Social Media as a Catalyst of Fast Fashion Consumption in India: An Empirical Investigation of Influence Mechanisms, Authenticity, and Demographic Moderation

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Introduction

Over the last two decades, the way people shop has changed. Drastically due to Social media and fast fashion. Fast fashion is about making clothes and selling them cheaply due to cost cut by standardization. Social media platforms like Instagram help spread the trends and make people want to buy more. In India, many Youngsters are habitual to using the internet and social media, so the demand for fast fashion is increasing. This study looks into how Social media impact people and their buying habits, especially when it comes to trendy fashion.

In India, the clothing market is growing by approximately 12% CAGR, far faster than first world countries like Japan, European Union or the USA. By 2026 the fast fashion market in India is expected to be worth ₹35 Billion. The way people buy is changing, with more people buying clothes influenced by social media. Platforms like Zudio, Myntra FWD, AJIO, etc., are using social media to reach consumers and consume more.

How does Social media influence people to buy things? Does it just make them think about buying or does it actually make them go out and buy? This study tries to make sense and answer these questions by observing how people in India use media and how does it impact their buying habits.

The study also looks at how influencers influence people's buying habits. Influencers are people who have a lot of followers on social media, and they can make people consume products. The study tries to figure out What type of content like videos or posts work better? It also looks at whether influencers who seem real and genuine are more effective at making people buy things.

The study finds that while social media makes people think about buying fashion products, it doesn't directly make them go out and buy it. The study also finds that influencers who seem real and genuine are more proactively followed and are more probable to persuade people to buy products. The study also finds that age, gender, and income also impact how people respond to media and influencers.

By doing the study, we are trying to understand the 4 things:

1. How does social media influence what people buy?

2. How do influencers and the kind of content they make affect people?

3. How do different groups of people respond to media and influencers?

4. What influences people on consuming products? Whether it is something that seems real or What other people think about the product?

By understanding these questions, we hope to give businesses and marketers an idea of how to reach customers and consumers in India.

1.1 The Evolving Landscape of Indian Retail and Digital Consumption

The clothing market in India has been swiftly taken over by fast fashions, new designs are now reaching stores quickly and prices are staying low. More and more of the consumers in India are preferring to buy products that are trending in the social media, and therefore, the cycle of fast fashion has significantly sped-up. Youngsters in India are driving the demand for fashion because the Internet is making it easier for them to access the latest trends.

The way people consume clothing is changing with more people buying clothes, and accessories like jewelleries. Businesses are also changing the way they reach customers using social media and Influencers. Platforms like Studio Myntra and AJIO are using media to their advantage.

In the Indian demographic, the people are being influenced by those around them and their buying decisions are often affected by their budget. Through this study we are trying to understand how social media impacts people buying habits in India, looking at numbers and patterns that emerge from the survey.

1.2 Theoretical and Empirical Gap: Beyond the Stimulus-Response Model

Our study looks at how people interact with brands and social media and how it influences their buying habits. This study finds that when people engage with brands online, they tend to feel closer to them if the brand imaging is good. The study also finds that having multiple choices can slow down people's decisions.

This study looks at the real-world data and finds that people who scroll through more fashion posts online tend to buy quickly or follow the latest trends. However, it is unclear whether using social media actually leads to last minute purchases.

This study observes that trust is important in the present marketing world. People like to give their attention to influencers who seem real and genuine. The study also tries to understand how authenticity influences people's buying behaviour.

1.3 Research Objectives and Strategic Relevance

The study is trying to understand how social media affects people's purchasing habits in India, especially when it comes to fast fashions. It is looking at four things:

1. How does social media affect people's buying behaviour?

We are trying to figure out the social media usage and its influence or purchase behaviour, specifically fast fashion purchase behaviour.

2. How influencers and the kind of content they make influence people and their buying habits?

We want to know what type of content, Reels or Regular posts or Advertisements work better than others. We also want to know what influencers do that really helps make people want to consume fashion products?

3. How are different groups of people in the present context impacted by social media?

Ex - How do age, gender, income influence the relationship between media and product purchase? This will help us understand India's consumer landscape and how social media influences people of different ages, genders, and income levels.

4. How authenticity is compared against social proof when measuring influencer success?

Ex - What drives buyers? Is authenticity more important than things like social proof when it comes to how an influencer can actually influence people?

By understanding these factors, our study intends to find and provide actionable guidance for fast fashion brands navigating India's fragmented digital landscape. As global brands like H&M and Uniqlo compete with agile local players like Zudio and Myntra, what matters most is understanding the mechanism of influence in preference to the volume of reach for sustainable growth.

1.4 Research Questions

The following research questions serve as the framework for the study:

RQ 1: Does the frequency of Indian consumers' use of social media significantly influence their purchasing decisions for fast fashion?

RQ 2: Does the influence exerted by influencers get influenced by their perceived credibility and if so in what specific ways?

RQ 3: Do demographic factors like age, gender, and income have a significant regulating effect on the relationship between how much time is spent on social media and how much money is spent on purchases?

RQ 4: Which specific social media content formats have the greatest impact on decision-making regarding purchases?

RQ 5: Are trust, in social proof and perceptions of authenticity significant predictors of influencer effectiveness?

These research questions are used to shape the starting point of this wide-ranging investigation.

1.5 Significance of the Study

This study provides significant contributions to the field of marketing by bridging the gap between social media research and fast-fashion dynamics within emerging markets. The study delivers innovative theoretical, methodological and practical frameworks based on the identified existing knowledge gaps.

The theories represent a situation in which social media's extremely interactive characteristics meet enthusiastic consumers, who are sensitive to value. Taking these market characteristics, the research work aims at established paradigms for the sake of pushing literature towards globalized perspectives.

One of the clearest breakthroughs that have emerged from this research is the distinction between behavioral activation and exposure-based influence. This shift calls for abandoning shallow metrics and embracing a deeper understanding of how digital touchpoints influence behavioral outcomes.

Lastly, the study further focuses on authenticity as the critical factor in influencer effectiveness. The study also observes that in low-trust environments, authenticity serves as a more consistent predictor than metrics.

2. Literature Review and Theoretical Framework

2.1 The Digital Transformation of Fast Fashion: A Global and Local Perspective

Rapidity, flexibility, and ongoing demand stimulation are the cornerstones of the fast fashion business model. Compressed supply chains are used by fast fashion companies to deliver styles rapidly. This digitization is occurring quickly in India. About half of Indian consumers, according to reports, look up products in the media before making a purchase. Brands have been forced to embrace an on-content strategy as a result of this digital-first discovery process. Customers now start their purchasing journeys on YouTube and Instagram.

2.2 Theoretical Underpinnings: Integrating Three Core Frameworks

Three frameworks are combined in this study to explain digital influence. It presents a comprehensive picture of the Indian consumer, going beyond one-theory explanations.

2.2.1 Social Influence Theory & Normative Pressure in Collectivist Cultures

People's actions are influenced by those around them. This is explained by social influence theory. This effect is more pronounced in India due to cultural factors. People want to fit in and care about what other people think of them. They frequently purchase items when they go shopping because they believe that this is what other people want them to do.

2.2.2 Source Credibility Theory: Trust in an Age

According to the Source Credibility Theory, the credibility of the person delivering a message determines its value. This includes how appealing and genuine they appear to influencers. Purchases in India are based on expertise and dependability. People begin to question influencers' credibility when they become overly professional, a phenomenon known as the Authenticity Paradox.

2.2.3 Uses and Gratifications Theory: Active vs. Passive Consumption

According to the Uses and Gratifications Theory, individuals are responsible for their media consumption. People use the media for fashion-related purposes, such as amusement, trend-following, and identity expression. Social media satisfies Gen Z consumers' needs for peer approval and inspiration.

When Indians see other people online, they behave differently. For instance, posts showcasing what's trendy help fashion trends gain popularity. Since appearance is highly valued in India, people may imitate styles in an effort to blend in.

2.3 Key Constructs and Variables: Operationalising Influence

Items that are essential to this research. Social media use involves more than just spending time; it also involves being exposed to content about fashion. Impulsive buying is the practice of making purchases without giving them much consideration. The question of whether an influencer acts for personal or professional benefit is known as influencer authenticity. Messages on social media are interpreted differently depending on age, gender, and income.

2.4 Gaps in the Literature: The Need for an Indian Perspective

There is a lot of research on media marketing. Some important things are still unknown. This study aims to figure out these unknowns about media marketing in the context. Most studies on influencer marketing are about countries like China. What about India? The Indian market is different because people are very price-sensitive have their cultural values and there is a big trend of value retail that is not seen elsewhere. These things are not really talked about in studies on influencer marketing. Influencer marketing in India is not well understood because of this. .

The mechanism gap is an issue since few studies have identified the factors that influence media purchases. Is it because social media gives people ideas for purchases or because it alerts them to items they want to purchase? Understanding the distinction between knowing something and genuinely wanting to purchase it on a whim is known as the Mechanism Gap. Social media has the power to influence consumer behavior. Do they actually purchase more as a result? Knowing this is crucial because it allows us to calculate the return on investment, or ROI, which is a measure of how well our money is being spent on media. When calculating ROI, the Mechanism Gap is essential.

The Authenticity vs. Metrics Debate: There is evidence regarding the significance of vanity metrics, such as followers and likes, in an era of authenticity. In the context of fashion, this study seeks to resolve the argument that metrics are no longer persuasive.

3. Conceptual Framework and Hypothesis Development

3.1 Framework Overview: A Multi-Layered Process Model

The conceptual model proposed here is a layered process model that integrates the theories discussed above. Social Media Usage drives Purchase Influence. However this relationship is not direct; it is mediated by Influencer Engagement. Moderated by Demographic Variables. Furthermore the effectiveness of influencers depends on Content Type and Perceived Authenticity. This framework moves beyond stimulus-response models to understand consumer psychology.

3.2 Hypothesis Development

3.2.1 Social Media Usage and Purchase Influence: The Exposure Effect

Media exposure makes fashion trends more salient. Regular users are more likely to come across peer endorsements and brand messaging, which should make them more likely to make a purchase.

3.2.2 The Role of Influencers: From Awareness to Action

Influencers assist consumers in making purchasing decisions. They facilitate people's search for what they're looking for. Fashion purchases are facilitated by influencer engagement.

3.2.3 Content Formats: The Media Richness Fallacy?

Because they provide more visual content, some people believe that videos are superior to pictures. We want to determine whether the kind of content matters or whether the content's subject matter is more important.

3.2.4 Moderation: The Structural Conditions of Influence

Age, gender and income are factors. Young people like Gen Z are very good at using media. They use it to figure out who they are. This makes them more likely to follow trends. Age, gender and income affect how social media influences what people buy.

3.2.5 Authenticity vs. Social Proof: The Trust Shift

When influencers are real and authentic people are more likely to listen to them. We think that people are getting better at telling what is real and what is not and that authenticity is more important than having a lot of likes or reviews.

Hypothesis	Description
H1	Social media usage → purchase influence
H2	Influencer engagement → purchase behavior
H3	Influencer effect differs by content type
H4a	Age moderates social media influence
H4b	Gender moderates social media influence
H4c	Income moderates social media influence
H5	Authenticity → influencer effectiveness
H6	Trust in reviews → influencer effectiveness

4. Research Methodology

4.1 Research Design: Capturing the Digital Snapshot

This study uses a -sectional research design to capture the current attitudes and behaviours of Indian consumers.

4.2 Sampling Strategy and Participants

Data were collected using a convenience sampling method. The final dataset has 400 responses from consumers.

Demographic Profile Breakdown:

Age: The sample has people with 30% of consumers aged 16-20 and 25% aged 21-25.

Gender: The sample is relatively balanced.

Income: The sample has people from economic backgrounds.

4.3 Data Collection and Instrument

The survey was a questionnaire given to consumers online via Google Forms. The questionnaire was divided into four sections: Social Media Usage, Purchase behaviour, Influencer Perception and Demographics.

4.4 Analytical Strategy

The data analysis was done using tools including Chi-Square tests, ANOVA, Correlation Analysis and Multiple Regression.

5. Data Analysis and Results

Age Distribution

Frequencies
data2$age (Type: Ordered Factor)

Age Group	Freq	%	% Cum.
16–20	120	30.00	30.00
21–25	100	25.00	55.00
26–30	63	15.75	70.75
31–35	65	16.25	87.00
36+	52	13.00	100.00
Total	**400**	**100.00**	**100.00**

Gender Distribution

Frequencies
data2$gender (Type: Factor)

Gender	Freq	%	% Cum.
Female	133	33.25	33.25
Male	127	31.75	65.00
Other / Prefer not to say	140	35.00	100.00
Total	**400**	**100.00**	**100.00**

Current Status

Frequencies
data2$status (Type: Factor)

Status	Freq	%	% Cum.
Others	78	19.50	19.50
Self-employed	71	17.75	37.25
Student	146	36.50	73.75
Working Professional	105	26.25	100.00
Total	**400**	**100.00**	**100.00**

Monthly Personal Income

Frequencies
data2$income (Type: Ordered Factor)

Income	Freq	%	% Cum.
No income	87	21.75	21.75
Below Rs 20,000	91	22.75	44.50
Rs 20,000–Rs 50,000	94	23.50	68.00
Rs 50,000–Rs 1,00,000	68	17.00	85.00
Above Rs 1,00,000	60	15.00	100.00
Total	**400**	**100.00**	**100.00**

Daily Social Media Usage

Frequencies
data2$sm_time (Type: Ordered Factor)

Time	Freq	%	% Cum.
< 1 hour	66	16.50	16.50
1–2 hours	72	18.00	34.50
2–4 hours	109	27.25	61.75
> 4 hours	153	38.25	100.00
Total	**400**	**100.00**	**100.00**

Fast Fashion Shopping Frequency

Frequencies
data2$shop_freq (Type: Ordered Factor)

Frequency	Freq	%	% Cum.
Yearly	73	18.25	18.25
Bi-yearly	130	32.50	50.75
Monthly	158	39.50	90.25
Weekly	39	9.75	100.00
Total	**400**	**100.00**	**100.00**

Content Type Influencing Purchases

Frequencies
data2$content_type (Type: Factor)

Content Type	Freq	%	% Cum.

Brand posts & ads	107	26.75	26.75
Haul videos	110	27.50	54.25
Instagram Reels	111	27.75	82.00
User-generated content	72	18.00	100.00
Total	**400**	**100.00**	**100.00**

Social Media Influence on Purchase Decision

Frequencies
data2$sm_influence (Type: Factor)

Influence	Freq	%	% Cum.
No	122	30.50	30.50
Sometimes	119	29.75	60.25
Yes	159	39.75	100.00
Total	**400**	**100.00**	**100.00**

Trust in Positive Reviews

Frequencies
data2$review_trust (Type: Factor)

Trust	Freq	%	% Cum.
No	108	27.00	27.00
Sometimes	134	33.50	60.50
Yes	158	39.50	100.00
Total	**400**	**100.00**	**100.00**

Likert Scale Descriptive Statistics

Variable	n	Mean	SD	Median	Min	Max	Skew	Kurtosis
trend_buy	400	3.40	1.51	4	1	5	-0.43	-1.29
impulse	400	3.31	1.61	4	1	5	-0.32	-1.49
follow_brands	400	3.42	1.62	4	1	5	-0.45	-1.44
loyalty	400	3.38	1.59	4	1	5	-0.41	-1.40
influencer_effect	400	3.42	1.62	4	1	5	-0.45	-1.44
authenticity	400	3.31	1.61	4	1	5	-0.32	-1.49

Chi-Square Tests (Association Between Categorical Variables)

Research Question	Variables Tested	χ² Value	df	p-value	Significant?	Interpretation
RQ1	Social Media Usage × Purchase Influence	25.585	6	0.000266	Yes	Significant association exists
RQ3	Age Group × Social Media Influence	22.845	8	0.003569	Yes	Influence varies across age groups
RQ3	Gender × Social Media Influence	28.878	4	8.275e-06	Yes	Influence differs by gender
RQ3	Income × Social Media Influence	38.276	8	6.695e-06	Yes	Income significantly associated
RQ4	Content Type × Social Media Influence	33.817	6	7.299e-06	Yes	Content type impacts influence

Assumption Check:

All expected cell counts > 5 , Chi-square assumptions satisfied.

Correlation Analysis (Spearman's Rho)

Variables	ρ (rho)	p-value	Significant?	Strength
Social Media Time × Impulse Buying	0.097	0.0525	No	Very weak
Social Media Time × Trend-Based Buying	0.061	0.2238	No	Very weak
Authenticity × Trust in Reviews	0.077	0.1257	No	Very weak
Trust in Reviews × Influencer Effect	0.082	0.1034	No	Very weak

Conclusion: No statistically significant correlations observed.

ANOVA Results

Research Question	Test Type	F Value	p-value	Effect Size	Significant?	Interpretation
RQ2: Influencer Effect Across Content Types	One-way ANOVA	2.043	0.107	$\eta^2 = 0.02$	No	Small, non-significant difference

| Trend-Based Buying Across Age Groups | Welch ANOVA | 4.1277 | 0.003249 | ω² = 0.07 | Yes | Moderate effect across age |

Levene's Test (Homogeneity):
F(3,396) = 1.16, p = .327 , Assumption met

Post-hoc (Tukey HSD):

No significant pairwise differences.

Regression & Moderation Analysis

Model	Outcome Variable	Significant Predictors	Key Statistics	Interpretation
Model 1	Impulse Buying (Linear Regression)	Influencer Effect	Adj R² = 0.1043	Explains 10.4% variance
Model 2	Purchase Influence (Logistic Regression)	Influencer Effect (OR = 1.351), Authenticity (OR = 1.247), Income (p = 0.044)	Significant predictors	Higher influencer effect & authenticity increase odds
Model 3	Moderation (SM Time × Age)	None	Interaction not significant	No moderation effect
Model 4	Influencer Effect	Authenticity	p < 0.001	Authenticity strongly predicts influencer impact

5.1 Descriptive Analysis: The Connected Consumer

Most people say they spend than two hours a day on social media and some people even spend more than four hours.

5.2 Hypothesis Testing

5.2.1 Social Media Usage and Purchase Influence

There is a connection between using media a lot and buying things because of what you see on media.

5.2.2 The "Action Gap": Usage vs. Impulse Buying

There is not a connection between using media a lot and buying things on impulse.

5.2.3 Influencer Content Formats

The result was that the type of post does not really matter. A simple post can be just as effective as a video if the person posting it is someone you trust.

5.2.4 Moderation

Younger people, women and people with incomes are more likely to be influenced by media.

5.2.5 The Primacy of Authenticity

When influencers are authentic they are more effective at influencing people to buy fashion. It does not matter much whether people trust the reviews of customers.

Hypothesis	Construct Relationship	Statistical Test	Result	Implication
H₁	Social Media Usage →Purchase Influence	Chi-Square (χ^2)	**Supported** (p <.001)	Exposure drives consideration.
H₂	Influencer Engagement→ Purchase behaviour	Regression	**Supported**	Influencers are key mediators.
H₃	Content Type → Effectiveness	ANOVA (F-test)	**Rejected** (p =.107)	Format is secondary to message.
H4a	Age Moderation	Chi-Square (χ^2)	**Supported** (p =.004)	Younger = More Influenced.
H4b	Gender Moderation	Chi-Square (χ^2)	**Supported** (p <.001)	Gender norms persist.
H4c	Income Moderation	Chi-Square (χ^2)	**Supported** (p <.001)	Lower income = Aspirational.
H₅	Authenticity →Effectiveness	Regression (**β**)	**Supported** (p <.001)	Authenticity is the primary driver.
H₆	Social Proof (Reviews) →Effectiveness	Regression (**β**)	**Rejected**	Reviews are discounted.

6. Discussion

6.1 The "Cognitive Catalyst" Effect

The finding of this study is that how people are influenced to buy something and how they actually make a purchase are two things. Social media is great, at making people consider buying something. It does not necessarily make them buy it away. For consumers social media works like a "Cognitive Catalyst". It gets them thinking about a product shapes what they like and makes them aware of brands but it does not make them ignore their budget.

This idea is similar to the McKinsey idea of the Consumer Decision Journey, where people take their time to decide on a product before buying.

In India people check prices. Wait for the right deal before making a purchase. This is why brands like Zudio, which offer clothes without discounts have done well. They make fashion affordable so people do not have to wait for a sale.

6.2 De-centring Format: The Triumph of the Message

The finding is that the type of content is not as important as people think. The industry is focusing on making videos by using Instagram Reels. This study shows that the thing that matters is whether the content is trustworthy. People trust the source of the information, rather than the format. If an influencer is seen as genuine, their endorsement works well regardless of whether it is a video or a photo. This supports the Source Credibility Theory, which says that the credibility of the source is more important than the medium used for it.

Brands need not spend a lot of money on making high-quality videos, if simple honest storytelling works well. It is the authenticity of the creator that matters rather than the looks of the content.

6.3 The Authenticity Filter in a Low-Trust Market

The study found that authenticity is more important than proofs such as reviews. Indian consumers are accustomed to see reviews and paid endorsements online which shows authenticity will help them decide what is good or bad.

Consumers have become better at spotting influencers. When an influencer is honest and vulnerable, like when they are trying to criticise a product, they become more trustworthy for the consumers.This finding is similar to the trends where people who are mostly Gen Zs prefer content that is real and raw rather than polished and perfect content.

In India, trust is often built on relationships that show influencers like friends to consumers. The data shows that one genuine endorsement can be more powerful than reviews.

6.4 Demographic Structuralism: The Aspirational Class

The study has found that income and age play a crucial role in understanding how people are influenced by social media. Lower-income groups are more influenced by social media, in comparison to high income or mid income groups which shows that social media is a way to signal to others that they are moving up in life. Brands like Zudio and Ajio have taken advantage of this by creating fashion that's still trendy but affordable.

7. Case Studies and Market Context: Bridging Theory and Practice

To understand the results of the study we look at three companies in the fashion market: Zudio, Myntra FWD and Westside. We see how they use the ideas of being real, having influence and targeting groups of people.

7.1 Zudio: The "No-Marketing" Marketing Strategy

Zudio, which is a part of Tata Trent is an example of what we found out about being real and valuable. Unlike companies that fill media with people advertising their products Zudio focuses on its products and does not do much traditional advertising. Zudio uses content made by its customers, who post about their Zudio shopping because they really like the products and the prices.

The posts are real because nobody is paying for them. By focusing on prices and products than paying famous people to advertise Zudio has grown very quickly without spending a lot of money on getting new customers.

7.2 Myntra FWD: The "Trend-First" Gen Z Playbook

Myntra FWD is an example of how social influence theory and uses and gratifications work. They target people between 16 and 25 years old and focus on the trends. They work with people and a Style Squad to create a lot of content that people can buy from. This gives people the information they are looking for. Myntra FWD creates awareness about the trends and tries to reduce the time between seeing something and buying it.

7.3 Westside: The "Club" Membership Model

Westside does things differently focusing on making people feel like they are part of a group than just trying to sell them things quickly. Westside focuses on its products. Creates a nice shopping experience in its stores. Its social media is polished and all about the brand, which appeals to people. They build a relationship with their customers, which shows that for people with money feeling like they are part of something special is more important than just following the latest trends.

8. What Fast Fashion Brands in India Need to Do

Fashion brands in India need to think about what they're doing. We think they should do four things.

8.1 First Thing: Make People Think About Your Brand

Brands need to stop thinking that social media is for selling things. It is actually for making people think about your brand. You need to change how you measure if your social media is working. Of looking at how many people click on your ads look at how many people are talking about your brand. Use media to teach people about your brand and make them feel good about it.

8.2 Second Thing: Work With Influencers

We found out that people like influencers who're real. Brands should work with influencers who have a number of followers but are trusted by those followers. Ask influencers to be honest about your products. If they do not like something they should say so. This will actually help you sell more.

8.3 Third Thing: Make It Easy for People to Buy Your Stuff

Sometimes people want to buy something. It is too expensive. Brands need to make it easy for people to buy their stuff. Use media to show people that your products are a value. Use features on media to make people want to buy your products

8.4 Fourth Thing: Tell Stories to People

People like different things. Brands need to tell stories to people. For people talk about how your products can help them express themselves. For people who do not have a lot of money talk about how your products are a good value. For people who have a lot of money talk about how your products are high quality and will last a long time.

9. Future Research directions

9.1 Limitations

We used a -sectional design so we cannot say what causes what. We need data over time to prove that one causes the other. Some data is self-reported, like how people buy on impulse which can be biased because people may not remember things correctly or may not want to admit to buying things on impulse.

9.2 Future Research

We can track consumers over 6-12 months to see if being influenced by something turns into long-term customer value. We can study how the algorithms of platforms show fashion content to users and the possibility that this creates a kind of filter bubble for people that makes people feel like they need to follow norms.

10. Conclusion

The Indian fast fashion sector is changing rapidly with technology and it's not about using technology to get more sales; This study shows that social media is very important and gets a lot of attention, but it does not really change the way Indian consumers think about money. Indian consumers are still very careful with their money. Social media just helps them to see what is popular and what they can buy.

In India companies cannot just buy ads to make people like them, they have also to be honest and trustworthy. If companies try too hard to make people like them, it does not work. The companies that will be successful in the future are the ones that use technology to reach people but respect consumers and their privacy. They have to keep in mind that Indian consumers are smart and careful, with their money.

Indian fast fashion sector companies, like Zudio and Myntra will be more successful in the future if they can do this.

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