

An Empirical Study on the Influence of Social Media Marketing on Online Clothing Purchases Across Different Demographic Groups

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Abstract- This study looks at how social media marketing affects how people buy things, focussing on demographic factors like age, income, and education. Using data from 200 people, the study uses descriptive statistics to look at patterns of behaviour and inferential tests (t-test and ANOVA) to test hypotheses about differences across groups. The results suggest that people are very interested in fashion material on social media. Most people prefer to shop for clothes online and are affected by trends and how much they cost. But hypothesis testing shows that there are no statistically significant differences in how people of different genders, incomes, or levels of education buy things. These data imply that social media marketing has a similar effect on people of all ages and backgrounds. The study helps us understand how digital marketing methods may be used in a wide range of situations without having to divide people into many different groups. It also shows how important price, perceived authenticity, and customer awareness are when buying clothes online.

Index Terms- Social Media Marketing, Consumer Buying Behavior, Fashion Engagement, Gender Differences, Income Impact, Education Level, Online Shopping.

I. INTRODUCTION

Social media has changed from a way to talk to people to a place where businesses can do business, build their brands, and market their products (Al-Nsour et al., 2025). Companies can use Facebook, Instagram, Twitter, and YouTube to market their products, talk to customers directly, and change their minds about what to buy. Social media marketing lets firms show targeted ads, use endorsements from influencers, offer customer assistance in real time, and build relationships with customers that are interactive (Chan et al., 2025). These methods not only make brands more visible, but they also affect how people think about items and decide whether or not to buy them (Alkhilafat et al., 2023)

Consumer behaviour is the way people think, feel, and act when they choose, buy, or use goods and services.

When it comes to social media, things like peer reviews, sponsored postings, brand storytelling, and digital convenience can all affect this behaviour (Gurung & Subedi, 2025). Marketers want to know what makes people engage with and buy products since more and more people are using social media to learn about and recommend products.

But people don't always react the same way to social media marketing. They are very different depending on things like gender, income, and level of education (Mao et al., 2025). For instance, men and women may understand brand messaging differently, be motivated to buy something by different things, or prefer different platforms. People with lesser incomes may be more likely to respond to sales and discounts, whereas people with higher incomes may be more interested in a brand's values and reputation (Siddiqui et al., 2025). The level of education can also affect how much critical thinking people use when looking at marketing content. For example, those with greater education may be more sceptical about brands or want more thorough information (Hanif et al., 2025).

Even if there is more and more research on digital marketing, we still don't know much about how these demographic factors affect customer behaviour on social media (Zhang, 2025). Most studies so far have treated consumers as a single group, ignoring the different ways that people of different ages, races, and genders behave (Sulistiani & Towpek, 2025; Dehyadegari et al., 2025). Because of this, marketers often make big campaigns that don't connect with important groups of customers (Tafolli et al., 2025).

This study tries to fill this vacuum by looking at how social media marketing affects people's buying habits in different ways, focussing on three important demographic factors: gender, income, and education. The research aims to provide light on how these elements affect how people think and act as consumers, and how firms may adjust their strategy to reflect this.

The results are intended to help make social media marketing more personalised and effective by making it more in line with the requirements and wants of different groups of people.

II. LITERATURE REVIEW

Social media has become an important marketing tool that changes how firms talk to customers and affect how they buy things. Unlike traditional advertising, social media marketing lets people talk to one other and get involved in real time, which has a big impact on what people choose to buy. Past research has shown that platforms like Facebook and Instagram may change what people enjoy by showing them customised material and getting them to follow their friends. However, not all consumers react the same way to social media marketing; their reactions typically depend on things like their gender, wealth, and level of education. There have been a lot of studies on general patterns in how people shop online, but not as many on how these specific demographic factors affect people's decisions to buy things online. This review looks at existing research on these variables to find patterns, gaps, and areas that need more research.

Mari et al. (2023) examined the impact of certain social media channels---namely Instagram, Facebook, and YouTube---on consumer buying behavior. They established through their study that social media channels can serve as marketing tools based on their visual nature, reach, and ability to allow direct interaction between brands and consumers. They found that the combination of promotional posts, real-time communication, and influencer marketing were major contributing factors to the way consumers attituded and, the next step, purchased. They highlighted that consumers appreciated content that was timely, personalized, or reflected personal values or interests. These factors created not only short-term engagement, but ultimately resulted in long-term consumer loyalty, whereby consumers viewed brands that provided consistent and relevant content as more relevant or trustworthy.

IA and GM (2023) studied gender-based perceptions of user experience, trust, and perceived risk related to social media use in the hospitality context. The study found important gender-specific differences. Women were more likely to believe that the online interactions that involved transacting, privacy, and data security were high risk and were also more sensitive to trust issues. Men were generally more satisfied with their user experience and more likely to feel confident interacting with hospitality brands on social media.

Trust is the most important issue and is a way to minimize risks for marketers, particularly if marketing to female audiences. In particular, marketing and advertising that addressed security and privacy concerns such as visible or signal security/protection (like logos or seal or commitment), clear data policies, or commitment to privacy issues, genuine customer service, or testimonials from other females could be used to gain trust. For males, improving the user experience by tapping into their preference for speed, simplicity, and convenience was much more likely to yield positive responses.

Suh et al. (2023) used a data-driven and scientific strategy to investigate the visual attention of men and women on digital ads in physical advertising spaces, referred to as place-based advertising. This study utilized eye-tracking tools and visual analytics to articulate fixed visual attention differences between men and women such as: men and women did indeed fixate considerably different from one another when processing visual stimuli. This particular study identified the women as more perceptually sensitive to contextual and emotionally expressive factors such as a human face, social context, or aesthetic arrangement. Women fixated more on emotionally embodied cues that contributed to meaning beyond the surface. The men fixated more than the women on utilitarian and informational cues such as characteristics of products or technical specifications and call-to-action text. In this study's case, an enricher, affordably emotionally engaging narrative and rich visual storytelling would better engage women, while more uncomplicated information highlights utility and efficiency as decision making drivers for men. Therefore, advertisers wishing to improve campaign performance can tap into this study, with men and women physiological characteristics to enhance the visual content based on specific visual attention characteristics.

Trivedi et al. (2023) expanded the income-based analysis by considering how it interacts with different demographic factors like age and gender to drive online impulse buying intention, with specific reference to fashion and clothing products. Their research revealed that a demographic of in young, cash-rich consumers was particularly likely to make impulse, emotion-fueled buys particularly when online spaces are dominated by algorithmic recommendations, flash sale reductions or influencer testimonials. In fact, the study found that such consumers were making purchases based on instant satisfaction, trend conformity, and social acceptance, rather than any real need. In addition, the gender differences were observed with

females demonstrating greater emotional response toward and involvement in online fashion activities. This behavior was associated with aesthetic pleasure, brand attachment and novelty seeking, which when exposed to personalize social media marketing, set them ablaze. These findings illuminate the relevance of immediacy of digital engagement, working with influencers and targeted messaging towards demographics for converting younger online shoppers.

2.1. Objective

- To examine whether there is a significant difference in consumer buying behavior influenced by social media marketing based on gender.
- To analyze the impact of income and educational levels on consumer responses to social media marketing and their buying behavior.

2.2. Hypothesis

H1: There is no significant difference in consumer buying behavior on social media marketing based on gender.

H2: There is no significant difference in consumer buying behavior on social media marketing based on income and education levels.

III. RESEARCH METHODOLOGY

3.1. Research Design

This study uses a quantitative, descriptive, and inferential research approach to look into how marketing on social media affects how people buy things. The study's goal is to find out if there are any big disparities in how people respond based on things like their gender, income, and level of education. I picked a cross-sectional survey method so that we could get primary data from respondents all at once. This design makes it easier to compare consumer behaviour across different social groups and to test hypotheses with the right analytical tools.

3.2. Sample and the Population

The demographic addressed for this study comprises those who regularly connect with social media platforms and are exposed to marketing content on sites such as Facebook, Instagram, Twitter, and YouTube. I used non-probability convenience sampling to choose the sample, which meant that we could include people who were easy to reach and willing to take part. This method worked because of time limits and the way online data collection works. I polled 200 people, who came from a wide range of gender identities, income levels, and levels of education. For both descriptive and

inferential statistical studies, this sample size was thought to be big enough.

3.3. Data Collection

I got primary data by using a structured questionnaire to find out how consumers felt about social media marketing and how it affected their purchase behaviour. To make sure everyone could take part, the questionnaire was sent out both online, using sites like Google Forms, and in print. The tool had closed-ended questions, and answers were recorded on a 5-point Likert scale that went from "Strongly Disagree" to "Strongly Agree." The questionnaire was divided into sections addressing demographic characteristics, frequency of social media use, interaction with online advertisements, and behavioral changes in purchase behaviours. This procedure gave us data that could be measured and used for statistical analysis.

3.4. Research Variables

The study looked at both independent and dependent variables. The respondents' gender, income level, and level of education were all independent variables. We chose them to see how they affect customer behaviour on social media. The dependent variable was how customers buy things; specifically, how social media marketing affects their decisions. The study wanted to find out if there are big disparities in behaviour across groups of people with different demographics by looking at how they answered questions.

3.5. Tools for Data Analysis

Using SPSS software, the data from the survey was carefully sorted and studied. We used descriptive statistics like mean, standard deviation, and frequency distributions to get a sense of the overall patterns in the data. We used inferential methods to test the hypothesis. We utilised an independent samples t-test to look at differences in consumer behaviour based on gender and a one-way ANOVA to look at differences based on income and education levels. When the ANOVA gave significant results, Tukey's Honest Significant Difference (HSD) post-hoc test was used to find out exactly what the differences were between groups. This multi-level study made sure that the proposed hypotheses were tested thoroughly.

IV. DATA ANALYSIS AND INTERPRETATION

This section examines all the facts on how social media marketing affects purchases. The chapter examines gender, income, and education-related behaviour. Descriptive statistics summarise major behavioural statements using frequencies, means, and standard deviations. We assess our hypotheses with independent samples t-tests and one-way ANOVA.

The results demonstrate how fashion, money, and education affect online clothing purchases. The results

are tabulated and discussed to help draw conclusions in the next chapter.

Table 1: (%) of Fashion Engagement Statistics with Mean and Standard Deviation

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S. D
I am influenced by fashion trends I see on social media.	2.4	4.0	12.9	67.1	13.6	3.8533	0.790
I prefer buying apparel online rather than from physical stores.	3.8	3.1	11.8	65.1	16.2	3.8689	0.853
I use social media more than my opposite gender to shop for clothes.	5.8	2.2	11.6	67.3	13.1	3.7978	0.903
I spend more time browsing fashion content on social media.	8.9	10.2	18.0	52.0	10.9	3.4578	1.098
My clothing style is influenced by celebrities or influencers.	3.1	9.8	22.7	55.6	8.9	3.5733	0.898

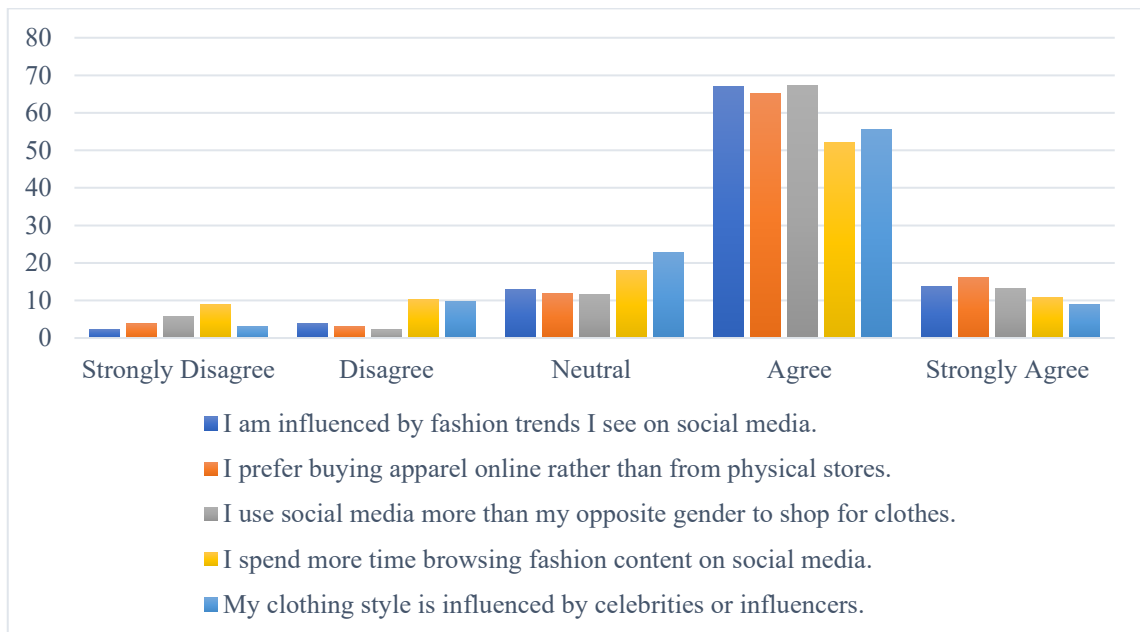


Figure 1: Graphical Presentation of (%) of Fashion Engagement Statistics

Table 1 shows that most people who answered agreed that social media has a big effect on how people act when it comes to fashion. The statement "I prefer buying clothes online rather than in stores" had the highest average score (3.8689), which suggests that social media users are becoming more dependent on e-commerce sites. There was also a lot of agreement about being affected by fashion trends (mean = 3.8533) and using social media more than the other gender for shopping (mean = 3.7978). These results show how important visual fashion content is and how men and women connect with it differently. However, the fact that people agreed less with the statement "I spend more time browsing fashion content" (mean = 3.4578) and that celebrities had a moderate effect on their fashion choices (mean = 3.5733) shows that people consume and personalise fashion content in different ways.

Table 2: Income-Affordability Fashion Statistics with Mean and Standard Deviation

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S. D
I look for affordable apparel options on social media.	3.1	4.2	14.4	64.0	14.2	3.8200	0.839
My income level limits my online fashion purchases.	4.0	3.8	11.8	66.7	13.8	3.8244	0.858

I buy more frequently during social media sales and promotions.	12.7	12.7	24.4	37.3	12.9	3.2511	1.209
I am willing to pay extra for exclusive apparel I find online.	4.9	14.7	16.2	50.4	13.8	3.5356	1.055
Higher income gives me more freedom to explore premium brands online.	12.2	15.1	23.3	35.1	14.2	3.2400	1.227

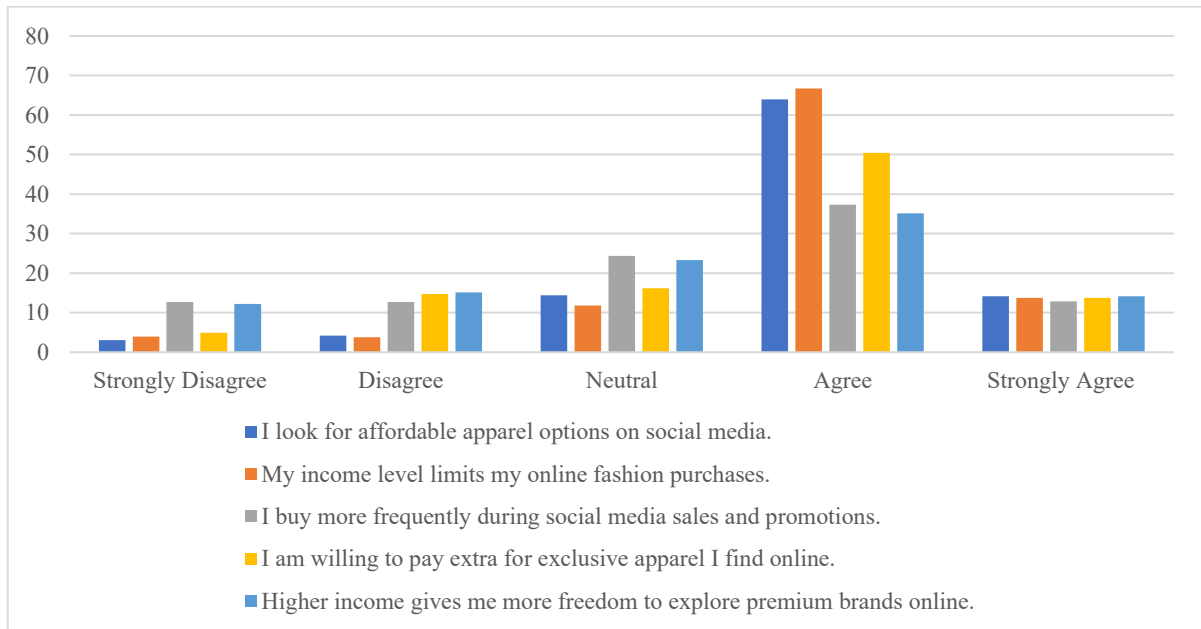


Figure 2: Graphical Presentation of Income-Affordability Fashion Statistics

Table 2 shows how important money is when it comes to buying clothes online. A lot of people agreed that their economic level hinders their ability to shop for clothes online (mean = 3.8244) and that they actively look for cheap clothes on social media (mean = 3.8200). The high average for relying on EMI and discounts (3.5356) shows that affordability is a major consideration. Statements about buying premium products (mean = 3.2400) and buying during sales (mean = 3.2511) had lower agreement, which means that not all customers respond the same way to promotional strategies. Overall, the table shows that people are more likely to buy things when they are aware of their wealth, thanks to social media marketing.

Table 3: Education-Based Fashion Behavior Statistics with Mean and Standard Deviation

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S. D
My level of education helps me critically assess apparel advertisements on social media.	3.3	3.1	10.2	69.8	13.6	3.8711	0.804
I compare product quality and brand reputation before buying clothes online due to my educational background.	8.0	11.3	17.3	51.1	12.2	3.4822	1.097
I am more aware of misleading or fake promotions on social media because of my education.	4.7	10.2	20.2	55.6	9.3	3.5467	0.959
I research more about apparel brands online before purchasing, influenced by my education level.	19.3	21.6	28.4	18.2	12.4	2.8289	1.281

My education has increased my trust in verified reviews and product ratings on social media.	4.0	5.3	18.7	62.7	9.3	3.6800	0.867
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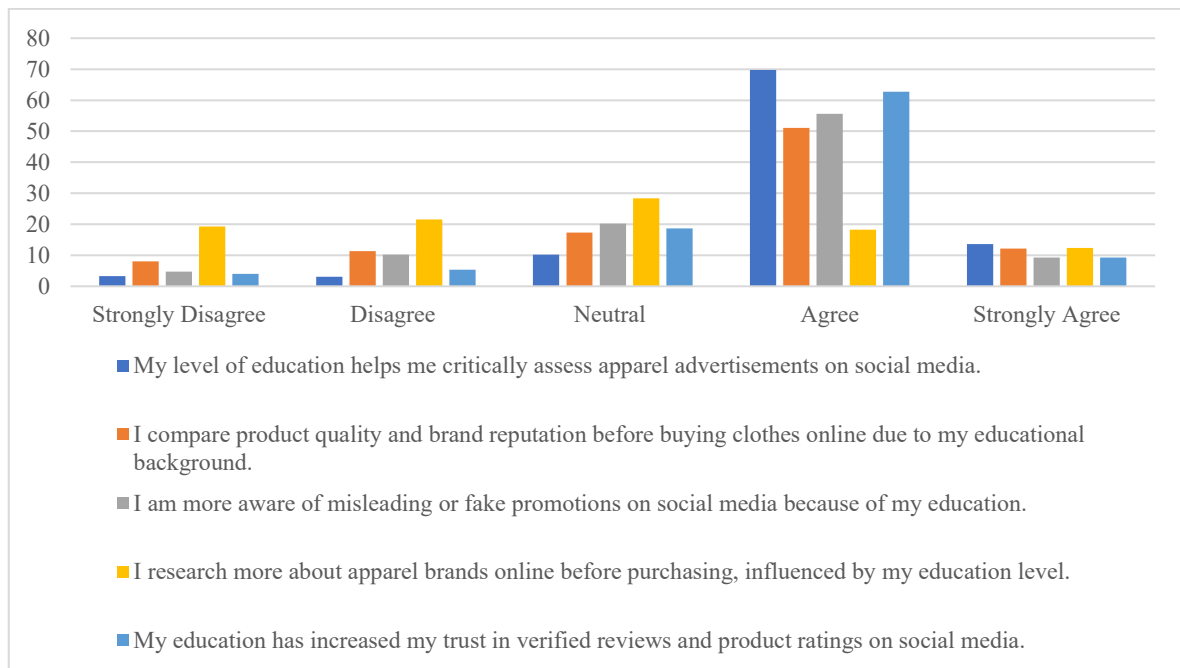


Figure 3: Graphical Presentation of Education-Based Fashion Behavior Statistics

Table 3 shows how the level of education affects decisions about buying clothes online. The statement "My level of education helps me critically assess apparel advertisements on social media" got the highest mean score (3.8711), which shows that most people who answered believe that education makes people better at understanding media. Respondents also trusted verified product reviews (mean = 3.6800) and preferred thorough product information (mean = 3.7867), which shows that they made their online purchases based on data. The statement "I research more about apparel brands before purchasing" got the lowest mean (2.8289), which suggests that even smart people don't always act on what they know. This shows that digital consumers know about things but don't do something about them.

Table 4: Hypothesis 1 – Gender-Based Difference in Buying Behavior

Hypothesis	Test Used	Test Statistic	p-value	Significance ($\alpha = 0.05$)
H1: No significant difference based on gender	Independent Samples t-test	-1.224	0.2215	Not Significant

Table 4 shows the results of the independent samples t-test that was used to find out if there were any differences between men and women in how they bought things based on social media. The p-value (0.2215) is higher than the usual level of significance ($\alpha = 0.05$), which means that there is ****no statistically significant difference**** in how men and women buy things. This means that social media marketing affects both men and women in the same way when it comes to buying clothes. Marketers can use gender-neutral tactics to reach more people.

Table 5: Hypothesis 2 – Income and Education-Based Differences in Buying Behavior

Hypothesis	Test Used	Test Statistic	p-value	Significance ($\alpha = 0.05$)
H2a: No significant difference based on income	One-Way ANOVA	1.106	0.3318	Not Significant
H2b: No significant difference based on education	One-Way ANOVA	0.077	0.9259	Not Significant

Table 5 shows the findings of one-way ANOVA tests that looked at how wealth and education levels affect

how people buy things. The p-values for income (0.3318) and education (0.9259) are both more than

0.05, which means that there is no statistically significant difference in buying behaviour between groups with different levels of income and education. Even if there are clear variations in the mean scores in descriptive statistics, these results show that the discrepancies are not strong enough to prove that the groups behave differently. So, social media marketing methods might work for people from all kinds of backgrounds, including those with diverse levels of education and income.

V. CONCLUSION

This study examined how social media marketing influences buying behaviour, focused on gender, income, and education. A quantitative method was utilised to analyse 200 people's responses using descriptive statistics and inferential tests (t-test and ANOVA). The findings demonstrate that social media strongly influences clothing shopping. Most respondents claimed internet trends touch them, they shop online, and they engage with fashion content. Things grew complex when affordability and educational awareness were considered. Most consumers are cautious about internet offers and opt for budget-friendly deals, but they don't always follow their own advice, especially when investigating high-end goods. Despite these findings, hypothesis testing demonstrated no statistically significant gender, wealth, or education differences in buying behaviour. Even though people's behaviours vary, social media marketing affects all demographic groups consistently. This allows marketers to plan their efforts using generic methods instead of demographic segmentation. The study concludes that social media changes how individuals buy garments and that pricing, authenticity, and consumer awareness drive digital fashion trade. Social media makes consumer choices more democratic because people of different genders, incomes, and education levels behave the same. Future research may examine platform-specific impacts, psychographic factors, and long-term behaviour patterns to build on these findings.

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