International Journal of Research Publication and Reviews

STUDY ON RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CLOTHING PURCHASE INTENTIONS

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1. ABSTRACT

The reach of internet technology and social media has opened abundance of opportunities for marketers as well as for consumers across the globe. To anticipate future purchase behaviour of consumers, marketers are not leaving any stone unturned. The main objective of this study is to investigate the direct and indirect impacts of social media marketing activities (entertainment, customization, interaction, word of mouth, and trend) on consumers' purchase intentions in luxury fashion brands. This study employed higher order Structural Equation Modelling to test the study model with sample data. We found positive significant impacts of social media marketing and customer relationships on consumers' purchase intentions. In addition, our study model confirmed full mediation of customer relationships in the relationship between social media marketing and consumers' purchase intentions. Based on our research findings, we strongly recommend that marketers of luxury fashion brands engage in social media marketing activities to provide value to customers.

This theories of moralization and knowledge calibration to vegetarianism. In two studies involving interviews with vegetarians, and meat-eaters; we investigated consumer attitudes toward vegetarianism. Our text analysis results revealed that emotionally calibrated consumers are 'moral vegetarians' who find meat repulsive, and make ethical food choices. In contrast, cognitively calibrated consumers are 'health vegetarians' who scan the nutrition information, avoid meat due to health restrictions, and embrace vegetarianism for healthy life. Finally, we provided insights into how faux meat companies can promote their products and transform consumer behaviour toward vegetarianism by advertising ethical and environmentally friendly foods, and healthy and anti-obesity foods to moral and health vegetarians, respectively.

Native advertising is at the intersection of strategic communication and journalism information. As a type of commercial hybrid content, its distinctiveness as a promotional method is questioned. As a vehicle for informing, it blends in with the surrounding editorial causes concern. Thus, the purpose of this study is to deconstruct "native advertising" and form a clearer understanding of this emerging and changing concept. To serve this purpose, this study conducted content analysis of communication strategies of 151 native advertisements sampled from three news websites. The findings revealed that more than half of the sample cited sources and disclosed sponsors. Congruence was largely based upon function-based associations. About one-third of the native advertisements offered how-to advice and addressed connections between the sponsor and the story. Sometimes, the sponsor was not mentioned in the stories at all. The findings suggest that native advertising exhibits certain features of sponsored content, differs from traditional advertising or advertorials, and imitates journalistic style and format. This study also recommends that strategic persuasion goals should be balanced against congruence with the style and the format of the surrounding journal

2. INTRODUCTION.

Social media marketing is the use of social media platform to connect with your audience to build brand visibility over the web and increase the sales. Social media has become more popular to both marketer and researcher as these days has changed people Communication, Collaborate and create. Social media showed a positive relation between the two which has done with help of survey conducted among 210 respondent of different age group. These are various factor such as product Quality, Comfort, Reasonable price with various offer and discount. Even a consumer has a good purchasing experience through social media as it recommended their purchase to other as well. The internet and technology have changed many aspects of consumer behaviour. Over the past fifteen years, the internet has experienced significant growth (Alasdair, 2016). Technology has brought significant changes and has affected every aspect of our lives. The internet has many features that can make it easier to small, the brand team consistently operates in a pop-up store all over Indonesia to reach its customers. Brand A's target market is young people in the age range of 20 to 25 years old. This reflects in the price of their product and their promotional material on their social media or the e-commerce platform. The brand has also collaborated with an e-commerce platform to bring its latest design successfully to New York Fashion Week 2021.

The contribution of promotional activities using social media marketing can't be ignored. Social media is an essential tool for business growth that includes two ways communication tools, low-cost marketing, getting information, connecting, and building relationships with customers. Businesses currently market their products through social media such as Instagram, Snapchat, Twitter, etc. In this regard, social media marketing aims to help companies increase their market share and consumer purchase intentions.

The competition of the local brand in Indonesia is also tight. Brand A uses extensive social media marketing activities (SMMA) to compete to engage and interact with its customers and potential customers. For example, on their social media, Instagram, they frequently post engaging content, namely

photos of their product on the street of New York and their huge promotional billboard on Times Square. From the consumer's perspective, consumers are also increasingly rational in choosing products, which makes clothing brand companies must make better products and attract attention to their consumers through social media. One key important thing for a brand is to induce such stimulation on social media that creates the consumers and potential consumers to trust their brand. In the online environment, social media provides a more trusted perception than traditional information as it enables the consumer to engage with a brand in a reasonably short time, if not an instant.

While brand trust can be built based on frequent interaction with consumers, it is crucial to see how this reflects their purchase intention. Consumer purchase intention is a combination of consumer interest in a product and the possibility of buying the product. According to purchase intention is the consumer response to an object that indicates their desire to make a purchase. At the same time, Aaker describes it as a personal and conscious effort and reflecting on their purchase plan.

In the recent research connecting social media marketing activities and purchase intention, found that social media marketing has a positive effect on purchase intention. The research conducted by explains that traditional and social media marketing contributes to brand trust. Brand trust plays a significant role in defining consumer habits and increasing purchase intention. This statement is supported by the research of Kim and Ko about social media marketing activities and purchase intention on luxury brands. Dabrowski also discussed the consumer perception of brands using social media marketing. As such, this research aims to determine how a local brand that go-global builds its brand trust through social media marketing activities and to understand its consumer purchase intention. the respondents. Respondents are local brand product enthusiasts on social media. The sample in this study is 200 respondents (one-time consumers and potential consumers). The Likert scale is used as a measurement scale in this study. The measured variables are translated into indicators used to formulate statements with answer choices with specific values. Respondents' answers in this study can be given a weighted value between 1 to 5. This study measures Purchase Intention using Awareness, Interest, Desire, and action. Meanwhile, social media marketing activities indicators include Entertainment, Interaction, e-Word of Mouth, Trendiness, and Customization and Brand Trust indicators, including Honest, Consistency, and Concern.

3. REVIEW OF LITERATURE

3.1 Social Media

Social media are the different online platform and communities that encourage social interaction where users can exchange their views, experience and observations (Schroeder, 2017). Social media come in multiple form like Facebook, weblogs, wikis, Linkdin, Twitter, podcast and others (Yazdanparast, Joseph & Muniz, 2016). Social media offers significant opportunities for firms to engage buyers individually (Harrigan & Miles, 2014). Pena (2019) said, social media is an engagement platform that enable trust building that is important to the formation of brand equity. Social media has been regarded as a real mechanism that contributes to the organization's marketing goals and strategies in respect of customer communication, customer relationship management (CRM) and customer involvement (Alalwan, Rana, Dwivendi & Algharabat, 2017).

Social media have become one of the essential aspects in the day-to-day lives of hundreds of millions of internet users worldwide (Akar & Topçu, 2011). Pereira Correia, García Medina, Fabiola González Romo, and Contreras-Espinosa (2014) state that the need for socialization and the sense of belongingness to a community are the primary motivators for participation in social media. Social media is a group of applications that operate based on the internet, which provides users the ability to create and exchange content (Kaplan &Haenlein, 2010). As per Thackeray et al. (2008), the content generated, created, organized, and shared on social media is under the control of its consumers. Erdoğmuş and Çiçek (2012) state that Social Media applications are participatory, collaborative, knowledge sharing and user-empowering. There are different social media forms such as social networking sites, photo sharing sites, microblogging tools, social tagging, newsreaders, and content community sites (Akar & Topçu, 2011). As per Pereira Correia et al. (2014) survival of a business organization heavily depends on its socialization level. Social media acts as a revolutionary trend that entices corporates to participate in the online world and allows business organizations to engage in direct and real-time communication with customers (Kaplan &Haenlein, 2010). With similar sentiments, Wang, Yu, and Wei (2012) state that social media facilitates increased interactivity, opening new horizons to improve relationships. Forms of social media useful for business organization comprise blogs, company-sponsored discussion boards and chat rooms, consumer product or service rating websites, and forums. Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking sites also provide enormous potential for business organizations (Mangold & Faulds, 2009). Bolton et al. (2013) identify Social media as a source of market intelligence. Park and Cho (2012) also point that the importance of social media as a source of information is relatively high due to its continuous growth and increased participation. Further, according to Koesler (2011), social media enables organizations to keep track of customer sentiment and customer service problems. Effective use of social media can become a potential competitive advantage as organizations can maintain connections through innovative and unique techniques (Pereira Correia et al., 2014).

Social media marketing uses social media networks to produce, communicate, supply, and share products of interest to a company's stakeholders. Social media marketing consists of some motive components from applications and awards (Perugini and Solano, 2021). Uses and Gratification Theory (UGT) is one of the most popular theories to explain consumer desires and the effects of different behavioural intentions. The main objective of UGT is to demonstrate why diverse desires and motivations prompt people to use a medium to meet these needs (Khoa, 2020). UGT applicability in social media marketing is strongly promoted by scholars to consider customer desires (Santos Corrada et al., 2020). Past research has examined the correlation between UGT and consumers' motives (utilitarian and hedonic) to investigate the connection between motivation and various behavioural effects, such as whether or not consumers would go on brand pages and the interaction with social media material with regard to like, posting and sharing (Hossain et al., 2019). We, therefore, consider the UGT to be a suitable structure to analysis the effect on online buying intentions of user motives (i.e., social, remuneration and empowerment). In this study, we are also gathering insights into our research model based on the theory of reasoned action (TRA). The TRA states that the intention of customers to conduct themselves is impaired by conduct as a commitment (Ibrahim, 2021). Researchers evaluated the TRA empirically by extracting TRA elements such as commitment and purchasing intentions in the web and social media setting. According to Zhao et al. (2019), the TRA may be used in studies examining commitment, as commitment can be perceived as a preceding

belief factor affecting an individual's online purchase intentions. Similarly, other researchers have used the TRA as a computational tool to empirically examine the association between commitment and purchasing intentions in a social media context (Yee et al., 2021). Thus, we use UGT and the TRA to demonstrate how antecedents such as motivations and commitment can significantly impact consumers' online purchase intentions in a social media context (Wu and Kuang, 2021).

3.2 Social Media Marketing

Pereira Correia et al. (2014) emphasize that the present-day marketing activities are far more extensive compared with traditional marketing activities and have brought massive changes for consumers, markets, etc. According to them, a new marketing model has been created through an electronic flow of real-time information and connects with a wider audience of consumers. An important role is played by continuous communication, along with technology and other factors. Marketers are learning how to incorporate Social media as an element in the marketing strategies and campaigns of organizations to successfully attract and please customers (Akar and Topçu, 2011). Social media marketing communications demonstrate social connectivity and user interactivity, facilitating relationships between business organizations and consumers (Chi, 2011). It is phenomenal that relationships with customers can be maintained even at the individual level based on social media (Hennig-Thurau et al., 2013). It is also possible to perform integrated marketing activities on social media platforms with less effort and low cost (Kim & Ko, 2012). As per Mangold and Faulds (2009), consumers recognize Social media as a reliable source of information and place higher emphasis than traditional corporate-sponsored marketing. There can be different forms of social media marketing, such as product/service advertising, reviews, public relations activities, and social media brand communities. Advertising based on social media has become a grown phenomenon (Chi, 2011). According to Park and Cho (2012), reviews through the internet would impact preferences towards products and brands effectively. Further, according to them, consumers provide reviews on various products by posting their opinions on social media forums and personal experiences are shared on social media providing tips and advice on the usage and quality of products and news regarding trends. Business organizations also proclaim their public relations activities through social media platforms.

One of the best marketing techniques and tools that businesses can utilize to boost sales is social media marketing. Social networking sites are among the most effective tools for marketing. SMM refers to the company's sales, online platforms, media tools and communication programs, information exchange, and cooperation with online users to increase consumer attention. Every store uses social media marketing as part of their marketing plan to capitalize on their online network (SMM). When utilizing social media SMM, marketers may manage consumer intent PI in a variety of ways. A collection of fundamental facts may be provided by modern marketing on an hourly or daily basis, which retailers can utilize to change their procedures, products, standards, and even the product itself. These changes take place swiftly and may have an impact on both company and customer buying intentions. As a result, social media marketing contributes significantly to the research of consumers' purchasing intentions and different methods for doing so.

Researchers Kim and Ko (2012) are credited for dividing the activities of social media marketing. According to Kim and Ko, the fundamental categories of the social media marketing strategy include more trend, personalization, communication, and engagement for upscale firms. According to Yadav and Rahman, trendiness, entertainment, and customization, Seo and Park classified social media marketing activities in the airline industry according to perceived risk, trendiness, and customization. Social media refers to the content, promotions, and events that are part of marketing campaigns on social networking sites. They are known as marketing activities, such as advertising and information dissemination on social media. The elements of marketing efforts include information, personalization, and word of mouth.

In this research, we took into account the following social media marketing activities, including amusement, advertising, engagement, trendiness, and customization. These qualities were chosen for a number of specific reasons. This research is focused on branded clothing, first and foremost. When discussing clothing, one of the most crucial factors is trendiness. People like dressing in accordance with the newest trends. So, firms attempt to seem trendy in their advertisements. SMM need to be based on current trends. A company risks losing some clients if it doesn't use the most recent trends in social media marketing. Brands attempt to target consumers based on their preferences. According to Anshari et al., customization is a crucial component of marketing. Brands may use social media marketing to target consumers based on a variety of criteria, including age, ethnicity, culture, and more. Thus, the customization was included in this research.

We may argue that social media has today's customers and business community in a great connection. Social media respects the consumer; in addition to the submitted evaluations, their suggestions may be seen online. The business is constantly interested in client feedback. Another factor, trendiness, may be used to analysis the most recent and up-to-date information or updates on the product or services for the customers. Additionally, SMM facilitates engagement, content exchange, and information distribution. Last but not least, SMM may be connected to a brand or social media, including attitudes and perceptions, behaviour feedbacks like customer satisfaction, and more.

Through brand communities, brands and consumers interact with each other irrespective of time, location, and mode of communication, enabling them to develop new products, services, and values collaboratively (Kim & Ko, 2012). According to Hutter et al. (2013), some consumers demonstrate commitment towards brand pages due to their activities and psychological involvement with particular brands. From previous studies, Felix et al. (2017) have identified that the impact that can be created through social media marketing depends on the industry and the type of the product. According to Thomas, Peters and Tolson (as cited in Park & Cho, 2012), fashion and apparel shopping is suggested as one of the most popular discussion topics on social media. Through this platform, apparel retailers can obtain direct feedback from consumers while monitoring online communities' discussions on social media. According to such organizations strengthen the relationships between the brand sand the consumers (Touchette, Schanski, & Lee, 2015).

3.3 Hypothesis Development

Through activities such as creating relationships with other users, receiving customized services from business organizations, and contents and reviews published on social media, purchase intentions are enhanced (Kim & Ko, 2010). With similar sentiments, Wang et al. (2012) state that customers learn

attitudes and Purchase behaviour through communication on social media. As per the study conducted by Kim and Ko (2010) on the impacts of luxury fashion brands' social media marketing on customer relationship and purchase intention, a positive effect is created on Purchase Intentions through social media marketing. Therefore, to identify the relationship between social media marketing and purchase intentions relating to women's clothing and accessories, this hypothesis has been proposed. H1: There is a positive relationship between social media marketing and purchase intentions relating to women's clothing and accessories. According to Hutter et al. (2013) consumer decision-making process is considerably influenced by brands. Perceptions held regarding a brand can be identified to be long lasting, and a positive assessment strengthens favourable behaviour towards the brand (Spears & Singh, 2004). As per the study conducted by Chen-Yu, Cho, and Kincade (2016), brand perception and brand repurchase intent in online apparel shopping affects purchase intentions on online platforms. Therefore, to identify the moderating effect of brand perception on the relationship between social media marketing and purchase intentions relating to women's clothing and accessories this hypothesis has been proposed. H2: Consumers' brand perception moderates the relationship between social media marketing and purchase intentions relating to women's clothing and accessories.

The most recent marketing strategy practically all businesses utilize to get people to their websites is social media marketing. Social media is your greatest option if you have an idea and want to instantly reach millions of people. Social media has an influence on customers' online shopping choices, according to. Consumers depend on the opinions of social media influencers while making purchases of costly and less expensive goods, claim. According to Zeithaml's, Customers' intentions to purchase the product determine consumer recommendations and product value. (1988). Customer behaviour changes and attitude factors are related. It enables businesses to precisely predict future client behaviour in order to suit their demands. When utilizing social media SMM, marketers have a wide range of tools and alternatives to control the PI of client purchasing intent. A collection of fundamental daily or hourly information are available in modern marketing, which marketers may utilize to alter their approach, strategy, services, quality, or even the product itself. These changes take place swiftly and could have an impact on the market and consumer purchasing patterns. In order to influence clients' purchase intentions and to analyse those intents in numerous ways, social media marketing is crucial.

3.4 Social Media Marketing and Purchase Intentions

Akar and Topçu (2011) have identified that the recent times demonstrate a growing trend of consumers seeking information on the internet to rationalize their purchase decisions. As Koesler (2011) identified, social media has facilitated consumers to 'social shop' on online platforms. It has transformed the consumer decision-making process from the research stage to the post purchase evaluation stage. With similar sentiments, Wang et al. (2012) state that interactions with friends influence consumer behaviour including Purchase Intentions, family, through messages relating to positive and negative experiences, reviews, comments, suggestions, or discussions. As per Hutter et al. (2013), purchase decisions are highly influenced by social media communications. The study conducted by Kim and Ko (2010) indicates that consumers generate purchase intentions while sharing information and opinions with other consumers or with the brand itself on Social media.

The consumer may consider buying the goods or services during this activity. The customer's perception, actions, and attitudes are related to their desire to make a purchase. Foster argued that a customer's desire to buy a product does not guarantee that they would actually do so; rather, it indicates that they may do so if they believe it to be feasible for themselves. The effectiveness of an internet advertising mostly depends on the consumer's desire to purchase the advertised goods, which is clearly discernible from empirical investigations. Analysis of client attitudes about the intention to utilize a mobile application for online purchasing is evaluated by prior research. Additionally, it has been determined that customers may utilize their mobile devices at any moment to purchase the goods they want.

The decision to utilize a mobile application has a significant impact on users' intentions. One of the best ways for managers and the business to determine if the idea of the product needs improvement or additional development is via purchase intentions. Additionally, it pinpointed the marketplaces in which the goods must be marketed. Customers with regional market loyalty may have different goals than those with global or geographical market loyalty. Customers' intentions to make purchases are also influenced by the company's conduct. To examine and forecast the consumers' intentions, several online evaluation strategies must be used. Purchase intention is a broad issue that has been covered in research in a variety of industries, including marketing, advertising, and reporting. The eagerness of the customer to acquire the goods is a crucial predictor of the consumer's intentions.

As marketers are trying to develop consumer strategy and establish partnerships over time, consumers may deviate from brand commitments with little or no switching costs due to the ready availability of affordable branded products. Therefore, one of the company's ultimate aims is to resolve this discrepancy and effectively fill the brand promise in the new, highly competitive, and diverse marketplace (Morgan and Hunt, 1994). Recently, researchers have said that market management transforming brand experience into customer commitment is one of the most critical issues. Commitment is an essential function and a condition for achieving a company's goals. Without a solid commitment base, a healthy customer partnership cannot effectively be established. The Consumers' commitment applies to the willingness of the consumer to continue their association with the retailer/brand (Rehman et al., 2019; Gul et al., 2021c).

Commitment is critical in online purchases because many users in social networks also give their views on various retailers' goods and services (Chetioui et al., 2021; Mohsin et al., 2021b). Therefore, it can be assumed that purchases that are conducted *via* social media often entail a consumer's commitment in retailers operating in social networks to complete effective transactions, much as any other online business where commitment is the critical determinant of purchase intentions (Oghazi et al., 2018; Awan et al., 2021c). Therefore, we believe that there is significant value to commitment in social media environments, which will make customers think about purchasing the product.

3.5 Use of Social Media according to Age.

Analysis between Generations X and Y: Generation X is highly centure around media forms such as radio, TV, films, and the Internet and has proven to be regular to the internet (Leung, 2013). According to Stephen and Galak (2012), social media was once dominated by the younger generation, who

quickly adopted new technologies. However, in recent experience, social media is adopted by a more extensive demographic range. Leung (2013) states that Generation Y is comfortable with and enthusiastic about social media platforms as they are considered to be very much familiar with technology than any other generation. However, as Bolton et al. (2013) identified, their addiction hugely influences this generation's social media to use the internet.

Social Media Marketing and Brand Perception on Purchase Intentions: SMM has long served as a conduit for dialogue among brands and their customers. Customers are encouraged by advertising to post testimonials or images of the items or brands they like, which deepens their connection to those businesses. Several social networking sites, like Twitter, Facebook, and Youtube, significantly boost a brand's reputation and link the connection between both the business and its clients, as per. Social networks provide tremendous prospects for marketing as platforms for fostering interactions between brands and customers. According to [52], collaborative marketing strategies using ties to social networks like Facebook and Twitter have a favourable effect on BI and increase brand and customer influence. According to, social media marketing efforts have an impact on brand loyalty and image. According to , the widespread use of social media has increased people's awareness of brands and how they are perceived by other people. E. J. Seo et al. (2020a) have also looked at how social media marketing efforts have benefited from the airline industry's strong brand image. If their clients are dissatisfied or unsatisfied with the service, they can identify it immediately away and address the issue to maintain a positive and long-lasting relationship. Social media marketing is the primary instrument used nowadays for building brand image. According to, marketing initiatives on social media have an impact on customer brand perception

Hutter et al. (2013, p. 342) state that brands play an important role in consumer decision making and guide consumers in the process of making a purchase decision. The probability of purchasing a particular product is amplified by a positive attitude towards a brand (Akar & Topçu, 2011). According to Kim and Ko (2010), brands and customers communicate with each other based on social media without any restrictions on time, place, or mode of communication, often leading to close attention and even affection toward brands (Kim & Ko, 2012). Positive effects can be observed concerning brand awareness and purchase intentions due to social media interactions carried out, proving the relevance of social media interactions in contributing to brands' management (Hutter et al., 2013). Giving another viewpoint, Kietzmann et al. (2011) state that brand related communications on Social Media platforms can occur with or without the business organizations' control. Further, marketing-related communication on Social Media platforms is mixed with perceptions that are held regarding the brand by different parties rather than the business organization passing information relating to a specific brand (Erdoğmuş & Cicek, 2012). Consumer are sensitive towards brands and trends relating to clothing and accessories (Park & Cho, 2012). Interactions on social media platforms result in creating word-of-mouth effects especially relating to fashion and its trends (Kim & Ko, 2012). Therefore, it can be said that interactions on social media platforms relating to clothing and accessory brands affect perceptions held regarding brands and eventually impact purchase intentions.

4. RESEAARCH GAP

"Study on Relationship Between Social Media Marketing and Clothing Purchase Intentions" can be identified by examining existing literature and scholarly research in the field. Here is a brief explanation:

1. **Limited Focus on Specific Social Media Platforms:** Many studies may have explored the overall impact of social media on consumer behavior, but there might be a gap in research specifically addressing the influence of different social media platforms (e.g., Instagram, Facebook, Twitter) on clothing purchase intentions. Each platform has unique features, and understanding their individual contributions can enhance the precision of marketing strategies.

2. **Contextual Factors:** There might be a gap in understanding how various contextual factors such as cultural differences, regional preferences, or demographic characteristics influence the relationship between social media marketing and clothing purchase intentions. Investigating these factors can provide a more nuanced understanding of consumer behaviour in diverse contexts.

3. **Effectiveness of Different Marketing Strategies:** While some studies may touch upon the general impact of social media marketing, there may be a lack of detailed exploration into the effectiveness of specific strategies, such as influencer marketing, user-generated content, or sponsored ads, in influencing clothing purchase intentions. Identifying which strategies are most effective can guide marketers in optimizing their approaches.

4. **Temporal Dynamics:** Existing research might not sufficiently address the temporal dynamics of social media marketing. Understanding how the effectiveness of marketing efforts evolves over time, considering factors such as trends, seasonality, or the lifecycle of a social media campaign, can provide valuable insights for marketers.

5. **Measurement and Metrics:** There could be a research gap in the development and validation of standardized measurement tools or metrics specifically designed to assess the impact of social media marketing on clothing purchase intentions. Establishing reliable and valid instruments can contribute to the consistency and comparability of research findings.

6. Demographic Variations in Social Media Influence:

7. Existing studies may not adequately address the demographic differences in the relationship between social media marketing and clothing purchase intentions. Investigating how age, gender, income, and other demographic factors influence the effectiveness of social media marketing in the context of clothing purchases can provide a more nuanced understanding.

   Role of User-Generated Content (UGC):

   Many studies focus on brand-generated content on social media, but there might be a gap in understanding the impact of user-generated content (UGC) on clothing purchase intentions. Exploring the influence of reviews, comments, and shared images by users on social media platforms can contribute to a comprehensive analysis

   Addressing these gaps in the literature can contribute significantly to the current understanding of the relationship between social media marketing and clothing purchase intentions, providing actionable insights for businesses and marketers in the fashion industry.

5. RESEARCH METHODOLGY

Sample and Procedure: Males and females demonstrate different levels of involvement in clothing. Females consider clothing as a focal point of their lives, thus indicating a higher level of involvement in responding to advertisements on clothing and purchasing and wearing Clothing (O'Cass, 2000). The sample population for the study was Sri Lankan females from the Western province (Gampaha, Colombo, and Kalutara districts), which is the most populated province in Sri Lanka. The sample selected was aged between 18 and 55. This age range facilitates the analysis between Generations X as the study intends to identify whether age could influence the results as suggested by previous studies such as Y. O'Cass (2000). A survey strategy was used to collect data for the study. A pilot survey was carried out to refine the questionnaire to ensure that the questionnaire was well structured and the questions were clear and not repeated. A total of 15 copies of the printed questionnaire were distributed among five persons from Generation X and ten persons from Generation Y. It was identified that an average time of nine and a half minutes was required to fill the questionnaire. Respondents made suggestions on the clarity and suitability of the questions, the questionnaire structure, and changes were made accordingly. An online questionnaire was created through Google forms to gather data, since it was inexpensive and had the potential for wider and quick reach. The respondents were provided with the convenience of answering the online questionnaire at any time within the stipulated period of three weeks. Data gathered were quantitative and were analyse using SPSS to identify significance, correlations, and degree of association between and among variables under this study. A convenience sampling method was utilized, and during the data cleansing, stage 150 responses out of 179 responses were chosen for the final study, ensuring that Generation X is represented by a minimum of 40% of the sample and Generation Y is represented by a maximum of 60% of the sample. Measure Development: At the beginning of the questionnaire, a screening question was used to eliminate respondents who do not follow clothing and accessory brands on social media. The questionnaire consisted of six sections. Sections 1,2 and 3 consisted of multiple-choice questions on personal information, social media usage, and respondent's purchases relating to clothing and accessories. Section 4, 5, and 6 consisted of questions on behaviour and perceptions pertaining to Social Media Marketing, Social Media Marketing and Purchase Intentions and Consumers' Brand Perception and Purchase Intentions. Positively worded questions and one open-ended question were presented in the sections mentioned above. Further, the measurement scale used was a 1-5 point Likert scale, an interval scale, and a widely used technique for measuring attitudes (Ranasinghe & Fonseka, 2011). The scale included responses ranging from strongly disagree to strongly agree. Section 4, which included questions relating to social media marketing, was operationalized using indicators relating to following/monitoring social media, using social media, knowledge on social media, attitudes towards marketing with social media, and being affected by the internet and social media. Ten measures were derived under the indicators mentioned above. These indicators have been researched and presented by Akar and Topçu (2011). In Section 5,questions relating to social media marketing on purchase intentions were operationalized using indicators relating to entertainment, customization, interaction, word of mouth and trend. Five measures were derived under the indicators mentioned above. These indicators have been researched and presented by Kim and Ko (2010). Section 6 started with an open-ended question on the most frequently purchased clothing and accessory brand followed on social media, followed by questions relating to consumers' brand perception, which were operationalized using indicators relating to brand experience, Brand image-congruence, brand affect and brand trust. Seven measures were derived under the indicators mentioned above. These items have been researched and presented by Chen-Yu et al. (2016). The reliability test indicated an alpha score of 0.871,which pointed out higher internal consistency in all scales.

5.1 MEASURES

In order to collect information for this study, a questionnaire was created. The first section of the survey asked respondents to provide primary personal data such as their age, gender, level of education, annual income, and current profession. In part two, consumers were surveyed about their attitudes and actions concerning mainstream celebrities, bloggers/vloggers, micro-influencers, and social circles concerning their intent to purchase. Two items from Zhang and Kim (2012) and three were adapted to measure social networks. Three items modified from an existing measure of purchase intent Five indicators of micro-influencers were adopted from a study by Five factors, modified from sun et al., were used to the impact of celebrities.

6. DATA ANALYSIS.

The purpose of this capstone project is to investigate and analyses the relationship between social media marketing and clothing purchase intentions. Social media has become an integral part of our daily lives, influencing consumer behaviour and purchase decisions. This study aims to understand the impact of social media marketing strategies on consumers' intentions to purchase clothing items.

It is independent of rigid assumptions like data distribution, was used to statistically evaluate the data. With specific presumptions, such as a limited sample size and better predictive power, It offers a superior alternative to covariance-based structural equation modelling. It also uses the bootstrapping method to analyses the relationships between the constructs. Hence, with the small sample size and limited reflective items to the construct, PLS-SEM was considered condign for the study.

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6.1 ANALYSIS OF SURVEY

1.
According to the survey there are more male 70% who get influenced through influencer and get knowledge about new brand and product in market. And 30% female who get influenced by influencer and make their purchase intention.
2.

According to age there are more youth who are using social media for purchasing their clothes. This is what explain that youth use more social media handle for making their decision before buying clothes and also get to know more about trending clothes.

3.

In this 3rd survey question it was described about various social media platform and how social media have their active users. There are various platform like Facebook, Instagram, X, Pinterest, Snapchat with all and highly recommended and most probably used platform. And it states that Instagram is highly used platform and now a days Instagram is highly filled with influencers who make reels and promote local and branded clothing brand. And this help users and customers to make their purchase intention more strong and get to know more about the new trending clothes design.

4.

Social Media platform are highly recommending to those users who are much more active on social media and social media show them new clothing brand ads more and for multiple time and those users get influenced by those ads. Sometimes and some users who are not active on social media and use social media for just posting and creating content so social media also help and recommend them less post related to new brand and new trending clothes.

5.

In this question of survey it state that there are 50% of customers that are gain by company are influenced by the social media and 40% of customers and not influenced by social media because they buy their product direct for various platform as per their fashion requirement and they don't follow the social trend and don't get their decision changed and which help them to make their decision easy. And there are only 10% of people who are not sure about their social media influence sometimes they get those trending clothes design on social media and sometimes they make decision to buy those clothes and sometimes they don't get influenced by social media and make their purchase.

6

There are 70% of users who think that company should not only use social media for advertising their product they should also follow traditional methode of advertising their product and increase their marketing strategy to both the field. And there and 30% of people who think that social media marketing is much more easy and trending way of advertising clothing brand and product.

7.

There are 50%, 40% and 10% of chances in which people make and change there purchase decision in which 50% of people get and make their decision those influencers.

Research Objectives.

1. To examine the effectiveness of different social media platforms in promoting clothing products.
2. To identify the key factors within social media marketing that influence consumers' clothing purchase intentions.
3. To analyses the role of influencers and user-generated content in shaping consumer perceptions and decisions.

8.DISCUSSION

This study builds on testing the inherent paradox between increased sustainability values and fashion consumption for millennial consumers as the biggest and most fashion-conscious consumer group. Particularly, it aims to tease out if and how millennial consumers are affected to buy more sustainably through influencers as an online marketing strategy, as well as if and how the hedonistic needs of fashion-conscious millennials can be reconciled with their internal sustainability values through such a strategy. To this end, the following discussion bridges these corporate and consumer sides by relating the findings of this study to prior literature in the area.

The findings of this study provide valuable insights to social media marketers in the fashion industry. Since social media marketing demonstrates distinctive characteristics, it is advisable to develop effective social media Effect of Social Media Marketing on Purchase Intentions. marketing strategies with special emphasis on aspects such as the nature of the industry, type of products/services offered, nature of the consumer and image of the brand maintained. Further, amongst numerous social media platforms, the most appropriate platforms should be chosen for the purpose of marketing and emphasis should be given on factors that are proven to be important when marketing with social media. Since consumers are willingly and regularly use social media, the marketers should take advantage of this. Therefore, content should be published on social media in a manner to stimulate visitors desire to learn more about a product or think more about the product category, whether by highlighting the values of their offerings, the commonalities between the reviewer and the reader, or the need for empathy with the reviewer (Wang et al., 2012). Further, companies' social media accounts should be user-friendly to attract and retain customers. Activities enabled by Social media such as creating relationships with other users, publishing content, providing customized services, and obtaining feedback regarding products/services provided (Kim & Ko, 2010) should be characterized with entertainment to simulate purchase intentions. All interactions on social media should be customized to ensure higher consumer engagement. Further, content published should be frequently updated, especially with regard to marketing products such as clothing and accessories. Since social media marketing is relatively more effective among Generation Y, the marketers should focus on unique attributes of this Generation when creating marketing campaigns so that tailored social media marketing campaigns would be more effective and highly capable of inducing consumes of Generation Y.

To maintain 'brand-image congruence' organizations should develop products that fill physical as well as psychological needs of the consumers (Chen-Yu, Cho, & Kincade, 2016) and market such offerings on social media platforms in such a manner where the consumer easily understand that best possible options are offered to them. Measures should be taken to build trust between followers of social media marketing campaigns especially with regard to reviews as trust is vital to maintain strong and longlasting relationships with customers.

9. CONCLUSION

"Study on Relationship between Social Media Marketing and Clothing Purchase Intentions" has provided valuable insights into the impact of social media marketing on consumer behaviour in the clothing industry. Through thorough research and analysis, the project has highlighted the significant influence of social media platforms on shaping purchase intentions. The findings suggest that a strategic and well-executed social media marketing strategy can positively affect consumers' decision-making processes when it comes to clothing purchases. This information can be beneficial for businesses aiming to enhance their digital marketing efforts and tailor their strategies to effectively engage and convert potential customers in the competitive landscape of the fashion industry.

This study is also builds on testing the inherent paradox between increased sustainability values and fashion consumption for millennial consumers as the biggest and most fashion-conscious consumer group. Particularly, it aims to tease out if and how millennial consumers are affected to buy more sustainably through influencers as an online marketing strategy, as well as if and how the hedonistic needs of fashion-conscious millennials can be reconciled with their internal sustainability values through such a strategy. To this end, the following discussion bridges these corporate and consumer sides by relating the findings of this study to prior literature in the area.

Social media marketing provides a good platform to market for women's clothing and accessories. Consumers acknowledge that marketing campaigns take place on social media platforms and demonstrate a favourable attitude towards social media campaigns. Further, their purchase decisions are influenced mainly by communication on social media platforms. Social media also provides a considerable level of interaction and sharing of information among other users. By familiarizing the brand before purchasing or building on brand image, the local brands will influence the customers, particularly the Y generation, to improve sales. The results of this study should be interpreted with several limitations in mind. The study was carried out with a sample of 150 respondents only from the Western province. A better analysis can be done through a sample with a higher number of respondents and the representation of all nine provinces in Sri Lanka to generate generalizable findings. The study was conducted based on women. Therefore, additional studies can be undertaken to identify the viability of social media marketing campaigns directed towards men. It would enable to identify any variance in the effect of social media marketing based on gender. Out of the various Social Media platforms available, this study only focuses on social media marketing activities carried out on Social Networking Sites, Blogging Tools, and Content Communities. Further research can be carried out to identify the effect of social media marketing on platforms such as Photo Sharing Sites, Social Tagging, Newsreaders etc. Future research can also be directed towards identifying what kind of social media marketing campaigns should be carried out in order to positively and highly affect purchase intentions especially relating to women's clothing and accessories. Further, studies can be directed towards exploring the post-interaction behaviour of consumers with social media marketing campaigns.

LIMITATIONS AND FUTURE RESEARCH DIRECTION

No research is completely flawless, and all come with certain limitations. This study also possesses some limitations, as the study has been carried out considering only one aspect of SMM, i.e., Facebook. However, as we are living in the 21st century, the digital era, the organizations of the present day are innovative, and the work process has changed. Quick output is expected everywhere. On the other hand, several organizations are using "Twitter", "Instagram", "Blogs", "Wikis", etc. It is emphasized that further studies should cover some more dimensions of SMMA to understand how organizations are using SM under varied circumstances. Secondly, the sample size considered was only 305, which brings some limitations. If the work was with a larger sample size, like 800 or 1000, then it may have found a wider conception regarding SMMA. The study was comprised of respondents from capital cities and metro city of eastern India. However, it can be extended to some smaller states that would help to get some more inputs about how people perceive SMMA. In future, a comparative study between India and other developed countries might be an informative research. It is also under a new research goal that socioeconomic and demographic variables of participants may enhance the SMMA.

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