	51	51 %
No	68	68 %	49	49 %
Total	100	100 %	100	100 %

The table represents that out of hundred most of the respondents i.e., 68% were not afraid to be seen without fashionable clothes where 32% were afraid to seen without fashionable clothes. While shopping, 51% prefers clothes that branded names or logos on and the remaining 49% does not consider it important.

Table 10 Cross tabulation amid Brand Consciousness & Consumer Purchase Intention

Questions		Are you very brand conscious?			Are you afraid to be seen without fashionable clothes?			Do you feel more inclined to buy clothes with branded name or logo?		
		f	%	S	f	%	S	f	%	S
Where do you usually buy your clothes?	Brands	34	79.1%	.003	26	81.3%	.017	34	66.7%	.485
	Local	4	9.3%	.003	4	12.5%	.017	10	19.6%	.485
	Both	4	9.3%	.003	1	3.1%	.017	6	11.8%	.485
What is most vital variable when purchase	Price	3	7.0%	0.005	4	12.5%	0.05	6	11.8%	0.08
	Design	17	35.5%	0.005	13	40.6%	0.05	18	35.3%	0.08
	Brand	10	23.3%	0.005	7	21.9%	0.05	9	17.6%	0.08
	Trend	8	18.6%	0.005	3	9.4%	0.05	9	17.6%	0.08
	Material	5	11.6%	0.005	5	15.6%	0.05	9	17.6%	0.08

Cross tabulation between brand consciousness and purchase intention shows that 79.1 % respondents who said that they often buy clothes from brands also said that they are very brand conscious. 9.3% participants said that they buy from both brands and local markets and they are not brand conscious. As result shows that 81.3% of population are afraid to be seen without fashionable clothes and they only buy from brands. For 35 % population design is important variable while shopping. 18% said that they look for the trend when shopping and 23% respondents who just see brands while making a purchase. Material is important for 11 % participants. Table also shows that 66% participants buy those clothes which have logos and branded names on it.

DISCUSSION

The main purpose of this research study was to examine social media, which contributes towards brand consciousness and purchase intention of the young vs. old consumers. The findings of this study are based on interpretation and analysis of data obtained through the process of structured interviews.

Awareness among Young and Old Consumers

We explored that popularity of social networking sites in society plays a significant part in communication and marketing of brands. Number of users between the ages 18 to 50 years are now active on social media, but in general young people are among the most dominant users of social media. We found out that on average most of the users spend 1 to 6 hours on social media each day. Old consumers were observed to use social media although much less in comparison with young consumers. This trend is due to fact that old consumers have learned from society benefits of using these sites. Social media sites not only provide way of entertainment it also serves as an efficient way of communication and information. In this connection, today, internet users show great involvement on social networking sites like Facebook and Instagram, and they create their own profiles on these sites for their own purposes.

Social networking sites motivate users to regularly use internet for the communication and information, providing a sense of connection to the community members. Sometimes the usage may result in addiction the making it difficult to stay away from the Internet. Social media has made a strong position with the developments in communication and media technology, and it has opened up new possibilities in the field of fashion communication. A platform which belongs to social media allows consumers to make, share, connect and communicate with others. Almost all brands are trying to maintain strong online presence by creating their official pages, sharing their collection and communicate by replying on comments, that's how they connect with their followers. Consumers who are interested in fashion use social media sites to keep informed about latest fashion trends as majority of the fashion brands are present on social media.

Social Media as a Promotional Medium for Fashion Industry

Our result shows that social media has brought about change in social life. Social media become direct communication medium between the brands and people. Individuals have started to turn to social media because they can easily communicate from wherever they are, without facing any difficulty. People think that social media sites are effective source of fashion information because brands display detailed information about their products and offers. People viewed social media as an information source of brands which helps to stay up-to-date. The social media ranks well compared to other mediums such as fashion magazines, newspaper magazines, television and fashion shows. Other mediums of the advertisement are also of significance, although social media has gained much importance

in comparison to old mediums. Today fashion magazines have to compete against social media because some people who don't use social media uses magazines to get fashion information. The purpose of magazine was to give its advertisers a chance to share with its readers.

Fashion magazines are an important part of the fashion industry they are the medium that conveys and promotes the design, latest trends and style to the customer. These days it's impossible to go with reading because smartphones and tablets are replacing printed materials. People who watch television regularly get fashion inspiration from celebrities and fashion shows, they consider television as a source to get to know about the latest fashion trends. But for people with busy schedules, it's impossible to watch fashion shows for hours on television. Traditional media is still in use but social media is on top of the rank because people have choice to use social media on smart phones, instead of using laptop people prefer smart phones because it is used for different purposes now. Smart phone is not just a phone; it is a total multimedia tool now. People get numerous useful applications in a single device. Now people spend hours on social networking sites and they have become less interested in the traditional media. The social networking sites have overshadowed traditional media communication and changed directions of communication market.

Role of Social Media in Brand Engagement

Social media play vital part in everyone's lives and effect their observations, information seeking and involvement with brands. The social media is used to gain the attention of consumers by many brands. When brands use social media as advertising tool, they are looking for the improved communication with their customers and to increase their sales. Through social media, consumer can have direct interactions with brands. Now brands use social media for marketing and to involve their target market. Social Media have gained an important role in communication and marketing plans because number of peoples is using social media and had face to face interaction with brands. Brands that are active on social media are doing marketing in all new ways. People think it is interesting and useful because shopping online or making any purchase decision become easy and less time consuming. By following brands people can easily check new collections, promotion and every little detail about products.

Branding on social media have become a trend in the recent years, people started doing online shopping instead of going to brand outlets because online shopping become more convenient for them. They make themselves satisfied by checking reviews and comments of others, reviewing it helps a lot while shopping and the study shows that majority of the people check comments and then make their purchase decision. The social media gives marketers a way to communicate with customers and provide an identity to the products. A lot of people follow brands on social media because they get desired content and they

can share their opinions which help the other users as well. Furthermore, the people feel connected with brands on social media because they can have information not only from their official pages but also from the blogs which are presented about different products, bloggers wrote about brands or product after using it. They write their genuine experience which helps a lot of consumers. So, this is how brands engage with social media and get a warm response.

Influence of Social Media on Consumer Purchase Intention

Purchase intention of a consumer depends on the satisfaction level they receive. Today social media has become an important part in growing the markets. At the same time, advertising focus on the mental, emotional, and the social issues that effects consumer behavior. Before purchasing, consumer will always do the survey or ask someone about the product that how and where to buy? If somebody gets to know any negative comment about a product, they will not buy it. That is why we say that good image of brand is very important. To keep the consumers aware about a brand it is important to keep advertising and promoting which is possible through social media. Through social media, brands have begun to shift their promotional methods based on their target audience by campaigns, sales emails, forums and e-commerce websites. Social media have become a trend for consumers in the buying process, from this customer can directly interact and share their buying experiences.

Using social media, consumers can directly give response on the opinions, comments, and suggestions about the products. Online shopping becomes useful for the consumers, as they feel this convenient way to shop. Fashion brands provide detailed description of the product on social media. And consumers can use customer service given on website which helps a lot. While shopping online, a customer is always doubtful of purchasing any new product. As result shows that consumers are interested to wear branded clothes because brand make their customer satisfy by providing the latest trend, design and high-quality products. In case consumers are satisfied by the brand they will become loyal customer of that specific brand. The people whether they are young or old like to buy good designs instead of material and trend, the only thing they see while shopping is a good design of the product. The increase in use of social media is due to fact that consumers can assess different ideas, personal experiences, and the guidance and description about the fashion products shared on the different platforms such as blogs. It includes text, images, photos, videos and other forms of media this helps a lot to consumer while making any purchase decision.

Role of Social Media in Brand Consciousness

Due to the improved means of communication and social interaction on the media social trends are evolving quickly such as trends and styles etc. People are becoming increasingly brand conscious. For them products that are of the well-known brands having labels give

satisfaction. Moreover, people are becoming the self-conscious they are trying to enhance clothing sense to achieve personality. Peoples want to be publicly accepted because of this they follow latest designs and trends through the most effective source such as social media. Trend of wearing brands is growing at very high speed because of social media. The vast majority of clothing brands have online page on social media and they are day by day updating the customers those who are following the pages about new design, latest collection, and promotions. Now people are becoming more conscious about clothes, therefore, brands are inventing new ideas to gain consumers attention. By following the brands, the street trends are getting out of fashion and latest styles tagged with brand name are controlling the market.

As result shows that people focus on brand labels means they are brand conscious. Latest dresses, which have different branded logos, gain the attention of people. Consumers who are brand conscious thinks that a good quality can only be achieved by brands. People who are brand conscious do not have any issue to pay high prices for brands. They think that wearing a brand is a symbol of the high status and they feel confident when they are wearing famous brands. People who are conscious about brands are not afraid to seen without fashionable clothes because when they are shopping, they are more motivated to purchase clothes that have branded names or logos. Furthermore, an increase in number of fashion brands, young generation is very obsessed with labels they feel themselves proud in branded dress. Now a day young consumer is concerned about their personality and impression make on other people. People try to compete with each other in wearing famous brand. As results young generation is now more conscious about their looks and branded dresses are their weakness. They are more likely to go to brands when it comes to clothing, just to look different and trendy.

CONCLUSION

Fashion industry has adopted social media for their promotion and advertisement due to its effectiveness and fast results. This last decade has witnessed an amazing advancement in their combined role. Businesses are using social media as the promotional tool. People spend hours on phones by using social media. Now people have more than one account on it whether they are young/old, social media is used by all but young people are more interested in its use. Now fashion industry is a business where many changes occur and the results concluded that there is no other effective source of the fashion information as compared to social media now; it is convenient and inexpensive mean to communicate. Today brands on media update consumers about new designs, new collection, promotions and discounts. There are many platforms of social media for the fashion industry including Facebook, Instagram and many others, these are most popular in industry because people can easily get ideas from branded content.

Branded content is created to engage and involve customer on social media community. Consumers check social media for discovering information about apparel brand and consider it as a reference group. People's observation about active brands on social media are exciting and very valuable as they feel connected with brands by using social media. Consumers are more confident in purchasing fashion apparel for various brands because of good quality and reputation. They feel more confident while wearing branded dresses. More consumers are interested in wearing latest trends as a result young generation have become brand conscious because they think that, they look stylish, trendy, cool and eye-catching in branded dresses. In this connection, whereas, adult consumers are like wearing branded dresses but they are not conscious about brand. So social media has changed purchase intention of people and made youngsters brand conscious by advertisement which is a branding tool.

Future Recommendation

Social media is a developing field for research. There are a large number of chances for more research in this area. As this research is limited to the role of social media in brand consciousness and purchase intention of fashion consumers so further research can be carried out in relation to age groups and gender differences. The role of social media in building brand equity, brand image and brand awareness of people can also be studied. Research can be conducted to identify the effective source of fashion information or usage of social media sites among male and females.

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