



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Role of social media marketing in shaping consumer buying behavior towards clothing products

G. Sai Nikhitha¹, and V. Narendra²

¹ G. Sai Nikhitha, Research scholar, BBA Department, Koneru Lakshmaiah Education Foundation, Vaddeswaram, Andhra Pradesh, India.

² V. Narendra, Assistant professor, BBA Department, Koneru Lakshmaiah Education Foundation, Vaddeswaram, Andhra Pradesh, India.

DOI : <https://doi.org/10.55248/gengpi.07.1026.3303>

ABSTRACT :

Owing to the popularity of wearing fashionable clothing, clothing is one of the most promoted products on social media (SM). However, the specific types of clothing products are not explicitly documented. This study aims to investigate the effect of influencer marketing, social proof, user reviews, trend-driven FOMO, personalization and credibility on consumer purchase of clothing. A cross-sectional quantitative research study was employed, with empirical data collected through a questionnaire. The questionnaire consisted of demographic questions and twenty-five Likert scale questions assessing use of social media. Data collection was done by convenience sampling on 4 October 2026. Descriptive statistics, Cronbach's alpha reliability analysis, one-sample t-test, chi-square test, one-way ANOVA, Pearson correlation and multiple regression were used to analyze the data. There was overall social media influence above the neutral level ($M = 3.32$). Respondents agreed that reviews and social proof ($M=3.50$), personalisation ($M=3.48$), and credibility and trust ($M=3.41$) are important, but judged influencer impact ($M=3.08$), trend and FOMO ($M=3.14$), and purchase behaviour ($M=3.18$) as neutral. All five factors had a significant positive relationship with purchase behaviour ($r=.37$ to $.87$, highest for trend and FOMO and influencer impact), with the two most important factors, trend and FOMO ($r=.64$) and influencer impact ($r=.36$), accounting for most of the variance (adjusted $R = .77$) in a multiple regression model. There was no effect of age, gender, occupation, daily social media use or frequency of online clothing purchases on purchase behaviour. The results do not have a policy function but they do show that it is not, for instance, reviews that are rated most important by consumers that are most associated with purchase and that for instance influencer-led and trend-led marketing can be most important to those consumers for whom social-media-led purchase is high. They may be useful to clothing brands but they are small, non-random and young and non-random and so are only indicative and can offer no generalisation.

Keywords: Social media marketing, related clothing product, consumer buying behaviour, image demand, social media influencer, online reviews, personalized, fear of missing out (FOMO).

Introduction

Instagram, Facebook and YouTube are also useful as this is where much of the clothing was before the internet. Brands post pictures and short videos, influencers will show you how to wear things, customers leave reviews and comments and the platforms recommend things to you based on what you've looked at before. Clothing is very much suited to this as it's a visual product, changes with fashion trends and shoppers are very influenced by others.

What affects consumer decision? There may be several factors, including: Shopping cues like Influencer's will push you towards purchasing and also instilling a sense of trust when using it via the platform, reviews & ratings, sharing beautiful pictures, advertising the product and many more. Testimonials, reviews and likes, customer pictures is social proof to people that the above purchase made by someone else was good! Personalized advertisements and suggestion of items that may be of interest. The perceived reliability of the information and who is giving it, (brand or influence), will determine the impact on consumers. FOMO and trend following can also be buyers motivation to purchase!

In studies on fashion and apparel brands, research has shown that e-WOM may influence purchase behaviour through brand image, brand awareness, content and social advertising (Basit et al., 2021; Rahman et al., 2021; Rehman & Al-Ghazali, 2022; Nkominopondo et al., 2025), while in influencer research there are these variables as credibility, trust and online reviews that matter (Agarwal & Jaiwant, 2023; Pathak & Bhatnagar, 2025; Siddiqui et al., 2025). However, these factors are mostly considered separately, meaning that brands have little insight into how significant they are for consumers' purchases.

This paper takes into account five factors (influencer impact, reviews and social proof, personalization, credibility and trust and trend and FOMO) at the same time and examine for each factor its degree of influence, mode of use, relationship and impacts on consumer behaviour when purchasing clothing products through primary data collected from 30 social media users. Whether each factor is of importance, used along with other factors and whether there are differences in purchase behaviour across demographic and usage variables.

Research gap

Previous study of social media marketing effects on consumer behaviour has mainly been based on the generalised consumer products, online buying behaviour or the specific social media platform. As a result, less studies have been conducted on the influence of social media marketing factors such as social media recommendations, social media reviews, personalised content, perceived credibility and FOMO on consumer buying behaviour toward clothing products. Moreover, the majority of these previous studies had a specific age group and specific location, which leads to the limitations in generalising the research findings. In this regard, there is a necessity to examine young social media users as well as clothing consumers to understand the existence of a relationship between social media marketing factors and consumers' buying behaviour toward clothing products.

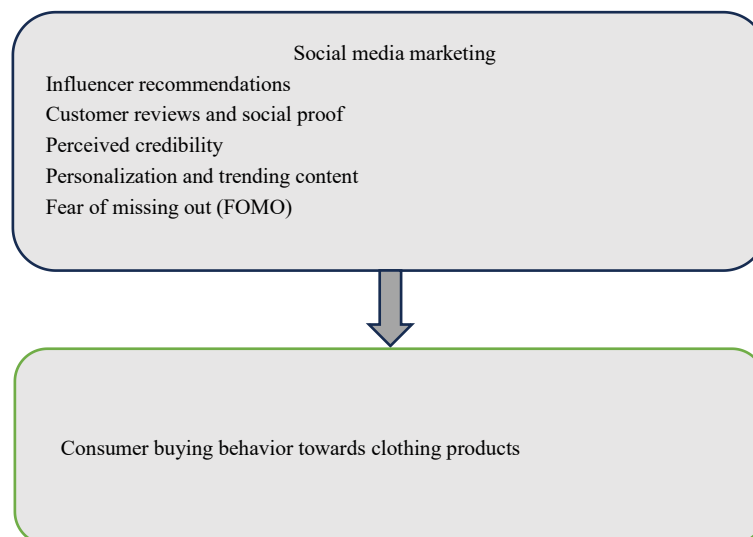
Problem statement

Clothing brands pay for influencers, manage reviews, target personalised adverts and run trend-appropriate campaigns, but we don't know if any of these activities have any impact on consumers' buying habits. So, what social media marketing techniques have the most significant impact on buying behaviour for clothing products?

Research Questions

1. How does the consumer view the five dimensions of social media marketing for clothing products?
2. What aspects of social media marketing influence consumers' buying behaviour towards clothing products?
3. What is the strongest correlate with consumers' buying behaviour for clothing products?
4. Do the buying patterns of consumers for clothing vary according to their demographic and social media use attributes?

Conceptual framework



Research Objectives

1. Describing the perceptions of consumers of the five dimensions of social media marketing according to their respective products of clothing.
2. Investigate the impact of social media marketing variables on consumer purchase behaviour towards apparel products.
3. The purpose is to find out which factor is most related to consumers' buying behaviour to clothing products.
4. To investigate whether the buying behavior of the consumer's clothing is affected by their social media user profile.

Research hypothesis

H1: Social Media Marketing on the whole

H₀₁: Social media marketing has no significant impact on consumer buying behaviour toward clothing products.

H_{a1}: Social media marketing has significant positive effect on consumer buying behaviour toward clothing products.

H2: Suggestions for Influencers

H₀₂: Social media influencer recommendations have no significant effect on consumer buying behaviour toward clothing products.

H_{a2}: Recommendations of social media influencers have a significant positive impact on consumer buying behaviour toward clothing products.

H3: Reviews and social proof

H₃₀: Customer reviews and social proof on social media have no significant effect on consumer buying behaviour toward clothing products.

H_{a3}: Customer reviews and social proof on social media have a positive effect on consumers' buying behaviour toward clothing products.

H4: Perceived Trustworthiness

H₀₄: Perceived credibility of social media content does not have any significant impact on consumer buying behaviour toward clothing products.

H_{a4}: Credibility of social media contents has a positive and significant effect on consumers' buying behaviour toward clothing products.

H5: Personalised and Popular Content

H₀₅: Personalisation and trending content on social media does not influence consumer buying behaviour significantly toward clothing products.

H_{a5}: There is a significant and positive effect of personalisation and social media trending content on consumer buying behaviour toward clothing products.

H6: FOMO (Fear of Missing Out)

H₀₆: There is no significant effect of Fear of Missing Out (FOMO) generated through social media on consumer buying behaviour toward clothing products.

H_{a6}: social media created Fear of Missing Out (FOMO) has significant positive impact on consumer buying behaviour toward clothing products.

Review literature

Bilal, Ahmed and Shahzad (2014) studied the role of social media and social networks in consumer decision making in garment industry. Research found that social media was used by consumers in decision making related to the selling and buying of clothes.

De Lenne, V., & Vandenbosch, M. (2017). Study on media and young adult's intent to purchase sustainable apparels the results indicated that media of apparel brand and fashion bloggers influenced consumers' attitude and intention to buy apparel.

Tripathi (2019) has studied the effect of digital media and networks on buying behaviour of Generation Y consumers. The quantitative data confirms the active role of digital channels in collecting information about fashion trends and patterns.

Data-driven research has also focused on the millennial purchasing trends in competitive segments. Rahman et al. (2021) concluded that the overall buying trends of fashion brands are affected by the primary brand awareness and qualitative perspective of consumers for a particular item.

In one of their studies Basit et al. (2021) proved that strategic social networking campaigns are effective for building a positive brand image for the apparel industry which is a foremost influence for consumer transactional decisions.

Rehman and Al-Ghazali (2022) studied social advertising, brand image and buying behaviour toward fashion clothing brands. The findings showed that social advertising affected the fashion brand image and the consumer purchasing behaviour.

Singhal and Ahuja (2023) examined fashion brands' use of social media marketing strategies, and their impact on consumer-brand relationships and brand perception. Research suggests that social media is part of fashion brands as a tool to engage consumers and build positive brand sentiments.

Siddiqui, Zafar and Naseem (2025) - Fashion Apparel: Social media marketing, Content marketing and online convenience. This research discovered the importance of online information, social media and electronic word-of-mouth in the buying behaviours of consumers.

Nkominoondo, Mbukanma and Shemfe (2025) explored social media marketing and consumer buying decision of clothing products. The results of this research showed that the content strategy, the target audience and the social media platform choice positively influenced consumers' purchase decision.

Literature Review Overall, previous studies show that SMM can influence consumers' clothing purchase decision through product information, review, brand image, SMM contents, advertising, and online communication. However, less studies have been done on the impact of social media marketing in

clothing purchase decision in terms of influencers' recommendations, social media reviews, personalised content, perceived trust and FOMO. Therefore, this research has been started to study the factors toward consumers' clothing buying decision.

Research Methodology

Research Design

The design of this study was quantitative, descriptive and cross-sectional study. Cross sectional method was preferred as it allows to study multiple variables like social media marketing elements and consumer buying behaviour in one point of time. The data collection was quantitative and was done through a questionnaire based on a structured online research methodology to help estimate the respondent's perception and buying attitude toward clothing products.

Sample and Data Collection

The questions employed a quantitative, cross-sectional empirical approach to assess the extent to which specific interventions of the platform impact individual consumer procurement behaviours in the apparel segment of the market. Primary data was collected from an internet survey link which was sent to a sample of internet and digital network users who regularly engage in the purchase of apparel and /or garment processes through the internet. The researchers successfully used a non-probability convenience sampling method to optimise response metrics within the defined window of operation that resulted in a final database of 30 effective data sources for this trial exploratory pilot. The measurement instrument consisted of 25 unique items and was based on a 5-Point Likert Style ordinal scale, with data points scaled to positive absolute agreement (at 5) and absolute disagreement (at 1). The metrics instrument was a hybrid combination of baseline classificatory descriptive questions and behavioural evaluative scales. The empirical field data collection was completed at October 2026 with the curated dataset preparing for inferential statistical analysis.

Instrument

The primary data collection instrument was a structured questionnaire, composed of two parts.

Section A (Q1-Q5) was a demographic and baseline behaviour profile of respondents online. In this section, we collected data on age, gender, occupation, and daily social media usage time to investigate the possible association between social media usage and weekly online shopping frequency. Section B (Q6-Q25) had 20 items that measured the respondents' perception on digital marketing aspects and purchase of apparel related to it. Consumers' responses were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Six constructs were adopted for measurement purposes based on the 20 items: Influencer Impact, Reviews and Social Proof, Personalisation, Credibility and Trust, Trend-Driven FOMO, and Purchase Behaviour.

Construct	Items	Sample statement	Cronbach's α
Influencer Impact	Q6–Q8	recommendations from digital creators alter my apparel procurement choices.	0.817
Reviews and Social Proof	Q9–Q11	Positive reviews increase my interest in purchasing clothing products.	0.761
Personalization	Q12–Q14	Personalized clothing recommendations influence my purchase decisions.	0.801
Credibility and Trust	Q15–Q17	I trust clothing information provided by credible brands or influencers.	0.698
Trend and FOMO	Q18–Q20	Seeing clothing products trending makes me want to purchase them.	0.817
Purchase Behaviour (dependent)	Q21–Q25	Social media marketing influences my decision to purchase clothing products.	0.857

Reliability Analysis

Internal reliability of the items was examined using Cronbach's alpha. The reliability results showed that the constructs generally reached or came very close to the widely accepted Cronbach's alpha value of 0.70. Credibility and Trust came out with an alpha of 0.698 which is very close to 0.70 and can be considered acceptable for the present purpose of exploratory research. The overall 20 items scale recorded Cronbach's alpha of 0.941.

Variables of the Study

Five independent variables and one dependent variable were examined in the study.

Independent Variables:

1. Influencer recommendations
2. Customer reviews and social proof
3. Perceived credibility
4. Personalization and trending content
5. Fear of missing out (FOMO)

Dependent Variable:

Purchase Behaviour towards Clothing Products

Mean score of all the items of each construct was calculated and the computed construct score was used for the construct-level measurement. The five independent variables are different aspects of social media marketing and Purchase Behaviour depicts the clothing buying behaviour of consumers.

Tools and Statistical Methods

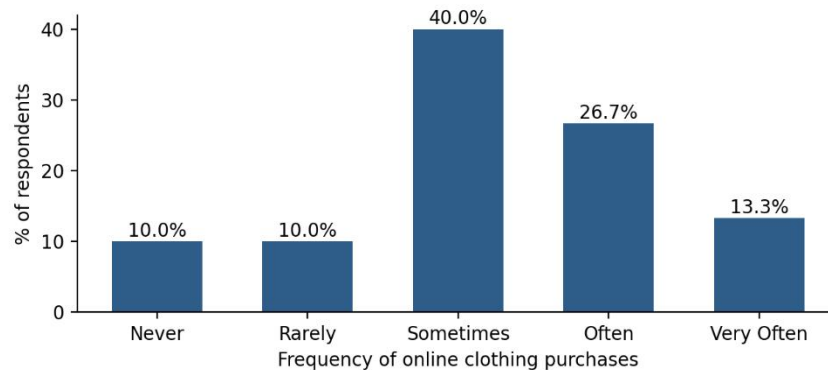
The data obtained were tabulated, processed and analysed with the help of Microsoft Excel. Descriptive statistics (frequency, percentage, mean and standard deviation) were employed to provide an overview of the demographic characteristics of the respondents and their responses to the questionnaire items. The reliability of the questionnaire was measured by Cronbach's alpha (α) in the evaluation of internal consistency of measuring items. Correlation analysis was employed to determine the strength and direction of the relationship between the social media marketing dimensions and consumer buying behaviour toward clothing products. The research employed multiple linear regression analysis to analyse the impact of five social media marketing dimensions on consumer buying behaviour toward clothing products. The dimensions included Influencer Recommendations, Customer Reviews and Social Proof, Perceived Credibility, Personalisation and Trending Content, and Fear of Missing Out (FOMO). These five dimensions were analysed separately from the overall Social Media Marketing variable, which was not entered as an additional predictor in the same regression model. Hypothesis testing was done at 5% level of significance, $p < 0.05$ was considered statistically significant. The statistical techniques were suitable for the quantitative nature of the study and were useful in testing the relationships and impact of social media marketing dimensions on consumers' buying behaviour toward clothing products.

Data analysis and interpretation**Profile of respondents**

Table 2 shows that the majority of the respondents were in the age range of 18 to 23 years (80%). 57% of the sample consisted of female respondents. 67% of the respondents were students. More than half of the respondents (53%) spend two or more hours on social media per day. In terms of buying clothes online, 10% of the respondents said they never bought clothes online, 40% bought clothes sometimes and 40% bought clothes often or very often. The demographic profile of the sample showed that the sample was composed mainly of young social media users and students with various levels of online clothing purchase experiences.

Table 2: Profile of respondents (N=30)

Variable	Category	Frequency	Percentage
Age	18–20 years	11	36.7%
	21–23 years	13	43.3%
	24–26 years	4	13.3%
	Above 26 years	2	6.7%
Gender	Female	17	56.7%
	Male	13	43.3%
Occupation	Student	20	66.7%
	Working Professional	6	20.0%
	Other	4	13.3%
Daily social media usage	Less than 1 hour	3	10.0%
	1–2 hours	11	36.7%
	2–4 hours	7	23.3%
	More than 4 hours	9	30.0%
Online clothing purchase frequency	Never	3	10.0%
	Rarely	3	10.0%
	Sometimes	12	40.0%
	Often	8	26.7%
	Very Often	4	13.3%

Figure 1: Frequency of online clothing purchases**Responses to individual statements****Table 3 mean and standard deviation of statements**

No.	Statement	Mean	SD	Level	Scale
Q6	Influencer recommendations on social media influence my clothing purchase decisions.	3.03	0.96	Neutral	INF
Q7	I consider an influencer's opinion before purchasing clothing products promoted on social media.	3.23	0.97	Neutral	INF
Q8	Clothing products promoted through influencer styling or demonstrations attract my attention.	2.97	1.19	Neutral	INF
Q9	Positive reviews on social media increase my interest in purchasing clothing products.	3.40	1.00	Neutral	REV
Q10	I check customer reviews before purchasing clothing products promoted on social media.	3.67	1.21	Agree	REV
Q11	Likes, comments, ratings, and customer photos increase my confidence in purchasing clothing products.	3.43	1.07	Agree	REV
Q12	I pay more attention to clothing advertisements that match my interests and preferences.	3.40	0.86	Neutral	PER
Q13	Personalized clothing recommendations on social media influence my purchase decisions.	3.43	0.94	Agree	PER
Q14	Social media recommendations help me discover clothing products that I may want to purchase.	3.60	1.10	Agree	PER
Q15	I am more likely to purchase clothing products when the information provided on social media seems reliable.	3.17	1.02	Neutral	CRD
Q16	I trust clothing information provided by credible brands or influencers on social media.	3.30	0.92	Neutral	CRD
Q17	Clear and genuine information about clothing products increases my confidence in purchasing them.	3.77	0.94	Agree	CRD
Q18	Limited-time offers on clothing products make me feel that I might miss a good opportunity.	3.13	1.17	Neutral	FOMO
Q19	Seeing clothing products trending on social media makes me want to purchase them.	3.20	1.24	Neutral	FOMO
Q20	I sometimes purchase clothing products because I do not want to miss a popular trend or style.	3.10	1.09	Neutral	FOMO
Q21	Social media marketing influences my decision to purchase clothing products.	3.13	1.14	Neutral	PB
Q22	I am likely to purchase clothing products after seeing them on social media.	3.23	1.10	Neutral	PB
Q23	Social media encourages me to purchase clothing products that I had not originally planned to buy.	3.17	1.15	Neutral	PB
Q24	I prefer purchasing clothing products that I discover through social media.	3.10	1.12	Neutral	PB
Q25	Social media marketing increases my intention to purchase clothing products.	3.27	1.17	Neutral	PB

The most highly rated statement is that consumers are confident with clothing purchasing when they are provided with transparent and sincere information (Q17, $M = 3.77$), then followed by consumers' confidence in purchasing clothing when they are attracted to advertisements (Q10, $M = 3.67$), consumers' influence on clothing purchasing based on recommendation (Q14, $M = 3.60$). The lowest-rated statement is that consumers' interest in shopping when a stylist or model shows up (Q8, $M = 2.97$).

Reliability and descriptive statistics

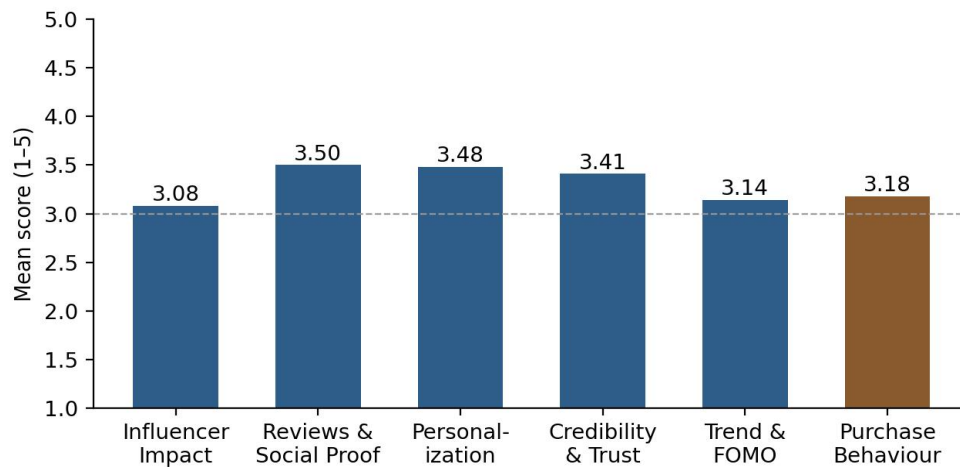
Table 3: Reliability and descriptive statistics of constructs

Construct	Items	Mean	SD	Cronbach's α	% scoring ≥ 3.5
Influencer Impact	3	3.08	0.90	0.817	27%
Reviews and Social Proof	3	3.50	0.90	0.761	50%
Personalization	3	3.48	0.82	0.801	47%
Credibility and Trust	3	3.41	0.76	0.698	47%
Trend and FOMO	3	3.14	1.00	0.817	33%
Overall social media influence (Q6–Q20)	15	3.32	0.72	0.919	37%
Purchase behaviour (Q21–Q25)	5	3.18	0.91	0.857	33%

Scale 1 = strongly disagree, 5 = strongly agree

Cronbach's alpha is $>.80$ for influence of the influencer, personalization, trend and FOMO and purchase behaviour, and .92 for the influence index. This shows that they all have good internal consistency. Reviews and social proof ($=.761$) and credibility and trust ($=.698$) are acceptable for these three-item scales. The three constructs with the highest means are reviews and social proof ($M = 3.50$), personalization ($M = 3.48$), and credibility and trust ($M = 3.41$), all of which are in the "agree" range. Influencer impact ($M = 3.08$), trend and FOMO ($M = 3.14$), and purchase behaviour ($M = 3.18$) are in the neutral range. All constructs have normal distributions (skewness from 0.42 to 0.34, kurtosis from 0.64 to 0.25, Shapiro-Wilk $p >.05$ in each case), so parametric tests are appropriate.

Figure 2: Mean scores of the constructs



Usage of preferences (H₀2): chi square goodness of fit

Table 5 chi square goodness-of-fit tests

Variable	Observed frequencies	Expected (each)	χ^2	DF	p
Age	11; 13; 4; 2	7.50	11.33	3	.010
Gender	17; 13	15.00	0.53	1	.465
Occupation	20; 6; 4	10.00	15.20	2	< .001
Daily usage	3; 11; 7; 9	7.50	4.67	3	.198
Online clothing purchase frequency	3; 3; 12; 8; 4	6.00	10.33	4	.035

The four times bands for social media usage are fairly evenly distributed (3) = 4.67, $p = .198$, so H₂ is not rejected for usage time. Purchase frequency of online clothing is unevenly distributed (4) = 10.33, $p = .035$ with the majority of people purchasing "sometimes" (40%) and very few purchasing "never" or "rarely" (10%) so H₂ is rejected for purchase frequency. The distributions for age ($p = .010$) and occupation ($p < .001$) are also not even, but this is to be expected, since the sample consists mainly of young people and students; gender is evenly distributed ($p = .465$).

Association among respondent's characteristics: chi square test of independence**Table 6: level of purchase behaviour by frequency of online clothing purchases (observed frequencies)**

Purchase level	behaviour	Never/Rarely	Sometimes	Often/Very often	Total
High		1	1	3	5
Low/Moderate		5	11	9	25

Table-7: Chi-square test of independence

Cross-tabulation	χ^2	df	p	Monte Carlo p	Cramér's V	Cross-tabulation
Purchase behaviour level × Gender	3.29	1	.070	.141	.331	Purchase behaviour level × Gender
Purchase behaviour level × Daily usage	1.71	1	.190	.335	.239	Purchase behaviour level × Daily usage
Purchase behaviour level × Purchase frequency	1.20	2	.549	.815	.200	Purchase behaviour level × Purchase frequency
Purchase behaviour level × Age group	0.72	1	.397	.625	.155	Purchase behaviour level × Age group
Purchase frequency × Gender	0.48	2	.789	.894	.126	Purchase frequency × Gender

Neither of the seven cross-tabulations was significant at the 5% level. The closest to significant was purchase behaviour by gender ($\chi^2 = 3.29$, $p = .070$, Monte Carlo $p = .141$), a medium-large effect ($V = .33$) with four of the five high purchase behaviour respondents being male. There was no association between level of purchase behaviour and daily usage, or number of online clothing purchases, or between number of online clothing purchases and gender or daily usage. (Expected counts are small so this should be taken as indicative rather than conclusive.)

Effect of demographic and usage characteristics on purchase behaviour(H_05): one-way Anova**Table 8: Results of one-way Anova**

Dependent variable	Factor	F	df	p	Kruskal–Wallis p	Dependent variable
Purchase behaviour	Age group	0.32	1, 28	.574	.709	Purchase behaviour
Purchase behaviour	Gender	3.22	1, 28	.083	.130	Purchase behaviour
Purchase behaviour	Occupation	0.92	2, 27	.410	.226	Purchase behaviour
Purchase behaviour	Daily usage	0.36	3, 26	.782	.839	Purchase behaviour
Purchase behaviour	Purchase frequency	0.52	2, 27	.602	.623	Purchase behaviour
Overall influence	Gender	4.59	1, 28	.041	.058	Overall influence
Purchase behaviour	Age group	0.32	1, 28	.574	.709	Purchase behaviour
Purchase behaviour	Gender	3.22	1, 28	.083	.130	Purchase behaviour
Purchase behaviour	Occupation	0.92	2, 27	.410	.226	Purchase behaviour

Table 9: group means of purchase behaviour

Factor	Group	n	Mean	SD
Age group	18–20	11	3.05	0.97
Age group	21+	19	3.25	0.89
Gender	Female	17	2.93	0.69
Gender	Male	13	3.51	1.08
Occupation	Other	4	3.75	0.60

Occupation	Student	20	3.11	0.86
Occupation	Working Professional	6	3.03	1.20
Daily usage	1–2 hours	11	3.07	0.38
Daily usage	2–4 hours	7	3.26	0.99
Daily usage	Less than 1 hour	3	3.67	1.15
Daily usage	More than 4 hours	9	3.09	1.27
Purchase frequency	Never/Rarely	6	2.97	1.39
Purchase frequency	Often/Very often	12	3.38	0.78
Purchase frequency	Sometimes	12	3.08	0.77

No significant differences in purchase behaviour were found by age, gender, occupation, daily social media use or frequency of online clothing purchases (all $p > .05$). There was no significant difference in purchase behaviour scores between males and females.

The only significant predictor of the overall influence index was gender, with males scoring higher than females, $F(1, 28) = 4.59$, $p = .041$. However, this must be interpreted with caution as the non-parametric test was borderline ($p = .058$).

Thus, demographic and usage characteristics do not have a significant impact on purchase behaviour in this sample, and H_{0s} is not rejected.

The relationship between social media factors and purchasing behaviour (H_{03})

Table 10: Correlation of each factor with buying behaviour

Factor	Pearson r	p	Spearman p	p (Spearman)
Influencer Impact	.76	< .001	.88	< .001
Reviews and Social Proof	.37	.043	.41	.026
Personalization	.66	< .001	.56	.001
Credibility and Trust	.67	< .001	.62	< .001
Trend and FOMO	.87	< .001	.87	< .001
Overall social media influence	.81	< .001	.80	< .001

All five factors had a positive association with purchase behaviour. The strongest correlation was between trend and FOMO ($r = .87$), followed by influencer impact ($r = .76$), credibility and trust ($r = .67$), personalisation ($r = .66$), and reviews and social proof ($r = .37$). Thus, H_{3a} - H_{3e} are rejected at the 5% level, but the correlation of reviews would not be significant at the more conservative level of Bonferroni.

8 Impact of social media factors on purchase behaviour (H_{04}): regression

Simple linear regression was done with each factor as the independent variable and purchase behaviour (PB) as the dependent variable: $PB = b_0 + b_1 \times \text{factor}$.

Table 11: Simple linear regression of purchase behaviour on each factor (n=30)

Independent variable	b_0	b_1	SE (b_1)	t	p	R^2	Adj. R^2	F (1, 28)
Influencer Impact	0.80	0.77	0.124	6.25	< .001	.582	.567	39.02
Reviews and Social Proof	1.88	0.37	0.176	2.12	.043	.138	.107	4.48
Personalization	0.65	0.73	0.158	4.60	< .001	.431	.410	21.19
Credibility and Trust	0.44	0.80	0.168	4.76	< .001	.447	.428	22.67
Trend and FOMO	0.71	0.79	0.085	9.20	< .001	.751	.742	84.58
Overall social media influence	-0.24	1.03	0.138	7.44	< .001	.664	.652	55.41

The overall model of influence was significant ($F(1,28) = 55.41$, $p < .001$) and accounted for 66.4% of the variance in purchase behaviour. The strongest individual effect was trend and FOMO, followed by influencer impact, credibility and trust, personalisation, and reviews and social proof. Although some residuals were not normal, Spearman correlations supported the same findings. H_{04} is rejected for all factors.

The multiple regression model was significant also ($F(5,24) = 20.41$, $p < .001$), accounting for 81% of the variance. Only trend and FOMO ($\beta = .64$, $p = .005$) and influencer impact ($\beta = .36$, $p = .037$) were significant independent predictors. This model is exploratory because the sample size was only 30.

Table 12: Multiple regression (dependent variable: purchase behaviour)

Predictor	B	Std. Error	Beta	t	p	VIF
(Constant)	0.372	0.423	–	0.88	.387	–
Influencer Impact	0.361	0.163	0.356	2.21	.037	3.28
Reviews and Social Proof	-0.024	0.139	-0.024	-0.17	.865	2.42
Personalization	-0.105	0.180	-0.095	-0.58	.567	3.35
Credibility and Trust	0.091	0.204	0.076	0.45	.660	3.66
Trend and FOMO	0.584	0.189	0.644	3.10	.005	5.45

9 Sensitivity check

There are no duplicate observations in the file but 6 respondents (20%) responded identically to all 20 statements. They may have been lying. Table 13 presents the most important results with and without these respondents ($n = 24$). The relationships between influence and purchase behaviour are pretty much the same. The gender difference in purchase behaviour is marginally significant ($p = .059$), with the additional possibility that the removal of these respondents reduces the correlation of reviews and social proof with purchase behaviour ($r = .35$, $p = .090$). The other four variables have significant correlations with purchase behaviour.

Table 13: Key results with and without identical-answer respondents

Result	All respondents (n = 30)	Excluding identical answers (n = 24)
Mean purchase behaviour	3.18	3.18
Mean overall influence	3.32	3.36
Regression slope (PB on overall influence)	1.03	1.04
R ²	.664	.659
Regression p	< .001	< .001
ANOVA: PB by gender, p	.083	.059
ANOVA: PB by daily usage, p	.782	.789

Summary of hypothesis testing

Table 14: Summary of hypothesis testing

Hypothesis	Test used	Result	Decision
H ₀₁	One-sample t-test	(a) Overall influence: $t(29) = 2.45$, $p = .020$; (b) purchase behaviour: $t(29) = 1.09$, $p = .286$	(a) Rejected; (b) not rejected
H ₀₂	Chi-square goodness of fit	Daily usage: $\chi^2 = 4.67$, $p = .198$; purchase frequency: $\chi^2 = 10.33$, $p = .035$	Not rejected for usage; rejected for purchase frequency
H ₀₃	Pearson / Spearman correlation	All five factors: $r = .37$ to $.87$, all $p < .05$	Rejected (a–e)
H ₀₄	Simple and multiple regression	Overall influence: $R^2 = .664$, $p < .001$; multiple regression $R^2 = .81$, $p < .001$	Rejected
H ₀₅	One-way ANOVA; chi-square	Purchase behaviour: all $p > .05$	Not rejected

Discussion

The result of this study has shown that there is a significant effect of social media marketing on consumer decision making of buying clothing. The finding has supported the previous finding of Bilal et al. (2014), Basit et al. (2021), and Rehman and Al-Ghazali (2022) which has also suggested the positive impact of social media marketing on consumer decision making regarding their purchase of clothing products. The result of this study shown that there is a relationship between consumers' behaviour of buying clothing products and social media marketing. When analyzing for each individual factor, fear of missing out (FOMO) was found to be the greatest predictor of buying behaviour among consumers. This would indicate that consumers are more inclined to purchase clothing products based on seeing products that are trending, the concept of time sensitivity, etc. in social media content. This result indicated that content that induces FOMO influences the decision to purchase clothing items. Influencer Recommendations was the second most significant predictor for consumer buying behaviour. As a result of this, consumers might take into account the advice and recommendation of product promotion by influencers when purchasing clothing. Fashion influencers could enhance product awareness and interest in a product by showcasing clothing products, sharing experiences and recommending specific styles. This is in line with past research on social media influences on purchase decision. Customer Reviews and Social Proof also proved to be significantly positively linked to consumer purchasing behaviour. This may imply that the consumer may be using the experience of other consumers and their feedback or opinion about a product before buying clothing products. This may have been achieved through positive reviews, ratings, customer photographs and social proof. In conclusion, there are different social media marketing factors that can influence the clothing buying behaviour of consumers. According to the regression analysis, FOMO and Influencer Recommendations explained the highest percentage of variance in the regression model and had a significantly positive effect on clothing buying behaviour whereas Customer Reviews and Social Proof, Perceived Credibility and Personalisation and Trending Content had a significant positive relationship with clothing buying behaviour. Therefore, clothing brands can create blogs using real customer reviews, trending content, professional influencer campaigns and credible influencers to interact with consumers and to stimulate shopping behaviour. Nevertheless, these findings must be interpreted with caution due to the small sample size of 30 respondents and the use of convenience sampling.

Theoretical Implication

This research contributes to the current understanding of social media marketing (SMM) effects on consumers' clothing purchase behaviour. The findings indicate that Influencer Recommendations, Customer Reviews and Social Proof, Perceived Credibility, Personalization and Trending Content

and Fear of Missing Out (FOMO) are positively related to consumers' buying behaviour. The influences of FOMO and Influencer Recommendations are significant, suggesting that social influence, topicality and internet engagement are crucial for consumers' clothing purchase decisions. The findings also support previous research on social media that implies that social media is used by consumers as a source of information and as a source of social influence and recommendation. Thus, the findings of this study support previous research that different aspects of social media marketing can have an effect on consumers' clothing purchase behaviour.

Practical Implications

Influencer marketing provides an ideal channel for clothing brands. Influencer Recommendations proved to be very closely linked to buying behaviour. However, the average score was quite neutral, indicating that brands might consider partnering with an influencer who is more highly regarded by their target market. In order to stimulate buying behaviour, campaigns connected to trends and campaigns with a time limitation can be effective, as Personalization and Trending Content and FOMO were both positive predictors of buying behaviour. In doing so, brands should be aware to do this in an honest and responsible way, since trust and credibility do matter too. High agreement among the questionnaire statements was found for clear and honest product information. Offering good product descriptions, correct sizing information and authentic customer pictures could be used to reassure consumers when shopping for clothing products online. Positive responses were also found for personalisation and interest-based advertising and can be used to enhance influencer marketing and customer reviews.

Limitations and Future Research Directions

There are some limitations that can be derived from this study in analysing the outcome. First, the study was limited to a sample size of 30 respondents so the results cannot be generalised to the whole population of the social media users or clothing consumers. Second, the study was conducted in a short period of time and data collection used the convenience sampling of only those social media users, those who are potential or existing buyers of clothing. In future research, these shortcomings can be avoided by applying bigger sample size and probability sampling method and drawing more generalizable outcomes. Although gender, Facebook and Nike are used in this research, future researchers can also examine other groups of ages, social networking sites, types of clothing products and countries to understand the different consumers' buying behaviour. Future research can also take other factors into account, such as price, brand loyalty, social media participation, celebrity advertising and electronic word-of-mouth (e-WOM).

Conclusion

This research suggests that social media marketing significantly affects consumer buying behaviour of clothing products. The research results highlight the significant positive effect of Influencer Recommendations, Customer Reviews and Social Proof, Perceived Credibility, Personalization and Trending Content, and Fear of Missing Out (FOMO) in relation to consumer buying behaviour. In addition, the analysis of the multiple linear regression shows that there are statistically significant predictive effects of FOMO and, to a slightly lesser extent, Influencer Recommendations, on consumer buying behaviour. This means that consumers will buy clothing products more under influence of trending content, urgency and influencer recommendations they are faced with on social media. The results further emphasize the role of Personalisation and Trending Content, Customer Reviews and Social Proof, and Perceived Credibility in consumers' reactions to clothing-related content presented on social media. As a whole, the findings indicate that social media remains an effective channel for clothing brands to reach consumers, engage with them and ultimately affect their purchasing behaviour. However, despite the findings from the study, there are some disadvantages to this research. The research sample size of 30 respondents is a small population and a convenience sampling method was used, and, as a result, it reduces the accuracy of the research findings to the whole population. As a result, caution should be taken when interpreting these results. For the other study, sample sizes should be increased to achieve more comprehensive results, and 30 respondents could be a sample size for the other study to eliminate the inherent heterogeneity of the population. The other research may also consider more factors that impact consumers' clothing purchase behaviour.

REFERENCES

1. Bilal, M., et al. (2014). Role of Social Media and Social Networks in Consumer Decision Making a Case of Garment Sector International Journal of Multidisciplinary Sciences and Engineering, 5(3), 1-9.
2. De Lenne, O., & Vandenbosch, L. (2017). Media and sustainable apparel: Effect of fashion blogs on purchase intention of sustainable clothing among young adults. Journal of Fashion Marketing and Management: An International Journal, 21(4), 483-498. Doi.org
3. Tripathi, S. (2019). How social media influences the purchasing decision of Generation Y in case of fashion apparel. Journal of Content, Community & Communication, 9(5), 105-113. Doi.org
4. Rahman, S. M., Hossain, M. A., Abdel Fattah, F. A. M., & Akter, S. (2021). Impact of brand-related antecedents and consumer-based brand equity (CBBE) dimensions on brand loyalty for fashion brands: Empirical evidence from millennial consumers. Journal of Fashion Marketing and Management: An International Journal, 25(1), 153-173. Doi.org
5. Basit, A., Yee, A. L. W., Sethumadhavan, S., & Rajamanoharan, I. D. (2021). Effect of social media marketing on buying decision of consumer through brand image in fashion apparel brands. New Arch-International Journal of Contemporary Architecture, 8(2), 564-576.
6. Al-Ghazali, B. M., & Rehman, H. I. U. (2022). Investigating the Impact of Social Advertising, Personal Traits and Brand Image on Purchase Behavior on Fashion Wear Brands. SAGE Open, 12(1), 1-15. Doi.org.
7. Singhal A, Ahuja V. 2023. Social media marketing in the fashion industry: Consumer-brand relationship and brand image. Doi.org

International Journal of Management Practice, 16(2), 186-211.

8. Siddiqui, F. A., Zafar, H., & Naseem, A. (2025). The impact of social media marketing, content marketing and online convenience on buyer decision making process in fashion apparel industry of Pakistan. Doi.org The Critical Review of Social Sciences Studies, 3(1), 932-952.
9. Nkomonopondo, P., Mbukanma, I. & Shemfe, O. (2025). The influence of social media marketing on consumer buying decision for wardrobe commodities in Mthatha. . Acta Universitatis Danubius Conomica 21(5): 231-242.