

# The influence of online short video formats on the shopping behavior of young women when buying their apparel

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## ABSTRACT

Online Short video formats are becoming extremely popular day by day. Especially in developing countries like India, which is a democratic country and where the cost of the internet is affordable to the middle class people of the country. The secondary data shows that Indian youth have been spending substantial amounts of time each day watching these short videos on platforms like Instagram, YouTube, etc. These short video formats are successful in creating an influence on young people and developing a connection.

Apparel is something that youth (young women) prefer to buy, referring to the latest fashion and trends in the market. Television and films used to be the major influencers of fashion among the youth. The place of Television & Movies is at a fast rate taken by these online short videos. (Are the young women in India getting influenced or getting clues/suggestions about latest fashion from short video formats?) Factors such as economic, social, cultural, gender, family background, and social media have a strong bearing on the dressing styles of youth.

In the said research paper, there is an attempt to identify the influence of online short videos on young women buying their apparel. The conclusion will be drawn using quantitative research methods. The research will also comment on the media usage habits of youth and their lifestyle.

**Keywords—Fashion, Apparel, New Media, Short Video Formats, Youtube, Instagram & Social Media**

## Introduction:

Fashion spreads and has a significant influence on people's thoughts. Teenagers use fashion as a means of social interaction, self-expression, and status. Teenagers' clothing choices mirror their ideal self-perception. Internet, television, and the media are the main forces behind the mass diffusion of fashion. Young people express themselves by dressing nicely in a variety of fashions, hues, and labels. Youth dressing habits are greatly influenced by a variety of factors, including social media, gender, familial history, and economic, social, and cultural factors. Teenagers frequently look up to and emulate celebrities.

With the quick development of the internet, the promotion and use of brief video formats has had a significant impact on people's daily lives, including food, fashion, styling, entertainment, and commerce. Particularly the younger generation is overly drawn to the quick video formats that are available online. The little video was created using a Vine program that was made available by the US in 2009. Within 10 seconds, users may use the software to produce videos that they can upload to social media sites. Nowadays social media like Instagram and youtube provide the facilities to upload the short videos. Due to this the content is becoming more liberal.

For decades Media has been creating a strong influence on young minds in making choice of their fashion apparels. William James once said, human person is composed of three parts - Soul, Body & Clothes. In current time its the short -video formats is creating an impact. During pandemic (2020-21)

highest consumption and influence of TV was recorded in the city of Mumbai. (by BARC & Nelson). This report Highlights the consumption of TV by the mass. Simultaneously there was a research report published by Tanushree Basuroy on video consumption habits of the youth revealed that about 82 percent of Gen-Z respondents watched TV content and entertainment videos online.(2020-21).

In the light of above two research works it would be interesting to find the influence on young women who are involved with fashion. Women, compared to men, indicate greater interest in clothing (Kwon, 1997). A study conducted by Wan Fang (University of Minnesota) in 2001 indicates that Women showed greater level of fashion consciousness than men. New media usage is becoming popular in youth, Hence faculties from Media and textile came together to find out 'What are the media usage habits of young women & its influence in contemporary times on buying decisions of their apparels.

### **Literature Review:**

Institute of Governance, Policies & Politics (IGPP) in association with Social Media Matters (SMM) and Youth Online Learning Organization (Yolo) recently conducted a survey on "Patterns of Internet Usage Among Youths In India." The report revealed that majority of the youth spends an average of 5 hours per day watching content on social media, youtube and OTT platforms. It is also revealed that the group 18 to 25 spends majority of their time on internet watching Instagram reels and youtube shorts. The study clearly reveals the growing popularity of short-video formats among the youth.

Similarly new media is creating a direct influence on the behavior of the people

A study on shift in consumer mindset amongst restaurant-goers in Mumbai with the rise of new media" Conducted by Nikita Hiwalkar & Rajvi Chheda in the year 2021 revealed that the choice of restaurant to have food was influenced by new media. People get influenced by the comments and the information people pass on social media and try to follow the trend.

Labour, New Media and the Institutional Restructuring of Journalism' research done by James Campton & Paul Benedetti in UK in the year 2011, deals with the influence of new media on labour laws of the country. People were exposed to strong views on new media and it had an impact on people's perception, which lead to the change in the labour laws. These research papers clearly highlight the influence of new media on the behaviour of people.

young generation refer to the new media to make right buying decisions.

Exploring how social media platforms influence fashion consumer decisions in the UK retail sector' a study in UK by Jill Nash. She tried to find levels social media (SM) platforms that are influencing consumer decision-making process for Generation X and Y consumers in the retail fashion environments by using qualitative methods. Its was not only the social media but other cultural and environmental aspects also had the influence in decision making process.

Similarly, a study conducted by Hwei T. in 2022, on factors affecting clothing purchase intention in mobile short video apps it was concluded that media interactivity has a 'positive impact' on perceived value, immersion experience and purchase intention. Hwei T., also emphasised in his study that when consumers buy clothes in mobile short-video apps, the involvement of media interaction performance improves consumers' perceived value of products.

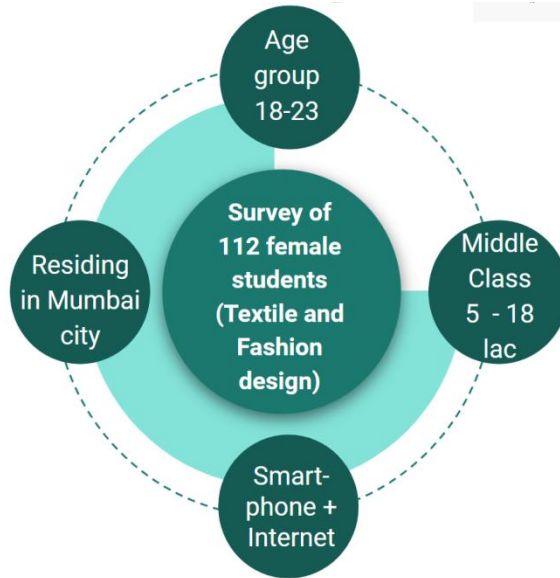
### **Methodology:**

With a descriptive research approach two faculties from dept. of Media and Textile came together for the said research.

Following are the steps followed:

- A Convenient sample size was identified and a Survey was conducted on 112 female students of Textile & Apparel Design from SVT College of Home Science, Mumbai, of age group between 18 to 23.
- All the respondents belong to the Middle income group (5 Lac to 18 Lac) All owned a smartphone with internet facility.

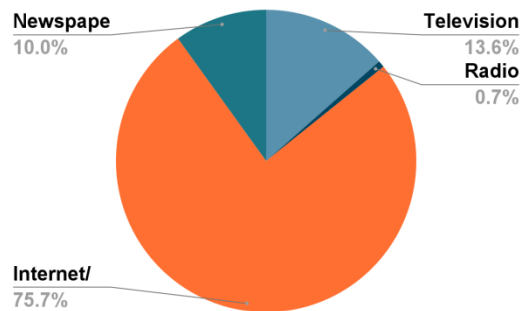
- The Questionnaire was prepared by using google forms, data was collected after a pilot study in the 2nd week of July 2023.
- The researcher got all the information field from the students and guided the students where ever there was confusion. Care was taken that all the respondents complete the info. and submit the same.



**Fig 1. Stakeholders and their relationship**

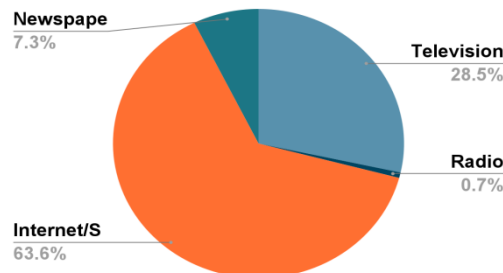
Following are the few main questions asked and its data analysis apart from Demographic information:

1) Which media provides latest update on fashion?



**Fig 2.**

2) Which is the preferred media for entertainment requirements?



**Fig 3.**

3) What kind of social apps do you use for watching trending short videos or reels

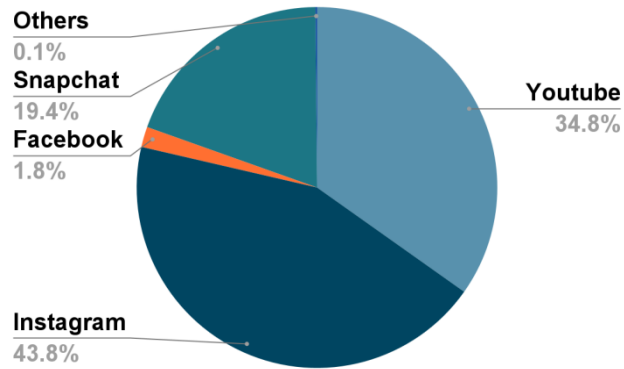


Fig 4.

4) What kind of videos or which genre of video you prefer to watch?

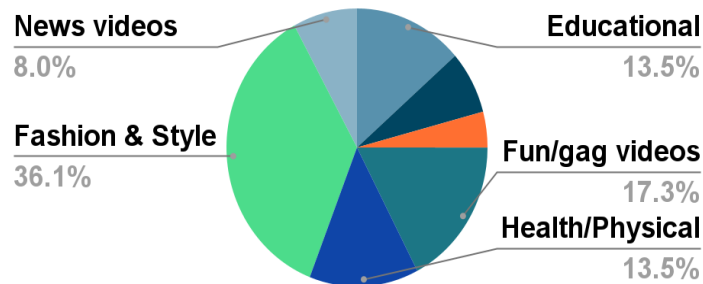


Fig 5.

5) Do you agree that the video makers or the lead characters follow latest trends of fashion?

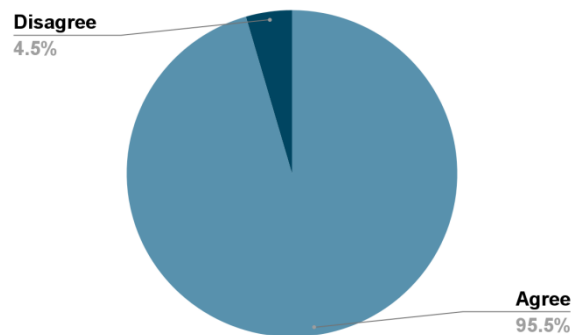


Fig 6.

6) If you like the attire of the character in any video, do you like it because of the positive comments received on it?

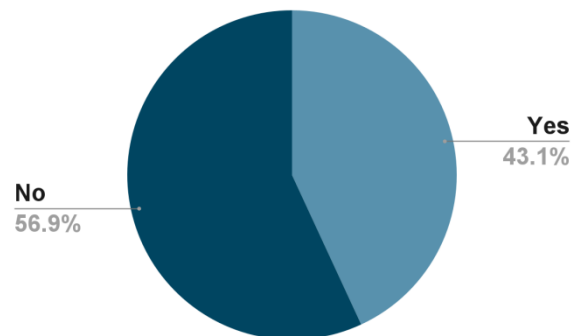


Fig 7.

7) Does these short trending fashion videos help you make opinions about the latest fashion?

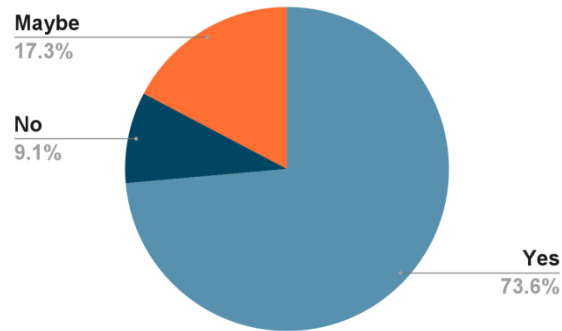


Fig 8.

8)How often do you make your buying decisions of an apparel on the basis of comments that a character/video maker gets?

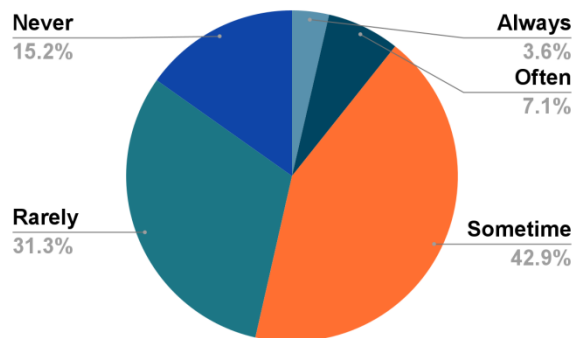


Fig 9.

9) Do you also create a video for the apparel that you purchased online after getting influenced by the short videos and reels?

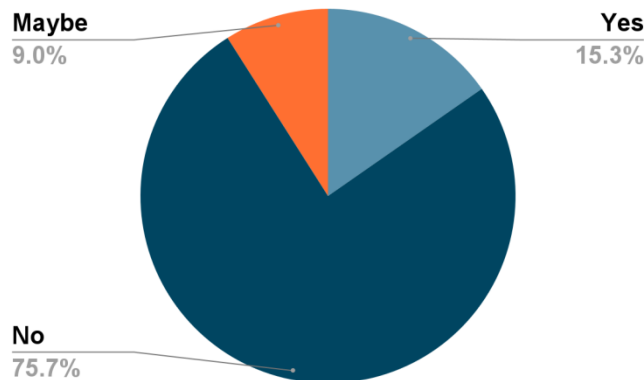


Fig 10.

**Final results or findings:**

- 86.6 percent of the respondents preferred internet (Social Media) for there entertainment requirements
- Maximum usage of internet is for watching videos & reels (62.5%) and Social Media (59.8)
- Instagram(86.6%) and Youtube(68.8%) is the most popular platform for watching videos.
- As all the respondents were the students of Textile design they watch maximum video content related to Fashion & Style (92.9%) followed by Fun Videos(44.6)
- 95.5% of the respondents believe that the Video Makers or the characters follow the latest trends of fashion and are influenced by it.

- 43.1% of the respondents get influenced by the attire of the lead characters due to the positive comments received on it
- 73.6% of the respondents believe that these short trending fashion videos help you make opinions about the latest fashion and influence their buying decisions.
- 42% of the respondents make their buying decisions of an apparel on the basis of comments that a character/video makers gets
- Only 15.3% of the respondents create a video for the apparel that they had purchased after getting influenced by the short videos and reels. Majority of the respondents don't like to make their videos.

**CONCLUSION:**

- 1) The Z generation young women of Mumbai involved in fashion spends 1-2 hours a day (approx) on social media platforms like Instagram.
- 2) Reels & short videos on instagram & youtube platform prevail to fulfill the entertainment requirements over TV and other traditional media available.
- 3) The young women believe that the video makers have a better sense of fashion & they are highly influenced by video-maker and lead characters.
- 4) There is a presence of proof to validate that short video formats and reels influence the buying decisions for apparels made by young women belonging to the field of Textile & Fashion Design.
- 5) Majority of the young women like to see the short format videos created and posted by others for the apparel they had purchased, but are not very keen on creating a video of themselves and posting it. However, sometimes they dont mind sharing the videos to others.

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