



To Study the Influence of Social Media Marketing of Branded Clothes on Purchase Intentions of Genz's in Ahmedabad City

Bhatt Meetkumar^{1*}, Patel Hetulkumar², Jignesh Vidani³

L.J University

Corresponding Author: Bhatt Meetkumar, 24003400310034@mail.ljku.edu.in

ARTICLE INFO

Keywords: Social Media Marketing, Purchase Intentions, Gen Z, Ahmedabad City, Branded Clothes

Received : 11 September

Revised : 24 October

Accepted: 29 November

©2024 Meetkumar, Hetulkumar, Vidani:

This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

In recent times, social media has become crucial platform for clothing brands to sell and do marketing of their products, as brands use through it can engage with its audience through the features of social media platforms. For that reason, this study aims to find out how the social media marketing of branded clothes, like marketing through collaboration with influencers and sponsored advertisement done by clothing brands influence the purchasing intention of Generation Z. The place where we are doing the research is Ahmedabad, a city highly popular for its culture and its historical connection with clothes, so it's an ideal city to carry out the research on this subject. Through Google Forms, we have collected crucial data to measure the effect of social media marketing on Gen Z decision-making, while purchasing branded clothes. For that reason, by conducting this research, we are focusing to suggesting and offering some important insights to clothing brands about the importance of social media marketing and trying to help them in making efficient marketing strategies that can influence the purchase intention of Gen Z in Ahmedabad city

INTRODUCTION

Overview about Usage and Importance of Social Media Marketing and its Influence on Gen Z's Purchase Intentions of in Ahmedabad City:

Nowadays the use of social media in the Ahmedabad city is being done effectively for the purpose of marketing by clothing brands (Vidani, 2015). Because of social media, now brands can directly engage and stay better connected with their potential consumers. Through social media, clothing brands can engage with their audience. Through social media, their customers can engage with each other providing better knowledge and making brand perceptions (Vidani & Solanki, 2015). The rise of social media marketing, as an effective tool of marketing by clothing brands as a marketing tool in recent years shows the importance of social media for clothing brands to stay active on social media and continue their engagement with consumers to stay alive in the competitive digital market (Vidani, 2015). If talking about current trends and scenarios clothing brands can influence Gen Z's purchase intentions through social media by making user-generated content, like reviews and feedbacks from consumers, by making good clothing content and can grow their purchases.

Social Media Usage in Ahmedabad City:

The study undertaken wants to gain some valuable insights and suggestions from the Gen Z population in Ahmedabad city, about their opinion on the influence of social media marketing done by clothing brands on their purchase intentions (Vidani, 2015). Ahmedabad, the former capital of Gujarat, has become a fashion hub for clothing brands.

With the Dynamic and knowledgeable Generation Z population of Ahmedabad city, the city is a crucial location to conduct a study about the influence of social media marketing done by clothing brands (Vidani, 2015). As Ahmedabad is becoming a fashion hub, for clothes many domestic and international clothing brands are now also targeting Gen Z of Ahmedabad city through online and social media platforms (Solanki & Vidani, 2016).

Role of Social Media Marketing in Influencing Purchase Intentions of Gen Z:

In this competitive digital world, for a clothing brand to stay alive in the competition creating a good marketing strategy is important and for creating good marketing strategies the place where clothing brands want to advertise is also important (Vidani, 2016). By carefully planning social media marketing, brands can not only increase the purchase of their product but also increase its brand image and make good perceptions about it (Vidani & Pathak, 2016).

Through Social media marketing, Clothing brands can engage with their potential consumers by the two-way communication process and this way social media helps clothing brands to understand consumers' needs and demands (Niyati & Vidani, 2016). Reviews done by consumers are genuine in nature so other potential consumers can also notice it (Pradhan, Tshogay, & Vidani, 2016). It can have a good creation of brand image in their mind (Modi, Harkani, Radadiya, & Vidani, 2016). It's also proved that the adoption of new marketing strategies in the fashion industry is always done faster and better way than other sectors or industries (Bhatt, Patel, & Vidani, 2017).

Engagement between Clothing Brands and Gen Z Through Social Media Marketing:

The location of the study, Ahmedabad city has a mix type of fashion brands including domestic and international running their businesses in the city and trying to continuously expand their businesses (Vidani, 2016). For clothing brands, social media provides a platform through which clothing brands can create a good brand image by engaging with consumers through engaging with potential consumers about their products on social media platforms (Sukhanandi, Tank, & Vidani, 2018).

Importance of this Study:

Clothing brands, can create good brand awareness and brand images through the help of social media and influence the purchase intentions of consumers (Singh, Vidani, & Nagoria, 2016). Several past studies have shown that social media increases brand awareness and purchase intentions which is the positive impact of doing social media marketing for branded clothes (Mala, Vidani, & Solanki, 2016).

Influence of Different Types of Content Posted by Clothing Brands on Social Media:

The relationship between types of content consumed for clothing related content and the variable of age will provide valuable suggestions for it (Dhere, Vidani, & Solanki, 2016). The research will provide valuable suggestions to clothing brands about how to engage with their consumers through the help of social media (Singh & Vidani, 2016). One important thing is that Gen Z responds to creative content posted by clothing brands more rather than traditional content (Vidani & Plaha, 2016).

Talking about social media marketing when deciding about strategies of marketing through social media, clothing brands should focus on the platforms as it is place where brands will do marketing for their products (Vidani J. N., 2016). The brands should select the platform that the brand thinks suit its products and can be useful and important for influencing the purchase intentions of Gen Z in the city (Solanki & Vidani, 2016). It can help clothing brands to increase their purchase in the area. Social media are also an important tool for creating brand awareness, brand image and consumer base (Pathak & Vidani, 2016).

Research Gap

The study undertaken has shown us some important research gaps in the existing studies. Many recent studies have tried to explore the influence or impact of social media marketing on different demographics and sectors but there is a lack of focused research on the demographic of Gen Z. Research, that showcases Gen Z's unique characteristics, demand and needs within the context of a rapidly done social media marketing done by clothing brands in Ahmedabad city needs to be addressed.

Talking about Generation Z, this generation is different in terms of different patterns like preferences, needs and attitudes from the previous generations. This generation consumes social media the most. This generation is well aware of social media features. The recent studies have more generalized the problem

without going deeper to understand the factors associated with the engagement of Gen Z with branded clothes. Moreover, the location of the research Ahmedabad city, because of its ancient and social as well as economic factors with the presence of a growing clothing industry and young population further needed to be understood deeply otherwise it will complicate the problem rather than solving it. These conditions and context need deep research that studies the local factors that are influential in terms of influencing purchase intentions of Gen Z in Ahmedabad city.

To carefully understand and examine the functions of the different social media platforms is necessary to know for marketers how these functions of the different social media platforms collectively shape brand perception, brand image and consumer behavior towards the clothing brands. However, there is a significant gap in research, in terms of understanding and examining the motivations or factors that influence the targeted population to stay continuously with branded clothes on social media. The recent studies that incorporated both qualitative methods like interviews, and focused group discussions which provided them crucial information about attitudes, and preferences of the targeted population and quantitative methods like surveys which helped them to collect information numerically could have provided much deeper insights into Gen Z with branded clothes.

LITERATURE REVIEW

As the marketing through social media are proving to be efficient for clothing brands day by day, it's important to assess the influence of social media marketing done by branded clothes on purchase intentions on Gen Z (Vidani, 2016). This literature review shares information about existing studies on the influence of social media marketing done by clothing brands on purchase intentions of Gen Z.

The Influence of Social Media Marketing in Creation of Good Brand Image and Purchase Intentions:

Existing studies revealed that through social media marketing, both the brand image and purchase intentions of Gen Z can be influenced (Vidani, Chack, & Rathod, 2017). They found that it is very important to make a good brand image and it can be done through social media marketing (Vidani, 2018).

The reason for making a well-established brand image for targeted consumers by clothing brand is that it can influence consumer's purchase intention very well so it is of utmost necessary to have a strong brand image that can create a favourable market environment and influence customer's decision to buy product.

The findings of that research given information about how brand image can play the vital role of mediator between social media marketing and purchase intentions (Biharani & Vidani, 2018). Another important thing after brand image is to create a good brand awareness or brand perception among consumers (Vidani, 2018). This study provides a crucial finding that though social media marketing helps brands to make initial consumer interest (Odedra, Rabadiya, & Vidani, 2018). If the clothing brands have good brand image in the market but if

customers don't have awareness about the brands, it will not prove efficient in influencing purchase intentions of Gen Z in Ahmedabad city.

Influencer Marketing's Influence on Purchase Intentions of Gen Z:

The existing studies attempted to know the role of influencers in creating the purchase intentions of Gen Z into actual purchases (Vasveliya & Vidani, 2019). The study identified some key factors and information that can influence purchase intentions which have been included in influencer marketing on social media. As we all know influencer marketing is an important part of social media marketing (Sachaniya, Vora, & Vidani, 2019). The study found that the recommendations from friends and relatives are also part of the factors that can influence the purchase intention of Gen Z. Other important factors are the brand image and the value of the product.

For Generation Z who values authenticity, influencer marketing can play a very huge and important role in terms of making the purchase intentions into actual purchase. So, this study suggests that the clothing brands that want to target this generation need to be very cautious in terms of making good contact with this generation (Vidani & Singh, 2017). Brands should thus encourage friend-to-friend recommendations. Another important finding from this research study is that the products that influencers promote should be relevant to the influencer first. So that he can share the benefits of those products and suggest the effectiveness of the products to others.

Social Media Marketing's Impact on Purchase Intention in the Clothing Fashion Industry:

This study examined how social media marketing particularly affects purchase intentions of consumers in the branded clothing. The research found that social media marketing increases clothing brands' awareness and it can be helpful in changing consumer's preferences and viewpoints about the clothing brands and about their products (Vidani & Plaha, 2017). The study supports the benefit of social media marketing which is an increase in brand awareness, particularly in the industry like branded clothing where market trends and brands' own image can be such important factors for decision-making (Vidani J. N., 2018).

Another important benefit of using social media marketing as a tool is that it gives a platform for clothing brands to engage with potential customers. Making a good connection, can influence purchase intentions and create a good reputation for the brand. The findings of the study, suggested that becoming consistently active and engaging with consumers like Gen Z's is very much important for clothing brands to increase their awareness and convert the willingness to purchase of consumers into actual purchases.

Influential Factors that Really Affect the Purchase Intention of Gen Z:

In existing studies about the current research topic, the insights about the important and considerable factors that can influence purchase intention were given in the findings which is very important to consider for clothing brands. For example, knowledge of various features of social media platforms, friend's recommendations and the influence of social media platforms from where the advertisements were set (Vidani J. N., 2020). Of course, there are traditional

factors as we all know which can influence purchase intentions like the quality of the product, and price. But surprisingly this research proved that the elements of social media are more influential.

The findings of the study have provided vital information about how much these crucial factors play a significant role in converting the purchase intention to an actual purchase. Social media create brand awareness and brand image as well. For clothing brands, the selection of social media platforms plays a huge role to survive in the competitive market (Vidani & Dholakia, 2020).

Regional Variations:

According to a study conducted, the following regional factors were carefully observed in the study, Gen Z expect unique products. This generation is creative and the interest of this generation is also very much flexible. They love to wear unique clothing which can showcase their uniqueness. Brands can identify the designs and needs of clothing that are valued by this generation.

It will convert the purchase intention of Gen Z into an actual purchase the interests of the consumers and brand image should be connected with each other closely. Clothing brand represent the values and needs of targeted consumers so the more emotionally connected bond can be established between brands and its consumers it will increase the purchases of brands (Rathod, Meghrajani, & Vidani, 2022). To influence purchase intentions of Gen Z price plays a very important role in great extent. Consumers are willing to pay for quality, uniqueness of product and satisfaction. For clothing brands, it is important to continuously watch over the price (Vidani, Meghrajani, & Siddarth, 2023).

METHODOLOGY

Table 1. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	125
Survey Area	Ahmedabad City
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker.

Demographic Summary

The demographic data’s analysis which included 125 Sampling size gives insights of gender ratios which includes 71.2% male respondents and 28.8% female respondents. The age table provides information about age distribution which shows that majority of the respondent (80.8%) are between 18-24, with

smaller groups (15.2%) including the age range between 24-30 and there are few individuals as well ranged above 30 years on occupation, most of the respondents are student (71.2%), along with them some are employed in jobs (20.8%), with very less respondents which are working as a businessman (3.2%) and housewives (4.8%). If talk about educational qualifications, the respondent data includes 44% of respondents hold a graduation degree, with same percentage of respondents having completed post-graduation. There are only 6.4% of total respondents who only have completed their higher secondary education, and 5.6% fall under the other category. This demographic summary gives an information about a young, well-educated respondents mostly from student occupation.

Table 2. Cronbach Alpha

Cronbach Alpha Value	No. of items
.770	22

Source: SPSS Software

The value of the Cronbach's value derived from the study is 0.770 for the 22 items. It indicates good consistency within the scales of the questionnaire. the above value suggests that the items here measuring a common objective reliably. Usually, a value of Cronbach alpha above 0.70 is view as acceptable in social science research field, it indicates that the items taken here efficiently contribute towards a stable measurement of the intended variable. This value supports the findings derived from this instrument in the context of this study

RESULT

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between variable of age and the frequency of Instagram usage for consuming fashion-related content.	0.04	<	H01 Rejected (Null hypothesis rejected)	0.131	Weak
H2	There is a significant association between variable of age and the frequency of Facebook usage for	0.136	>	H02 Accepted (Null Hypothesis Accepted)	0.768	Weak

	consumingfashion-related content.					
H3	There is a significant association between variable of age and the frequency of YouTube usage for consuming fashion-related content.	0.425	>	H03 Accepted (Null Hypothesis Accepted)	0.209	Weak
H4	There is a significant association between variable of age and the frequency of Snapchat usage for consuming fashion-related content.	0.221	>	H04 Accepted (Null Hypothesis Accepted)	0.017	Weak
H5	There is a significant association between variable of age and the frequency of Twitter usage for consumingfashion-related content.	0.953	>	H05 Accepted (Null Hypothesis Accepted)	0.173	Weak
H6	There is a significant association between variable of age and how often individuals come across branded clothes’s advertisements on social media.	0.029	<	H06 Rejected (Null hypothesis rejected)	0.992	Strong
H7	There is a significant association between variable of age and the influence of photos of branded clothing on purchase intentions.	0.012	<	H07 Rejected (Null hypothesis rejected)	0.982	Strong
H8	There is a significant association between variable of age and the influence of influencer endorsements on purchase intentions.	0.153	>	H08 Accepted (Null Hypothesis Accepted)	0.538	Weak
H9	There is a significant association between variable of age and the influence of sponsored posts on purchase intentions.	0.118	>	H09 Accepted (Null Hypothesis Accepted)	0.562	Weak
H10	There is a significant association between variable of age and the influence of promotional	0.078	<	H10 Rejected (Null	0.178	Weak

	videos on purchase intentions.			hypothesis rejected		
H11	There is a significant association between variable of age and the influence of other types of content on purchase intentions.	0.048	<	H11 Rejected (Null hypothesis rejected)	0.174	Weak
H12	There is a significant association between variable of age and the extent to which social media advertisements increase awareness of branded clothing.	0.026	<	H12 Rejected (Null hypothesis rejected)	0.705	Weak
H13	There is a significant association between variable of age and the likelihood of purchasing branded clothes after seeing advertisements on social media.	0.649	>	H13 Accepted (Null Hypothesis Accepted)	0.897	Strong
H14	There is a significant association between variable of age and the frequency of purchasing branded clothes as a result of social media promotions	0.765	>	H14 Accepted (Null Hypothesis Accepted)	0.145	Weak
H15	There is a significant association between variable of age and the influence of price on the decision to buy branded clothes.	0.124	>	H15 Accepted (Null Hypothesis Accepted)	0.131	Weak
H16	There is a significant association between variable of age and the influence of quality on the decision to buy branded clothes.	0.509	>	H16 Accepted (Null Hypothesis Accepted)	0.378	Weak
H17	There is a significant association between variable of age and the influence of brand reputation on the decision to buy branded clothes.	0.585	>	H17 Accepted (Null Hypothesis Accepted)	0.824	Weak

H18	There is a significant association between variable of age and the influence of social media promotions on the decision to buy branded clothes.	0.494	>	H18 Accepted (Null Hypothesis Accepted)	0.384	Weak
H19	There is a significant association between variable of age and the influence of fashion trends on the decision to buy branded clothes.	0.037	<	H19 Rejected (Null hypothesis rejected)	0.323	Weak
H20	There is a significant association between variable of age and the feeling of needing to stay updated with fashion trends due to seeing branded clothing on social media.	0.499	>	H20 Accepted (Null Hypothesis Accepted)	0.980	Strong
H21	There is a significant association between variable of age and the level of trust in the authenticity of branded clothing advertisements on social media.	0.820	>	H21 Accepted (Null Hypothesis Accepted)	0.393	Weak
H22	There is a significant association between variable of age and the belief that social media marketing affects overall perception of branded clothing.	0.119	>	H22 Accepted (Null Hypothesis Accepted)	0.302	Weak

Source: Author's compilation

DISCUSSION

By conducting this research study, we are trying to identify the influence of social media marketing done by clothing brands on the purchase intentions of Gen Z in Ahmedabad city. In this study, the result of this research study reveals significant information to the stakeholders.

The result of the study, found an important connection between the variable of age and the use of Instagram for consuming clothing related content. as top social media platform for searching fashion and clothing related content. The study also found a significant association between the variable of age and the influence of advertisements done for branded clothes on social media. The result for awareness and for the influence of photos of branded clothing with the strong p-values provides crucial insights about strong relationships that was observed. The result provides us valuable insights into how social media marketing helps clothing brands to increase brand awareness and influence the purchase intentions of Gen Z.

Another important information, provided by this study is that which type of content has the capacity to influence purchase intention most. The study found that other type of content rather than photos of branded clothes didn't show much association with variable age. The other types of content, posted by clothing brands on social media platform like marketing through collaboration with influencers and sponsored advertisements by clothing brands do not have that much impact on influencing the purchase intentions of Gen Z in Ahmedabad city. Moreover, the result for influence through promotional videos gives crucial insight to the clothing brands to consider it carefully in their marketing strategies. It will help clothing brands to carefully assess consumer needs and preferences.

Another important result of the study is relationship between purchases after seeing advertisements of branded clothes on social media and the frequency of purchases after seeing the advertisements, didn't show a significant association which indicates that while it is necessary for clothing brands to make consistent efforts to create the brand awareness through social media it is not necessary that because of this awareness, it will convert to purchase intentions. Thus, study suggests clothing brands to continuously evaluate their marketing strategies and take reviews from its consumers.

The study also examined the influence of factors like price of the product, quality of the product, image of clothing brands and current fashion trends in the markets. To study these factors is essential as this can influence the purchase intentions of Gen Z. The result of the study shows that though these factors play an important role but the influence of these factors doesn't change with age groups. This result suggests clothing brands that the quality and price of the product remain top of the factors that can influence purchase intentions and go beyond any age limits.

Theoretical Implications

The findings of this study, provides important knowledge and gives important theoretical implications for clothing brands to carefully consider the needs and demands of Gen Z consumers of Ahmedabad city, when making important decision about social media marketing or when making strategies about it.

1. The selection of social media platform for marketing of products: The result of the study, examined that there exists a crucial relationship between the variable of age and use of Instagram, as a social media platform for consuming fashion related content by Gen Z of Ahmedabad city. Existing studies also covered that the efficiency of social media platforms where clothing brands can showcase their products more visually can be very much helpful for clothing brands.
2. Consumers's thinking at the time of making decision to buy: The result of the study, examined the relationship between social media advertisements of branded clothes and brand awareness of brands helps to understand the process of decision-making of consumers in this digital world. The study explains the role of social media as a key platform for the awareness of clothing brands to consumers.
3. Importance of visibility of products in advertisements: The very important result of the study is the relationship between the variable of age and influence through photos of branded clothing.it has given a clear-cut information and suggestions for clothing brands about the power of visual content posted by brands about its products
4. Channel selected by the clothing brands for advertisement: There are different sources or channels in social media from where clothing brands can do the advertisements about their products. For instance, clothing brands can share the pictures of its products at their social media account or it can collab with influencers who can help clothing brands to reach out to more customers and influence their purchase intentions. The main challenge here comes is to decide the channel. The clothing brands should select the channel at which brand think that it can utilize the channel well and reach to its audience effectively
5. Important factors that can influence the purchase intentions: The result of the study, states the relationship between the variable of age and the crucial factors like price, quality and brand reputation. The study found that these factors can't differ for different age groups. It provides an important insight that demographic factors play a very small role in purchasing decisions.

Practical Implications

The results collected from the study of the influence of social media marketing of branded clothes on the purchase intentions of Gen Z in Ahmedabad city have provided important practical implications and important recommendations which needs to be carefully considered by clothing brands when making important decisions about social media marketing strategies of branded clothes. By following these suggestions clothing brands can enhance the effectiveness of their social media marketing and enhance the communication with potential consumers as well.

1. The role of Instagram as a tool for social media marketing: The result of the study finds a connection between the variable of age and the consistency of using a social media platform for consuming clothing brands related content. Through the findings we have seen the role of Instagram in influencing purchase intentions are bigger and important than others social media platforms. By making advertisements about product or by making content about products in Instagram the clothing brands can enhance the chances of influencing the purchase intentions of Gen Z consumers.
2. Develop better visible content: The result of the study found an important information about the relationship between the variable of age and influence of branded clothes content through posting photos of branded clothing. It refers to clothing brands to make advertisements by adding photos, it can also has the connection with reliability of the advertisements. It shows how much influence the visible content can create on purchase intentions of consumers.
3. Improvement in content and taking reviews from consumers : From the results of the study the relationship between the variable of age and influence through different types of content like collaborations with influencers and sponsored advertisements about product suggests some valuable information to clothing brands about making unique content that can influence the purchase intentions among Gen Z and engage with influencers who have the enough capacity and reach to engage with targeted audience of the brand and can influence their purchase intentions through the posts or content made by influencers.
4. Do try to reach out your targeted consumers: The key the study discusses about the role of social media in terms of creating the brand image and brand awareness. Brands should do targeted advertisements that align with the interests and needs of the consumers. Brands can collect data and feedback from current consumers to successfully make changes according to their needs and demands.
5. Importance of social media marketing: The result of the study showcases that having brand awareness cannot only influence purchase intentions but convert them into actual purchase, Clothing brands needs to have focus on the important factors which are reasonable for it. By creating a good brand image, and trust among their consumers and by making engaging content according to consumer's preferences and needs.

CONCLUSIONS

This study provides some important information to the clothing brands about how the social media marketing of branded clothes influences Gen Z's purchase intentions in Ahmedabad. The results of the study, revealed associations between the variable of age, social media usage by population and various social media marketing strategies including on which platforms social media marketing can be effective and what type of content will be best for engaging and promoting your product when talking about influencing purchase intentions of Gen Z of Ahmedabad city.

The study found the role of the social media platform Instagram, important in influencing the purchase intentions because it is a famous and emerging social media platform for clothing-related content. The result showed a significant association between the variable of age and the frequency of usage of Instagram. The visual content of Instagram, particularly photos of branded clothes is a type of content that can influence the purchase intentions of Gen Z most. In contrast, other social media platforms didn't show significant associations with the variable of age suggesting clothing brands to need to reconsider their marketing strategies on these social media platforms.

One of the important findings of the study is that clothing brands need to observe is that awareness generated through social media marketing doesn't always convert into immediate purchases. For it, consistent efforts should be made by clothing brands like brands should regularly engage with consumers and recommends them about offers and about new products of the brands. For doing it, clothing brands needs to consistently maintain engagement. Now, through brand awareness consumers can make perceptions about the brand.

This study also considers the importance of creating more relevant and engaging content and taking the help of influencers by collaborating with them to enhance engagement with Gen Z consumers as this population are very actively follows influencers. By doing collaborations with influencers clothing brands can create purchase intentions by good brand image and engaging content. Clothing brands also need to be flexible and alert in terms of looking for new trends on social media and seeking feedback from customers for better service.

RECOMMENDATION

After completing our research study on the title of the influence of social media marketing of branded clothes on purchase intentions of Gen Z in Ahmedabad city. We have multiple things to recommend to the future researchers on the topic which are needed to be carefully researched in future. Below we are mentioning the things that we felt necessary to be researched:

1. Change in research design: After doing research study on this topic, we felt the lack of deeper and clear research which provides crucial factors. We strongly recommend that in future there should be done longitudinal studies so that future researchers can assess the changes happening on social media and networks and also track the change in purchasing behaviour of consumers over a period of time.
2. Studies within the region: while conducting the research, we felt the lack of studies done on the regional level or in small cities of different states of India. In the future, researchers should try to do research within small cities in India and also consider cultural variances which will give crucial information to clothing brands about how these regional differences or variances affect social media marketing's effectiveness of branded clothes.
3. Watch over emerging social media platforms: We recommend future researchers that in today's world, many of social media platforms are emerging from small to large scale. Their importance and reach to a variety of populations are increasing day by day, it is necessary for researchers to

continuously evaluate the progress of the different emerging social media platforms, as they can become an effective tool of communication between clothing brands and Gen Z.

4. Study with Qualitative Approach on the issue: We recommend the future researchers on this topic that while there are many existing studies available through quantitative methods done in past but we felt the lack of research through qualitative methods, qualitative research tools which includes focused group discussions and personal interviews to gain insights into consumer behavior, consumer preferences and needs are also efficient tools.
5. Psychological factors: We recommend Future researchers to study deeply on psychological factors that can influence the purchase intentions such as lifestyle, values and attitudes of the Gen Z to find out the influence of these factors on the purchase intentions of Gen Z in Ahmedabad city. The deep research study on these factors will provide clothing brands with important information and suggestions about how different segments within Gen Z responds to social media marketing done by clothing brands.

REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance*

- in E-commerce: Contemporary Issues & Challenges (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic

- Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer' s e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, Novemmber). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: EducreationPublishing .
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *NafionalConferenee on "Multidisciplinary Research in SocelalSeienes& Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of

Management Studies.

- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its

- Key Antecedents. JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42