

A COMPARATIVE STUDY OF MALE AND FEMALE CONSUMER BUYING BEHAVIOR ON SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE OF APPARELS

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Abstract

The comparative study of male and female consumer buying behavior on social media marketing, with a special focus on apparels, Exploring the exciting word of shopping online. This research aims to understand how men and women differ in their purchasing decisions when it comes to buying clothes through social media platforms. By examining various factors such as purchase preference, Brand loyalty, shopping habits, motivations, and influences of Ads, we gain valuable insights into the gender-specific patterns that shape consumer behavior. In this study, we explore the unique characteristics and tendencies of male and female consumers in the realm of social media marketing. We analyze their attitudes towards fashion, their preferred shopping channels, their comfort, and the key factors that influence their purchasing decisions. By comparing at how male and female shop differently on social media, we find important information that can assist marketers in adjusting their strategies to reach and engage both male and female audiences effectively. Knowing how different consumer behave on social media is very important these days because when businesses get know why and how different consumers like different things and what types of apparels they want to purchase is helps to create unique marketing strategies that really connect with their target audience. This study helps to the increasing knowledge in social media marketing and gives useful and brilliant tips for businesses wanting to make their marketing better.

Keywords: Social Media, Marketing, Consumers, Apparels.

INTRODUCTION

In today's world of smart phones and internet, social media has completely transformed how we interact, communicate, and even buy things. Apps like Instagram, Facebook, and Twitter has provided businesses with innovative ways to engage with their desired customers and helps to fulfill their needs. Among the various sectors that have succeed due to this transformation, the apparel industry stands out significantly. Social media channels now serve as digital market places where fashion lovers can explore, discover, and purchase the latest trends without any difficulty. They can check out the newest styles, get inspired, and buy what they like all with just a few taps on their phone. It's like having a trendy mall right at your fingertips. knowing why people buy things is key for businesses to connect with their customers and sell more. But, it's essential to understand that male and female might have different reasons, likes, and ways of deciding when they shop for clothes on social media. Just like how you might prefer one style over another, men and women can have unique tastes and ways of choosing what to buy when they see it online. It's like how some people like sneakers, while others prefer sandals, some people like jeans while others prefer joggers, it's all about what catches your eye and makes you click that "buy now" button! When it comes to male consumer they think about how useful, affordable, and well-known a brand is when they decide what to buy or what not to buy. They look for clothes that are practical, long-lasting, and give them value for their money. Sometimes, they might be influenced by famous people like sports stars or celebs who like the same things they do. On the other side, female consumers care more about how stylish, pretty, and emotionally appealing the clothes are. They enjoy keeping up with the latest trends, finding unique styles, and using their outfits to show off who they are. It's like male consumers are going for what's practical, while female consumer go for what makes them feel and look good. People often listen to social media stars, fashion bloggers, and friends when deciding what to buy. They look for ideas and approval from the people they know and follow online. Social media ads are super important in catching the eye of both male and female. Companies use cool pictures, interesting stories, and fun activities to make people notice their brand and feel like they're part of a big group. It's like getting inspired by what others like and feeling connected to a modern community. When people share their own stories, style and experiences with a brand's products, it can help build trust and make things more real. Different social media sites work better for reaching and connecting with male and female consumers. For example, Instagram is great for people who love fashion and beautiful pictures that inspire them. Facebook, on the other hand, facebook has lots of different people using it, so brands can aim their ads at specific groups of people based on what they like and do. And Twitter is perfect for showing quick deals

<https://www.gapbodhitaru.org/>

or sales happening right now. It's all about using the right platform to catch the eye of the people you want to reach. When companies get how differently male and female shop on social media, they can make ads and posts that really speak to each group. They can make stuff that's just right for them, like attractive videos or posts that fit their style. Working with famous social media stars and making sure the shopping experience online is smooth and fun can make a big difference in getting both male and female interested in what they're selling. It's all about making sure the marketing hits the mark for each group.

REVIEW OF LITERATURE

(Jafar Iqbal Laskar and Haidar Abbas 2014). This is all about know how much people know about different clothing brands, what makes them think about these brands, and what influences their thoughts about them. The researchers found out that advertisement and how the brands are displayed in stores are the top ways people find out about brands. Companies that spend money on their strategies are working or not.

(Moschis 1981, Babin Darden and Griffin 1994). Male and female shoppers have different ways of shopping and making decisions, which can be influenced by factors like brand loyalty or a focus on quality

(Heather Kraft 2012). It's crucial for marketers to understand how men and women's roles and demographics are evolving. In the U.S., there's been a noticeable rise in the number of 'dads-at-home in recent years. Men tend to prioritize factors like age, education, and income in their decision-making. Generally, men make decisions primarily for themselves, whereas women often make decisions that affect others as well.

Gulzar & Maqbool (2018). found out that doing social media marketing right can bring in lots of good stuff for them. They figured that it's all about making producing content that matters to consumers and helps build strong connections between people and businesses. Thanks to social media marketing, consumers have easy access to useful information, and things are more transparent. Social media can really command how people feel about clothing and what they decide to buy.

(Kotler and Keller, 2012). Experts explain why so many academics and researchers are all about studying consumer behavior. One big reason is that knowing how people shop can really make or break a business's success. Understanding what makes consumers preference is key to a company's overall performance.

OBJECTIVES

1. To examine the differences in the motivations and preferences of male and female consumers when purchasing apparels through social media platforms.
2. To identify the key factors that influence the buying decisions of male and female consumers in social media marketing for apparels.
3. To examine the impact of online reviews and ratings on the purchase decisions of male and female consumers for apparels on social media.

RESEARCH METHODOLOGY

This research is all about to identify the effect of gender differences in buying behaviour of men and women. To hit the target of understanding gender effects on buying habits, the study used primary data from surveys on an individual level. Some extra information from sources like journals, books, and the internet also came in secondary data. The results are based on a interpretation into the collected data and will be useful for future studies.

Motivation and preference of male female consumers

When it comes to shopping for clothes on social media, male and female have different motivations and preferences across various platforms. For men, platforms like Instagram might attract them with influencer endorsements and visually appealing posts, while deals and promotions on Facebook could catch their eye. On the other hand, women might find fashion inspiration on Instagram from influencers and brands, or engage with community-driven content on Facebook. Each platform offers unique opportunities to realm of addressing the unique tastes and preferences of male and female consumers, from quick updates on Twitter to personalized recommendations on WhatsApp. Understanding these differences can help brands tailor their strategies to effectively reach and engage both male and female shoppers in the ever-evolving world of social media shopping.

Factors that influence buying decisions

The factors that influence buying decisions on social media for apparel can be fascinating. Here are some additional insights, along with a few pictures and charts to make it more engaging:

1. **Price:** Both men and women consider price when making purchasing decisions. They may look for discounts, compare prices, or wait for sales.
2. **Quality:** Both genders value quality. Men may focus on durability and functionality, while women may prioritize the feel of the fabric and overall craftsmanship.

3. **Style:** Men and women have different style preferences. Men often lean towards classic or minimalist styles, while women may embrace a wider range of trends and fashion-forward choices
4. **Brand Reputation:** Brands play a crucial role in apparel decisions. Men and women may be loyal to specific brands based on their reputation, values, and previous experiences.
5. **Fit:** Women tend to be more conscious of the fit of clothing, considering factors like body shape and size. Men, while also considering fit, may place less emphasis on it compared to other factors.
6. **User Reviews:** Positive reviews and feedback from other users can impact the choice of both male and female consumers.

Impact of online reviews and rating on buying decision

During the entire survey, we found that when it comes to shopping for clothes on social media most of the people check online reviews before buying something. Good reviews make people trust a product more. Male and female have different motivations and preferences across various platforms. Ratings help consumers know if others liked the product. Reviews and posts from regular people on social media can really change how people decide to buy things. When you see detailed reviews from real customers, it shows that the product is good. Reviews help you feel more confident about buying something because you can see what others thought about it. The findings also revealed that consumers paid significantly more attention to negative comments compared to positive comments, especially among female consumers. This suggests that negative feedback may have a stronger impact on female consumers' purchasing decisions

CONCLUSION

Through this research we conclude that there are mainly six factors which are different influence buying decision of male and female consumers for buying apparels. Men and women have their own unique ways and likes when it comes to shopping. The way they think and feel inside their heads and bodies shapes how they shop in different ways. Female consumers are more inclined towards gut feelings and personal views, while males are more about facts and reasoning, often looking at what others say before trying things out themselves. Men usually go for what they need right now, while women think long-term. men keep it simple, looking at the obvious stuff, while ladies dive deep for details. Men care about top-notch stuff that works well, while women cherish the emotional side and connections they make.

Marketers need to get a catch on these differences to serve both male and female right. By tuning in to what makes each gender tick, they can hit the target and meet their audience's needs like expert.

REFERENCE

- [1] Gulzar & Maqbool (2018) talk about the perks of nailing social media marketing.
- [2] Heather Kraf (2012) highlights the need for marketers to grasp the evolving demographics of men and women, given the changing family dynamics.
- [3] M. Nick Hajli (2014) notes how social media lets folks create content through online groups, reviews, and recommendations.
- [4] Kotler and Keller (2012) emphasize that understanding consumer behavior directly impacts overall performance.
- [5] Moschis (1981), Babin, Darden, and Griffim point out that men and women have different buying habits and shopping styles.