

Cultural Confluence in Fashion: Examining Social Media's Role in Shaping Women's Apparel through Indian Knowledge System

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Abstract

One of the most important factors influencing trends in the ever-changing fashion industry is cultural diversity. Social media has become a significant influence in fashion, particularly in women's apparel, because it promotes cross-cultural engagement and the merging of traditional and new designs. This study explores how social media using the Indian Knowledge System (IKS) affects women's fashion choices, with an emphasis on traditional textile, indigenous design principles, and sustainable practices. This study was to identify attributes of social media marketing (SMM) activities and to examine the relationships between those perceived activities, value equity, relationship equity, brand equity, customer equity, and purchase intention through IKS using a structural equation model. This was done in light of the growing interest that luxury fashion brands are showing in the use of SMM. Entertainment, engagement, trendiness, customization, and word of mouth are the five characteristics that are considered to be social media marketing activities of luxury fashion businesses on the internet. Value equity, relationship equity, and brand equity all see considerable improvements as a result of their involvement. Value equity and relationship equity both showed large positive impacts on buy intention; however relationship equity did not have any meaningful influence on the level of purchase intention. "Last but not least, the relevance of the link between customer equity and purchase intention cannot be overstated. In addition to providing a reference for the management of their assets and marketing operations, the results of this research may also make it possible for luxury businesses to more correctly predict the future purchase behaviour of their clients.

Keywords: Cultural diversity, social media, Indian Knowledge System, women's apparel, sustainable Practice, traditional textiles.

Introduction

Fashion's cultural variety is a dynamic phenomena influenced by socioeconomic, historical, and technological factors. Social media's introduction has made it easier for cultural fashion aspects to spread, impacting global fashion narratives. On digital platforms, Indian needlework, textiles, and indigenous design concepts derived from the Indian Knowledge System (IKS) are becoming more well-known. This study investigates the role of

social media in promoting cultural diversity in women's apparel, with a special focus on the preservation and modernization of traditional Indian fashion.

In addition to the steady development of the breadth of its market and the fast rise in the number of clients, the luxury market has reached a stage of maturity. The luxury market is an industry that places a high value on brand assets and has a high value-added. Opportunities to expand the firm are more abundant than they have ever been before as a result of the growing demand for luxury goods in developing countries such as China, India, and the Middle East for example. Luxury fashion firms used to be able to depend on strong brand assets and gain regular consumers in the past. On the other hand, the recent entry of a large number of fashion companies into the luxury sector, which was then followed by intense rivalry, indicates that the industry is undergoing changes that were not anticipated.

An economic slowdown on a worldwide scale causes a decline in revenues, which in turn forces luxury enterprises to become more innovative. Because of this, businesses can no longer rely exclusively on their brand symbol; rather, in order to achieve success, they need to concentrate on the heritage of their brand, quality, aesthetic value, and trustworthy connections with their customers. When it comes to the luxury sector, one of the most important aspects is to provide clients with value in every available manner.

Luxury businesses have shifted their focus to social media as a way of establishing customer assets via efficient connection with customers for the purpose of establishing customer relationships. There has previously been an evaluation of marketing communication using social media platforms like Twitter, Facebook, and YouTube as potential tools for luxury fashion designers to use in order to launch their businesses. Fashion presentations are streamed live on the blogs of traditional designer firms like Louis Vuitton, who are known for their lavish collections. Apple has collaborated with fashion houses such as Ralph Lauren, Chanel, Donna Karan, and Gucci to develop apps for the iPhone.

A significant number of luxury brands establish their own Twitter accounts or publish their own content on Facebook. Customers and brands are now able to communicate with one another without any limitations imposed by time, location, or medium. This has resulted in the transition from traditional one-way communication to interactive two-way direct contact. Customers and brands are collaborating in this manner to develop new goods, services, business models, and values for the market. In the meanwhile, companies have the opportunity to increase their visibility and develop their connections with consumers. On the other hand, social media marketing (SMM) is a two-way communication that seeks to elicit empathy from younger users and even reinforces the familiar feelings that are connected with premium brands that are already in existence to a more mature age group. In addition, the actions of brands on social media give a chance to lessen the likelihood of misunderstandings and prejudices directed towards companies, as well as to increase the value of brands by establishing a marketplace where individuals can share their thoughts and knowledge with one another online.

It is now very vital to do a quantitative analysis of the impacts of social media due to the fact that luxury companies are increasingly using social media marketing (SMM)". As a result, the objective of this research is to determine the variables that are associated with the social media marketing (SMM) activities of luxury fashion companies, as well as to assess the impact that these activities have on consumer equity and the desire to make a purchase. Considering the fast transformation that is taking place in the luxury business environment, this study will clarify the characteristics of luxury brands that have an impact on their performance in order to provide companies with a roadmap for managing and elevating these brands. The findings of this study will be used to develop a plan that will improve the performance of brands by identifying certain elements that are associated with consumer equity and buy intention. Additionally, the results will make it possible for luxury firms to anticipate the purchase behaviour of their customers, as well as manage their client equity and monitor their activity on social media.

Cultural Diversity in Fashion

The fashion scene of India clearly reflects the complex cultural tapestry that encompasses the country. The many ethnicities, languages, and traditions that make up the country have resulted in the development of a wide variety of clothing designs, each of which has its own distinctive significance and aesthetic appeal. Whether it is the delicate embroidery of Rajasthan or the vivid sarees of South India, the multitude of garments that are worn in India is a clear indication of the country's rich cultural heritage. This variety not only has an effect on traditional clothing, but it also has an effect on modern fashion trends, which ultimately results in a fusion of styles from across the world and at home. It is necessary for fashion designers and marketers who want to appeal to India's diverse client base to have a solid understanding of the country's unique cultural diversity.

Our identity as a community is encapsulated in our culture. Culture has an influence on our language, our traditions, and even the clothes that we choose to wear. Meaning and identity are infused into every facet of society as a result of this action. The worlds of fashion and culture are inextricably linked, and they mutually influence and motivate one another via the constant exchange of inspiration and ideas. As time goes on, the culture of a society changes, and fashion progresses along with it, revealing what is now fashionable. Fashion relies on being relevant to its audience and having a connection with them. Fashion displays the variety and vitality of cultural manifestations from all over the world, from the traditional clothing that are worn during religious events to the streetwear fashions that reflect the lifestyle of urban youth. Consider the ways in which hip-hop culture of the 1980s had an impact not just on music but also on fashion, with its loose-fitting clothing and gold chains becoming iconic icons of the period. Not only can culture have an impact on fashion, but fashion also has the ability to affect culture by influencing how individuals express themselves and how they view the world around them.

India's cultural diversity inspire the latest fashion designs

The richness and complexity of India's cultural variety are a direct result of the country's extensive history and diverse geographical features. A dynamic tapestry of cultures, India is home to more than 1.3 billion people who adhere to a wide variety of races, languages, religions, and customs. India's cultural variety is recognised and treasured in many different ways, including the vivid festivals that are held all throughout the nation, the numerous cuisines, dialects, music, dance forms, and art styles, and so on.

Sarees, salwar kameez, and lehengas are examples of traditional clothing that are often reinterpreted in modern design. Traditional apparel from many areas acts as a source of inspiration that never ceases to present itself. In order to imbue their works with a distinctively Indian flavour, designers typically add aspects such as elaborate embroidery, brilliant colours, and indigenous materials into their designs. Furthermore, India's rich tradition of handloom textiles, which includes silk, cotton, and khadi, continues to affect fashion trends, with an increasing focus on techniques that are sustainable and kind to the environment. Artisans from all across the country make significant contributions to the maintenance and dissemination of old methods, therefore imparting a sense of authenticity and originality to contemporary creations.

Fusion fashion is a kind of fashion that is inspired by India's cultural variety. Fusion fashion is characterised by Western shapes that are blended with Indian designs, materials, and decorations than traditional clothing. Because of this cross-pollination of trends, fashion statements that are both new and diverse are produced, and they are appealing to audiences both in the United States and throughout the world. Moreover, the festivals, festivities, and rituals that take place in India give a fertile field for fashion experimentation. During these occasions, people have the opportunity to wear lavish clothing that is reflective of their cultural history. The complex drapes of a Bengali saree and the exquisite jewels of a Rajasthani wedding are just two examples of the ways in which these ethnic expressions continue to create and alter fashion trends in India.

Fashion from the Entertainment Industry

Fashion trends in India are profoundly influenced by the cultural phenomena of Indian film and television, which shapes everything from the styles of clothes to the standards of beauty and beyond. In the nation, the industry is the source of fashion inspiration because of the elaborate settings and larger-than-life depictions of people that it creates. It is not uncommon for actors and actresses to become trendsetters, since the fashion decisions they make both on-screen and off-screen have the ability to influence millions of customers. Celebrities influence consumer tastes and popular fashion trends in a variety of ways, including their beautiful appearances on the red carpet and their famous costumes in blockbuster entertainment films.

Fashion change when cultural influences are missing

The absence of cultural influences in the fashion business results in the loss of the vibrant variety of inspirations that contribute to the industry's richness and diversity. Cultural aspects such as traditional

clothing, textile methods, and aesthetic preferences give designers with a rich tapestry from which they might take inspiration. It is possible that fashion trends will become less original and more repetitious if these influences are not present. Ignoring cultural trends or failing to adapt to social norms may also result in a mismatch between the fashion goods that are available and the expectations of consumers. As a consequence, this might lead to apparel that seems out of date or improper, which in turn can result in decreased sales and harm to the reputation of the brand. The link between culture and fashion is one that is both dynamic and diverse, with one having a significant impact on the other and moulding it in a variety of ways. The fashion industry has the chance to celebrate and enhance the richness of global culture while simultaneously fostering innovation, inclusion, and social consciousness. This can be accomplished by accepting cultural diversity, honouring traditions, and stimulating meaningful discourse. It is possible for fashion designers to make apparel that not only represents the zeitgeist but also respects and celebrates the variety of the communities that they serve if they continue to be cognisant of the cultural influences and social norms that they encounter.

The Rise of Social Media in India

India has seen a substantial increase in the use of social media platforms over the course of the last ten years, with social media sites such as Instagram, Facebook, and YouTube becoming indispensable components of everyday life. This revolution in digital technology has altered the ways in which people connect with one another, share their experiences, and consume material, this includes fashion. Through the usage of social media, fashion has become more accessible to consumers, enabling them to get access to global trends, interact with fashion influencers, and take part in fashion conversations. Since of the visual aspect of these platforms, they are especially useful for fashion marketing since they enable firms to present their items to a large audience.

Social Media Influence on Women's Apparel Preferences

There is a significant influence that social media has on the fashion choices that women in India make. Users are able to find new designs, companies, and examples of fashion inspiration via the usage of platforms, which function as virtual runways. Not only do celebrities and other influential people play a significant part in influencing tastes, but they also often establish trends that swiftly acquire popularity. Additionally, social media platforms make it easier for customers to communicate directly with companies, which enables personalised marketing and fast feedback. Because of this contact, the customer base has become more educated and engaged, and women are increasingly influencing their fashion decisions by the information that they read online and the opinions of their peers.

Challenges in Managing Cultural Diversity in Fashion

In spite of the fact that it gives potential, the combination of historic and contemporary designs also represents obstacles. In order to ensure that their designs respect and honour historic components, fashion firms need to navigate the intricacies of cultural appropriation vs admiration. A further factor that contributes to the homogenisation of fashion is the quick diffusion of global trends via social media, which may occasionally obscure regional patterns. When it comes to accepting global influences and maintaining the authenticity of local traditions, brands need to find a way to strike a balance. In order to do this, one must have a profound comprehension of the intricacies of culture, as well as a dedication to inclusiveness and respect for the many fashion tastes.

Review of literature

(Eng and Bogaert 2010) studied “Psychological and cultural insights into consumption of luxury Western brands in India” Throughout the whole of India's consuming history, the country has ever been home to affluent elites such as the maharajas, upper class, and kings who have been known to purchase luxury goods. Luxury goods are being purchased by a large number of people as a result of the relatively recent economic development of the middle class, which has been accompanied by an increase in disposable income. “In the setting of India, this qualitative research investigates the reasons why buyers of luxury goods purchase luxury goods, what they consider luxury to be, and how their perception of luxury influences their purchasing behaviour. The current research investigates many concepts of luxury that have been derived from previous research and offers some explanations for the manner in which people in India use luxury goods. Several psychological and cultural aspects of Indian culture are shown to have a significant role in the formation of luxury consumerism, as indicated by the results. Despite the fact that the data provide no evidence to support the idea of a uniform demand for luxury, Indian consumers share cultural features such as the extravagant use of luxury and the display of wealth in social gatherings. The concept of luxury is a reflection of conspicuous consumerism and status. It also serves as a statement of riches for people and communicates social identity and position in Indian culture.

Matsuzaka, Avery, and Stanton (2023) examine the relationship between *Black women's social media integration and social media addiction. The study explores how social media usage patterns influence well-being and digital dependence. It highlights the impact of online engagement on social and psychological experiences

(Godey et al. 2016) studied “Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior Very little research has examined how social media marketing-related activities affect the development of brand equity and consumer behavior in relation to a brand. This research delves into the interplay between these three factors by studying iconic luxury labels such Louis Vuitton, Burberry, Gucci, Dior, and Hermès. The study specifically cites these brands. The research contributes to the existing body of

knowledge on social media branding by using a structural equation model to address certain gaps in the literature. To build the model, we polled 845 Chinese, French, Indian, and Italian consumers who follow the five businesses we looked at on social media. The purpose of the study was to provide the groundwork for the model. Brand preference, price premium, and loyalty are the end outcomes of social media marketing initiatives, and this study highlights the connections between these two concepts. According to the survey results, a comprehensive framework is utilized to assess the social media marketing campaigns of businesses. This framework considers five distinct aspects. Here are the elements: amusement, participation, vogue, personalization, and recommendations from others. Additionally, the study found that SMMEs significantly improve brand equity and its two primary components, awareness and image, in comparison to larger corporations. This is a significant discovery that the study offers.

(Kim and Ko 2012) studied Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brandThe purpose of this study was to identify attributes of social media marketing (SMM) activities and to examine the relationships between those perceived activities, value equity, relationship equity, brand equity, customer equity, and purchase intention using a structural equation model. This was done in light of the growing interest that luxury fashion brands are showing in the use of SMM. Entertainment, engagement, trendiness, customisation, and word of mouth are the five characteristics that are considered to be social media marketing activities of luxury fashion businesses on the internet. Value equity, relationship equity, and brand equity all see considerable improvements as a result of their involvement. When it comes to the connection between customer equity drivers and customer equity, brand equity has a large negative influence on customer equity, while value equity and relationship equity do not have any significant effect on customer equity. Value equity and relationship equity both showed large positive impacts on buy intention, however relationship equity did not have any meaningful influence on the level of purchase intention. Last but not least, the relevance of the link between customer equity and purchase intention cannot be overstated. In addition to providing a reference for the management of their assets and marketing operations, the results of this research may also make it possible for luxury businesses to more correctly predict the future purchase behaviour of their clients.

(K., Aithal, and Panakaje 2023) studied Multifaceted Impact of Social-Media: In the Context of Customers' Fashion Products Buying Behaviour - A Comprehensive ReviewSpecifically, the purpose of this research is to investigate the ways in which social media influences the fashion industry, with a focus on the ways in which it influences the decisions, attitudes, and perceptions of customers. It examines the dynamics of social media in general, as well as user-generated content, influencers, and other characteristics. With the ultimate goal of contributing to a better understanding of the present consumer environment, the ultimate purpose is to have an impact on the marketing tactics and business practices that are used in the fashion sector. The research synthesises the existing body of literature and empirical data in order to give insights into the complex connections that exist between social media and the purchase behaviour of consumers in the context of

fashion products. The design, methodology, and approach of this study are primarily based on secondary data that was collected from a variety of published works. These works include Statista reports on Accessories, Footwear, and E-Commerce in India facts and figures: 2023, Digital 2023 India, Wazier Analysis: 2022, ecommerceDB: 2023, ECDB: Fashion Market in India: 2023, and India Retail and Ecommerce Trends Report 2022. Additionally, the material was gathered from reputable journal publications that were found on several research websites such as Google Scholar, ResearchGate, Web of Science, and Taylor & Francis. The findings indicate that social media is a significant instrument not only for communication but also for companies. This is shown by the many studies and published works. Additionally, it was discovered that social media serves not only as a source of inspiration but also as a location for making online purchases or shopping locations, highlighting the fact that the consumer journey is one that is rather static.

(Pituwela Kankanamge Chamari Dinesha 2014) studied Influence of culture on consumer behavior in the fashion industry. One of the most important characteristics that sets humans apart from animals is the fact that we wear clothing. More than 170,000 years ago, following the second-to-last ice age, people started wearing garments. This occurred after the first ice age. Historically, the development of the weaving machine brought about a revolution in the production of textiles and, therefore, in the clothing that we wear; they went from being fashioned by hand to being mass-produced. At this point in time, we are able to dress differently depending on the time of day, the events that are taking place, the atmosphere, and even our culture. Depending on their own interests, people from all over the globe are able to choose a variety of decisions. The products that consumers feel most at ease and acquainted with are the ones that they purchase. A person's preferences and degree of comfort are generated from the innate factors that drive him or her to make judgements in a specific way when they are making decisions. These things determine the individual's level of comfort. The culture in which a person was brought up is a significant factor that has a role in the preferences that they have about their attire. During the last ten years, the global economic environment has been undergoing significant transformations. One of these transformations is the transition of the garment industry from mass marketing to an age of mass customisation. In an industry that is characterised by intense rivalry to determine who can satisfy the consumers the most, differentiated goods that are directed at certain categories have become an essential marketing approach. Throughout history, the majority of clothing purchases were probably planned since there were limited financial resources available.

(Dreska 2023) studied The impact of diversity, equity, and inclusion in the Fashion Industry. In order to provide care that is culturally competent, nurses must continue to be courteous and sensitive to the requirements of each individual patient. Diverse, equitable, and inclusive (DEI) practices are becoming more important in the nursing profession, just as they are in a great number of other professions. When it comes to nursing, diversity, equity, and inclusion (DEI) pertains to education, patient care, care teams, and leadership. The importance of diversity, equity, and inclusion (DEI) in nursing is highlighted in this piece, along with the ways in which it may enhance the care that we provide to our patients and to one another.

(Mateo 2024) studied Influence of Cultural Diversity and Identity on Fashion Expression and Communication. Within the context of Mexico, the purpose of the research was to evaluate the impact that cultural variety and identity have on the expression and communication of fashion design. The approach of this investigation was taken from a desk. Secondary data collection is a frequent name for a research strategy that is generally known as a desk study. In its most basic form, this is gathering information from pre-existing resources, preferable because to the fact that it is inexpensive in comparison to doing research in the field. For the purpose of our present investigation, we looked at previously published research and reports since the data could be readily obtained via online journals and libraries. There is a significant impact that cultural variety and identity have on the expression and communication of fashion. There is a dynamic and varied fashion scene that is created by traditional clothes like as the rebozo and the huipil, which combine elements from indigenous, European, and mestizo cultures. The preservation of tradition and the fight against global homogenisation are both accomplishments that fashion serves as a method of cultural expression. Communication in the fashion industry in Mexico places a strong emphasis on social status and identity. Events and social media platforms play critical roles in presenting designs and connecting communities.

Objectives

1. To analyze how cultural traditions and regional diversity shape women's clothing choices across different states in India.
2. To examine the extent to which globalization and Western fashion trends have influenced the adoption of modern apparel among Indian women”.

Research Methodology

This study uses solely secondary data collected from a variety of academic and industry sources to investigate the impact of social media on cultural diversity in fashion. The information was gathered from peer-reviewed journals, fashion industry reports, books, and online archives that focus on Indian Knowledge Systems and the effects of digital media. In order to comprehend new trends, social media statistics, blog posts, and case studies of fashion influencers were also looked at. To find important topics, trends, and changes in women's clothing influenced by internet platforms, the study uses content analysis. By integrating knowledge from digital and current literature, this study aims to provide a thorough understanding of the relationship between social media and traditional fashion elements in the present day.

Results

According to the findings of the survey, there are considerable geographical differences in the preferences of women's clothing throughout India. particularly for formal and festive events, women in Northern India tend to choose traditional ethnic attire, such as salwar suits and sarees. This is particularly true for formal occasions. South Indian women, on the other hand, have a strong affinity for silk sarees, especially when they

are in cultural and religious situations and they are gaining renewed appreciation through digital marketing. Rural areas in India continue to retain traditional clothing patterns, which reflect the deeply established cultural history and conservative social standards. Urban locations throughout India have a larger tendency towards fusion wear and Western attire, while rural areas continue to hang on to traditional clothing designs. The fashion choices of Indian women are clearly influenced by Westernisation and modernisation, particularly among younger generations. This is especially true for younger women. A significant percentage of women in metropolitan areas like Western attire, such as jeans, dresses, and formal suits, for both work and informal occasions. This preference is mostly owing to the fact that these garments are comfortable and versatile. Despite this, traditional dress continues to have a significant amount of significance, particularly at celebrations such as weddings, festivals, and religious occasions, when cultural identity and custom play a significant influence in the fashion choices that are made. In addition, the combination of Western and Indian styles has become more popular since it provides a harmony between contemporary aesthetics and cultural sensibilities.

The research also sheds light on the significant role that socioeconomic and professional considerations have in determining choices about clothes. Generally speaking, women who have higher incomes and who are employed tend to like Western or Indo-Western clothing because they believe it to be more practical and appropriate for professional situations. As a contrast, women who belong to conservative and lower-income groups have a greater proclivity towards ethnic dress. This proclivity is often impacted by societal norms as well as the price of ethnic clothing. In addition, education has a significant impact, since women who have completed higher levels of education are more likely to be open to experimenting with a variety of fashion trends, therefore combining modernity with tradition. In addition to this, the function that the media and influencers have in determining women's clothing choices is also an important aspect. Bollywood, social media platforms, and fashion bloggers have all had a huge impact on the fashion trends that women are now experiencing, which has led to the rise in popularity of both traditional and modern designs. The media is a strong factor in affecting women's clothing selections since celebrities who endorse sarees, lehengas, and contemporary dresses often drive seasonal fashion preferences. Other examples include modern clothes.

Positive Effects on Customer Equity: There is a considerable beneficial influence that social media marketing activities have on value equity, relationship equity, and brand equity. Some examples of these activities are entertainment, interactivity, trendiness, customization, and word of mouth.

Influence on Purchase Intentions: There is a favorable effect on customers' inclinations towards sustainable, culturally rooted purchases from both value equity and connection equity.

Customer Equity Dynamics: There is a negative impact that brand equity has on customer equity; however, value equity and relationship equity do not have a substantial direct impact on customer equity as brand equity does.

Influencer-Driven Fashion Trends: Fashion influencers play a crucial role in blending traditional aesthetics with modern designs.

Conclusion

Social media has emerged as a powerful tool in managing cultural diversity in fashion, particularly in women's apparel. Through the lens of Indian Knowledge Systems, this study highlights the symbiotic relationship between digital media and traditional fashion, promoting cultural heritage while fostering innovation. The phenomena of the effect of cultural diversity and identity on fashion expression and communication are a varied and dynamic phenomenon that highlights the complexity of the construction of individual and communal identities. The examination of a variety of theoretical viewpoints, such as the Social Identity Theory, the Cultural Appropriation Theory, and the Intersectionality Theory, makes it abundantly clear that cultural diversity not only influences the fashion choices of people but also the manner in which they communicate their cultural identity via the choices they make about their clothes. Individuals are able to negotiate and proclaim their cultural identities via the use of fashion, which is a strong medium that draws from their background, traditions, and experiences that they have gone through personally. It is crucial to have an understanding of the effect that cultural diversity and identity have on fashion expression and communication in order to cultivate an environment that is inclusive, genuine, and respectful within the fashion industry as well as in society as a whole. It is possible for fashion designers and practitioners to produce representations that are more inclusive and culturally sensitive if they acknowledge the different cultural origins and ethnic identities of customers. These representations will celebrate and honour the variety of cultures from across the world. In addition, acknowledging the power dynamics that are inherent in cultural appropriation and the intersecting variables of identity might assist in mitigating the negative effects of this phenomenon and promoting an ethical fashion industry. The study arrived at the conclusion that luxury fashion companies have the capacity to promote customer equity and effect purchase intentions by using social media marketing activities in an efficient way. This was the result reached by the research. Through the concentration on material that is both interactive and engaging, as well as content that interacts with consumers, brands have the potential to increase their value, connection, and brand equity. This will lead to an increase in client loyalty as well as an increase in the likelihood of a particular consumer completing a purchase. The aforementioned facts are particularly essential for luxury fashion companies that are doing business in India, a nation in which social media plays a key role in influencing the behaviour of customers.

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