

FACTORS DRIVING THE USE OF SOCIAL MEDIA IN BUYING READY TO WEAR FASHION

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ABSTRACT

The development of fashion styles continues to grow rapidly, Ready To Wear clothing seems to offer a varied fashion style, especially the need for fashionable clothing for use by teenagers, especially among students. In addition, the increasing need for Ready To Wear clothing is certainly a great opportunity for producers engaged in the fashion industry and will create increasingly fierce competition. Therefore, Ready To Wear fashion producers must know and produce clothes that are in accordance with consumer desires in order to become market leaders in their market segments. One way to find out the needs and desires of consumers for Ready To Wear clothing is to look at the driving factors for using social media in buying Ready To Wear clothing. The purpose of this study was to look at the driving factors for the use of social media in buying Ready To Wear clothing. The research population is Fashion Management students who buy Ready To wear clothes. The sample was taken from participants who bought Ready To Wear clothing through social media. Data was collected using questionnaires and observations. The collected data were analyzed using descriptive statistics.

The targeted research outputs are SIENTA indexed national journal, and accredited proceedings.

Kata Kunci: Social Media, Fashion Ready To Wear, Student