

IMPACT OF SOCIAL MEDIA ON FEMALE TWEEN'S PURCHASING BEHAVIOR OF STYLE WEARS IN INDIA

¹APARAJITA P. SINGH & ABHA PUROHIT²

¹Research Scholar, Jodhpur National University, Rajasthan, India

²Research Guide, Jodhpur National University, Rajasthan, India

ABSTRACT

The present study focuses on the impact of the Social Media on the spending pattern on style clothing of female tweens in the age group between 8 and 12 years. The study was carried out based on a structured questionnaire to analyse the purchasing pattern of this group. A quantitative data analysis was done based on the qualitative responses from the interviews conducted. It is observed that this stage is highly style sensitive. The results of the study reveal the major decisive factors that surface while buying are based on parental and peer group endorsement, and the purchasing of style items is strongly influenced by its appearance and its overall look. The study revealed that the respondents were prepared to spend on purchasing branded wears, while placing a high emphasis on the product being deemed as cool. The study has been of extreme relevance in the present scenario and could be used by the commercial style retailers, marketers for their advertisement and campaigns to target the female Tween's category that falls under the mentioned age group.

KEYWORDS: Tween, Social Media