



REVIEW ARTICLE

A systematic review of social media communication with respect to fashion brands

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Abstract

Social media communication is an important way to visualize the observation of fashion brands in the context of cost and benefit analysis of the paradigm of the fashion market on social media sites. In the context of the definition of the 21st century is a synonym for globalization in the perspective of new liberal economics. In these consequences, social media communication sharpens the direction and dimension of fashion brands among customers because it creates the concept of digital economics and replaces the traditional approach of the fashion markets. In these consequences, the present paper examines the systematic review of the role of social media communication with respect to fashion brands with a study design of an analytical framework. The findings of the study show that India is an emerging market for fashion brands due to its new liberal economics in the aspect of social media communication, but there are lots of challenges emerged in the society of India regarding the adoption of fashion mode in lifestyle. Therefore, it may be managed through the positive role of social media communication in the traditional market of India.

Keywords: Social media communication, Fashion brands, Digital economy, India, Youth, Society.

Introduction

Social media is an important mode of communication in the social framework of society in the emerging 21st century. In these consequences, the role of social media may be defined as a mode of social connection among units of society through such tool's social media likes-Facebook, Instagram, YouTube, and Tik Tok. All of these emerge as a digital society and determine the process and determinants of the society with social, cultural, and economic aspects. It is well known that social media gives an important role in determining the mechanism of fashion brands across the globe because it has been found that social media emerges as a digital platform for the advertisement of fashion brands on the global market (Devanathan, 2020). These consequences minimize the distance between buyers and sellers in the

context of cost and benefit analysis of the fashion brands among consumers who are closely associated with fashion brands. It is also important to discuss that introducing social media positively increased the value of the brand of fashion products among consumers in the digital and online markets. These consequences have shifted the traditional market of fashion brands toward the modern digital online market. The mechanism of the changing paradigm of the market structure is the result of new liberal economics under the perspective of globalization because the impact of globalization is minimizing the geographical distances among markets of fashion brands across the globe. In the nexus of social media communication and fashion brands, there is a significant role of globalization because emerging social media communication results from new liberal economic globalization under the perspective of market-based mechanism fashion brands (Fuchs *et al.*, 2013). These consequences influence the consumers' behavior toward fashion brands because consumers have unlimited access to evaluate the market of fashion brands according to their rational choice.

Additionally, the mode of social media communication fills the communication gaps between producers and consumers on the digital online platform of fashion brands and gives consumers many options of choice according to their wishes and abilities. Both wishes and abilities are important determining factors in the context of fashion brands and social media. Communication gives a digital

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platform to express consumers' and producers' wishes and abilities in the fashion brands' context. The pattern of social media communication is positively influencing consumers' individual behavioral economics about fashion brands' products because it has been found that social media changed the face of the traditional market in the 21st century. It is the result of the consumption-based market, where the cultural pattern of consumption determines the market of fashion brands (Reynolds-McInay, & Taran, 2010). In these consequences, it is also found that the consumption-based market represents the mechanism of modernity in the context of adopted fashion mode in society because social media is increasing fashion in society. Social media communication represents the cultural behavior of society regarding the evaluation of the fashion mode through social media communication.

Social media communication has positively changed consumers' perceptions and attitudes about responding to luxury and non-luxury fashion brands because consumers find a global digital market through social media communication. In these consequences, the role of social media communication is deeply rooted in the cultural behavior of consumers regarding fashion brands (Kong *et al.*, 2021). The engagement of social media is changing the nature, process, and consequences of traditional markets of fashion brands in the context of globalization because it is well-known that implication of Instagram has emerged as an important mode for fashion brands among consumers across the digital online market (Castillo *et al.*, 2022). Facebook and Twitter are important tools for social integration because it is well known that both Facebook and Twitter enhance the Reasoned Action Theory (RAT) in fashion markets. These consequences enhance the market-based integration of consumers in the context of adopting fashion brands (Wolny and Mueller, 2013). Modes of social media communication like Facebook, Twitter, and Instagram are powerful tools for the advertisement of fashion brands on digital online markets. These perspectives are reshaping and redefining the mechanism of fashion-related markets among consumers across the globe from the perspective of globalization (Chu and Seock, 2020). There is close engagement between fashion brands and social media because consumers find a form of the digital market of fashion brands with an aspect of changing the paradigm of the cultural consumption of the consumers. After all, fashion brands determine the pattern of cultural consumption of consumers in the context of the introduction of social media communication in the advertisement of fashion brands (Lourerio *et al.*, 2019). In the case of investigation about the role of social media in promoting fashion markets in developing countries, it is found that implication of the social media is giving an online market to consumers of developing countries where these consumers find the option to observe the value of fashion brands of western countries according to their wishes and abilities of choice (Ahmad *et al.*, 2015).

Social media communication is better to practice for advertising fashion brands and is a major tool for social integration in the emerging technology-based digital market of fashion brands in a globalized world (Gonzalez, 2010). In certain cases, positive brand perceptions and a unique brand image result from the topic of the display (conceptual displays) and the meaning it delivers to customers through symbols (such as through the use of humor, mentioning social welfare concerns, or referencing specific eras of fashion) (Borghini *et al.*, 2009; Hagtvedt & Patrick, 2008). The implication of social media communication is influencing consumer buying behavior because it has been found that both sellers and buyers find a better way of cost-benefit analysis of the production of fashion brands in the digital online market (Schivinski, 2022). In these consequences, the impact of social media on the fashion industry may be evaluated and measured as a method of online socioeconomic integration between buyers and sellers because social media gives a way of social communication to consumers about brands of fashion products as well as enhance the brand value of fashion according to the demand of consumers (Mohr, 2013). Relational bonding with consumers is the primary objective of social media communication, and we suggest self-brand connection as a key metric for gauging the success of social media marketing. (Forbes Coaches Council, 2016) The role of social media communication enhances and increases the implication of visual communication of social media sites as well as posts of fashion brands to attract the consumer-based market on the online digital market across the globe (Lee *et al.* 2018).

From the perspective of the above-prescribed introduction parts of the nexus of social media communication and fashion brands, there are the following summary points of the introduction parts:

- There is significant importance of social media in society in the 21st century because it has been found that modes of social media communication likes-Facebook, Twitter, Instagram, tik tok and Youtube created a digital-based society where units of society can easily communicate and share their ideas, perception, views, and attitudes about fashion brands in the emerging online digital market.
- The consequences of online digital markets are creating new types of post-modernity digital markets compared to the traditional paradigm of the market. The implication of social media communication is the reflection of the cultural consumption of the buyers about their response to fashion brands because social media gives unlimited access to digital markets of fashion brands according to the demand of the consumer-based market.
- In the context of digital markets, it is found that social media communication changed the traditional concepts, models, and theories of markets and

presented a platform to discuss emerging phenomena of the online digital market from the perspective of the nexus of social media communication and fashion brands in the 21st century.

Review of Literature

From the perspective of the above-prescribed introduction part, the review of literature is based on the depth analysis of a systematic review of the nature, process, and consequences of the nexus of social media communication and fashion brands. Additionally, a review of literature gives a direction to review of literature according to the following steps:

- Selection of the existing literature in social media communication with respect to fashion brands.
- Reviewing the selected literature about social media communication with respect to fashion brands.
- Developing a theoretical framework about the nexus of social media communication and fashion brands.
- Developing a conceptual framework for the role of social media communication and fashion brands

The above four steps determine the platform for the systematic review of literature according to the nature of the study under the systematic review of the paper. In these consequences, a systematic review of the literature is based on the following framework:

- Role of social media communication with respect to fashion brands on an international level.
- Role of social media communication with respect to fashion brands in India.
- Impact of social media communication on Consumers' response to fashion brands.
- Emerging prospects and challenges in social media communication with respect to fashion brands.

The above frameworks are based on the systematic review of literature according to the nature of the study in the context of the prospective manner of study design because the review section gives depth analysis of the nexus of social media communication and fashion brands with its history to the present phenomena with the future aspect of social media communication with respect of the fashion brands. In these consequences, a section of the review of literature examines the review of literature linear sequences to develop a better understanding of the phenomena of social media communication with respect to fashion brands. In these consequences, the first section of the review of literature analysis the role and function of social media communication in promoting fashion brands in international markets, while the second section of the review is based on the analysis of the nature, process, and consequences of social media communication with respect to fashion brands in India. Therefore, the first and second sections of the literature review provide a framework for understanding social media communication in fashion brands between

developed Western countries and the emerging developing fashion market in India. The third section of the literature review examines the impact of social media communication on consumers' buying behavior regarding fashion products. Finally, the fourth section of the literature review examines the emerging prospectus and challenges in social media communication and its impact on the social behavior of consumers with respect to fashion brands.

Role of social media communication with respect to fashion brands on an international level

The role of social media communication is based on the strategic value of social media communication in promoting fashion brands because it is well known that the implication of social media communication gives both positive and negative expressions about fashion brands. These consequences give a digital platform for promoting fashion brands on the international digital market (Kontu & Vecchi, 2014). There is a cordial association between social media communication and fashion brands in the international fashion market because it is found that adopting strategies are based on the orientation of sellers and buyers about fashion brands where both share their ideas, values, and perception about the rational choice of the fashion products in digital online fashion markets (Ananda *et al.* 2018). The function of social media communication is to enhance the relationship between customers and purchasing intentions of customers' products of fashion brands. Additionally, social media communication emerges as a major tool for observing the dynamics of fashion markets through online digital markets (Gautam & Sharma, 2017). Mode of social media communication like Facebook and WhatsApp are important keys for managing fashion brands of luxury products among customers who are digitally attached to social sites. Additionally, the implication of social sites presents a 3D dimension of fashion brands in the digital online market internationally (Phan *et al.*, 2011). Consequences of the orientation of social media communication are increasing social participation and integration among customers about fashion brands through their engagement on social media sites like Facebook, YouTube, etc (Kapoor *et al.* 2013). These engagements enhance the brand values of the fashion products and satisfaction among customers who expect a better choice of fashion products in the digital online market through the help of social media communication (Lim *et al.*, 2021). In these consequences, it can be mentioned that there is a significant impact of the function of social media communication on the management of fashion brands on an international level. Additionally, the role of social media communication minimized the geographical distances between traditional and online markets, where customers find lots of options to choose products of luxury brands according to their demand of choice.

Role of social media communication with respect to fashion brands in India

In India, it is well known that social media communication significantly impacts the relationship between customers and fashion brands in the apparel industry because India is an emerging market for fashion brands in international fashion markets. Therefore, social media communication enhances the brand value of fashion products among customers through social integration on social media sites (Sharma *et al.*, 2020). Social media communication is leading and promoting the mechanism of the e-business of the fashion markets in India because it is well known that youth is largely engaged in the use of social media communication where they find an online digital market for products of fashion brands with an aspect of their choice of fashion (Bharti, 2021). The implication of social media communication is creating a source of entrepreneurship and livelihood for handicrafts products in Northeast India. It is found that social media is providing an important role in the promotion of Northeast India's fashion products in the rest of India through online digital markets (Guha *et al.*, 2021). The implication of social media communication emerges as a major online digital tool for promoting the fashion brand values of the apparel industry in the international market. These consequences promote the brand values of e-business under the perspective of a sustainable approach to promoting fashion brands in the apparel industry globally (Nallapaneni and Babu, 2018). The role of social media communication is to create brand equity in fashion products in markets of India because social media communication gives unlimited access to customers for cost and benefit analysis of the products of fashion brands according to the demand of global fashion markets. These consequences enhance the brand value of fashion products among customers, those who frequently use social media sites to connect to the world and find fashion products' brand values (Alam *et al.*, 2019). Based on these consequences, it can be summarized that social media communication significantly promotes fashion brands in India. Additionally, a review of the literature shows that the traditional market of fashion products is shifted toward the online digital market through the implication of social media communication in society in India. These perspectives are important in the advertisement of the fashion markets among customers; those are cordially associated with the use of social sites to express their ideas, values, and perception of fashion brands.

Impact of social media communication on consumers' response to fashion brands

Social media communication significantly impacts customers' perception of fashion brands. This study shows that mobile network plays a crucial role and a determinant factor in customers' perception of fashion markets on

an online digital platform (Schivinski & Dabrowski, 2016). Social media emerges as a powerful mode for publicity of fashionable items through online blogs. Consumers express their ideas and perception of fashion brands through blogs. It is also observed that the implication of online blogs is positively influencing the wishes and abilities of consumers regarding fashion brands in consumption-based markets across the globe (Colliander & Dahlén, 2011). In the context of an investigation of the impact of social media communication on the marketing of fashion brands, a study shows a cordial association between the marketing of the social media market and customers' equity. These consequences enhance the capability of loyalty among customers who are digitally attached to online social media markets across the globe (Kim & Ko, 2012). An environment of social media communication is increasing the environment of social integration with Para social activities because it is well known that customers interact with unfamiliar friends on the social media market with respect to fashion brands. These consequences increase the online social integration among customers and find each other's perceptions, feelings, and attitudes in the context of fashion brands on online social media markets (Labrecque, 2014). In the context of an empirical study about the impact of social media communication on the perception of customers about fashion brands in the USA, UK, and France, the study shows that the perception of customers is associated with the behavior of online fashion markets because of dynamics of the market influences the perception of the customers according to their wishes and abilities about the adoption of fashion brands (Hudson *et al.*, 2016). In these consequences, it can be summarized that customers respond according to the changing paradigm of the behavior of the market on the social media market. Additionally, it is important to mention that the social media market reflects the customers' perceptions and attitudes about fashion brands in post-modernity. The concept of post-modernity is led by social media communication, where people find an online digital market of fashion brands, and these customers have unlimited options to choose from fashion brands according to their wishes and abilities.

Emerging prospects and challenges in social media communication with respect to fashion brands

There is a cordial association between social media communication and sales promotion of fashion brands because the social media market has emerged as a modern market where the social media market across the globe has replaced the traditional market. In these consequences, it can be mentioned that three important factors, including social media, customers, and fashion brands, are associated with the prospects of online digital markets (Andzulis *et al.*, 2012). In the context of emerging prospectus and challenges in social media communication concerning fashion brands,

the customers' creativity is an important fundamental component of social media communication because the prospectus of creativity enhances the social integration among customers about fashion brands. Therefore, the management of creativity is a major emerging challenge in social media communication with respect to fashion brands because the market of fashion brands can never exist without the customers' creativity on social media sites (Berthon *et al.*, 2012). In the case study of the impact of social media communication on fashion brands in Russia, it is found that the expression of customers' perceptions and attitudes influences the fashion brands' advertisements. The positive response from customers enhances the brand value of fashion products, while negative responses decrease the brand value of fashion products in the online digital market of fashion brands (Chernova *et al.*, 2018). In the case study of the impact of social media communication on fashion markets of Bangladesh, it is found that the behavior of the customers influences the fashion market on social media communication market because social media communication gives lots of options to access the online fashion market with freedom of choice to products (Nion, 2018). Social media create value for fashion brands among customers due to the expression of choice of customers about fashion brands. These consequences enhance customer loyalty; those are associated with social media communication and develop the assimilation of ideas about fashion brands through social media communication (Hamilton *et al.*, 2016). In these consequences, it can be summarized that the expression of wishes and abilities is the basic component of the attitudes and perceptions of customers about fashion brands. Additionally, these consequences enhance the role of customers on social media sites with positive and negative aspects about fashion brands. These perspectives may be considered challenges and opportunities for the e-business of fashion brands on social media communication.

Based on the above-prescribed review of literature, there are the following summary points of the above review of literature:

- The role and function of social media communication are creating a new concept of online digital markets where customers find many options to access the markets compared to the traditional market of fashion brands.
- In the context of India, there is a significant impact of social media communication on the fashion markets of India because India is an emerging fashion market with the use of social media communication among youth. These consequences enhance the brand value of fashion products among customers.
- The implication of social media communication is the key to measuring the perception, attitude, and norms of customers' response to fashion brands on social media communication because the online digital market attracts customers toward the online market

in the context of the impact of globalization. These perspectives minimize the distance between customers and the market on social media communication about adopting fashion products.

- Many challenges emerged in social media communication with respect to fashion brands because it is well known that the behavior of customers on social media sites influences the paradigm of fashion markets on social media.

Background of the Study and Strategy for Discussion

Based on the above systematic review of literature about the nexus of social media communication and fashion brands, it can be mentioned that there is a need for an in-depth analysis of the nature, process, and consequences of the impact of social media communication with respect to fashion brands with prospects and challenges. In these consequences, there are following two aspects under the discussion of the nature of the study:

- Social media communication
- Fashion brands

In the section of the review of literature, both sections have been analyzed with aspects of the relationship between the online digital market of fashion brands and social media communication. Therefore, it is necessary to give directions to discussion parts according to the arguments of the literature review. In these consequences, the discussion part of this paper is based on the study of social media communication with respect to fashion brands in India because it is well known that India is an emerging market of fashion products where social media communication is providing an important role in promoting the mechanism of fashion markets. Therefore, the discussion is based on understanding the nature, process, and consequences of social media communication with respect to fashion brands.

The findings of the review of literature give a broad concept of phenomena of social media communication with respect to various aspects of fashion brands, but a matter of inclusion and exclusion is a very important part of the systematic review where Inclusion criteria are everything a study must have to be included. Exclusion criteria are the factors that would make a study ineligible to be included. In these consequences, the review part of this paper is focused on the review included various aspects of the impact of social media communication on fashion brands on a global level, but the discussion part of this paper included only an analysis of the impact of social media communication on fashion brands of India. It is well known that India is an emerging market for fashion brands and social media communication, where the confluent of both social media communication and the online market of fashion brands are creating a new market paradigm. The consequences of a new market paradigm are replacing the traditional fashion market according to customers' demands on the social

media market. The social media market results from social media sites like Facebook, WhatsApp, YouTube, Instagram, and TikTok. All these are important tools for social integration in social media communication in India, but there are lots of challenges, contradictions, and discrimination that emerged in the way of social media communication because there is regional variation and disparities in the socioeconomic development of India. These consequences influence the nexus of social media communication and fashion brands in the markets of India.

Therefore, based on the above arguments, there are the following research questions in the context of social media communication with respect to fashion brands:

- What is the impact of social media communication on the market of fashion brands?
- How does the use of social media communication influence the behavior of customers toward fashion brands?
- Which types of challenges are emerging in social media communication with respect to fashion brands?
- Which management policies should be adopted to manage the emerging challenges in social media communication with respect to fashion brands?

Based on the above research questions, there are the following objectives:

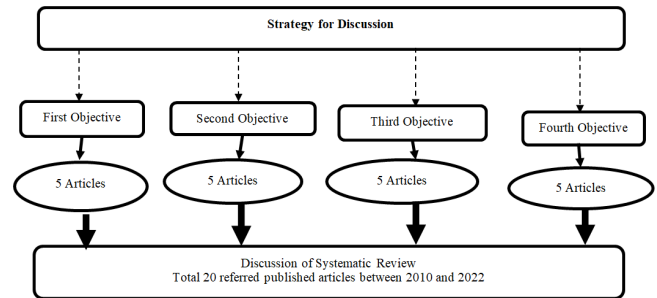
- To study the impact of social media communication on promoting fashion brands in India
- To study the impact of social media communication on the behavior of customers in the context of fashion brands
- To find out the emerging challenges in the way of social media communication with respect to fashion brands
- To find out the management policies for managing the emerging challenges in fashion markets in the context of social media communication

Above mentioned objectives are based on the study of social media communication with respect to fashion brands in India. Additionally, the above objectives are justified by a review of related literature about social media communication with respect to fashion brands in India. In this section, a total of 20 articles are used, where 5 articles are used in the discussion of each objective. All the selected articles were published between 2010 and 2022. From these perspectives, the discussion part of the paper gives a direction to understand the mechanism of nature, process, and consequences of social media communication with respect to fashion brands in India, as well as fill the gap of review of literature based on the answer to the above research questions and objectives.

Discussion

Impact of social media communication on promoting fashion brands in India

Based on the review of the literature, it is found that there is a significant impact of social media communication on



Source: Authors' owns model

Figure 1: Strategy for discussion of systematic review

fashion brands in India (Figure 1). In these contexts, there is a need to justify the role of social media communication in promoting fashion brands in India because India is an emerging fashion market, and the consequences of the online fashion market are replacing the traditional market of fashion brands in India. Therefore, it gives the prospectus for understanding the role of social media communication with respect to fashion brands in India.

In the context of India, social media communication like Facebook is an important digital platform for promoting fashion brands in the apparel industry in India because social media communication gives lots of options to customers about the cost and benefit analysis of the rational choice of fashion brands of the apparel industry in India (Beig and Khan, 2018). The implication of social media communication leads to the mechanism of the sustainable e-business of fashion brands' clothes in emerging online digital markets of India. The use of Instagram leads to these consequences because Instagram gives a better presentation of the renting of fashion brands among customers who are digitally associated with the online digital market (Shrivastava *et al.*, 2021). The fashion market adopts a strategy of connecting to customers through social media communication in India. The fashion market uses a methodology to measure social media return on investment (ROI) and a customer's word-of-mouth (WOM) value by first creating a unique metric to measure the net influence wielded by a user in a social network, customer influence effect (CIE), and then predicting the user's ability to generate the spread of viral information (Kumar *et al.*, 2013). Social media communication site promoting goods/accessories, consumer electronics, and products of the apparel industry among customers in India. The online fashion market measures the judgment and behavior of customers on social media sites according to their wishes and abilities toward fashion brands in India (Jothi *et al.*, 2011). There is a significant impact of social media communication on the fashion markets of India compared to fashion markets of developed western countries because India is an emerging market for fashion brands, and these consequences give space to the western fashion market to promote their fashion brands in India (Arrigo, 2018). Based

on this discussion, it can be concluded that the impact of social media communication on fashion brands is associated with the reflection of the demand of consumers of fashion brands on online digital markets.

Impact of social media communication on the behavior of customers in the context of fashion brands

In the consequences of these perspectives, there are cordial linkages between social media communication and fashion brands because social media communication is emerged as a reflection of customers' behavior according to their choice. From these perspectives, the fashion industry posts its brand values on social sites to connect to customers in the platform of the online digital market. Therefore, the implication of social media communication determines the behavioral approach of the customers, and customers also determine the mechanism of social media communication through the expression of their wishes and abilities to choose products of fashion brands on the social media market.

The implication of sales-based CRM technology for promoting sales promotion of fashion brands through social media communication gives an approach to measure the behavior of sales promotion among customers in the online digital market in India (Agnihotri, 2017). Fairness and moderation are important determinant factors in the behavior of consumers on social media communication because social media reflects norms, attitudes, and cultural perceptions of customers about fashion brands. These consequences create a pattern of cultural consumption by customers on social media sites (Chahal and Rani, 2017). Social media communication allows customers to like or reject fashion brands on social media sites. In these consequences, social media communication is an important way to understand customers' behavior regarding brands of fashion products in the context of rational choice customers (Arya *et al.*, 2022). The concept of equity is an important issue among customers on social media communication about fashion markets because it is well-known that customers' decision-making process determines the fashion industry's brand value on social media sites. These consequences result from assimilating customers' positive and negative aspects about fashion products on social media sites (Sudha and Seena 2017). There is a self-congruence and impulse buying effect on the consumers' buying behavior on social media sites because customers find lots of options to access the online digital markets of fashion brands in the perspective of the inductive and conductive approach of choice of fashion brands online digital markets (Chauhan *et al.* 2021). From these perspectives, it can be forwarded that social media communication influences the behavioral economics of customers about their choice of fashion brands according to their wishes and abilities to consume fashion products.

Study of emerging challenges in social media communication with respect to fashion brands in India

It is well known that India is an emerging market for fashion brands because there is a huge demand for fashion brands among youth due to the trend of consumption-based culture in the society of India. In these consequences, social media communication is an important digital platform for social integration among youth about fashion trends. India has the world's largest youth population, which is known as a demographic dividend as well as the key to the development of India. In these consequences, there is regional variation and disparities in the socioeconomic development of India, and these consequences are reflected in the socioeconomic and psychological behavior of the youth. From these perspectives, social media communication gives a platform to these youth to express their ideas, values, and norms regarding their socioeconomic behavior. In the context of the nexus of social media communication and fashion brands, it is found that economic disparities influence the culture of adoption of fashion brands among youth because youth give their choice to select the fashion brands according to their purchasing capability. The result of these consequences is reflected by youth on social media communication in the perspective of developed ideology about the mode of fashion in India.

In the context of India, social media communication is creating social media market for promoting luxury fashion brands in India because India is the world's largest emerging market of consumption and social media communication emerges as an important key for measuring the behavior of customers toward fashion brands (Godey *et al.*, 2016). Many challenges and discrimination emerged in social media communication because social media gives freedom to express their emotion and feeling about socioeconomic and cultural phenomena. In these consequences, fashion markets have to face both types of negative and positive expressions about fashion brands, influencing the pattern of promoting fashion brands in the online digital market (Arora and Sanni, 2019). The implication of social media communication emerged as a new trend in promoting fashion brands in the market of India, but the social media market is being influenced by the behavior of the customers regarding their wishes and abilities to adopt the fashion brands. These consequences are creating a new trend of social integration among youth on the platform of social media communication, but the consequences of online social integration are different compared to the traditional way of social integration with socioeconomic challenges in social media communication (Taye and NP, 2019). Social media communication is key for companies of fashion brands to reach their customers by promoting their brands on the online digital market of India, but it has been found

that social media communication reflects customers' expressions about fashion brands. The consequences of the expression of customers determine the behavior of the market of fashion brands in the online digital market of India (Bhanot, 2012). Therefore, social media communication channels are managing the emerging challenges in India's online digital market because of the complexity of social media communication. After all, India has lots of socioeconomic problems like unemployment, poverty, and gender-related issues. These consequences influence the cultural consumption of society and their expression of the consumption of fashion brands with an aspect of positive and negative expressions (Mosca and Civera, 2017).

Management policies for managing the emerging challenges in fashion markets in the context of social media communication.

There is a need for fundamental changes in the strategy of social media communication in promoting fashion brands in markets of India because the social media market is adopting the way of social mechanisms to promote products of fashion brands through social integration on social media sites (Aral *et al.*, 2013). The industry of fashion products is adopting the way of risk management to develop a better environment for their products in the social media market because it is well known that the mechanism of social integration is the reflection of the socioeconomic ideology of customers as well as determines the perspective of the online digital market of fashion brands. In these consequences, the social media market adopts the strategy of risk and ambient publicity management (Aula, 2010). Social media communication is leading the way in e-commerce in the market of India, but it is important to mention that the reliability of the customer is an important phenomenon for determining the association between social media communication and the satisfaction of customers with fashion brands. From these perspectives, the fashion industry is developing its strategy according to the perception of customers about the mode of fashion brands regarding maintaining the reliability of fashion brands among customers on social media sites (Yadav and Rahman, 2018). The implication of social media communication is developing a model of co-creation at the bottom pyramid (BOP) of social media communication according to the economic hierarchy of society. Economic hierarchy determines the customers' purchasing behavior, and the fashion industry is developing a model of e-commerce according to customers' demands from the perspective of customers' purchasing behavior on social media markets. Therefore, it can be discussed that the fashion industry manages the emerging economic risk factors in buying and promoting its products in the online digital market of India (Chatterjee and Nguyen,

2021). The social behavior of customers is an important phenomenon in the consequences of the impact of social media communication on sales promotion of fashion brands in the online digital market of India because the fashion industry develops the strategy of sales of their products on social media sites according to the socioeconomic and cultural behavior of the customers. These consequences determine the structure and behavior of the fashion industry in the social media market, as well as the risk management strategy for managing the emerging challenges in social media communication (Agnihotri *et al.*, 2012). Therefore, these discussion perspectives may be summarized as risk management for understanding the nature, process, and consequences of association between social media communication and fashion brands in the online digital market of India in the context of retrospective to the prospective manner of study.

Conclusion

Based on the above concise discussion on social media communication with respect to fashion brands, it can be realized that both are the process of globalization in the context of new liberal economics based on the market paradigm. The pattern of social media communication determines the structure of the market, as well as the paradigm of the market, which determines the social media market on the online digital platform. These consequences reflect the customer's behavior on social media sites like Facebook, YouTube, Twitter, TikTok, and Instagram. All these emerged as measurable tools for measuring the mechanism of the market in the context of social integration among customers on social media sites. However, the fashion industry takes social media sites as a social platform where the fashion industry promotes their fashion brands according to the wishes and abilities of customers because wishes and abilities determine the demand of customers for fashion brands in the online digital market. Therefore, digital platforms provide a way of integration and assimilation between sellers and buyers with freedom of rational choice of cost and benefit analysis of the fashion brands in the context of social media communication. Therefore, it is needed for depth analysis of the nature, process, and consequences of the impact of social media communication with respect to fashion brands according to the behavior of the market in a different time and space context because the market of fashion brands is the result of post-modernity in the periphery of social media communication. Both economic and non-economic terms determine the role of social media communication in the market of fashion brands, where non-economic terms like perception, attitude, and norms determine the cultural consumption among customers but economic term like purchasing capability of customers is led by non-economic terms of consumption.

Therefore, it can be forwarded that a different approach exists in the social media market in the context of fashion brands of India because India has a diversified market due to disparities and diversities in the perspective of the socioeconomic development of India. The intervention of social media communication is a new phenomenon in the market of India, where customers find themselves in the online digital market with unlimited access to reach the market. Therefore, fashion brands may be considered as consumption of luxury brands in Indian society, but there are various disparities in the consumption of luxury brands in the market in India. In the context of Facebook, it gives lots of freedom of expression and visual observation about the ongoing fashion market in different parts of the world, and these consequences increase the level of wishes and abilities in mind of customers to adopt the ongoing fashion mode regarding improving their social identity in the context of the use of luxury brands.

Therefore, there are cordial linkages between social media communication and fashion brands in the context of the formation of identity. So, identity is an important issue of discussion in the context use of luxury brands in upper-, middle- and lower-class families in India. In the context of India, every class has its world of the mechanism of the market, and social media gives its visual form for measuring the reflection of cultural consumption of fashion brands. From these perspectives, there are lots of challenges and discriminations emerging in the way of Indian society, especially among youth, which are connected to social media sites. These youth follow the page of known and unknown celebrities on Facebook, Twitter, TikTok, YouTube, Facebook, and Instagram. The fashion industry takes these consequences as an option for their profit through social media sites because it finds the world's largest digital market where the fashion industry promotes their products and creates the environment of digital economics for fashion brands. The digital economy of fashion brands is replacing the traditional market of fashion brands in the periphery of globalization because the online digital market gives customers lots of freedom about the cost-benefit analysis of the fashion brands with comments like a dislike on Facebook.

Therefore, the customers' behavior is an important core of online digital economics because the fashion industry responds in the market according to the behavior of the customers in the online digital market of fashion brands. Therefore, it gives to develop such models, which may help understand the mechanism of the online digital market in social media communication with respect to fashion brands. In the changing market paradigm in India's economy, social media communication may be considered a tool for measuring youth's social behavior regarding their cultural consumption of fashion brands. Additionally, social media communication gives a new dimension to understanding

the mechanism of the fashion brands market among India's youth. It is well known that India has the world's largest youth due to a demographic dividend and the world's largest market due to the increasing tendency of cultural consumption among youth because these youth have dreams and desires for luxurious life. With these consequences, the fashion industry invests its products in the market of India and promotes its brands with the help of social media communication. These consequences develop bonding between sellers and buyers on the online digital platform because the fashion industry respects and honors customers' choice with economic and non-economic phenomena of fashion brands. In India, Amazon and Flipkart are prominent online markets where customers visually observe the brand values in the context of their choice and take the facility of online home delivery. Therefore, these consequences minimize the distance between the market and customers because both the fashion industry and their customers develop a social integration about fashion brands through social media communication. Therefore, social media communication establishes a linkage between buyers and sellers where both are unfamiliar with each other, but the implication of social media communication gives a form of visual connection on Facebook because Facebook provides a leadership role in promoting fashion brands across the globe as well as create the global digital market of social integration concerning fashion brands.

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