

Consumer Segmentation based on Social Media Marketing Influences in Online Purchase of Branded Apparels: A Cluster Analysis in Gujarat

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Abstract: Consumer segmentation based on social media marketing reveals how consumers respond to digital cues when purchasing branded apparel. Using data from 561 respondents and nine key influence variables, consumers were classified through K-means clustering. The results identify three distinct segments—Holistic and Engaged Shoppers, Selective and Cautious Shoppers, and Independent and Uninfluenced Shoppers—each demonstrating unique response patterns toward discounts, reviews, convenience features, and brand communication on social media. These differences highlight the varied impact of digital marketing elements on consumer decision-making. The findings support targeted social media strategies for apparel marketing.

Keywords: Social Media Marketing, Consumer Segmentation, Digital Apparel Shopping, Cluster, Branded Apparel