

## THE INFLUENCE OF SOCIAL MEDIA ON GEN Z's FASHION DISCOVERY IN INDIA: TRENDS, PERSONALISATION, AND CONSUMER ENGAGEMENT

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### ABSTRACT

**Purpose:** The study examines the impact of social media platforms on fashion discovery within Generation Z in India. It analyses the influence of social media platforms on fashion discovery and how Gen Z users employ them to explore new styles and brands. The research also examines the influence of personalisation in cultivating brand loyalty. The objective is to comprehend the developing interplay between social media, fashion discovery, and brand loyalty in the rapidly changing Indian market.

**Design/methodology/approach:** The study uses a descriptive and analytical approach to gather data from both primary and secondary sources. Primary data was collected through a structured questionnaire to 384 respondents, using a 5-point Likert scale. The study employed Stratified random sampling targeting Generation Z and Secondary data is sourced from papers, journals, and websites. The sample size was calculated using Cochran's technique, ensuring generalization at a 95% confidence level, with a 5% margin of error. Data analysis is conducted, using both descriptive and inferential statistical techniques. Descriptive statistics include charts and tables for data visualization, while inferential statistics involve simple linear regression analysis and Spearman correlation. A pilot study with 50 respondents confirmed the reliability of the measurement scales (Cronbach's Alpha = 0.930, 12 items), ensuring measurement consistency.

**Findings:** The study reveals a significant positive impact of social media on fashion discovery among Gen Z in India. Participants actively research trends on Instagram, YouTube, and Pinterest. Furthermore, the study also validated the positive relationship between personalisation and brand loyalty. Generation Z consumers exhibit a higher inclination for brand loyalty when provided with Personalised experiences.

**Practical Implications:** These findings offer valuable insights for fashion brands by understanding the role of social media in fashion discovery, brands can optimize their online presence to effectively reach this demographic. Investing in Personalised content, can also significantly enhance brand loyalty.

**Originality/Value:** This research focuses on the Indian Gen Z market, providing valuable insights for brands. It explores the interplay of fashion discovery, brand loyalty, social media, and personalisation, contributing to a deeper understanding of consumer behavior.

**KEYWORDS:** Social Media, Fashion Discovery, Generation Z, Brand Loyalty, Indian Fashion Brand.

**JEL Classification:** M31,D12 , L67

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### Introduction

In the current digital era, social media's quick development as powerful marketing and communication tools has drastically changed how customers interact with brands (Chowdhury et al., 2024<sup>i</sup>, Hudson et al., 2014<sup>ii</sup>). Among the numerous social media platforms that have democratized access to fashion trends, styles, and brands, Instagram, Youtube and Pinterst stand out as the most popular,

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enhancing the engagement and enjoyment of window shopping for consumers (Gurrieri et al., 2024<sup>iii</sup>). Influencer marketing and user-generated content have evolved, introducing more complexity to the already intricate digital marketing setting. Consumer choices in the fashion retail sector are significantly impacted by social media marketing (Nash, 2019<sup>iv</sup>). Understanding the influence of social media advertising on customer behavior is essential for both theoretical and practical applications in the digital era.

Gen Z's fashion discovery in India, is defined by the combination of digital engagement, personalisation, and customer engagement (Kaur et al., 2024<sup>v</sup>, Singh et al., 2023<sup>vi</sup>). Personalisation (Coelho & Henseler, 2025<sup>vii</sup>) is essential for fostering brand loyalty, as it aligns brand attributes with consumer preferences and self-perception. This alignment cultivates a stronger emotional bond, thereby improving both attitudinal and behavioral loyalty. The notion of brand personality, which entails assigning human characteristics to brands, is fundamental to the process of personalisation. Brands can develop a loyal customer base by aligning with consumers' personal characteristics and values (Shanahan et al., 2018<sup>viii</sup>). This paper examines the aspects of brand personality and its influence on brand loyalty.

This study aims to investigate the impact of social media on fashion discovery (Barbe & Guisard, 2024<sup>ix</sup>) among Generation Z in India, focusing on how these digital platforms affect consumer decisions and brand loyalty. This research examines the relationship among social media, personalisation, (SuryatiSuryati et al., 2023<sup>x</sup>) and fashion engagement, offering insights for fashion brands aiming to enhance their digital strategies and engage effectively with this evolving consumer demographic.

## Literature Review

### Social Media on Fashion Discovery Among Generation Z in India

Brands are increasingly prioritizing marketing strategies directed at Gen Z, as this demographic plays a vital role in the contemporary digital landscape (Zaka & Al-Juboori, 2023<sup>xi</sup>). Generation Z, constitutes a significant consumer demographic with unique traits and preferences that are transforming marketing strategies. Their familiarity with technology, understanding of social issues, and changing purchasing behaviors require a transition from conventional marketing strategies.

Many studies have examined the factors that affect Gen Z's shopping and purchasing decisions. (Salam et al., 2024<sup>xii</sup>) indicate that Generation Z prefers brands that exhibit dedication to social issues, environmental sustainability, and ethical practices. (Matsa Prasanna, 2024<sup>xiii</sup>) emphasizes Gen Z's (Bardey et al., 2022<sup>xiv</sup>, Bunea et al., 2024<sup>xv</sup>) significant dependence on technology and social media. They prefer, visually appealing content and prioritize authenticity, diversity, and social responsibility. Social media significantly influences (Ayob et al., 2023<sup>xvi</sup>) the purchasing decisions of Generation Z. (Siregar et al., 2023<sup>xvii</sup>, Dai et al., 2024<sup>xviii</sup>) utilize the uses and gratifications theory to examine the influence of social media on the fashion choices of Generation Z. Research indicates that Generation Z employs social media for connection, entertainment, and information acquisition, placing significant importance on visual content. (Waworuntu et al., 2022<sup>xix</sup>) investigated the impact of social media marketing (SMM) on brand perception and purchase intention (Gunawan et al., 2023<sup>xx</sup>) and the findings indicate a significant positive correlation among social media marketing (Djafarova & Bowes, 2021<sup>xxi</sup>), brand image, and purchase intention, with brand image serving as a mediating variable. (Le & Ngoc, 2023<sup>xxii</sup>) examined the influence of social media peer interactions on the online shopping behaviors of Generation Z consumers. Their research demonstrates that social media has a substantial impact on online shopping intentions, underscoring the essential function of social networks in influencing consumer behavior. (Vavrová, 2024<sup>xxiii</sup>) examines the extensive influence of social media on the fashion industry, encompassing aspects of design and consumer behavior. Similarly (Mishra et al., 2024<sup>xxiv</sup>), highlights the significant impact of social media on everyday life, especially among youth, and its transformative role in traditional advertising practices.

Further research is necessary to understand the long-term effects of social media on Gen Z's brand loyalty. An in-depth analysis of the relationship among social media, brand values, and the purchasing behaviors of Gen Z is crucial, particularly in light of the swift changes in digital trends. This research gap prompts the formulation of the following hypothesis:

**H<sub>a1</sub>:** Social media positively influences fashion discovery among Gen Z consumers in India.

### Personalisation and Brand Loyalty

Personalisation has become a crucial strategy in modern marketing, greatly affecting brand loyalty and perceived quality. (Shanahan et al., 2018<sup>xxv</sup>) investigated that personalisation improves brand loyalty by fostering familiarity and relevance. This approach enhances customer engagement and increases perceived quality, thereby promoting brand loyalty. (Indrabrata & Balqiah, 2020<sup>xxvi</sup>) also examined brands on Instagram, highlighting that perceived personalisation enhances brand loyalty by aligning with customers' self-expressive needs. Similarly, (Obiegbu & Larsen, 2024<sup>xxvii</sup>) give an experiential perspective on personalisation, indicating that tailored social media content boosts brand loyalty (Tran et al., 2024<sup>xxviii</sup>) by matching consumer tastes and expectations. This tailored engagement fosters an emotional bond, increasing consumer loyalty to the brand. Further, (Tran et al., 2020<sup>xxix</sup>) utilized the Technology Acceptance Model (TAM) to illustrate the relationship between personalisation in branded applications and value co-creation, subsequently leading to increased brand loyalty. (Tran et al., 2022<sup>xxx</sup>) similarly found that value co-creation via branded apps enhances perceived quality, thereby reinforcing brand loyalty through tailored experiences that align with individual customer preferences. Advancements in artificial intelligence have resulted in more sophisticated personalisation, which enhances customer satisfaction and brand loyalty. (Coelho & Imamović, 2025<sup>xxxi</sup>) investigated AI-driven personalisation demonstrating that Personalised product recommendations enhance customer satisfaction and promote brand loyalty. Furthermore, (Ayuni, 2019<sup>xxxii</sup>), examines that service personalisation improves customer perceived value and brand trust, which are essential for fostering loyalty.

Personalised online promotions effectively retain customers by providing relevant offers tailored to individual preferences. (Zalova & Karaduman, 2018<sup>xxxiii</sup>) examined the effects of Personalised online promotions, revealing that these targeted marketing strategies substantially improve consumer loyalty by fostering a sense of value and understanding among customers. Personalisation enhances brand loyalty across multiple digital platforms, such as social media, branded applications, and online promotions. Although substantial research has shown the beneficial effects of personalisation (Tran et al., 2017<sup>xxxiv</sup>) on brand loyalty, there is a paucity of data regarding the influence of these methods on various customer demographics, including Gen Z. This research gap leads to the following hypothesis for our study:

**H<sub>a2</sub>:** Higher level of personalisation has a significant effect on Gen Z's brand loyalty toward Indian fashion brands.

### Literature Gap

The literature highlights the impact of social media (Barbe & Guisard, 2024<sup>xxxv</sup>) on consumer behavior (Capucac Christine B et al., 2024<sup>xxxvi</sup>) and personalisation in marketing (Chandra et al., 2022<sup>xxxvii</sup>, Dawn, 2014<sup>xxxviii</sup>). However, there is a lack of research on understanding how these factors specifically influence the fashion discovery among Gen Z consumers in India. Existing research has extensively examined the Western markets, resulting in a considerable study gap on the swiftly developing Indian fashion business. Moreover, although personalisation is acknowledged as a significant factor in fostering brand loyalty, there is a paucity of research regarding its effects on Generation Z (Dobre et al., 2021<sup>xxxix</sup>). The study explores the positive impact of social media on fashion discovery among Gen Z in India. Furthermore, the study also investigates the relationship between personalisation and brand loyalty.

### Objectives

In light of the research gap, this study aims to achieve the following objectives:

- **Objective 1:** *To examine the impact of social media on fashion discovery among gen z in India*
- **Objective 2:** *To analyse the effect of personalisation on Gen Z's brand loyalty toward Indian fashion brands.*

### Research Methodology

This study uses an *integrative methodological approach* to explore the influence of social media in fostering fashion discovery and the impact of personalisation in creating brand loyalty (Ishak & Abd. Ghani, 2013<sup>xl</sup>) for Gen Z. It uses both *descriptive* and *analytical* techniques to evaluate the characteristics and attitude of the demographics towards fashion industry (Jain et al., 2014<sup>xli</sup>). Analytical techniques include various tests which help in assessing the *role of social media in facilitating fashion discovery among Generation Z* (Knuc et al., 2024<sup>xlii</sup>), the relation between personalisation and brand loyalty,

revealing how active consumer interaction with brands fosters emotional connections. Data visualization tools facilitated the accessibility of findings for both academic and managerial audiences. This comprehensive approach provides a nuanced comprehension of the the fashion discovery of Gen Z in Indian fashion market.

### **Sampling Technique and Sample Size Calculation**

The target group for this study consists of Gen Z as a consumers group who actively interact with Fashion brands. A stratified sampling method was utilized to guarantee a varied representation of participants across demographic factors such as age, gender, educational attainment, and social media engagement. This methodology enabled the research to obtain a comprehensive perspective on consumer behavior patterns.

Cochran's method was utilized to ascertain the optimal sample size, presuming an unlimited population owing to the extensive potential pool of consumers. Utilizing a 95% confidence level, a 5% margin of error, and an expected variability ( $p = 0.5$ ), the determined sample size was 334. The final sample size was investigated of 384 respondents, which is statistically significant for identifying medium effect sizes with 80% power.

Data were collected using an online structured questionnaire. The questionnaire assessed key metrics including Gen Z social media engagement with fashion brand, and consumer loyalty to brands emphasizing personalisation. Responses were measured on 5-point Likert scale from Strongly Disagree (1) to Strongly Agree (5), ensuring a deeper understanding to capture detailed attitudes and behaviors. Additionally, demographic information include age, gender, education, occupation, and fashion awareness was collected to enhance the contextual comprehension of the results.

The Data was analyzed using SPSS. *Regression Analysis* is used to investigate the impact of social media on Gen Z fashion discovery. *Spearman Correlation* assessed the relation between personalisation and brand loyalty. Excel facilitated the creation of interactive visualizations, providing a clear and intuitive representation of data trends and patterns.

A pilot study involving 50 respondents was conducted before the primary data collection to assess the reliability and clarity of the questionnaire. The reliability statistics revealed Cronbach's Alpha ratings of 0.932 for perceived social media in fashion discovery and 0.943 for personalisation, indicating excellent internal consistency.

### **Statement of the Problem**

Social media has changed consumers' hunt and interaction with fashion in the fast changing digital landscapes. Digital platforms greatly impact Generation Z in India (Kaur et al., 2024<sup>xliii</sup>), known for their tech-savvy nature and frequent social media interaction, in their fashion discovery path. The extent to which social media influences their brand loyalty and fashion choices, however, is unexplored. Furthermore, even if personalisation has been identified as a strong marketing strategy, its effect on brand loyalty among Gen Z consumers in the Indian setting is yet understudied. The objective of this study is to bridge this gap by examining the impact of social media on the discovery of fashion and the role of personalisation in fostering brand loyalty among Generation Z (Patel et al., 2025<sup>xliiv</sup>, Prakash et al., 2025<sup>xliv</sup>) consumers in India..

### **Scope of the Study**

This study aims to delve deeply into how Gen Z consumers in India use social media (Priya & Vijay, 2024<sup>xlvi</sup>) to discover new fashion trends. The research also looks at how personalisation (Sartortt et al., 2020<sup>xlvii</sup>) might help these consumers develop brand loyalty. Targeting Generation Z consumers all around Bangalore region, ensuring a comprehensive understanding of the diverse cultural and social influences on fashion discovery. Moreover, the study offers useful information for fashion companies to ensure that they may maximize their digital marketing strategies by using social media (Shah & Asghar, 2023<sup>xlviii</sup>) and customizing to improve consumer involvement and brand loyalty. Through addressing these important areas, the study seeks to provide insightful analysis of the changing dynamics of social media marketing inside the Indian fashion sector.

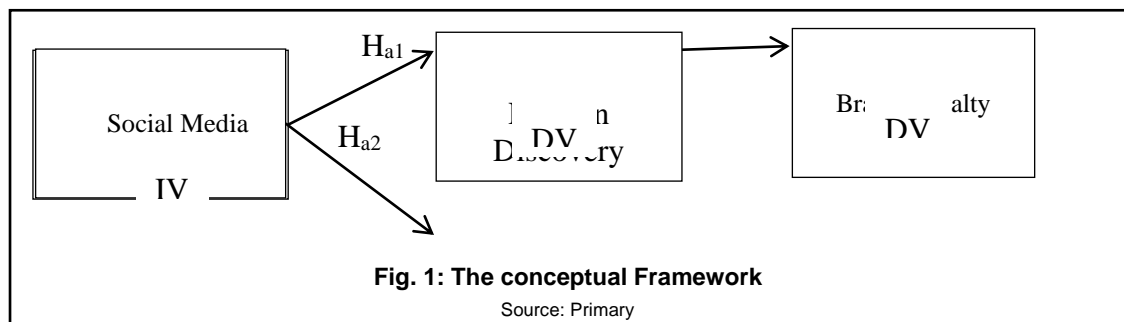
### **Significance of the Study**

The significance of this study lies in its intricate contributions to both academic literature and practical applications within the fashion industry. This study's importance stems from its diverse contributions to scholarly literature as well as real-world applications in the fashion sector. Theoretically, it

expands the comprehension of digital consumer behavior in an underrepresented market by bridging the knowledge gap regarding the influence of social media and personalisation on fashion discovery and brand loyalty among Generation Z consumers in India. The findings will also help Indian fashion brands strategically use social media to boost brand visibility and engagement. Brands can improve their marketing tactics to more effectively connect with Gen Z consumers by comprehending how personalisation (Shen, 2014<sup>xlix</sup>) promotes brand loyalty. The study also provides useful information on personalisation and social media influence on this Gen Z (Singh et al., 2023<sup>l</sup>) purchasing habits and brand loyalty. By concentrating on Indian Gen Z consumers, the study recognizes the distinct social and cultural factors that impact consumer behavior (Sjahrudin & Adif, 2024<sup>li</sup>) and offers perspectives that are beneficial to fashion brands looking to enter or grow in the Indian market (Soni & Vohra, 2021<sup>lii</sup>). Furthermore, this study encourages more investigation into other consumer group to understand complex relationships among social media, personalisation, and brand loyalty, laying the foundation for future studies on digital consumer behavior, particularly in emerging markets. This comprehensive study offers fashion brands with the necessary knowledge to navigate the rapidly changing digital landscape and engage with India's influential Gen Z consumer segment.

**Research Variables and Conceptual Framework**

**The Conceptual framework**



**Pilot Study**

Cases	N	%
Valid	50	100
Excluded	0	0
Total	50	100

Source: Primary

Sl. No	Variables of the Study	Cronbach's Alpha	No. of Items
1.	Social Media impact on Gen Z Fashion Discovery	0.932	12
2.	Personalisation and its influence on Brand Loyalty	0.943	14

Source: Primary

The reliability test Table 2, shows high internal consistency for both constructs, with Cronbach's Alpha values of 0.932 and 0.943, indicating excellent reliability. All 26 items across the two variables were retained for further analysis. This confirms that the questionnaire used is reliable for measuring social media and personalisation in fashion discovery and brand loyalty.

**Data Analysis**

**Objective 1:** To examine the impact of social media on fashion discovery among Gen Z in India

**H<sub>a1</sub>:** Social media positively influences fashion discovery among Gen Z consumers in India.

**Hypothesis analyzed and tested using Simple Linear Regression Test**

Social media influence on fashion discovery	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
a.	0.227	384	.0	0.836	384	.0

Source: Primary

**Social Media impact on Gen Z fashion Discovery In India**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.873	0.763	0.761	0.43

a. Predictors: (Constant), Social Media

Source: Primary

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	119.6	1	119.6	644.5	0
	Residual	37.1	382	0.2		
	Total	156.7	383			

b. Predictors: (Constant), Social Media

c. Dependent Variable: Fashion Discovery

Source: Primary

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	0.70	0.10		5.9	0.00
	Social Media	0.81	0.0	0.87	25.4	0.00

a. Dependent Variable: Fashion Discovery

Source: Primary

**Interpretation**

X-axis- Independent variable = Social Media

Y-axis Dependent variable = Fashion Discovery

The Table 4(a) examine the relationship between the social media and fashion discovery of Gen Z for Indian fashion brand. The model summary shows a **strong relationship between the predictor and outcome variables**, a large portion of the variation in Gen Z fashion discovery can be accounted for by the regression model ( $R = 0.873$ ). The **R-square value (0.763)** suggests that **76.3% of the variation** in fashion discovery is explained by the model. Furthermore, the confirmed adjusted value of 0.761 shows that this association is strong and unaffected by the number of predictors in the model.

Table 4(b) ANOVA evaluate the regression equation used to understand how social media influence fashion discovery among Gen Z consumers in India. The sig 0.000 i.e  $p < 0.005$  (F-statistic of 644.5) underscores the predictive power of the regression model, validating the importance of social media influence in fashion discovery among Gen Z consumers in India.

In Table 4(c), provides additional clarification regarding the correlation. The regression constant was (0.70) indicating that there is a direct relationship between the implementation of social media and the Gen Z fashion discovery of Indian fashion brand. According to model results, Social media vary by 0.81 per unit change in Gen Z fashion discovery.

The null hypothesis ( $H_{01}$ ), which states that social media do not positively influences fashion discovery among Gen Z consumers in India., is rejected since the p-value is less than 0.05. The alternative hypothesis ( $H_1$ ) is accepted, that claim Social media positively influences fashion discovery among Gen Z consumers in India.

**Objective 2:** To analyse the effect of personalisation on Gen Z's brand loyalty toward Indian fashion brands.

**H<sub>a2</sub>:** Higher level of personalisation has a significant effect on Gen Z's brand loyalty toward Indian fashion brands.

**Hypothesis analyzed and tested using Spearman Rank Correlation Test**

Personalisation effect on brand loyalty	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
	0.258	384	0	0.814	384	0

a. Lilliefors Significance Correction

Source: Primary

**Effect of Personalisation on Gen Z Brand Loyalty towards Indian Fashion brands.**

			<b>Persoinalisation</b>	<b>Brand loyalty</b>
Spearman's rho	Persoinalisation	Correlation Coefficient	1	0.668
		Sig. (2-tailed)	.	0
		N	384	384
	Brand loyalty	Correlation Coefficient	0.668	1
		Sig. (2-tailed)	0	.
		N	384	384

\*\* . Correlation is significant at 0.05 level (2-tailed).

Source: Primary

**Interpretation**

According to Table 6, Personalisation is positively correlated with Gen Z brand loyalty towards Indian fashion brand, as evidenced by a 0.668 increase. This implies that Gen Z brand loyalty toward Indian fashion brand become more favorable as personalisation increases. The statistical significance of this result is confirmed by the significance level ( $p = 0.000$ ), which is less than 0.01, and the probability of this correlation occurring by coincidence is exceedingly low.

From the correlation analysis between personalisation on brand loyalty towards Indian fashion brand reveals a strong positive relationship, with a Spearman's rho correlation coefficient of 0.668. This indicates that as personalisation increases, Gen Z brand loyalty towards Indian fashion brand become more favorable. Additionally, the significance value ( $p = 0.000$ ) suggests that this relationship is statistically significant, meaning it is highly unlikely to have occurred by chance. With a sample size of 384 participants, the data provides robust evidence supporting the study's hypothesis. Therefore, these findings align with the Hypothesis ( $H_{2a}$ ) which asserts that the Higher level of personalisation has a significant effect on Gen Z's brand loyalty toward Indian fashion brands.

**Research Implications**

- **Theoretical Implications**
  - Our study extends to the Theory of Consumer Behavior Literature: By integrating social media impact on fashion discovery among Gen Z in India, an emerging economy that has been rather understudied relative to Western markets. This extension provides a more comprehensive understanding of the cultural and regional aspects influencing digital interaction with fashion companies.
  - Integration of Gratifications Theory: Our finding suggest that social media functions as a principal resource for fashion exploration and purchasing choices among young consumers. It emphasizes that Gen Z employs social platforms not merely for entertainment and interaction, but also as an essential instrument for fashion exploration and brand involvement.
  - Development of personalisation in Building Brand Loyalty framework: Our study contributes to the development of personalisation in Building Brand Loyalty framework that can be used understanding the complex relationships between personalisation and brand loyalty offering a structured framework for future research in this domain.
- **Practical Implications**
  - Optimize Digital Marketing Approaches: Marketers can utilize the study's insights to improve their social media strategies by employing platforms such as Instagram, YouTube, and Pinterest to captivate and engage Gen Z consumers through interactive content, influencer partnerships, and trend-oriented campaigns.
  - Utilize personalisation to Enhance Brand Loyalty: Brands can employ AI-driven Personalised recommendations, targeted advertisements, and user-generated content to craft tailored consumer experiences, thereby reinforcing brand loyalty and engagement among Indian Gen Z consumers.

- Enhance Content for Engagement: Marketers must prioritize the development of visually captivating, genuine, and socially responsible brand content, as these attributes strongly resonate with Generation Z. Narrative techniques, sustainability communication, and transparency in brand messaging can significantly bolster consumer trust and loyalty.
- **Managerial Implications**
  - Invest in Social Media Marketing: Indian fashion brands ought to allocate a substantial segment of their digital marketing budget towards influencer partnerships, AI-enhanced personalisation, and interactive social media initiatives to effectively captivate Gen Z consumers.
  - Prioritize Marketing Strategies Driven by Engagement: Managers ought to concentrate on cultivating robust brand-consumer relationships by emphasizing engagement-oriented marketing strategies rather than transactional methods, thereby guaranteeing significant interactions with their target audience.
  - Invest in AI and personalisation Technologies: Brands ought to allocate resources towards AI and machine learning to augment predictive analytics, facilitating highly tailored fashion recommendations that enhance customer retention and brand loyalty.
- **Societal Implications**
  - Empower Local and Emerging Brands: Small and local businesses have chances to compete worldwide owing to the growing influence of social media in fashion discovery, thus encouraging entrepreneurship and economic development.
  - Influence Fashion Trends with Cultural Integration: The study emphasizes how social media helps to combine traditional and global Indian fashion trends, so influencing modern fashion tastes and supporting cultural appreciation.
  - Encouraging Sustainable Fashion Choices: Companies can match their policies with Gen Z's inclination toward ethical and sustainable fashion, thereby promoting a change toward more conscious consumerism.

### Suggestions

The growing emphasis on social media on consumer behavior necessitates all stakeholders, including consumers, governments, companies, and organizations, to adapt to the changing digital terrain. These groups have the potential to significantly improve the dynamic and customer-centric fashion industry in India through the implementation of personalisation strategies, collaborations, and social media.

#### • For the Companies

Businesses that implement sustainability into their operations and communication strategies are seen as significant drivers of change. The following practices can be adopted by them:

- Improve social media marketing techniques. Invest in platform-specific marketing strategies (Instagram, YouTube, Pinterest) to increase Gen Z engagement by influencer relationships, trend-based content, and interactive campaigns.
- Use customization and artificial intelligence. Deliver customized experiences to customers using AI-driven recommendations and focused marketing to improve brand loyalty.
- Promote ethical and sustainable fashion and match with Gen Z's inclination for sustainability by including transparent supply chains and environmentally friendly methods.
- Control Omnichannel Presence. To improve access and convenience for Gen Z consumers, guarantee a flawless experience across social media, e-commerce platforms, and physical stores.
- Promote User-generated Content. Use reviews, styling challenges, and partnerships to captivate consumers and foster brand authenticity and confidence.

#### • For the Consumers

Through their advocacy and purchasing power, consumers are acknowledged as essential contributors to this movement. Their responsibilities encompass:



- Participate in Personalised Experiences. Benefit from Personalised shopping experiences by utilizing AI-driven recommendations and loyalty programs.
  - Build proficiency in digital literacy. Verify the credibility of brands and sources to avoid misleading advertisements and false influencer promotions.
  - Encourage the use of transparency in branding. In order to encourage responsible fashion practices, it is imperative that brands provide more detailed information regarding their ethical production practices and sustainability claims.
- **For the Government**  
Governments are essential in establishing the legal and regulatory framework which promotes ethical practices in various industries and communities. Their obligations encompass:
    - Increase the effectiveness of consumer protection laws. Enhance regulations that prohibit exploitative pricing strategies, false brand claims, and misleading advertisements.
    - Encourage the implementation of digital awareness campaigns. Through government-sponsored initiatives, inform consumers about responsible social media usage and online fashion trends.
    - Contribute to the development of regional textile and fashion producers. Provide subsidies and grants to sustainable fashion startups and emerging local brands.
  - **For the NGO's, Educational Institutions, and Advocacy Groups:**  
These organizations are instrumental in the development of public awareness and policy, serving as mediators and advocates for environmental causes.
    - Promote sustainability and ethical labor practices in the fashion industry through awareness campaigns for ethical fashion conduct.
    - Organize workshops on digital literacy Instruct young consumers on the importance of evaluating fashion advertisements and making responsible online purchases.
    - Promote the pursuit of research on consumer trends. Encourage research on the fashion preferences of Generation Z in order to assist policymakers and businesses in adapting to new trends.
    - Encourage the adoption of sustainable consumption habits Collaborate with brands to establish initiatives such as second-hand clothing marketplaces and fashion recycling programs.

### Limitations and Future Directions

The study's primary objective is to examine the influence of personalisation and social media on the fashion discovery and brand loyalty of Generation Z. Nevertheless, future research can investigate the efficacy of other digital marketing channels, including influencer collaborations, email marketing, and search engine optimization (SEO), in terms of their ability to influence consumer behavior. Furthermore, given how rapidly consumer preferences and digital trends are evolving, longitudinal studies are crucial to evaluate the long-term effects of Gen Z's use of personalised marketing on brand loyalty.

Further the impact of emerging technologies, including artificial intelligence (AI), machine learning (ML), and augmented reality (AR), on fashion discovery can be investigated. Future researchers can also investigate the ways in which these innovations influence the purchasing decisions of Gen Z, in providing virtual shopping experiences, and enhance Personalised recommendations. Moreover, as sustainability becomes an essential consideration in fashion purchasing decisions, research can explore the impact of ethical and sustainable branding, in conjunction with digital marketing strategies, on the loyalty and purchasing behavior of Gen Z. In addition, cross-cultural comparisons can offer valuable insights into the global variations in Gen Z's fashion discovery patterns and brand preferences.

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