Impact of Social Media Marketing on Consumer Behaviour

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CHAPTER-1

INTRODUCTION

1.1 The Study's History

The behavior of consumers is intricate, sophisticated, hard to modify, and occasionally confusing. Learning about consumer behavior is an interesting but important field of research. because of its complexity, diversity, unpredictable nature, and ubiquity. One of the most significant facets of consumer behavior and a hot topic for consumer science research is consumer engagement and purchase intention. Scholars and marketers have been trying to understand how consumers behave in a range of social, cultural, and other contexts. Understanding the various mental and physical actions that the customer takes prior to, during, and following the purchase is the main focus.

The virtual world has emerged as a result of the introduction, development, and use of information and communication technologies by the general public and corporate organizations. Using the web, a system that uses the internet to facilitate business communications and transactions, new forms of value creation have been created in this digital age, dismantling traditional business models (Kalakota and Robinson, 2000).

The demand for social media has increased due to developments in digital services and infrastructure brought about by government regulatory frameworks and other initiatives, as well as the availability of low-cost, high-speed data, appropriate content, and mobile apps. Additionally, mobile devices have become more affordable and sophisticated (Duhan and Singh, 2013). In addition, social media has given users new and innovative virtual platforms to interact, communicate, socialize, discover new information, and stay up to date on concepts, ideas, and products that may be of interest to them when making decisions about what to buy. Consumer decision-making has changed in the social web era due to the introduction of new influences such as brand community discussions and online brand endorsements (Constantinides and Fountain, 2008; Edelman, 2010).

Social networks assist consumers in making decisions and sharing information (Milovic, 2018). In recent times, there has been an unparalleled surge in consumer interactions due to the availability of various forms of user-generated content such as text, photographs, and videos, as well as the chance to interact with friends, make new

ones, and discover emerging trends (Giannakos et al., 2013). Mostly, people use these kinds of media to browse through information available on online forums and stay up to date on the latest developments in companies and goods.

In the marketing literature, the idea of consumer behavior as it relates to their participation in an online environment has begun to receive significant attention. According to assessments and comments on products, peer recommendations, and other factors, there has been a rise in social media activity (Dessart et al., 2016, Barhemmati and Ahmad 2015). Customers use social media for a range of purposes, including browsing, talking, sharing information, and searching for offers of goods and services. These activities educate them about their options and impact their degree of brand awareness and purchase intents (Schultz and Peltier, 2013). Social media is one of the key informative sources that consumers take into consideration whenever they are making a significant purchase decision. They use social media to discuss both good and bad experiences, as well as to research different.

Social media is viewed as a tool that impacts consumer behavior in a broader sense. by raising awareness and facilitating access to a range of information, attitudes, and purchasing behaviors in addition to providing an after-purchase interface and assessment (Mangold and Faulds, 2009). However, when seen in a more constrained context, it is seen as a crucial component of the promotion mix needed to establish a strong social connection with the target audience (Kaplan and Haenlein, 2009). Today, having a social media presence is a strategic need for marketers looking to improve business performance, particularly in terms of revenue, improved competitive advantage, and sales volumes.

Retail businesses have also begun to use these social media tools to further their business initiatives. Social media platforms are being used by marketers to sell their products online, particularly in light of the COVID-19 pandemic. Both consumers' and marketers' perceptions have completely changed as a result of the COVID phase, with the latter now favoring social media as the most efficient and rapid communication channel for sales.

Organizations must overcome a number of obstacles and problems in order to create and carry out their social media marketing plans and objectives. Lack of experience and familiarity with using social media as a marketing tool are a few of the difficulties. According to Tuten, Solomon, and Lakid (2014), additional issues could include the use of subpar internet-based marketing strategies, the growing complexity of marketing strategies, and the shifting decision-making processes of customers who are utilizing new devices and hopping between various social media platforms and apps. Determining the potential impact of consumer participation on purchasing behavior through social media is one such challenge. Therefore, it's critical to support by understanding the various relationships associated with consumer engagement and investigating variables that influence behavioral outcomes.

1.2 SOCIAL MEDIA

According to Kaplan and Haenlein (2010), social media is a class of web-based applications that help users create and share content. These applications are based on the theoretical and practical foundations of the World Wide Web. Merriam-Webster (2016) defines social media as electronic communication platforms (such as websites) that let users create online communities for the sharing of ideas, messages from people, and other content. Social media, according to Chandler and Munday (2016), are web-based applications that let users create and share content as well as take part in social media networking. Berthon et al. (2012) define social media as a collection of technological advancements in hardware and software that let internet users interact, collaborate, and create content at a low cost. In a broad sense, social media refers to the process of producing user-generated content that can be shared using software tools (O' Reilly, 2005).

Users of social media platforms can collaborate, exchange information, share, and send electronic messages, take part in group activities, interact, and share content such as ideas, text, photos, images, and videos, according to Thackeray et al. (2008). They are able to work together to create this content as well.

Three primary distinctions between traditional computer-driven interaction and social media are noted by Berthon et al. (2012): "a shift in the area of authority from the business to the consumer, a shift in the creation of value from the business to the consumer, and a shift in the focus of interest from the desktop computer to the web." Boyd and Ellison (2007) distinguished between media that existed before the invention of social media and media that did not. He contends that social media, as opposed to other conventional publishing channels, is not a broadcast medium and is based on many-to-many communications models as opposed to one-to-many ones. It is the way we set up communication between us so that we can get knowledge, comprehend, and come.

1.2.1 SOCIAL MEDIA'S GROWING POPULARITY

Social media has become more and more popular over the past few years among people and corporate organizations worldwide. Businesses frequently utilize social media to promote their goods, engage with customers, and conduct market research in an effort to grow their companies.

The usage of social media is among the most popular online pastimes. In line with a 2022 Statista report. Globally, the number of people using social media exceeded 4.26 billion in 2021, and it is expected to approach six billion by 2027. 49.9% of all internet users worldwide are in Asia, with Indian users making up 23.8% of all users in this region.

In 2022, a Statista study estimated that over 658 million people in India used the internet. In India, 47.0 percent of people used the internet at the beginning of 2022; between 2021 and 2011, this number increased by 34 million, indicating a sizeable market for internet services in the country in south Asia. In 2022, India will overtake China as the second-largest internet market globally. India leads the world in social media usage, and both urban and rural internet users are predicted to rise, demonstrating a substantial advancement in internet availability.

India has 467.0 million social media users as of January 2022, accounting for 33.4 percent of the nation's total population. This number increased by 19 million (+4.2%) between 2021 and 2022. As of the beginning of 2022, India has 329.7 million Facebook users, 467.0 million YouTube users, 230.3 million Instagram users, and 23.60 million Twitter users, according to data found in Meta's advertising tools.
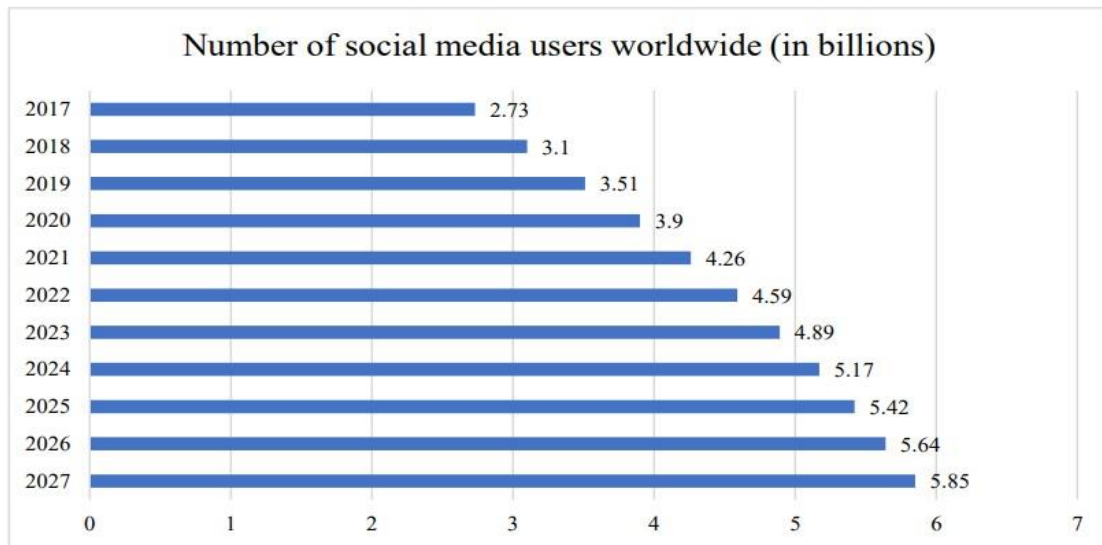
Number of social media users worldwide (in billions)

Year	Value
2017	2.73
2018	3.1
2019	3.51
2020	3.9
2021	4.26
2022	4.59
2023	4.89
2024	5.17
2025	5.42
2026	5.64
2027	5.85

Figure: 1.1 Number of social media users worldwide from 2018-2022 with forecast from 2023-2027 (in billions) (Adapted from www.statista.com, 2022a)

Social media penetration in India (in billions)

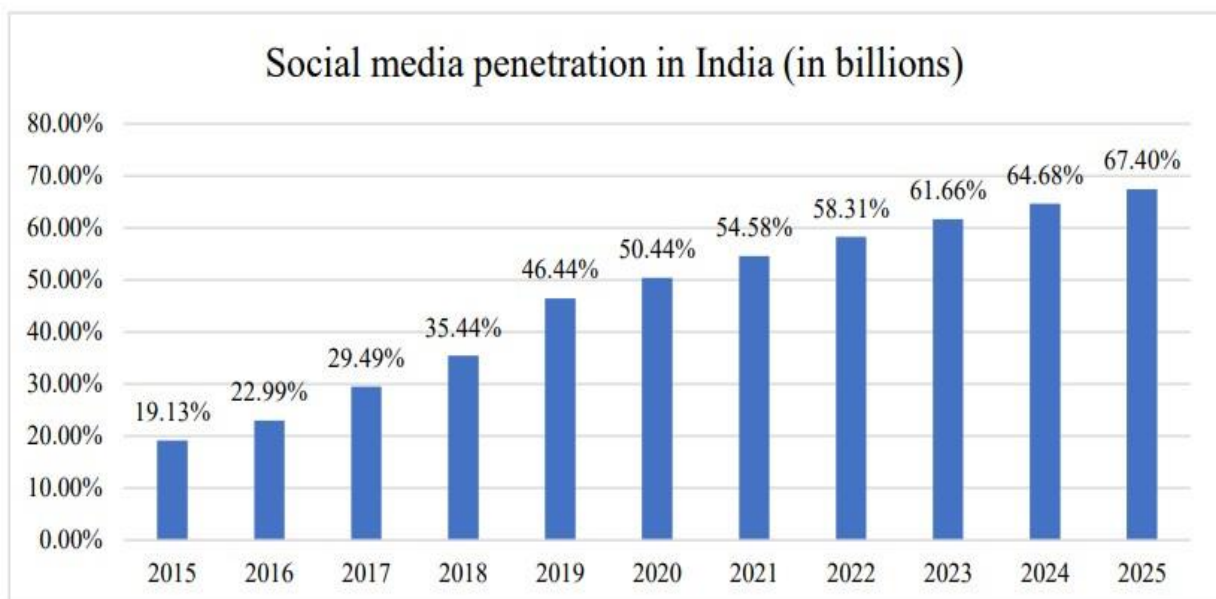| Year	Value
2015	19.13%
2016	22.99%
2017	29.49%
2018	35.44%
2019	46.44%
2020	50.44%
2021	54.58%
2022	58.31%
2023	61.66%
2024	64.68%
2025	67.40%

Figure: 1.2 Social media penetration in India from 2015-2022, with estimate until 2025 (in billions) (Adapted from www.statista.com, 2022b)

The penetration of social networks in India is depicted in figure 1.2. As of right now, 58.3% of Indians are active users of social media; by 2025, that percentage is expected to reach 67.4%.

As a result, social media has proven to be essential for businesses' value chain operations. It is regarded as a promotional mix optional component (Hanna, Rohm, and Crittenden 2011). The use of social networking services is growing quickly among the integration of consumers into their everyday lives, as demonstrated by the growth in users worldwide. Customers are depending more and more on social media to help them make decisions about what to buy, either because of peer pressure or because they are well-informed.
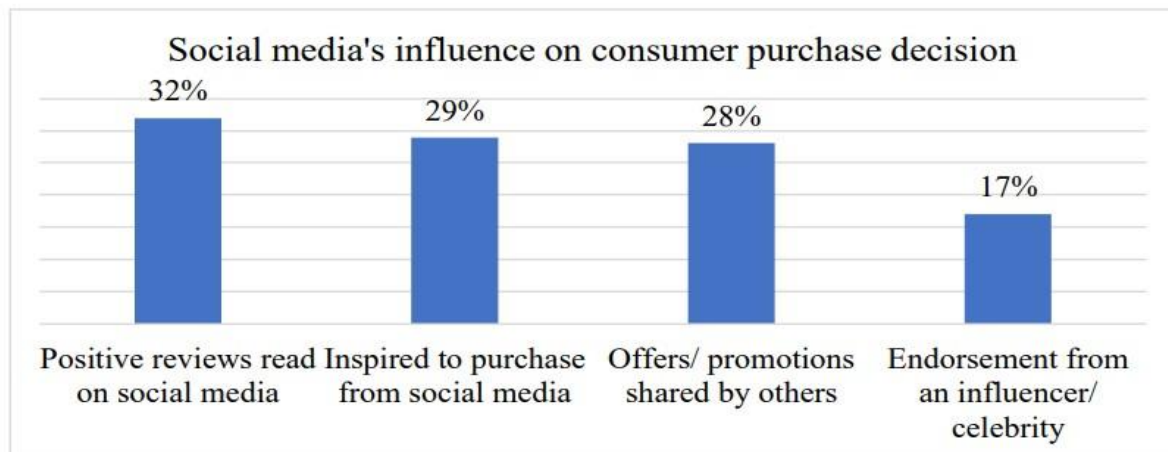

Figure: 1.4 Social media's influence on consumer purchase decision (Adapted from www.pwc.in, 2019)

1.3 THE INDIARETAIL SECTOR

In India, the retail sector has emerged as one of the most dynamic and quickly expanding industries. It makes up about % of employment and more than 10% of the nation's GDP, according to an IBEF report. India has the fifth-largest international retail market in the world. According to Retailers Association of India (RAI) projections, the retail market in India is expected to grow by 9 to 10% and reach a valuation of $2 trillion by 2032.
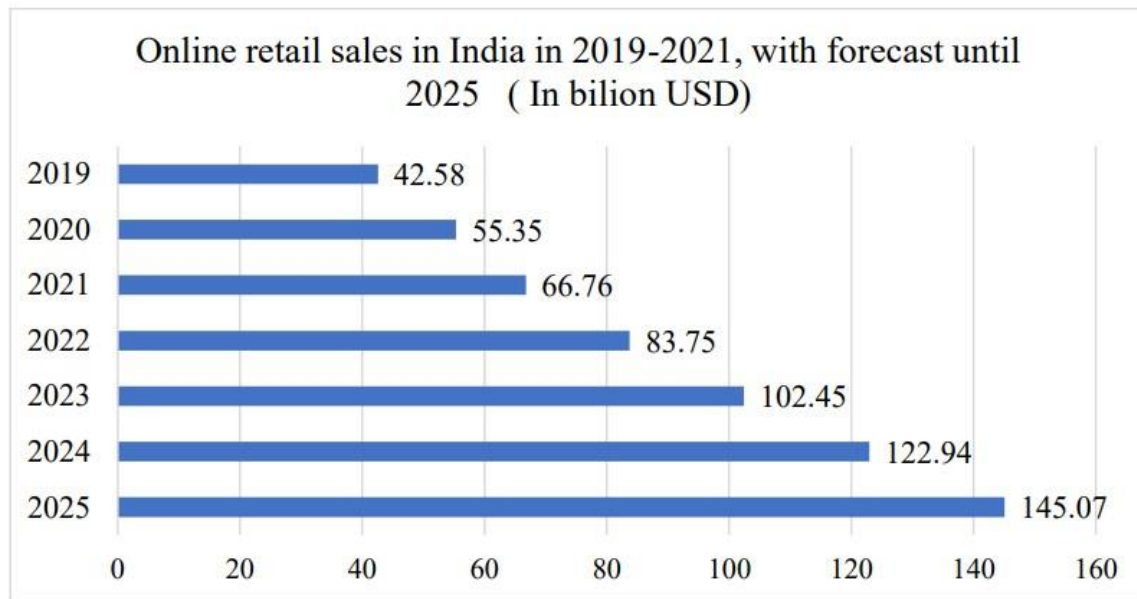
Figure: 1.5 Online retail sales in India in 2019-2021, with forecast until 2025 (in billions USD) (Adapted from www.statista.com, 2022c)

The share of e-commerce in modern retail, which will increase to 30–35% over the next three to five years, will surpass that of conventional retail, which is expected to decline to 65–70%. India will generate about 67 billion USD in online sales by 2021. The e-commerce market is expected to grow to a value of more than 145 billion USD by 2025. India's e-commerce is the fastest-growing market globally.

1.3.1 India's Apparel Retail Sector

Due to a strong macroeconomic environment, India's fiscal development has taken center stage throughout Asia and is expected to grow by 8% annually between 2018 and 2022 (Amed et al., 2020). Because of this, India is a significant hub for sourcing and a desirable market for customers looking to buy outside of Western countries (Naqvi and Soni, 2019). India, one of the world's fastest growing economies, is revolutionizing consumer markets and business structures while also emerging as a major hub for the fashion industry. In India, the retail sector receives the second-largest contribution from the "fashion and apparel" industry.
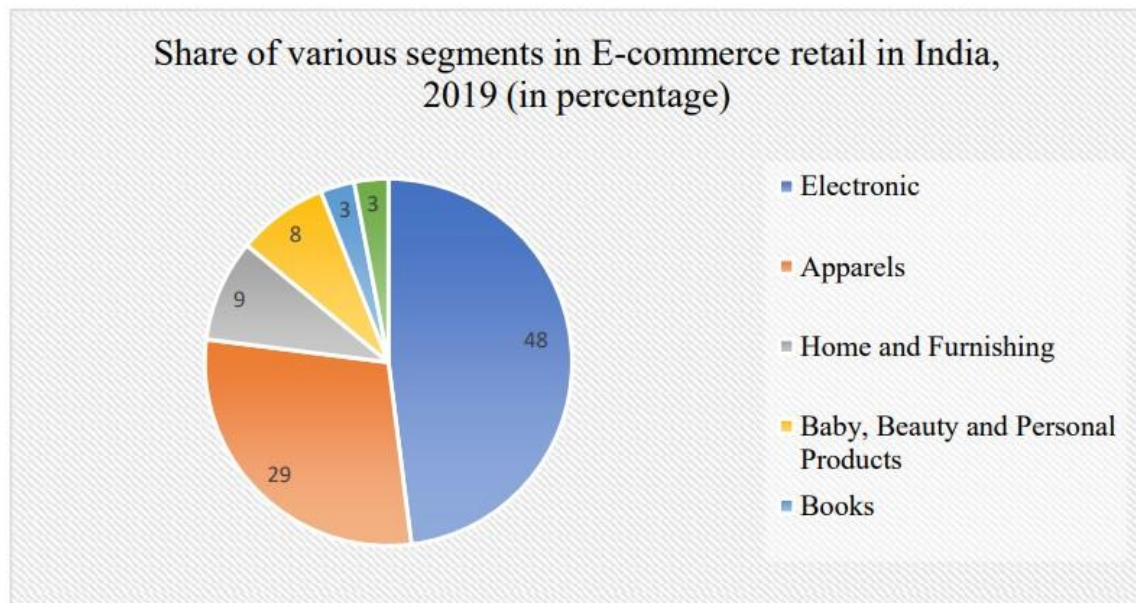
Figure: 1.6 Share of various segments in E-commerce retails in India, 2019 (in percentage) (Adapted from IBEF report 2019)

The Indian e-commerce retail business's consumer clothing divisions held about As per the IBEF survey, 29 percent of the total market share was held in 2019. The retail apparel market in India has the potential to make the country the third largest in the world. Global market size is expected to reach USD 88.48 billion by the end of 2022, Share (percentage) of different segments in India's e-commerce retail market in 2019 Electronics Home and Furnishings Clothing baby, beauty, and personal product books that will total an astounding 106.93 billion dollars by 2026. The organized Indian clothing retail market has been one of the fastest growing in the world in recent years. The sector was hit hard by the pandemic's menacing fury in 2020, but in spite of all the restrictions brought on by COVID 19, the sector seems to be making a strong comeback.

Many people's initiatives to create and implement new business models have also been credited with contributing to the growth of the retail apparel industry. Adopting new technology was equally important to consumer behavior research and monitoring, supply chain redesign, and product creation process improvement. Every store has a clear plan in place for proceeding with deliberate agility and, in the end, converting their efforts into profitable outcomes. A number of fashion retailers also made significant investments in reorganizing their marketing and distribution strategies and growing their online and offline affiliate marketers in order to be ready with all the strategies needed to handle the uncertainties.

1.3.2 REASONS FOR GROWTH IN THE INDIAN APPAREL SECTOR

Due to the country's strong economic and technological base, the country's manufacturing sector is growing, and it is becoming an increasingly important market for large fashion companies operating overseas. According to Amedet

al. (2020), 34% of business executives cited "changing," "digital," and "fast" as the primary drivers of the expansion of the Indian apparel retail sectors.

According to a Mckinsey & Company (2022) report, 48% of consumers who chose to purchase online in 2021 attributed their choice to the pandemic, 27% to convenience, and 1% to product offers and discounts. This implies that marketers urgently need to change, with an emphasis on the rapidly changing digital marketplaces. The following explains the primary drivers of the fashion and apparel industries' expansion in India:

The rise in retail spending can be attributed to the rapid introduction of numerous new local and international brands in the fashion industry in recent years. As per the ASSOCHAM-Resurgent India study, the Indian e-commerce sector is experiencing growth as a result of several factors like demonetization, reduced money transactions, efficient net banking services, and so on. These factors have opened up new avenues and prospects for the Indian e-commerce sector. The majority of online buyers and shoppers, according to the report, are in the 18+ age range and are more active in e-commerce.

Trends among consumers are shifting: Due to trade laws and the nation's extensive organized retail sector, consumers now prefer branded goods over non-branded ones, exposing them to a wider range of foreign brands. India has the largest youth population in the world, which makes it a very profitable market for the consumption of fashion clothing. In addition to clothing, fashion-conscious consumers also enjoy fashion accessories, and the Indian fashion market is becoming even more intriguing due to the growing demand for these items. Aside from all of this, millennials are information seekers about the brands and products they want and are demanding, needing fast satisfaction. This forces them to keep abreast of the newest trends that are revolutionizing the fashion business (Cheng and Fang, 2015).

Growth of Digital Penetration: The government and online retailers' numerous promotional campaigns and amenities are contributing to the daily rise in the number of internet users. In India, a mobile phone is a common device that can be used to access the internet. The availability of smartphones, low-cost data packages, and rising income levels have all contributed to India's increasing digital penetration. The nation's e-commerce industry has grown as a result of consumers' growing tech-savviness and the dramatic increase in internet and mobile phone usage. In actuality, it would be irresponsible to overlook how intricately e-commerce and the apparel industry are related (Shastry, 2021).

Increase in online shopping as a result of the pandemic: People are planning more and more purchases to be made at home, especially for necessities and entertainment.Customers say they plan to continue shopping online despite the COVID-19 situation, indicating that these behaviors are likely to persist. Online sales of apparel and accessories rose by more than fifteen percent following COVID-19 (Chram et al., 2022).

Government Initiatives: To help the nation's poorest and most disadvantaged communities, the Indian government has launched programs like Digital India and Skill India, among others. The Indian government sought to empower the people with better internet infrastructure and broadband connectivity to 250,000 villages nationwide in the field of technology, under the direction of Honorable Prime Minister Shri Narendra Modi ji (IBEF Report, 2022).

Reach of E-retail Channel: Internet use is widespread in India's rural areas in addition to its urban centers. Technological advancement is also not far away in rural India. India's internet growth is expected to originate from rural areas, which presents an alternative image of the country. The increased diversity of Internet users will result in an improved product portfolio and provide online retailers with a platform to evaluate their product offerings based on customer needs, ultimately increasing customer satisfaction.

Impact of Digital Age: The "digital age," or the years that users have spent online, can be used to predict the behavior of online buyers. IAMAI research indicates that there are currently 658 million active internet users in India, with

a large portion of this growth coming from rural areas, where 351 million users have a penetration rate of 37%. Previously, social media, games, and entertainment were the only uses of the internet in rural areas.

Given the advancements in technology and internet usage patterns, it is anticipated that internet users in rural areas will increasingly turn to online retail channels when making decisions about what products to buy. Growing Interest in Fashion in Small Cities and Towns: India's economy has expanded, as has its internet accessibility, awareness, growing aspirations, and media exposure, among other factors that encourage consumers to access international fashion brands and markets. Online retailers benefited from the lack of physical storefronts in smaller cities.

Owing to a number of variables like special discounts, marketing strategies, the availability of particular products, individualized service, the reach of international brands, etc., have encouraged customers to investigate online platforms. The desire to be trendy has made fashion no longer only exist in cities, and shoppers are anticipating the convenience of online shopping. This adds to the growth of fashion retail.

Growth of Private Labels: The Indian generation of today has demonstrated a favorable level of acceptance for private labels. Online retailers are able to comprehend the needs, wants, and desires of their Indian customers by having access to information about their purchase thoughts and preferences. Consequently, this created a favourable environment for private labels to cater to Indian consumers and profit from this market.

1.4 The Research's Need

With the introduction of additional influences, social media's emergence as a new marketplace element has complicated the process of purchasing behavior. The information control needle's shift is introducing additional factors into the decision-making process and has a big influence on how consumers view and react to marketing material. Additionally, marketers are being forced to shift to social media platforms in an effort to better understand and impact consumer behavior as traditional marketing methods and media are becoming less effective.

Because social media has such an influence on people's purchasing decisions, researchers have been considering a number of topics, such as what makes social media platforms so alluring to users. Furthermore, a significant emphasis was placed by most marketing authors (Hollebeek, Glynn, and Brodie, 2014; Rohm, Kaltcheva, and Milne, 2013) on investigating the variables that affect consumer engagement on social media.

There are new facets to the decision-making process for consumers. Social media platform interactions between consumers and marketers have a significant and positive influence on consumers' purchase decisions (Barhemmati and Ahmad, 2015). As a result, businesses must understand how to leverage social media platforms to draw customers and engage them with their products. EWoM is thought to be a major information source that affects how people behave. According to 93% of consumers, internet reviews significantly influence the products they purchase (Ismagilova et al., 2019). Consequently, EWoM garners significant traction, prompting scholars to examine its impact on purchase intention.

While earlier research (Schultz and Peltier, 2013 ; Greve, 2014; Kao et al., 2016) showed that social networking sites are becoming more and more influential, it did not clarify which factors influence consumers' social media engagement or how using social networking sites can affect brand image (BI), brand loyalty (BL), and purchase intention (PI) during online transactions.

Despite the fact that studies conducted in other nations have demonstrated that social media platforms can influence consumer purchasing behavior through consumer engagement, albeit to differing degrees owing to variations in the social, cultural, and technological environments, there is a dearth of research in developing nations in this area. In addition, very little research has been done on the apparel industry, especially in developing countries, despite the fact that the industry is heavily investing in social media because of the benefits that interactive communication

offers. Consequently, research has examined the influence and efficacy of social media on consumer purchasing behavior, taking into account the need to examine the factors that motivate consumers to engage on social media and the behavioral dimensions associated with it.

1.5 RESEARCH'S SIGNIFICANCE

The principles of marketing and consumer behavior are changing as a result of social media and the internet becoming more widely available. Social media has had an unprecedented impact on consumer behavior. By engaging with customers on social media, businesses can accomplish the goals of relationship marketing by persuading them to purchase a good or service. The proper and professional handling of consumer engagement on social media seems to have a significant and positive influence on the consumer's purchasing behavior.

Numerous studies have examined the relationship between social media, consumer engagement, and EWoM on purchase intentions; however, these studies were carried out in developed economies, with decent infrastructure, fast internet speeds, and with different demographic factors and internet usage characteristics of consumers from diverse cultural backgrounds. As a result, the preferences of consumers for the adoption of these technologies differ from those of people from countries like India, where there are differences in demographics, technological advancements, and web and social media usage patterns.

Consequently, in order to identify and understand the factors influencing consumer purchase behavior on social media, a comprehensive study in the Indian context is required. This has made it necessary for marketers to learn about these extra factors influencing consumer behavior and to apply this knowledge to all aspects of developing and executing marketing plans.

The goal of the proposed study is to close the knowledge gap in the marketing literature by investigating the factors that drive consumer engagement and subsequently influence purchase decisions. This research also shows that clothing retailers can build their brand by managing and planning social media online communities based on the dynamic differences in members' engagement motivations. As a result, it will aid businesses in developing their brand strategies to better manage, cultivate, and profit from online consumer relationships through simpler communication and more opportunities. This will enable businesses to make greater use of their brands.

The study will assist clothing retailers in comprehending consumer purchasing behavior by examining consumer engagement patterns, engagement process outcomes, etc. In order to manage and cultivate online consumer connections, retailers will find the analysis useful in creating their plans for brand visibility, content, and communication on online social media platforms.

1.6 THE RESEARCH'S SCOPE

There are several facets and dimensions to investigate in academic research. Of course, due to the limitations of different resources, not every aspect relevant to a given research project can be investigated at once. Therefore, it is necessary to explain the depths to which a particular research project will delve into a given research area. The parameters within which research will be conducted are clarified by the study's scope. It outlines the scope and subject matter of the study. In order to make sure that the research's boundaries are appropriately addressing the stated goals, the current section attempts to define the study's scope.

One of the main forces behind social media marketing in this era of information is the influence of social media. Marketers and online retailers can leverage social media platforms to foster customer advocacy and loyalty. E-retailers can benefit from insights into consumer engagement and purchasing behavior when developing strategies for competitive pricing and new product innovation. Positive brand sentiments are evoked from consumers by a

brand with high levels of familiarity and image, which increases the likelihood of online purchases. Since consumer brand equity is built on awareness campaigns, brands must invest more in them.

The main goal of this study is to capture how consumers behave toward engagement factors and how those behaviors translate into consumer purchase intentions. A model that outlines the relationships between the identified constructs is developed in a constellation fashion. Researchers and other academics can use the established relationship between consumer engagement, brand loyalty, brand image, EWoM, and online purchase intention. By offering insights into the buyer psychology of social media, it added to the body of literature in consumer psychology.

The study only looked at Indian consumers who lived in Delhi and the National Capital Region (NCR). The study's population was made up of active social media users from these regions who made online apparel purchases. Delhi was split into eight geographic regions: North Delhi, South Delhi, Central Delhi, East Delhi, and West Delhi, in order to better cover the population. The NCR includes Ghaziabad, Gurugram, and NOIDA as well.

1.7 TERMINOLOGY APPLIED TO THE STUDY

The following provides functional definitions for some of the major terms that were used in the study:

SOCIAL MEDIA: According to Kaplan and Haenlein (2010), social media are web-enabled applications that leverage the technological and philosophical foundations of Web 2.0 to promote user-to-user communication and the sharing of user-generated content.

"The actions of individuals who are closely engaged in procuring and using economic commodities and services, along with the decision-making processes that precede and impact these behaviors" is the definition of "consumer behavior" (Engel & Blackwell, 1982).

Consumer engagement is largely associated with their involvement in a range of business activities that influence their ability to make decisions. "A psychological condition that results from interactive, co-creative consumer encounters with a focused agent/object," is how it is defined. (Brodie and others, 2011).

BRAND LOYALTY: "Brand loyalty refers to the degree of a customer's devotion to a specific brand, regardless of the influence of marketing from other companies." Positive behaviors like word-of-mouth advertising and repeat business demonstrate this loyalty. In 2006, Kotler and Keller.

BRAND IMAGE: "Brand image, which has a significant influence on consumer purchasing decisions, represents the emotional components that define a company's or its goods' brand." (Stoner & Arora, 2009)

EWoM : is defined as "Any positive or negative assessment of a company, product, or service that is published online and made available to a large community of people and organizations." Hennig-Thurau and associates (2004).

PURCHASE INTENTION: "The intention of a shopper influences whether they will actually make a purchase. The term "intention to buy" refers to a response that does not match the actual purchasing behavior of a consumer, but rather predicts which brand the consumer will choose. According to Belleau et al. (2007), "it is viewed as a statistic for anticipating consumer purchase behavior, which is motivated by attitude and perceived value."

1.8 THESIS STRUCTURAL OUTLINE

The current thesis is divided into six chapters. The study was introduced in Chapter 1 with background information and an overview of social media, social media penetration, the retail industry in India, and the expansion of the

apparel retail industry in India. It went on to explain the problem statement, the importance of the study, its scope, examples, and the functional definitions of several key terms that were used in the investigation.

The research issues are emphasized and the prior research is elaborated upon in Chapter 2. To comprehend concepts and theory related to social media and its influences on consumer behavior, a thorough review of pertinent and related literature has been conducted. Four categories have been used to discuss the existing literature: consumer buying behavior and social media; consumer engagement and social media; EWoM; social media and the retail apparel sector. Research gaps in the body of current literature have been identified on the basis of the literature review.

The research methodology used in the study is shown in Chapter 3 along with the reasons behind it. The research questions, objectives, hypotheses, research framework, research design, and sampling design are all covered in this chapter. Topics like study population, sampling unit, sample size, sampling technique, etc. are all covered. In addition, the study's measurement scales and survey instrument have been improved. In addition, the chapter has an explanation of the statistical methods used in data analysis.

The findings of the statistical analysis of the information gathered via a questionnaire-based research survey are presented in detail in Chapter 4. To gain a solid understanding of the sample, the demographic profile of the respondents and their social media usage pattern have been discussed first. Following this, descriptive statistics pertaining to the sample are presented. A succinct summary of the findings is presented after a thorough examination of the numerous hypotheses regarding the first and second objectives' motivational drivers of consumer engagement.

In Chapter 5, the impact of EWoM on brand image and purchase intention, as well as the mediating role of BI between EWoM and purchase intention, are examined through statistical results of analysis pertaining to multiple hypotheses regarding the last objective.

The thesis concludes with a summary of the study's key findings in Chapter 6. It also includes a conclusion, a research contribution, recommendations, a description of the study's limitations, and recommendations for additional research.

CHAPTER-2

LITERATURE REVIEW WORKS AND IDENTIFICATION

2.1 INTRODUCTION

A literature review is an organized process for finding, analyzing, and recording both published and unpublished research findings that are relevant to the issue being studied. The primary objectives of a literature review are to identify research gaps that need to be filled in future studies and to grasp a research problem. An effective literature review aids researchers in maintaining parsimony in their work by ensuring that no significant variable influencing the issue being studied is overlooked.

The goal of the literature review in this thesis is to guarantee that the research problem and different concepts utilized in the study are firmly based in previously completed theoretical and conceptual research across disciplinary boundaries. to lend precision, clarity and relevance to the research; this mitigates the risk of reinventing the wheel and leads to the identification of research gaps (Sekaran and Bougie, 2010).Literature review in the present thesis has been done with the objective to ensure that the research problem and various concepts used in the research are well grounded in the existing theoretical and conceptual research conducted in disciplines.

A review of the literature on social media, consumer behavior, and consumer purchasing behavior is presented in the first section. A review of pertinent and related literature on social media and consumer engagement (CE) is presented in the second section. The following section contains a review of the literature on the relationship between purchase intention (PI) and EWoM. A review of the literature on clothing brands and social media follows, and the next section identifies research gaps based on the review.

2.2 THE BUYING BEHAVIOR OF CONSUMERS

Knowing consumer behavior has become essential for marketers to thrive in the market since it gives them insight into their target audience and helps them comprehend how they feel, think, and select a product from a variety of options. It also helps marketers identify the factors that influence a consumer's decision to buy. Consumer buying behavior is the study of an individual, a group of individuals, and the process through which people choose which good or service to use to meet their needs. According to Sheth, Mittal, and Newman (1999), consumer behavior is the term used to describe the mental and physical processes that consumers use to make decisions and take actions in order to pay for the acquisition and use of goods and services.

According to Engel and Blackwell (1982), consumer behavior is defined as the acts done by those who have a direct say in decisions that affect the purchase of goods and services. Consumer behavior will try to pinpoint the crucial elements that affect consumers' choices when they're buying something. In addition, it looks at the psychological and demographic characteristics of the customers as well as the ways in which friends, family, other family members, coworkers, and society at large influence them (Solomon, 2010).

Because of their subtlety, complexity, ambiguity, and unpredictability, consumer behavior and purchase decision-making have grown in importance as consumer science research topics (Erasmus, Boshoff, and Rousseau, 2001). The field of consumer behavior is a young, dynamic, ever-evolving, and changing discipline that is continuously cross-fertilized by new theories and methods from other academic disciplines (Solomon, 2010).

Complexity and diversity in consumer behavior in the marketplace are caused by the interactions of environmental factors in the form of cultural influences (including subcultural and cross-cultural influences), social influences in the form of social class, social groups, reference groups, and family), and individual factors in the form of demographic influences (age, sex, marital status, income, education, occupation), and psychological influences (need and motivations, personality, life style, perception, learning, attitudes, memory, etc.). Consumer decision-

making and purchasing are complicated when external stimuli interact with an internal frame of reference (Erasmus, Boshoff, and Rousseau, 2001).

Blackwell, Miniard, and Engel (2006) defined consumer behavior as the ways in which individuals purchase, utilize, and discard goods and services. Five components make up consumer behavior: motivation, attitude, knowledge/learning, perception, and actual behavior. According to Bhattacharya and Sen (2003), the term "consumer behavior" refers to both the quantifiable actions of those consumers as well as the cognitive and affective processes they go through when selecting, purchasing, and using a good or service. Analyzing the what, how, when, and why people purchase is an essential part of researching consumer behavior. It combines ideas from economics, psychology, anthropology, and sociology. The study of how people choose what to buy, consume, and discard in order to meet their basic needs, as well as how these decisions affect both the individual and society as a whole, is known as consumer behavior (Hawkins, Motherbaugh, and Roger, 2007).

"Consumer behaviour" refers to the processes people use to decide whether to buy, use, or reject goods and services (Louden and Bitta, 2002). The process of looking for, acquiring, using, assessing, and declining goods and services that one hopes will meet their needs is known as consumer behavior. Consumer behavior is the process by which individuals choose to allocate their available resources—such as time, money, and effort—to the purchase of goods. The study of consumer behavior focuses on the choices that people and groups make when deciding which goods, services, concepts, or experiences to use or discard in order to fulfill their needs and desires. Consumer behavior is a recent, contentious, and challenging topic to understand. It encompasses what people buy, why they buy it, how they buy it, marketing, and the marketing mix (Brosekhan and Velayutham, 2013).

2.2.1 CONSUMER BEHAVIOR AND SOCIAL MEDIA

According to Mangold and Faulds (2009), social media has an impact on consumer behavior at every stage of the decision-making process, from obtaining information to acting in a dissonant manner after making a purchase. They advised that integrated marketing communication should incorporate all social media platforms for the purpose of developing and executing integrated marketing strategies, as these platforms offer customer feedback that marketers have been trying to obtain for years.

Social media provides businesses with a rich content and reach platform for communicating with and understanding their customers. Social media allows users to work together, share and distribute content electronically, collaborate, participate in group activities and interactions, and create and co-create content such as text, images, videos, and opinions (Thackeray et al., 2008). Companies have the chance to enhance their brand, appearance, and products/services on social networking sites by engaging virtually with customers in an effort to meet their needs. The company's reputation will grow if it can successfully satisfy its customers, which will boost the company's business intelligence.

According to Duffett (2015), being active on Facebook has a positive effect. The behavioural attitudes of South Africa's Generation Y, including their intention to purchase. Additional factors influencing PI and purchase perceptions include use characteristics, log-on time, regularity of profile modifications and demographic elements. Jung et al. (2016) discovered in their research that favorable perceptions of a company's Facebook homepage are anticipated by perceived advertisement values like "entertainment" and "rewards."

The influence is waning over time, though, and this is related to the buying funnel. (2017 knowledge), emotional (liking, preference), and behavioral (intention-to-buy, purchase) components were positively impacted by social media marketing communications. However, the influence is declining over time, which is correlated with the purchase funnel.

Gao and Koufaris (2006) proposed a theoretical relationship between the three cognitive attitudinal antecedents of online users toward a business or professional website. Perceived amusement value, perceived irritation, attitude toward the site, and desire to return are some of the variables included in the model. The findings show that opinions about the website are negatively connected with felt annoyance, but positively correlated with perceived informativeness and amusement. Furthermore, a positive correlation has been found between the attitude towards the website and the intention to revisit it.

Iyengar, Han, and Gupta (2009) discovered that South Korean social media users' purchase decisions were influenced by their friends' recommendations. According to the findings, friends' purchases had a positive effect on social media users who were moderately connected. However, highly connected users disclosed a negative impact by lowering their PI when they discovered that their friends and peers were making purchases on social media.

A mathematical model based on the Uses and Gratification Theory was put forth by Taylor, Lewin, and Strutton (2011) to explain consumers' attitudes regarding social media. Features like entertainment, information, peer pressure, and consciousness had a greater positive impact on consumers' acceptance and attitudes toward social networking site advertising than did privacy concerns and intrusiveness. The study included respondents from the southwestern United States, and the sample was heavily skewed toward younger respondents.

Yilmaz and Enginkaya (2015) discovered that there are five main factors that influence consumers' decision to follow brands on social media. They are research, brand association, conversation, entertainment, and opportunity seeking. It was found that while the needs of consumers—such as those related to communication, information seeking, entertainment, and opportunity—may contribute to their initial impression of a brand. Brand loyalty is what spurs the development of a positive mindset that enables consumers to stick with a brand for extended periods of time. Brand affiliation was found to be the most important factor influencing consumers' opinions about following brands on social media, with opportunity seeking motivation ranking second.

Cothrell and Williams (2000) found that attitudes, purchasing decisions, selection behaviors, and perceptions are all impacted by social media marketing. Belch et al. (2003) found that before proceeding to the next stage of the purchasing process, consumers eventually stop obtaining and evaluating information. The consumer decides at this point whether or not they can afford to buy products. The opinions and recommendations of previous customers influence a consumer's decision to purchase.

Compared to other marketing platforms, social media has a greater influence on consumer perceptions, according to Hoyer and MacInnis (2010). Social media users can share a great deal of information with others by posting reviews, suggestions, and EWoM. Online platforms allow users to interact with one another through communities and to share reviews and information. According to the authors, people who use social media are ready to take into account the opinions of others, to put their trust in their peers, and to be influenced by their peers when making decisions about what to buy.

Wilner et al. (2010) suggested that consumers' purchasing decisions and behavior are significantly influenced by online teams. For example, social media platforms' open discussion boards provide users with information about the product to help them decide what to buy.

Hajli (2015) asserts that social media apps let users interact with each other more on the internet and that social commerce might be the next big thing in e-commerce. The author used structural equation modeling to test a novel model that he proposed to better understand e-commerce. The findings demonstrated that online platforms encourage users to interact with other users in order to share information and suggest goods and services. Social media technology raises the level of consumer confidence and PI on these platforms.

Lee (2013) investigated the factors influencing consumer decisions as well as the impact of social media on purchasing behavior. The author talked about social media sites that created a new matrix where people could interact with each other. symbolized a brand-new consumer behavior environment. Both the empirical research technique and a quantitative methodology were used to analyze the study's results. Furthermore, consumers benefited from brand involvement, and marketers were given new hope for drawing in more customers.

In 2015, Harshini conducted an analysis of consumers' purchasing intentions and the ways in which theoretical elements in social media advertisements influence their purchasing decisions. The author emphasized the information about the various social media platforms that advertised on different websites and the effect those advertisements had on consumers' purchasing decisions. This study also included data on celebrity endorsements, where a group of customers' responses were recorded to gauge their degree of satisfaction and purchasing patterns.

Azar et al. (2016) argued that CE with brands has a significantly greater influence on consumer behavior than conventional modes of communication. Customers now have significant influence over brands as a result. Due to social media, people now rely more on one another than on companies when seeking information online, which has important ramifications for products, services, and brands (Muntinga, Moorman, and Smit, 2011).

Chaudhary (2021) provided a definition of the idea of social media-related consumer behavior. The author looked over the data that had been collected for the study in order to forecast customer behavior across various social media platforms. One customer's perspective differed from the others', creating the possibility that a particular customer's choice of product may not be suitable for another. Furthermore, the author developed a mathematical model to confirm the data's accuracy. Furthermore, machine learning was applied to predict user behavior on multiple social media platforms.

Mason, Narcum, and Mason (2021) conducted a study utilizing an exploratory research approach and a structured questionnaire to analyze the increasing usage of social media marketing by consumers after the Covid-19 phase. The authors also examined other research that had been conducted to ascertain the purchasing behaviors of the public. The results demonstrated that consumers' interest in using social media for goods acquisition, information extraction, product evaluation, and product identification has grown. Consumers' decision-making process regarding purchases was positively impacted by additional recommendations that encouraged businesses to offer social media platforms and use them as a source of promotion and advertising.

In their study, Naeem and Ozuem (2021) examined the factors influencing consumer purchase decisions while accounting for the social norms and societal impact generated by social media platforms. The lockdown and loss of social ties during the COVID-19 pandemic hastened the emergence of social media. Everyone, from young children to the elderly, had started to establish their own online preferences. A wide variety of clothing could be ordered these days because of the information sharing on social media. The authors used a qualitative data gathering method to further investigate data by interviewing 40 consumers who participated in the approach.

A study aimed at determining the factors influencing the purchasing intentions of Indian consumers during COVID-19 was presented by Kholiya, Massey, and Hussain in 2022. The COVID-19 pandemic has had an impact on consumers' views of clothing products as well as their financial and psychological opinions regarding purchases. During the epidemic, the data had shown a downward trend in clothing purchases. The author concluded that there was a significant impact of COVID-19 on consumer purchasing behavior.

By concentrating on these topics, your literature review will not only provide a broad overview of the ways in which social media influences the behavior of consumers in the apparel market, but it will also assist in determining areas in which your research can close knowledge gaps or expand upon it, especially with regard to the Delhi NCR market.

2.3 ACTIVITY OF CONSUMERS

Increasing a person's involvement in a company's operations and acknowledging their brand-related product behavior is known as consumer engagement. Upon reviewing the marketing literature, Hollebeek (2011b) found that the notion of social media engagement, along with its variants such as "customer engagement," "consumer engagement," "customer brand engagement," and "social media engagement," were still in their early stages of development. Additionally, the more broad concept of "engagement" was also relatively new.

Although the term "engagement" is frequently used in the current academic marketing literature, no consensus definition of the term has been established (Hollebeek, 2011a; Brodie et al., 2013). Regarding the conceptual domains and dimensions of the term engagement, academicians and practitioners cannot agree on anything (Hollebeek, 2011a; Vivek, Beatty, and Morgan, 2012; Harmeling et al., 2017).

According to Vivek, Beatty, and Morgan (2012), engagement is the term used to characterize how people act toward something when they have an emotional investment in it. In the domains of sociology, organizational behavior (Morimoto and Friedland, 2013), marketing (Brodie et al., 2011; Kataria, Rastogi, and Garg, 2013), and psychology (Garczynski et al., 2013), engagement has been conceptually and experimentally studied.

According to Bowden (2009) and Pansari and Kumar (2017), CE leads to the delivery of both intrinsic and extrinsic values, improved trust, BL, brand attachment and commitment, WoM, and brand community participation and involvement. Customer involvement affects the financial worth of the company, customer retention, consumer lifetime value/equity, and new product performance. It improves consumer welfare by assisting consumers in making wiser financial decisions (Verhoef, Reinartz, and Krafft, 2010). According to Wagner and Majchrzak (2006), CE improves customer relationships by adding a degree of predictability, aids in measuring organizational performance, and aids in achieving the organization's return on objectives.

CE is a psychological process with cognitive and emotional components that distinguishes between the engagements of new consumers, according to Bowden (2009). Hollebeek (2011a) defines CE as the extent to which people engage in cognitive, psychological, and behavioral responses when interacting with brands. These responses are impacted by situational factors like context, motivation, and brand-related information. Researchers referred to it as "online engagement" in the context of the internet, and they assessed the levels of CE using metrics like click-through rates, page views, and so forth (Algesheimer, Dholakia and Herrmann, 2005).

CE was defined as lively exchanges between customers and other members of the community as well as between customers and the brand. The authors claim that it is a complex idea with behavioral, emotional, and cognitive components that, depending on the engagement process's context, manifests itself in varying degrees as psychological states of mind.

2.3.1 CONSUMER ENGAGEMENT THROUGH SOCIAL MEDIA

As a result of the expansion of social media activity related to peer and friend recommendations, user-generated content, product evaluations, feedback, and other activities, Dessart, Veloutsou, and Morgan (2015) claim that the idea of CE in an online context has received critical attention in the marketing literature. Customers use social

media for a range of purposes, including browsing, interacting, sharing content, and searching for goods and services. These activities have an impact on their level of brand awareness and knowledge as well as their intent to purchase. (Petier and Schultz, 2013).

The corpus of literature revealed a lack of agreement regarding the engagement's conceptual framework. Researchers have offered varying conceptualizations and interpretations of the term "engagement". CE was defined by Hollebeek (2011a) as behavioral, motivational, and cognitive behaviors. The authors define CE as the degree to which a consumer's mental state is expressed through a degree of creation, recognition, and fascination in brand interactions.

Social media is a primary information source that consumers consider when making significant purchasing decisions. They research different goods and services and share their good and bad experiences on social media. Because they are connected to people they respect and trust, consumers' participation in social media is frequently motivated by trust. Stated differently, because social media fosters an environment of trust, people use it as a platform for communication and information seeking (Ng, 2013; Rohm, Kaltcheva, and Milne, 2013).

Since all social media platforms enable users to engage in activities related to both well-known and lesser-known brands, the recognition of CE on social media has increased over the past ten years (Greve, 2014). Customers' use of social media is closely linked to their participation in other commercial endeavors that affect their purchasing decisions. According to Brodie et al. (2011), it is defined as a psychological disorder that arises from active, cooperative consumer interactions with a significant target or item.

Van Doorn et al. (2010) define CE behavior as consumers' behavioral representations that go beyond simple purchases, are motivated by factors other than simple communication, and have a firm, company, or brand focus. Although it can take many different forms and intensities, consumer involvement is commonly seen as a motivating construct. It involves a brand as the object and the consumer as the subject and has a valence (positive versus negative) (Hollebeek and Chen 2014). People interact and engage with businesses on social media for five distinct reasons, according to Rohm, Kaltcheva, and Milne (2013): enjoyment, brand interaction, timely information, product knowledge & incentives, and promotions.

Gummerus et al. (2012) state that the benefits—which could include money, entertainment, or social interaction—have the biggest impact on engagement behavior. Three primary motivations for using the internet were identified as information seeking, entertainment, and convenience (Papacharissi and Rubin, 2000). An individual's level of engagement with social media is determined by their level of interest, which is primarily indicated by their psychographic attitude.

According to Yadav et al. (2013), in computer-mediated social environments, an individual's social network significantly influences exchange-related behaviors. In addition to social interactions, consumers engage in brand-related activities on social media, contingent on user-specific attributes such as previous interactions or level of motivation (hedonic and utilitarian). Positive or negative brand experiences influence consumers to take actions related to the brand that could increase its value and improve their future performance indicators (PIs) (Mikalef, Giannakos, and Patel, 2013).

Kwon and Wen (2010) posit that perceived utility and CE are significantly influenced by social identity, compassion, and telepresence. They stressed that people are more likely to respond positively to requests for involvement if they have stronger social identities.

While identifying factors that precede CE, Tsai and Men (2013) have identified social identity as a cause and an indicator of the level of consumer involvement. They identified the relationship-focused antecedent of consumers' social media activity in their sense of community affiliation. Social media interactions increase members' social advantages, which enhances their engagement in online brand communities (Wirtz et al., 2013).

Buttle (1998) asserted that rather than relying on paid promotional sources, consumers purchasing services would ask friends, family, and peers for advice because services are dependent on the reputation of the provider, which is hard to determine before consumption. Numerous studies have found that tie strength can significantly explain the impact of word-of-mouth (WoM) communications in an online setting. (De Bruyn and Lilien 2008; Brown, Broderick, and Lee, 2007).

With increased accessibility to digital and social media platforms, consumers now have more chances than ever to communicate with brands and voice their opinions. Several companies shifted their marketing efforts from traditional media to digital platforms in order to interact with customers directly (Paruthi and Kaur 2017).

Ko, Costello, and Taylor (2017) state that the industry has faced some challenges in recent decades. The opinions and buying habits of consumers regarding luxury brands have undergone significant changes due to a number of factors, including the evolving global economy, the emergence of digital communications, a younger generation of luxury consumers, and technology improvements. Today's brands are more dedicated to spending money on internet marketing and utilizing social media as a tool to interact with customers. Technically speaking, today's consumers want easy and personalized brand association (cite in Oliveira and Fernandes, 2020).

Customers feel more connected to their favorite brand because it aligns with their personality, values, and social standing. Individuals who engage with their favorite brand on Instagram are most likely more committed to the business and hold a more positive opinion of it. (Fernandes and Oliveira, 2020).

Social media brand interaction has a direct and indirect impact on consumers' positive perceptions of brands. According to Bozkurt, Gligor, and Babin (2020), social media brand engagement contributes to the dissemination of the notion that the company values the time and effort its customers devote to the communication process.

Businesses can build relationships with customers through social media platforms (Sashi, Brynildsen, and Bilgihan, 2019). Due to the interactive character of social media platforms as opposed to passive contact media, it is imperative that academics and marketers understand the various ways in which social media interactivity influences the brand-consumer relationship. (Huang and others, 2018). Response time and message quality are two factors that improve the perceived interaction, as Song and Zinkhan (2008) show. When interacting with brands through an online interface, a customer anticipates a timely and accommodating response. If a website fulfills the expectations of its users, they will find it engaging.

Social media provides a platform for receiving complaints, opinions, and suggestions from customers. It is imperative for brands to prioritize promptly addressing customer feedback and providing timely assistance to increase the probability of a customer selecting their brand. More visually appealing images and photographs draw in potential customers on social media, as do advertisements featuring gratifying testimonials from devoted clients. There are a number of ways to encourage communication between brands and customers, including asking questions, holding competitions, and asking friends on Facebook to share their ideas and opinions in order to boost CE. According to Yoong and Lian (2019), customers are more likely to bookmark the page, tell others about it, and participate more in online communities.

Engagement attitude and behavior will be influenced by offering a unique and unforgettable sensory, emotional, behavioral, and cognitive experience (Ahn and Black, 2018).It was found that CE was essential to the development of BL, which results in the long-term retention of current customers through a variety of loyalty initiatives.

Personalized marketing offers that cater to the needs and preferences of the consumer, consider their profile, improve the quality of service delivery, and live up to their expectations can improve the consumer experience. Through engagement, businesses can use cutting-edge technologies to enhance the overall customer experience. With the help of user-generated content, promotions, and high-quality products, social media can effectively engage customers (Arora et al., 2021).

Since perceived value and CE are positively correlated, appropriate business intelligence (BI) can significantly influence perceived value; the higher the BI, the higher the business logic (Ngo et al., 2019).Carvalho and Fernandes (2018) claim that when users are completely engrossed in and adore a social networking site, it improves their recognition of their interaction experience and increases their engagement with the brand. In a similar vein, when customers find interaction enjoyable, they are more likely to interact with brand-related content.

Social and consumer-based factors play a major role in determining consumers' engagement. Consumers' involvement with brands is significantly influenced by comparison to other characteristics, tie-strength and social identification, opportunity seeking, and product selection (Chahal and Rani, 2017).Afterwards, marketers need to think of strategies for drawing in and inspiring these customers by embracing and making use of the features offered by social media platforms. Van den Broeck, Poels, and Walrave (2020) conducted a survey of recent research and found that social media has been actively used as a marketing channel to reach younger generations, promote deals, and address customer requests.

For a business to succeed in the future, it must keep its current customers and cultivate their loyalty to its brands. Research has shown that the costs associated with bringing in new customers are roughly six times higher than those associated with keeping current ones (Rosenberg and Czepiel, 1983).Marketers generally view BI as the foundation for consumers' evaluations of the brands' quality. Additionally, employing the best BI shields organizations from rivals in addition to assisting in the development of market positions (Cretu and Brodie, 2007). Because of this, companies now put a lot of effort into maintaining their brand equity and invest heavily in building positive brand perceptions. As a result, as brand equity grows, so does consumer trust and loyalty (Chinomona, 2016).

According to Foroudi (2018), BI, value perception, brand association, brand attachment, and brand recognition all have a big influence on managing brand perception. The study shows that BL and brand willingness to buy are significantly influenced by the combination of numerous perceived brand equity components rather than by any one factor. The results highlight the importance of brand impression for the fashion industry, which requires even greater engagement from its customers to increase BL and purchase intention.

Engaging with virtual communities makes consumers feel closer to their brands, increases their level of trust in the brands they choose, and increases their devotion to those brands. It also makes them happier and more brand loyal. CE has several facets, and increased consumer participation raises CE, which in turn causes BL (Harrigan et al., 2016).

Customer engagement turns customers into devotees. Through social media, followers can interact and exchange messages with one another, fostering advocacy and happiness among all parties involved. In order to restart the CE cycle and turn non-consumers into transactional consumers, followers can also engage with non-consumers. In order to transform transactions customers into devoted or content customers, satisfaction is essential. User-generated content has the potential to significantly increase consumer satisfaction, loyalty, and delight—especially as their needs change over time. In addition to strengthening the emotional ties between sellers and consumers, the extension of consumer roles to include seller responsibilities also makes the trade more relational as customers actively contribute to creating value for other customers. (Sashi, 2012).

Mikalef, Giannakos, and Patel (2013) state that significant factors underutilitarian motive that affect consumers' social media involvement include the social media platform and variables like convenience, information availability, product selection, and customized advertisements. and the phrase "physiological motivation" describes factors that influence how users engage with social media, such as trend identification, socializing (the capacity to communicate with friends and other users), adventure (the thrill of discovering new brands), and authority (the sense of control over the platform to suit users' needs).

Yilmaz and Enginkaya (2015) discovered in their research that there are five key factors that influence consumers' decision to follow brands on social media. They are inquiry, brand affiliation, conversation, opportunity seeking, and entertainment. It was found that while consumer needs—such as those for conversation, information, entertainment, and opportunity seeking—may have an initial impact on their inclination toward a brand, brand affiliation is what drives the development of a positive attitude that will encourage consumers to stick with the brand for an extended amount of time. Brand affiliation was found to be the most important factor influencing consumers' opinions about following brands on social media, with opportunity seeking motivation coming in second. The primary limitation of the study was that the results could not be broadly applied due to non-probability.

Referred to as the shifts in consumer behavior toward online consumer interaction as a result of social influence (Oinas-Kukkonen, Stibe, & Lehto, 2013).When selecting an online service, customers rely on the advice of others, particularly those who use routinely and maintain a favorable attitude toward it. Broadly speaking, social influence refers to the mechanism through which social groups shape the attitudes and actions of consumers. (Aronson, Chiu et al., 2013; Timothy and Akert, 2010).
Because they share similar objectives and values, users of social networking sites connect with one another; if there was greater user interaction, more people would use these sites frequently (Dholakia, Bagozzi, and Pearo 2004). It is claimed that social influence has a greater impact on CE than perceived usefulness and usability. Adoption and use of new communication technologies are more likely in situations where social factors are favorable. Researchers have been prompted by a number of concerns to look into the adoption of social networking sites and how social influences affect users' propensities to stick with them (Sledgianowski and Kulviwat, 2009).

Along with premium pricing and lower selling costs, BL is a key component of marketing theory (Gommans, Krishnan, and Scheffold, 2001). A customer is considered loyal to a brand if they are likely to make additional purchases, per a well-established theory of brand loyalty (Ebrahim, 2020; Keller, 1993; Srinivasan, Anderson, and Ponnavolu, 2002). This theory emphasizes the behavioral aspects of consumers. According to Ebrahim (2020), there are attitudinal dimensions of loyalty that are related to a consumer's psychological makeup and include things like attitudes, brand inclinations, and dedication. It is challenging to discuss BL solely in terms of behavioral traits as a result. Attitude loyalty identifies the factors that support recurrent buying patterns.

In order to boost brand equity, a brand's online presence—especially on social media—may be advantageous to both the brand and its customers. In the modern economy, social media is the best way to develop brand equity since it can be beneficial and because brand loyalty is an essential part of brand equity (Aaker, 2010).

With an emphasis on user- and firm-generated social media communication, Schivinski and Dabrowski (2015) claimed that social media communications have a positive and significant impact on brand awareness, brand association, BL, and perceived quality. Additionally, engagement was viewed by Hollebeek and Chen (2014) as a promising concept that provides better explanation and predictability of important consumer behavior outcomes, like BL.

According to Panjaitan (2021), BI is the knowledge and belief that customers possess, as demonstrated by the suggestions they make in their memory, which they always save for the first time they see the catchphrase and are included in consumer notices. The supporting variables for business intelligence development that are used as BI

indicators are the distinctiveness of the brand suggestion, the strength of the trademark linkage, and the favorability of the trademark relationship.

According to Stocchi and Fuller (2017), the BI takes into account both the cognitive and psychological aspects of how consumers view brands. According to Sallam (2014), BI is essentially what sets companies apart from competitors as they strive to foster a positive perception of their products.

Researchers have recently become interested in social media, but the relationship between social media marketing efforts and brand equity has not yet been thoroughly investigated. The majority of researchers have looked into how consumers' sentimental attachments to brands and their perceptions of them have been affected by their use of social media (Lim et al., 2020).

2.4 Electronic Spoken Word

The most valuable result produced by social media is word-of-mouth (WoM), which demonstrates a crucial role in advancing businesses' marketing efforts. Buzz about a product generated by electronic or digital platforms is called electronic word of mouth (EWoM). The importance of social media networks in marketing has increased in the current environment as consumers make decisions; these networks contribute to the EWoM.

New forms of communication platforms have been made possible by the Internet, which benefits consumers and marketers alike by facilitating the sharing of thoughts, information, and opinions between brands and other consumers. EWoM communication is any statement—positive or negative—made by potential, existing, or past customers about a brand or business that is made available online to a large audience of people and organizations (Hennig et al., 2004).

EWoM has the greatest effect, according to Bughin, Doogan, and Vetvik (2010), when a customer purchases a product for the first time or when it is relatively expensive, as well as in other situations that prompt people to do more research and gather more suggestions.

However, once content is shared on social media, the publisher essentially loses control over its reach and positioning (Erkan, 2016). As a result, these messages have the potential to negatively impact brands. In a matter of minutes, they can ruin or enhance a reputation. By establishing the EWoM, social media makes it possible to connect with a sizable audience of potential customers, something that has not been achievable with traditional marketing techniques (Gvili and Levy, 2018). Customers may utilize this WoM as an analytical tool when making decisions.

Thus, companies are investing in social media to build a positive word-of-mouth campaign. However, social media can also be a useful tool for disseminating unfavorable remarks or unpleasant experiences with the goods or services. Because of this, companies and marketing experts are working very hard to find and address this information as well, as doing so may cause other customers to lose interest in the brands and products. Social media is therefore like a double-edged sword and needs to be handled carefully to maximize its potential for spreading positive information about the goods and services.

2.4.1 MOLECULAR AND ELECTRONIC MOLECULAR

WoM information may have an impact on several recipients since it travels through a network of people (Lau and Ng, 2001). When it comes to online shopping, EWoM spread more quickly among millions of customers (Jeong and Jang, 2011). The most obvious distinction between WoM and EWoM is the rate at which information travels over the Internet. Secondly, EWoM provides visually aided information to its users. When discussing products and services, people may use digital information—such as images or videos—to bolster their personal experiences and

opinions. However, while EWoM makes it easier for customers to visualize the information being presented, verbal conversations in WOM can occasionally make it difficult for people to do so.

Furthermore, the methods used by WOM and EWoM to quantify influence differ from one another. Because WOM is intrinsic, tracking it is very difficult. However, the Internet gives marketers the means to monitor customer communications. Social networking sites, discussion forums, and review websites, for example, are useful platforms for keeping an eye on EWoM conversations. Keeping track of customer and prospective customer feedback is essential for marketers because it enables them to better tailor their strategies by utilizing those perceptive remarks (Nyilasy, 2006).

But other research found that traditional WOM worked better than online word-of-mouth (EWoM), since EWoM usually occurs online between strangers, at least before social media platforms were created (Keller, 2007). EWoM was believed to be less successful than traditional WOM since conventional WOM happens between known individuals (Yildirim, 2011).

2.4.2 ELECTRONIC VOICE AND INTENT TO PURCHASE

Barton (2006) draws attention to the fact that EWoM frequently takes place on websites where customers make purchases. If customers consider EWoM communication, they can quickly move on to making a purchase via the company's website or an e-commerce portal. Because of this, EWoM is especially intriguing and researchers are curious to know how it influences purchase intention.

It was discovered that EWoM created by users had a greater impact on consumers' PI than EWoM created by businesses (Bickart and Schindler, 2001). Wang, Yu, and Wei (2012) investigated the impact of EWoM communications on purchase intentions in a distinct setting. The authors evaluated the EWoM interactions that had occurred on social media platforms by conducting a study with about 300 participants. The findings demonstrated that EWoMcommunication on social media positively influenced PI by directly influencing conformity and indirectly by solidifying product participation. According to Cheung et al. (2009), user-generated EWoM reviews currently have greater influence than any other type of online commercial content.

EWoM reviews have been extensively disseminated through a range of online forums, social media sites, and retailer Web sites. According to a survey conducted by Deloitte Consumer Products Group, 62 percent of consumers read online reviews left by other consumers, and up to 82 percent of these consumers use EWoM to help them make decisions about what to buy (Fang, 2014). According to Tien, Rivas, and Liao (2018), there is a lot of commercial potential for using EWoM on social media platforms. Brand marketers could use EWoM to increase consumers' PIs for specific products on social media. The use of EWoM's data improves perceived usefulness, which aids in predicting the PI of young consumers (Song et al., 2021).

The growing number of people using social media has led to an increase in EWoM, and social media platforms are becoming more and more popular at the same time. Customers can use the EWoM to talk to peers or other users who have similar interests about their opinions and experiences with different brands. A growing number of companies are making significant investments in social media marketing in an effort to draw in more customers (Sardar, 2021). EWoM disseminates information about goods and services via peer-to-peer exchanges, sharing, and the posting of reviews on social media, claims Gupta (2013). This raises consumer interest in the product and, consequently, the possibility that it will be purchased, according to marketers. Ghosh et al. (2013) claim that a consumer's perceived risk decreases while it increases when they come across positive word-of-mouth on social media.

Marketers ought to take proactive steps to lessen unfavorable word-of-mouth and transform it into beneficial for the business through enhanced client lifetime value and web care initiatives. Happiness, trust, dedication, and

loyalty are the outcomes of CE (Abdullah and Siraj, 2018).Businesses have shown to benefit greatly from consumer involvement, which has a direct impact on corporate performance, behavioral intention, and word-of-mouth (WOM). Hedonistic consumption produces benefits to firm performance from CE that are roughly three times larger than those from utilitarian consumption (De Oliveira Santini et al., 2020).

Customers participate in online reviews, which give them the opportunity to evaluate their purchases. Because word-of-mouth (WOM) is essentially a reflection of past experiences, customers who are unhappy with the business may spread negative feedback, which can damage the company's reputation. Conversely, when positive WOM is generated, customers are happy and the brand's reputation improves, which encourages the customer to purchase the product or brand (Aslam, Farhat, and Arif, 2019).

Customers spend more time interacting with and closely examining EWoM content (Krishnamurthy and Kumar, 2018). Furthermore, customers who participate heavily tend to have higher expectations and a positive opinion of the product. As shared goods, consumers are actively involved in building and enhancing brand value.

2.5 SOCIAL MEDIA AND APPAREL BRANDS

The clothing industry has seen substantial changes since the advent of social media. In this volatile business environment, revolutionizing communication, information exchange, and consumer interaction is crucial. Sharma & Associates, 2021). Social media is a useful and affordable communication tool for tracking the sustainability of the fashion industry, claim Ahmad, Salman, and Ashiq (2015). Sarkar (2019) provided evidence that consumer preferences were influenced by social media marketing of clothing products. According to Dahana, Miwa, and Morisada (2019), apparel brands can establish a connection with consumers through their social media presence.

Cao, Meister, and Klante (2014) claim that, in contrast to other consumer goods, fashion is highly sensitive to social influences, is viewed as a reflection of a person's personality, lifestyle, and social standing, and that hedonistic rather than utilitarian benefits are typically the driving force behind clothing purchases. Purchasing apparel is associated with higher levels of participation and more confusion about available options. Social media has changed how people communicate. Consumer purchase decisions are significantly influenced by EWoM communication. This is particularly true when it comes to fashion purchases, which are laden with doubt and a strong need for guidance and comfort. In their study, Kim and Ko (2012) found that customer interactions on social media platforms like EWoM promote authenticity and work well for brands. With a steadily growing user base on social media platforms, the EWoM, a marketing tool propelling the apparel industry, is also rapidly growing (Ahmad, Salman, and Ashiq (2015); Naqvi and Soni (2019); Hajli (2014)).

Social media has developed into a channel of information that millions of people use every minute; as a result, it could be a useful tool for retailers of clothing. In the twenty-first century, social media platforms have become essential for fashion and apparel designers (Sarkar, 2019). E-commerce brands in the apparel industry are best suited for Yadav and Rahman's (2017) components, which include interactivity, informativeness, personalization, trendiness, and WoM communication. Clothing brands aim to showcase their brands through visually striking images, engaging videos, and compelling content in order to leverage the advantages of social media platforms (Chang and Fan, 2017).

The fashion and apparel markets are very well-liked by social media users and fashion participants due to their timeliness and quick feedback processes (Park and Cho, 2012).Helal (2019) states that the fashion industry, along with many others, has made a significant investment in social media to take advantage of its interactive features. This has allowed for the free flow of information between brands and consumers worldwide. In addition, a lot of fashion companies use social media to record live feeds from marketing events like product launches, fashion weeks, celebrity endorsements, and so forth. People who see such fashion brand representation are given a rich

lifestyle experience associated with the consumption of those items, which raises the equity value of the company overall.

Godey et al. (2016) categorized brand social media marketing into five possible dimensions: personalization, trendiness, interaction, entertainment, and word-of-mouth (WoM). Advanced innovative social media marketing could be used to increase brand recognition, BI, price premium willingness, and consumer loyalty in terms of interactions, sharing, and trendiness (Khan et al., 2019).

CHAPTER-3

RESEARCH METHODOLOGY AND CONCEPTUAL

3.1 INTRODUCTION

The research methods used in this study are described in this chapter. The study's requirements and the research objectives and hypotheses are taken into consideration when framing the Research gaps were noted in the chapter before. For the purpose of this study, the context of social media, CE, and consumer purchasing behavior is investigated to ensure scientific efficiency. It is anticipated that both social media users and clothing buyers will be affected by these factors. This chapter covers the study's design, goal, questionnaire structure, suggested conceptual framework, research hypotheses, and methods for gathering and analyzing data.

3.2   Research Questions:

The first step in any research endeavor is to formulate the research questions. Clear research questions transform a research idea into a format that can be researched and offer precise direction to later stages of the research process by assisting in the development of research objectives (Cooper, Schindler & Sharma, 2012). According to Zikmund (2003), research questions facilitate comprehension of the research topic and highlight the issues that require attention. The following research questions are addressed in this study:

1)   How does the presence of influencers on social media platforms impact consumer purchasing behavior compared to traditional advertising methods?

2)   What are the key factors influencing consumers' emotional engagement with brands on social media, and how does this engagement translate into actual purchasing decisions?

3)   To what extent do user-generated content, such as reviews and recommendations, influence consumer perceptions of brands and their likelihood to make a purchase, and how does this influence vary across different demographic groups and product categories?

4)   How does user-generated content on social media platforms influence consumer trust and brand loyalty?

5)   What are the differences in consumer behaviour between traditional advertising and social media marketing campaigns?

6)   What are the ethical considerations associated with social media marketing tactics, and how do they influence consumer perceptions and behaviour?

3.3 PURPOSE OF THE RESEARCH

After formulating the research questions, the next step is to determine the research objectives. Research objectives can be used to numerically express the study thrust areas. Action verbs are used to characterize objectives, which provide a quantitative definition of the study's goals. The goals make sure the entire project is feasible and precisely define what the research will accomplish. The objectives, which form the basis for choosing a research design, provide the details required to identify solutions to the issue. to investigate what drives a customer to interact with clothing brands on social media.

1.   To evaluate how different forms of social media content affect the purchasing decisions of consumers: This goal would be to investigate how various forms of content on social media platforms—such as pictures, videos, user reviews, and endorsements from influencers—affect consumers' decision-making processes in the retail apparel industry.

2.   Examine how metrics such as likes, comments, shares, and click-through rates on social media posts relate to customers' propensity to buy clothing items in order to assess the efficacy of retailers' engagement tactics. o Research the role of social media engagement metrics in predicting consumer purchase intentions.

3.   To determine which psychographic and demographic elements are limiting the influence of social media on the purchasing decisions of consumers: In order to provide insights into targeted marketing strategies, this objective seeks to understand how factors like age, gender, income level, lifestyle preferences, and brand loyalty affect the relationship between social media usage and apparel purchase decisions.

3.4   HYPOTHESIS FOR RESEARCH

The formulation of the hypothesis aims to encompass the study's objectives and facilitate statistical testing.

H01(a): Consumer engagement with apparel brands on social media is not significantly impacted by brand interactivity.

H01(b): Consumer engagement with apparel brands on social media is not significantly impacted by the quality of the content.

H01(c): Consumer engagement with apparel brands on social media is not significantly impacted by convenience.

H01(d): Consumer interaction with apparel brands on social media is not significantly impacted by entertainment.

H01(e): Consumer interaction with clothing brands on social media is not significantly impacted by the availability of information.

H01(f): The impact of personalized advertisements on consumers' social media engagement with clothing brands is negligible.

Product variety has no discernible effect on consumers' social media interactions with apparel brands, according to H01(g).

H01(h): The impact of rewards on consumers' social media engagement with clothing brands is negligible.

H01(i): Consumer engagement with apparel brands on social media is not significantly impacted by social influence.

H02: The image of clothing brands is not significantly impacted by consumer interaction on social media.

H03: There is no discernible relationship between brand loyalty and social media brand image.

H04: Brand loyalty is not significantly impacted by social media interactions between customers and clothing brands.

H05: The intention to buy is not significantly impacted by brand loyalty.
H06: Purchase intentions are not significantly influenced by brand image through brand loyalty.

H07: The intention to purchase is not significantly impacted by a consumer's social media interaction with apparel brands.

H08:EWoM has little to no effect on how clothing brands are perceived on social media.

H09: Social media users' intentions to purchase clothing are not significantly impacted by EWoM.

3.5   CONCEPTUAL MODEL OF RESEARCH

A research framework organizes a number of related concepts into a textual or pictorial format and directs research by highlighting the study's focus, important variables, and any statistical connections between concepts and key variables (Maxwell, 2005).
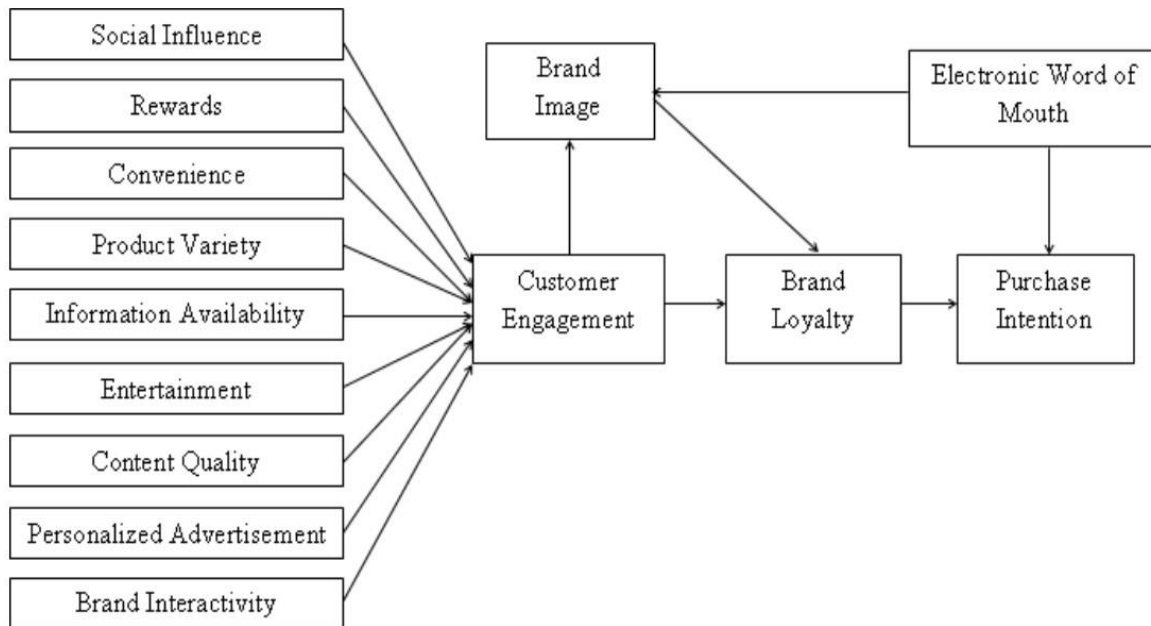
Figure 3.1-Conceptual model of research

3.6   DESIGN OF RESEARCH

A research design serves as a framework for the application of different research methodologies and approaches. It includes a timetable for collecting, calculating, and evaluating the pertinent data for the investigation. It is an organization with a variety of standards for data collection and analysis carried out as cheaply as feasible while still offering pertinent information to the research objective (Kothari.C.R, 2004). It usually gives the researcher an outline of what is expected when writing the hypothesis and its final implementations. Most research designs fall into one of two categories: exploratory or conclusive (also known as causal or descriptive research). Positivism is the approach chosen for this study because it allowed the researcher to use the hypothetic-deductive method to look for empirical truths in the observations. Since the researcher conducted exploratory research in the first phase and carried the findings over to the second, which is descriptive in nature, the study design used in the study was both exploratory and descriptive in nature.

3.7   DESIGN OF SAMPLING

The following sampling design methodology was used in the study:

3.7.1OPTIMAL DIMENSIONS

The two regions with the most social media traffic are Kerala and Delhi NCR (Statista 2019 report). The Delhi-NCR region is thus selected as the study area. The study's participants are people who live in the Delhi-NCR area. The eight regions that make up the Delhi-NCR territory are North Delhi, South Delhi, East Delhi, West Delhi, Central Delhi, Gurugram, Noida, and Ghaziabad. These divisions are easily navigable.

3.7.2 SAMPLING UNIT

Study participants include internet users who have paid for subscriptions to social media sites of any kind, have made purchases online in the past, and have purchased clothing online.

3.7.3 TECHNIQUE OF SAMPLING

Given that there is an infinite population in the current study. Since there is no precise way to count the number of people who use social media, a sample frame of the population could not be assembled for the study due to its large size. Therefore, the study has combined judgment with snowball non-probability sampling. First elements are chosen through judgment sampling; that is, people who actively use social media and have made purchases through it are chosen as the first elements. After that, it is asked of these users to forward the link to the questionnaire to others who might find it interesting.

3.7.4 Example Dimensions

According to Roscoe's (1975) recommendations, a sample size of between thirty and five hundred is usually ideal. Furthermore, a sample size of 384 is sufficient for populations with a size of one million or more, according to the sample size table provided by Krejcie and Morgan (1970). Salkind (1997) suggested increasing the sample size by 40%–50% when sending out survey questionnaires to account for lost mail and uncooperative respondents. According to earlier research by Bartlett, Kotrlik, .. Based on data collected from 520 respondents, the current study takes into account the previously mentioned point of view. and Higgins (2001), an average response rate of 65% was utilized to estimate the oversampling.

3.7.5 DATA SUMMARY

The kind of data to be used in a study and how it is to be collected are determined by its research objectives, and these factors have an impact on the validity and precision of the findings. The population's characteristics, distribution, study area, sample size, and financial considerations all influence the type of data and the methods used to collect it (Malhotra et al., 2006). A researcher has access to two types of sources of information: primary and secondary.

Primary and secondary data are the two types of data that can be used in research. Secondary data are those that have previously been acquired to address a different research problem, whereas primary data are those that the researcher gathers initially to address a specific research topic (Kothari, 2004). There are primary and secondary data in this study. In addition to a wide range of relevant books, research papers, and articles that had been published in journals and newspapers, secondary data and literature are gathered from online sources. The main focus of this study is on primary data collection. A well-structured, standardized questionnaire with closed-ended questions is used to gather primary data.

3.8   SURVEY INSTRUMENT AND MEASUREMENT SCALES

The following due process for developing a scale and preparing a survey instrument, as outlined by Warner (2013), is adhered to:

3.8.1   SCALE OF MEASUREMENTS

Following a thorough review of the literature, measurement scales for the study are developed. To create appropriate scales, relevant theories and concepts from a variety of offline and online databases, empirical studies that have already been done, books, articles, reports in newspapers and magazines, studies carried out by different private research agencies, and other sources are consulted. Five-point, balanced, summated rating scales that were appropriately tailored for the study were used. These interval scales are widely used by researchers because they are straightforward to create, easy to administer, have good reliability and validity, and provide a single score that is derived from adding the scores of individual items. Furthermore, according to Hair et al. (2010), self-administered surveys are the best use case for these scales. There are five response options available: 1 for strongly agree, 5 for strongly disagree.

3.8.2 Variables of Measurement

An essential and fundamental part of the research design is the measurement of the variables used in the study. The measurement of a variable makes hypothesis testing and subsequently aids in resolving research questions that have been raised. Prior to starting the measurement of research variables, the researcher must determine the pertinent concepts—a shared understanding or notion of an event, object, circumstance, or quality gained via shared language and experiences—related to the issue. The degree of abstraction in concepts varies, and abstract concepts are referred to as constructs. Constructs are not directly observable; instead, they are created especially for a given study.

To enable measurement, constructs must be defined in operational terms. To do this, constructs are made using a combination of the concept's simpler, more tangible, observable, and quantifiable characteristics or elements. According to Cooper, Schindler, and Sharma (2012), measurement is the process of assigning codes or numerical values to a concept's attributes in accordance with predetermined standards.

Consequently, Table 3.1 contains pertinent items/elements (appropriately adapted) associated with a specific construct used in the current study.

3.8.2   Instrument for Surveys

The most popular method for gathering primary data for a study is through surveys. A survey is a method of gathering information from a representative sample using a communication channel, such as the phone, in-person, mall, or other), schedules, questionnaires, mail, or the internet (Zikmund, 2003). An online questionnaire was employed by the researchers as a survey instrument to collect data from a representative sample. The structured questionnaire, which consisted of closed-ended questions, was given to respondents after they self-selected.

A covering letter was sent with the questionnaire to build rapport, clarify the purpose of the study, and guarantee data confidentiality. The first two questions were qualifying questions, and then there were questions and/or customized scales related to different research objectives. In order to obtain unbiased opinions, demographic information was requested near the end of the questionnaire; no information disclosing the respondent's identity was requested. The completed offline questionnaire that was uploaded online is attached to this report as Annexure-A.

3.9   VALIDITY AND RELIABILITY

Validating the created measures comes next after scales to measure the research variables have been developed and measurement variables have been operationally defined. It is important to evaluate research instruments to make sure they are accurately measuring the variables. Validity and reliability are important when evaluating research instruments.

The two metrics for construct dependability that are most frequently used are Cronbach's alpha and composite reliability. As a measure of internal consistency, Cronbach's alpha indicates how well a construct actually measures what it is intended to measure. Alpha should be greater than 0.70. The test or measure can be applied outside of the study because composite reliability is a more accurate indicator of construct reliability and explains the external reliability of the construct. Additionally, 0.70 and above is the target level of CR (Hair et al., 2010). Since the CR of every construct in the current study is greater than 0.70, all of the scales are considered reliable.

The validity of the constructs validates the scale in the current study. A construct's validity can be defined as the extent to which an assessment measures the same thing it says it will measure. If convergent and discriminant validity are found to be intact, a construct is considered valid. All of the constructs' factor loadings in this study are significant. Furthermore, all of the study's constructs have Average Variance Extracted (AVE) values greater than 0.5.

The distinctiveness between the constructs is reflected in discriminant validity. The AVE value of every construct is compared with the constructs Mean Squared Variance and Average Squared Variance in order to demonstrate discriminant validity. If the AVE value of the construct is greater than the mean squared variance and average squared variance, it is considered to have discriminant validity.

3.10 THE SURVEY INSTRUMENT'S PILOT STUDY

An offline questionnaire for the pilot study was given to a convenient sample size of fifty people. To gain a deeper understanding of any issues pertaining to language, comprehension, wording, motivation, instruction clarity, and question formatting, offline mode was implemented. Scales are found to be reliable because their Cronbach's α value is significantly higher than 0.7 when the reliability of the various scales is measured further. Google Docs was used to create the online version of the questionnaire once the draft was finalized. The online questionnaire's link was shared via Facebook, WhatsApp, email, and a number of other online forums.

3.11   INFORMATION SCREENING

Data screening is one of the most important phases in data analysis. It guarantees that the data is free of errors and prepared for processing.

Finding and imputed responses that are absent and inactive:

Responses in which respondents either did not respond at all or did not provide complete information are referred to as "missing data" (Hair et al., 2010). In any research, a significant amount of missing data is unacceptable and could cast doubt on the validity of the questionnaire and the findings. Hair et al. (2010) state that in cases where the strict criterion is 5%, respondents or variables with more than 10% missing values should be eliminated from the analysis.

In addition to designing a great questionnaire, one of the most crucial aspects of survey-based research is the involvement of respondents. The purpose of the study may be defeated if respondents are not involved in the process, as this could lead to biased, inaccurate, or skewed data that could draw incorrect conclusions. To guarantee the respondents' participation, the majority of the data in the current study is gathered personally. The respondents are asked to participate in the study, given information about its objectives, and treated with confidence. Respondent participation guaranteed the accuracy of the data.

Visual inspection of the questionnaire and close examination of the response patterns are used to assess the engagement of the responses. The responses differ from one another sufficiently. The variability of the responses is also examined using the standard deviation. Each respondent's scale variable scores have a standard deviation larger than 0.50, meaning that there is a significant variation in the responses (Hair et al., 2010).Following the download of survey replies, the information is examined to find any missing responses. 158 of the 748 responses are deemed invalid, contain missing values, or are incomplete.

Finding the Outliers

According to Hair et al. (2010), outliers are responses that differ noticeably from other responses in the data. Both univariate and multivariate outliers are possible. A box and whisker plot is used in practice to test a univariate outlier, which is an extreme score on one variable. In terms of construct scores, outliers are found and none are seen. On a five-point Likert scale, responses to the measurement variables are obtained. It is unacceptable to have a value greater than 5 or lower than 1, and no such value is reported. We compute and analyze the descriptive statistics for every measured variable and construct score. Above this range, no value is seen. The dataset does not contain any unexpectedly high or low values, indicating .

3.12 ANALYZATION TECHNIQUES

After being gathered, the data are put through several phases of analysis, including multivariate analysis, descriptive analysis, and testing of hypotheses. Data tabulation and coding are done before analysis. The next step is to do a descriptive analysis, which involves calculating the data's mean, variability, and symmetry. Subsequently, multivariate analysis is employed to investigate fundamental dimensions and conduct hypothesis testing. The various data analysis techniques used in the study are explained in the following section.

3.12.1 ANALYZED STATISTICS

Basic sample analysis was aided by descriptive statistics, which also helped to explain the fundamental features of the sample. Additionally, descriptive analysis was helpful in identifying any deviations from the presumptions underpinning the multivariate techniques used in the research. The study employed descriptive statistics to measure the mean, standard deviation, standard error, skewness, and kurtosis. To characterize the characteristics of the sample, data are classified and estimated frequencies and percentages are also made.

3.12.2 ANALYSIS OF CONFIRMATORY FACTORS

The most widely used and ancient statistical method is CFA. Essentially, CFA is a hypothesis-driven method whereby the relationship between the construct and its indicators is determined by previous research and theoretical understanding. When a researcher wants to statistically test a hypothesised structure and is aware of the underlying latent variable structure, they will use CFA. Testing the dimensionality and validity of the measurement scales using CFA is a sophisticated and accurate method.

3.12.3 MODELING STRUCTURAL EQUATIONS

In the study, PLS-based structural equation modeling has been the main method of data processing. Bootstrap samples are used in the non-parametric partial least squares structural equation modeling (PLS-SEM) method to estimate the parameter. When applied correctly, SEM has advantages over the first generation of analysis tools (e.g., multiple regressions, factor analysis, and principal component analysis). Because of SEM, researchers have flexibility in assessing how theory and evidence interact.

3.12.4 ANALYSIS OF MEDIATION

An explanation of the relationship between the independent (predictor) and dependent (outcome) variables is provided by a mediating variable. A mediator is the mechanism through which a predictor influences an outcome variable (Baron and Kenny, 1986). Following the establishment of the correlation between a predictor and an outcome, the significance of mediated effects needs to be ascertained. In this study, the Sobel test was used to determine the significance of the indirect path.

Table 3.1 Generation of Scale Item

Construct	Items	Coding	References
Social Influence	I have Interaction with others members on social Media.	SI_1	Hsieh and Tseng(2018); Chiang, Lo and Wang(2018)
	I pay attention to the opinion and suggestion of other members on social media.	SI_2	
	I discussed about apparel brands with my social media friends.	SI_3	
	Regarding the apparel brands on social media, I sought the opinion of a friend on the platform.	SI_4	
	My social media friends prompted me to purchase apparel through social media.	SI_5	
Rewards	I have gained access to free products as well as other special offers through contests and events on the social media pages of apparel brands.	Reward1	Tsai and Men (2013); Azar, Machado and Carvalho (2016)
	Apparel brands on social media provide me loyalty benefits for my continued participation.	Reward2	
	Rewards and discounts offered by apparel brands on social media are economically beneficial for consumers.	Reward3	
	Through apparel brands page on social media, I am updated about the discounts and offers provided by the brands without visiting any stores personally.	Reward4	
Convenience	Through apparel brands page on social media I can search or discuss about products whenever I want to.	Conv_1	Mikalef, Giannakos and Pateli (2013);

	Through apparel brands page on social media I can search or discuss about products without going out.	Conv_2	To, lio and Lin (2007)
	Browsing about apparel brands on social media fits to my schedule.	Conv_3	
	Using social media to interact with the apparel brand is simple and cost-free.	Conv_4	
Product Variety	Through apparel brands page on social media I can discover more product that I previously unaware of.	PV_1	Mikalef, Giannakos and Pateli (2013); To, lio and Lin (2007)
	Through apparel brands page on social media I am able to find a large variety of products.	PV_2	
	I have access to a wide selection of products through the social media.	PV_3	
Information Availability	Social Media provides speedy access to wide range of apparel brands related information.	Inf_1	Chiang, Lo and Wang(2018); Mikalef, Giannakos and Pateli (2013)
	Social Media enhance knowledge about apparels latest trends.	Inf_2	
	Social networking allows me to gather vital information about apparel brands.	Inf_3	
	Reviews and comments posted by other users on social media platforms assist in gathering feedback on apparel brands promoted on these platforms.	Inf_4	
Entertainment	I feel exciting while searching apparels on social media.	Ent_1	. Shu and Chuang, (2011); Chiang, Lo and Wang(2018); Mikalef,
	I feel delightful while searching apparels on social media.	Ent_2	
	Searching apparels on social media is enjoyable	Ent_3	

	In my free time, I enjoy interacting with apparel brands on social media.	Ent_4	Giannakos and Pateli (2013)
	Engaging with apparel brands on social media is interesting.	Ent_5	
Content Quality	Apparel brands social media posts provide correct content.	CQ_1	Carlson et al., (2018)
	The content that apparel brands post on social media is interesting.	CQ_2	
	I find apparel brands page on social media is a helpful resource.	CQ_3	
	I find valuable information on apparel brands social media page.	CQ_4	
Personalized Advertisement	Brand adverts that are more consistent with my preferences based on information from my social media profile.	Pers_1	To, lio and Lin (2007)
	My needs are taken into account when products are displayed to me on social media.	Pers_2	
	Social media product recommendations enable me to feel like a valuable consumer.	Pers_3	
Brand Interactivity	I can approach the brands on social media to ask questions.	BrInt_1	Carlson et al., (2018); Merrilees and Fry, (2003).
	Social networking allows me to effortlessly communicate with apparel brands.	BrInt_2	
	Social media allows me to effectively communicate my ideas and suggestions to the brands.	BrInt_3	
	Social media allows two way communications with the brands.	BrInt_4	
Consumer Engagement	I engrossed so much in browsing the brand's social media page that I	Cust_1	

	forgot about everything else.		
	When I'm scrolling through the brand's social media page, time seems to fly by.	Cust_2	Campbell, Ferraro & Sands (2014); Gummerus et al., (2012);Hollebeek and Chen (2014); Islam(2020).
	When I'm browsing the brand's social media page, I'm rarely distracted.	Cust_3	
	I am quite attentive to the brand's social media page, which I follow.	Cust_4	
	I'm enthusiastic about the brand's social media page, which I follow.	Cust_5	
	I am excited when browsing the brand's page that I follow on social media.	Cust_6	
	The brand's social media page that I follow is rich in meaning and purpose.	Cust_7	
	I'm glad to say that I'm a fan of the brand I follow through social media.	Cust_8	
	I read the post by a brand that I follow through social media.	Cust_9	
	I like brand's post that I follow through social media.	Cust_10	
	I comment on brand's post that I follow on social media.	Cust_11	
	I share brand's post that I follow on social media.	Cust_12	
Brand Image	The products of apparel brands that I follow have superior distinctiveness than their competitors.	BI_1	Blasco-arcas 2016, Hernandez-Ortega and Jimenez-Martinez (2016)
	The products of apparel brands that I follow are of high quality.	BI_2	
	The apparel brands which I follow on social media provide more	BI_3	

	products and services than its competitors.		
	I trust the apparel brands I follow on social media.	BI_4	
	The apparel brands which I follow on social media are genuine.	BI_5	
	The apparel brands I follow on social media have a positive reputation among consumers.	BI_6	
Brand Loyalty	I prefer the brand which I follow over the other brands on social media.	BL_1	Gummeru et al., (2012); Yoo and Donthu (2001)
	I am more confident about the brand quality after becoming its member on social media.	BL_2	
	I will do most of my future apparel purchases with this brand.	BL_3	
	If this brand's product is not instantly available, I am willing to wait.	BL_4	
	I recommended this brand to my friends, neighbour and relatives.	BL_5	
Electronic word of mouth	Before buying apparels, I browse and watch reviews on social media.	EWoM_1	Mahmud et al.,(2020)
	I am always interested in hearing what the other consumers who have experienced the product have to say.	EWoM_2	
	I even speak to or chat with a reviewer about product before deciding whether or not to buy it.	EWoM_3	
	If I don't read or watch user feedback online, I become unsure or uneasy.	EWoM_4	

	The online reviews of a product, whether pleasant or critical, influence my purchasing choice.	EWoM_5	
	My purchasing choice is influenced by user reviews.	EWoM_6	
	I spread positive word of mouth about the apparel brand that I follow on social media.	EWoM_7	
Purchase Intention	Apparel brands social media presence influences my purchase decision.	PI_1	Campbell, Ferraro and Sands (2014); Mikalef, Giannakos and Pateli (2013)
	I supposed to buy apparels that I see advertise on Social networking sites.	PI_2	
	I supposed to buy apparels that I see others consumers talked about on Social media.	PI_3	
	I supposed to buy apparels that I see on social media if the price is reasonable or appealing.	PI_4	
	I supposed to buy apparels through social media if the delivery period is satisfactory.	PI_5	
	I supposed to buy apparels through social media if it is a brand I know and trust.	PI_6	
	I supposed to buy apparels through social media if it is new and exciting.	PI_7	
	I supposed to buy apparels through social media if it is an upgrade to a product I already have.	PI_8	
	It is feasible that I will purchase this brand's product through social media in the future.	PI_9	

CHAPTER-4

IMPACT OF MOTIVATIONAL FACTORS ON CONSUMER SOCIAL MEDIA

4.1 INTRODUCTION

Following the presentation of these descriptive statistics regarding respondents' use of social media and purchases of apparel on these platforms, this chapter provides demographic information about the respondents as well as associations between demographic variables. The results of reliability and validity assessments of the scales used in the study are displayed after the variable's descriptive statistics. Discussion has taken place regarding the findings of hypothesis testing regarding the motivational elements of CE on social media and their effects on brand loyalty, BI, and purchase intention.

4.2 ANALYSIS OF SAMPLES

A total of 748 responses were gathered in response to the online questionnaire, Of the 748 responses, 158 had incomplete or missing values and were deemed invalid. Of the 590 responses that were left, 20 came from states other than Delhi-NCR and were thus eliminated from the sample. Nine responses from Delhi State were eliminated further since they were not active on social media. There were still 570 responses total. Additionally, 41 more people were disqualified since they did not use social media to research potential purchases of clothing.

4.2.1 RESPONDENTS' DEMOGRAPHIC DETAILS

For the final analysis, 520 respondents who are still alive have been chosen. Table 4.1 shows the basic sample composition of these 520.

Table 4.1 Demographic details of the respondents

Demographic Variable	Classifications	Frequency	%
Gender	Male	281	54.03
	Female	239	45.96
Age	18-25	155	29.80
	26-35	182	35.0
	36-45	129	24.80
	45 & above	54	10.38
Educational Qualification	Under Graduate	31	5.96
	Graduate	225	43.26
	Post Graduate	229	44.03
	Doctorate	25	4.80
	Professional (CA/LLB)	10	1.92
Occupation	Student	87	16.73
	Private Job	259	49.80
	Govt. Job	60	11.53
	Business	57	10.96
	Home Maker	55	10.57
	Freelancer	2	0.38
Annually Household Income	Less than 5 lakhs	137	26.34
	5-10 lakhs	207	39.80
	10 lakhs or above	176	33.84
Internet usage per day (in Hr.)	0-2 Hrs	62	11.92
	2-4 Hrs	156	30
	4-8 Hrs	276	53.07
	8 Hrs& above	26	5
Region	North Delhi	65	12.5
	Central Delhi	59	11.34
	West Delhi	68	13.07
	South Delhi,	47	9.03
	Gurugram	86	16.53
	Noida	56	10.76
	East Delhi	78	15
	Ghaziabad	67	12.88

2

The profile of the respondent has been examined in this section of the research. Frequency and percent have been used in the analysis. The respondents' demographic profile is shown in Table 4.1. 54.03% of men and 44.96% of women took part in the research. Based on their chronological age, the respondents are split into four age groups: 18 to 25 years old, 26 to 35 years old, 36 to 45 years old, and over 45 years old. The age range of the majority of responders (n = 182, 35%) is 26 to 35 years old. The next age groups are those who are between 18 and 25 (n = 155, 29.8%) and 36 and 45 (n = 129, 35%). Over 45s make up 10.4% of the population.

In terms of qualifications, the bulk of responders are either post-graduates (n=229, 44.03%) or graduates (n=225, 43.26%). In addition, there is a decent representation of professionals (n=10, 1.92) and holders of doctorates (n=25, 4.80%), as well as undergraduates (n=31, 5.96%). The majority of respondents (n = 259, 49.80%) work in the private sector. Students (n = 87, 16.73%), government workers (n = 60, 11.53%), and businesspeople (n = 57, 10.96%) round out the list of occupations. A little over 1% work as freelancers, and 10.57% of the population are housewives.

The bulk of responders (n = 207, 39.80%) earned between 5 and 10 lakh per year, while the next largest group (n = 176, 33.84%) earned more than 10 lakh per year. The majority of respondents (n = 276, 53.07%) use the internet for 4–8 hours each day, with 156 respondents (n = 156, 30%) using it for 2-4 hours. The least amount of respondents (n=26, 5%) used the internet for eight hours or more.

According to the respondents' region-wise classification, Gurugram came in first place with 16.53% of the users. East Delhi (n = 78, 15%), West Delhi (n = 68, 13.07%), Ghaziabad (n = 67, 12.88%), and North Delhi (n = 65, 12.5%) were the next in order. It is discovered that respondents use social media across the entire Delhi NCR.

4.2.2 THE RESPONDENTS' SOCIAL MEDIA USAGE PROFILE

People may use social media in different ways. The information gathered from respondents about how they use certain social media features is displayed in Table 4.2. The majority of participants (n = 266, 51.15%) reported utilizing social media platforms for the preceding two to three years. Respondents (n=198, 38.07%) who have been on social media for three years or more come after them. A smaller percentage of responders (n=10, 1.92%) have been using social media for less than a year.

The respondents are divided into five categories based on how much time they spend on social media each day: less than 30 minutes (n =11, 2.2%), 30 minutes to one hour (n =87, 16.73%), 1-2 hours (n =103, 19.80%), 2-3 hours (n =137, 26.34%), and 3 hours or more (n =182, 35%).

Respondents have either selected one or more options for the category of social media channels on which they are most active. The greatest number of respondents (n=471, 90.57%) are most active on Facebook, followed by Google+ (n=159, 55.96) and LinkedIn (n=265, 50.96). The least active respondents are on Instagram (n=427, 82.11%) and You Tube (n=444, 85.38).

Table 4.2 Social media usage profile of the respondents

Social Media usage	Classifications	Frequency	%
From how many years using social media	Less than 1 year	10	1.92
	1-2 years	46	8.84
	2-3years	266	51.15
	3 years or above	198	38.07
Time spend per day on social media	30 minutes or less	11	2.11
	30 minutes to 1 hr.	87	16.73
	1 hr. to 2 hr.	103	19.80
	2 hr. to 3 hr.	137	26.34
	> 3 hr.	182	35
Social media channel most active on	Facebook	471	90.57
	Twitter	275	52.88
	Instagram	427	82.11
	LinkedIn	265	50.96
	YouTube	444	85.38
	Google+	159	30.57
	Others	291	55.96

4.2.3 THE RESPONDENTS' INFORMATION RELATED TO THE APPAREL PURCHASE THROUGH SOCIAL MEDIA

The data pertaining to the respondents' "how often and for which purpose purchase apparel through social media" has been collected and is displayed in Table 4.3. The majority of respondents (n=294, 56.53%) say they use social media to buy clothes once every two to five months. The respondents (n=155, 29.80) who make one monthly social media clothing purchase after that. Only 71 respondents, or 13.65%, said they hardly ever buy clothes on social media.

Respondents to the question "Why do you shop for clothes on social media" have either checked one or more options. The majority of respondents (n=345, 66.38%) buy everyday clothing items via social media, with respondents (n=201, 38.61) buying for festivals coming in second. The least amount of respondents (n=164, 31.38%) used social media to make purchases for special occasions.

Table 4.3 Apparel purchase through social media related information of the respondents

Apparel purchase	Classifications	Frequency	%
How often do you usually purchase Apparel through Social Media?	Once every month	155	29.80
	Once every 2-5 month	294	56.53
	Rarely	71	13.65
Purpose for shopping apparels through Social Media	Routine	345	66.38
	Festivals	201	38.61
	Special Occasion	164	31.38

4.3 CHI-SQUARE TEST ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES AND TIME SPENT ON SOCIAL MEDIA

To find out if there is a correlation between the average amount of time spent on social media and other demographic factors like age, gender, occupation, and education, the chi-square test is used.

Relationship between age and social media usage frequency

Examined is the relationship between age and the amount of time spent on social media. As people aged, they spent less time on social media. Younger people are more likely than middle-aged and older people to spend time on social media. Age and the amount of time spent on social media are categorical variables in the six studies. To ascertain the relationship between two categorical variables, apply the chi-square test.

The results of the chi-square test are shown in Table 4.4.

Age		Time Spent On Social Media					Significance
		30 minutes or less	30 minutes to 1 hr.	1 hr. to 2 hr.	2 hr. to 3 hr.	3 plus hr.	
18 to 25	Count	20	30	47	34	24	
	Expected Count	18.2	34.0	53.4	34.9	14.6	
	Standardized Residual	.4	-.7	-.9	-.1	2.5	
26 to 35	Count	18	34	61	54	15	
	Expected Count	21.4	39.9	62.7	41.0	17.2	
	Standardized Residual	-.7	-.9	-.2	2.0	-.5	X^2=24.511 Df=12 p=.017
36 to 45	Count	14	38	43	21	13	
	Expected Count	15.1	28.3	44.4	29.0	12.2	
	Standardized Residual	-.3	1.8	-.2	-1.5	.2	
Above 45	Count	7	5	22	13	7	
	Expected Count	6.3	11.8	18.6	12.2	5.1	
	Standardized Residual	.3	-2.0	.8	.2	.8	

Table 4.4 illustrates the significant correlation between age and the amount of time spent on social media ($X2$=24.511, Df=12, P=.017), indicating that age and social media usage are not unrelated.

According to additional cell-wise results, the number of respondents spending more than three hours on social media is observed to be higher than expected based on population distribution. For the age group of 18 to 25 years, fo=24 and fe = 14.6, and the difference between them significant as Zres = 2.5 (p<.05).

Additionally, it has been noted that the age group of 26 to 35 years old and the amount of time spent on social media, with fo = 54 and fe = 41 and Zres = 2.00, are significant. This suggests that the average time spent between 2 and 3 hours for the age group of 26 to 35 years old is significantly more than expected. However, the fo = 5 is significantly lower than the fe = 11.8 for the age group over 45, and Zres = -2.0 indicates that respondents over 45 spent much less time on social media than was predicted. The analysis revealed that the amount of time spent on social media decreased as age group increased.

Relationship between Social Media Time Spent and Gender

The association between gender and social media usage has been investigated using the chi-square test. A significant correlation between gender and the amount of time spent on social media was found by the chi-square test ($X2 = 30.511$, Df = 4, P =.00).

Table 4.5: Association between Gender and time spent on social media

Gender		Time spent on social media everyday					Total	Chi-square
		30 minutes or less	30 minutes to 1 hr.	1 hr. to 2 hr.	2 hr. to 3 hr.	3 plus hr.		
Male	Count	18	48	118	79	18	281	
	Expected Count	25.0	61.6	96.7	63.2	26.5	281.0	X^2= 30 df=4, p=.00
	Standardized Residual	-1.4	-1.7	2.2	2.0	-1.6		
Female	Count	39	67	75	42	16	239	
	Expected Count	28.0	52.4	82.3	53.8	22.5	239.0	
	Standardized Residual	2.1	2.0	-.8	-1.6	-1.4		

Gender and the amount of time spent on social media are not unrelated. The test's results are illustrated in Table 4.5. According to the findings, there is a significant difference between the expected and observed counts for the male group and the amount of time spent on social media for one to two hours and two to three hours. This difference is evident when the value of the standardized residuals is greater than two. Males were found to spend significantly more time on social media than was predicted.

Conversely, the observed counts for the female group and time spent on social media for less than 30 minutes and 30 minutes to 1 hour are significantly higher than the expected counts, suggesting that the majority of females use social media for shorter periods of time than their male counterparts.

Table 4.6: Association between Education and time spent on social media

| Education | | Time spent on social media everyday | | | | | Total | Chi-square |
		30 minutes or less	30 minutes to 1 hr.	1 hr. to 2 hr.	2 hr. to 3 hr.	3 plus hr.		
Undergraduate	Count	5	4	10	9	3	31	
	Expected Count	3.6	6.8	10.7	7.0	2.9	31.0	
	Standardized Residual	.7	-1.1	-.2	.8	.0		
Graduate	Count	28	51	72	50	24	225	
	Expected Count	26.4	49.3	77.5	50.6	21.2	225.0	
	Standardized Residual	.3	.2	-.6	-.1	.6		
Post-graduate	Count	23	52	87	48	19	229	
	Expected Count	26.9	50.2	78.8	51.5	21.6	229.0	$X^2 = 12.27$, df = 16, p = .726
	Standardized Residual	-.7	.3	.9	-.5	-.6		
PhD.	Count	5	6	7	6	1	25	
	Expected Count	2.9	5.5	8.6	5.6	2.4	25.0	
	Standardized Residual	1.2	.2	-.5	.2	-.9		
Professional (CA/LLB)	Count	0	1	3	4	2	10	
	Expected Count	1.2	2.2	3.4	2.3	.9	10.0	
	Standardized Residual	-1.1	-.8	-.2	1.2	1.1		

Relationship between Social Media Time Spent and Educational Level

Table 4.6 presents the analysis and relationship between respondents' social media usage and education levels. The results of the Chi-square test are non-significant ($X2 = 12.27$, Df = 16, P =.726), and Table 4.6 makes it clear that there is no relationship between social media usage and education.

4.4 VERIFYING FACTOR DETECTION

The validity and reliability of the scales have been examined in this section. The study's objectives have been achieved through the application of fourteen unique constructs. Seventy-five measured or observed variables are used to measure the 14 constructs. Standardized scales have been used to measure the constructs, and chapter 3 has already covered the sources. Their validity and dependability have been reaffirmed in this section. Confirmatory factor analysis has been used to verify the scales' validity and reliability. One very useful method for confirming the link between constructs and their measures is the confirmatory factor analysis. Comparable to straightforward correlations between a construct and its measures are the factor loadings.

Although factor loadings between 0.7 and 0.6 are occasionally also acceptable, factor loadings above 0.7 are generally regarded as significant and good. According to Hair et al. (2010), factor loading values less than 0.6 are deemed insignificant, and the item needs to be eliminated from the analysis.

The factor loadings of the study's constructs are shown in Table 4.7. Six statements (on a 5-point Likert scale) were used to measure the Brand Image (BI) construct, and each statement performed well on the construct. The BI factor loadings varied. within the highly significant range of 0.924 to 0.853, which firmly supports the convergent validity of BI. Similar to this, five statements were used to measure brand loyalty (BL), and the factor loadings varied from 0.917 to 0.837. In a similar vein, all of the other constructs' factor loadings are shown in table 4.7 and are all significant and above 0.7. One of the 75 measured variables (item no. SI_1) was found to have inadequate factor loadings, and as a result.

Table4.7: Factor loadings

	BI	BL	BIN	CQ	CONV	CE	ENT	IA	PI	PV	PA	REW	SI	EWoM
BI_1	0.899													
BI_2	0.924													
BI_3	0.916													
BI_4	0.905													
BI_5	0.883													
BI_6	0.853													
BL_1		0.903												
BL_2		0.912												
BL_3		0.917												
BL_4		0.853												
BL_5		0.837												
BrInt_1			0.908											
BrInt_2			0.909											
BrInt_3			0.903											
BrInt_4			0.866											
CQ_1				0.809										
CQ_2				0.871										
CQ_3				0.887										

CQ_4				0.814								
Conv_1					0.841							
Conv_2					0.842							
Conv_3					0.851							
Conv_4					0.900							
Cust_1						0.917						
Cust_10						0.896						
Cust_11						0.896						
Cust_12						0.890						
Cust_2						0.923						
Cust_3						0.904						
Cust_4						0.926						
Cust_5						0.921						
Cust_6						0.896						
Cust_7						0.905						
Cust_8						0.919						
Cust_9						0.871						
Ent_1							0.907					
Ent_2							0.934					
Ent_3							0.933					

Ent_4							0.930					
Ent_5							0.896					
Inf_1								0.901				
Inf_2								0.873				
Inf_3								0.881				
Inf_4								0.834				
PI_1									0.760			
PI_2									0.750			
PI_3									0.729			
PI_4									0.801			
PI_5									0.811			
PI_6									0.798			
PI_7									0.822			
PI_8									0.763			
PI_9									0.755			
PV_1										0.912		
PV_2										0.931		
PV_3										0.940		
Pers_1											0.945	
Pers_2											0.947	

Pers_3										0.949			
Reward1											0.902		
Reward2											0.935		
Reward3											0.932		
Reward4											0.913		
SI_2												0.781	
SI_3												0.926	
SI_4												0.893	
SI_5												0.900	
EWoM_1													0.736
EWoM_2													0.814
EWoM_3													0.717
EWoM_4													0.752
EWoM_5													0.823
EWoM_6													0.835
EWoM_7													0.799

Brand Image (BI), Brand Loyalty (BL), Brand Interactivity (BIN), Content Quality (CQ), Convenience (CONV), and Consumer (CE) Engagement, Electronic word-of-mouth (EWoM), entertainment, information availability, personal advertisement (PA), product variety, purchase intention (PI), reward (REW), and social influence (SI).

4.4.1 CONVERGENT VALIDITY AND CONSTRUCT RELIABILITY

The next step is to evaluate the construct's validity and reliability after the factor loadings have been determined to be significant and acceptable. Reliability can be defined as the degree to which a construct measures a particular phenomenon consistently or as the likelihood that the same outcomes will be obtained if the construct is used to measure the same phenomenon again later. Cronbach's alpha and composite reliability are the two most widely used metrics for construct reliability. As a gauge of internal consistency, Cronbach's alpha indicates how well a construct truly measures the things that it is intended to measure.

Alpha should be greater than 0.70. The test or measure can be applied outside of the study because composite reliability is a more accurate indicator of construct reliability and explains the external reliability of the construct. Additionally, 0.70 and above is the required level of construct reliability (Hair et al., 2010). All of the constructs used in the study have construct reliability values above 0.70, as indicated in table 4.8. All things considered, it can be said that the study's constructs are quite trustworthy. Additionally, every construct has a Cronbach's alpha of greater than 0.70, indicating a very high degree of internal consistency.

The degree to which a test measures what it claims, or purports to measure, is known as the validity of a construct. If convergent and discriminant validity are found to be intact, a construct is considered valid. Alternatively, discriminant validity is said to win out if the model's constructs' convergent and discriminant validity are both demonstrated.

The degree to which a measure agrees with other measures of the same construct is what determines its converging validity (Hair et al., 2014). The degree to which the indicators/measures of a particular constructor have a high proportion of common variance is known as convergent validity.

When both of the following requirements are satisfied—AVE must be higher than 0.50 and the factor loadings must be significant—a construct is said to have convergent validity. Table 4.7 indicates that all of the constructs' factor loadings are significant. Table 4.8 indicates that the average variance of all the constructs under investigation is higher than 0.5.

Table4.8: construct reliability and convergent validity statistics

	AVE	Composite Reliability	Cronbach's Alpha
Brand Image	0.804	0.961	0.951
Brand Interactivity	0.804	0.943	0.919
Brand Loyalty	0.783	0.948	0.930
Content Quality	0.716	0.910	0.867
Convenience	0.738	0.918	0.881
Consumer Engagement	0.820	0.982	0.980
EWoM	0.614	0.917	0.894
Entertainment	0.846	0.965	0.955
Information availability	0.761	0.927	0.896
Personal Advertisement	0.897	0.963	0.943
Product variety	0.861	0.949	0.919
Purchase Intention	0.604	0.932	0.918
Reward	0.848	0.957	0.940
Social Influence	0.769	0.930	0.899

4.4.2 DISCRIMINANT CONSTRUCT VALIDITY

The degree to which the constructs in models are genuinely different from one another is known as discriminant validity (Hair et al., 2014). The most widely used and well-liked criterion for confirming the discriminant validity of constructs is the Fornell Larker Criterion (1981). If a construct's square root of AVE is higher than its correlations with every other construct in the model, then it meets this criterion for discriminant validity.

The inter-constructs correlation matrix is shown in Table 4.9. According to the Fornell Larker criterion, the square root of AVE ($\sqrt{AVE}$) of each construct has been placed on the diagonals of the inter-construct's correlation matrix, and the correlations of a construct with every other construct are placed off the diagonals. For instance, the correlation matrix's diagonal is occupied by $\sqrt{.804} = 0.897$, given that the AVE of BI is 0.804. The correlation between BI and all other model constructs is now compared, and the result is displayed in the first column below. Here, 0.897 is found. The fact that 0.897 is higher than all other values below indicates that the construct is unique and retains its discriminant validity. In a similar manner, the $\sqrt{AVE}$ of every other study construct is situated. It is visible. that the correlation matrix's diagonal values are higher than its off-diagonal values, indicating the study's constructs' discriminant validity.

It is clear from the discussion above that the constructs' validity and reliability are well established, supporting the idea that they are measuring the intended constructs and are true in nature.

Table4.9: Discriminant validity statistics

	BI	BIN	BL	CQ	CONV	CE	EWoM	ENT	IA	PA	PV	PI	REW	SI
BI	.897													
BIN	0.364	0.897												
BL	0.567	0.254	0.885											
CQ	0.374	0.595	0.371	0.846										
CONV	0.395	0.404	0.402	0.574	0.859									
CE	0.637	0.525	0.459	0.451	0.415	0.905								
EWoM	0.481	0.248	0.571	0.372	0.449	0.413	0.783							
ENT	0.288	0.426	0.402	0.543	0.545	0.402	0.484	0.920						
IA	0.477	0.428	0.467	0.590	0.742	0.451	0.535	0.610	0.873					
PA	0.321	0.572	0.288	0.596	0.427	0.379	0.264	0.373	0.418	0.947				
PV	0.388	0.472	0.402	0.617	0.705	0.433	0.440	0.504	0.789	0.444	0.928			
PI	0.443	0.464	0.501	0.529	0.485	0.602	0.706	0.582	0.608	0.397	0.481	0.777		
REW	0.344	0.379	0.359	0.470	0.686	0.297	0.346	0.441	0.592	0.429	0.588	0.400	0.921	
SI	0.313	0.280	0.295	0.329	0.539	0.282	0.330	0.325	0.446	0.303	0.415	0.326	0.648	0.877

BI = Brand Image; BIN = Brand Interactivity; BL = Brand Loyalty; CQ = Content Quality; CONV = Convenience; CE = Consumer Engagement; EWoM = Electronic word of mouth; ENT = Entertainment; IA = Information availability; PA = Personal Advertisement; PV = Product variety; PI = Purchase Intention; REW = Reward; SI = Social Influence

4.5 MOTIVATIONAL FACTORS AFFECTING CONSUMER PARTICIPATION ON SOCIAL MEDIA WITH APPAREL BRANDS

Examining the motivational elements that might have influenced social media engagement by consumers and ultimately resulted in a purchase is the goal of the first objective. The extensive body of literature is used to identify the motivational factors. Nine motivational factors have been examined in this study: entertainment, social influence, rewards, convenience, product variety, information availability, quality of content, personalized advertising, and brand interaction. In this study, CE is the endogenous variable, and the nine motivational factors are the exogenous variables. Measured on a 5-point Likert scale ranging from strongly disagree (=1) to strongly agree (=5), motivational factors and CE have both been examined.

4.5.1 DETAILS OF THE MOTIVATIONAL ASPECTS OF RETAILER APPEARANCE PARTICIPATION ON SOCIAL MEDIA

Internal Reliability, Mean, Standard Deviation, and Standard Error Measurements Tables 4.10 through 4.18 discuss the consistency of the motivating factors.

Table 4.10 : Descriptive statistics and Cronbach alpha (Social Influence)

Social Influence	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	SI_2	3.880	0.92139	0.4606	-0.933	0.623	0.899
	SI_3	3.796	1.09332	0.5466	-0.823	-0.107	
	SI_4	3.648	1.15853	0.5792	-0.680	-0.518	
	SI_5	3.515	1.31676	0.6583	-0.579	-0.881	

The majority of respondents support the statements in table 4.10, as evidenced by the mean score for each statement in the variable "Social Influence" being higher than 3. The table also shows that the statement SI_2—"I pay attention to the opinion and suggestion of other members on social media"—has the highest average score (3.880), and that the statement SI_3—"I discussed about apparel brands 19 with my social media friends"—is the statement behind it. The statement SI_5, "My social media friends prompted me to purchase apparel through social media," has the lowest mean (3.515). The table 4.10 displays very low levels of skewness and kurtosis for all the items listed, and the responses appear to be normally distributed. The results indicate that the variable's Cronbach alpha is 0.899, which is higher than the target value of 0.70 and demonstrates the existence of internal consistency and reliability.

Table 4.11 : Descriptive statistics and Cronbach alpha (Rewards)

Rewards	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Reward1	3.763	1.13781	0.5689	-0.897	-0.036	0.940
	Reward2	3.751	1.12511	0.5625	-0.885	-0.023	
	Reward3	3.776	1.10883	0.5544	-0.827	-0.139	
	Reward4	3.803	1.16796	0.5839	-0.844	-0.245	

Table 4.11 reveals that the average score for every statement related to the variable "Rewards" is greater than 3, indicating that the majority of respondents endorse these statements. Furthermore, the table indicates that the statement Reward4—"I am informed about the discounts and offers provided by the brands without physically visiting any stores—has the highest average score (3.803), followed by the statement Reward3—"Rewards and discounts offered by apparel brands on social media are economically beneficial for consumers."

The statement Reward2 that reads, "Apparel Brands on social media provide me loyalty benefits for my continued participation," has the lowest mean (3.751). All of the items listed in table 4.11 have extremely low levels of skewness and kurtosis, and the responses appear to have a normally distributed distribution. The results demonstrate that the variable's Cronbach alpha is 0.940, which is higher than the target value of 0.70 and validates the existence of internal consistency and reliability.

Table 4.12 : Descriptive statistics and Cronbach alpha (Convenience)

Convenience	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Conv_1	3.848	0.99806	0.4990	-0.987	0.692	0.881
	Conv_2	3.946	1.04843	0.6056	-0.919	0.254	
	Conv_3	3.717	1.21125	0.5544	-0.698	-0.520	
	Conv_4	3.786	1.12880	0.5644	-0.839	-0.100	

Table 4.12 reveals that the average score for every statement related to the variable "Convenience" is greater than 3, indicating that most respondents endorse these statements. The table also shows that the statement Conv_2: "I can search or discuss about products through apparel brands' page on social media without leaving the house" has the highest average score (3.946), followed by Conv_1: "I can search or discuss about products through apparel brands' page on social media whenever I want to." The statement Conv_3—"Browsing about apparel brands on social media fits to my schedule"—has the lowest mean (3.717).

All of the items in table 4.12 have extremely low levels of skewness and kurtosis, and the responses appear to be distributed normally overall. The results demonstrate that the variable's Cronbach alpha is 0.881, which is higher than the target value of 0.70 and demonstrates the existence of internal consistency and reliability.

Table 4.13 : Descriptive statistics and Cronbach alpha (Product Variety)

Product Variety	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	PV_1	3.796	1.08625	0.5431	-0.765	-0.202	0.919
	PV_2	3.830	1.12178	0.5608	-0.871	-0.042	
	PV_3	3.723	1.11230	0.5561	-0.803	--0.095	

According to table 4.13, the majority of respondents support the statements because the mean score for each statement under the variable "Product Variety" is greater than 3. Also, the table shows that the statement PV_2 "Through apparel brands page on social media I am able to find a large variety of products" has the highest average score (3.830), followed by the statement PV_1 "Through apparel brands page on social media I can discover more product that I previously unaware of." The statement PV_3, "I have access to a wide selection of products through the social media," has the lowest mean (3.723).

According to table 4.13, the majority of respondents support the statements because the mean score for each statement under the variable "Product Variety" is greater than 3. Also, the table shows that the statement PV_2 "Through apparel brands page on social media I am able to find a large variety of products" has the highest average score (3.830), followed by the statement PV_1 "Through apparel brands page on social media I can discover more product that I previously unaware of." The statement PV_3, "I have access to a wide selection of products through the social media," has the lowest mean (3.723). All of the items listed in table 4.13 have extremely low levels of

skewness and kurtosis, and the responses appear to be distributed normally. The results indicate that the variable's Cronbach alpha is 0.899, which is higher than the target value of 0.70 and demonstrates the existence of internal consistency and reliability.

Table 4.14 : Descriptive statistics and Cronbach alpha (Information Availability)

Information Availability	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Inf_1	3.821	1.11425	0.5571	-0.892	0.103	0.896
	Inf_2	3.790	1.12952	0.5647	-0.990	0.314	
	Inf_3	3.817	1.09618	0.5480	-0.910	0.160	
	Inf_4	3.694	1.21992	0.6099	-0.728	-0.501	

Table 4.14 reveals that the average score for every statement related to the variable "Information Availability" is greater than 3, indicating that most respondents endorse these statements. Additionally, the table shows that the statement Inf_1 "Social Media provides speedy access to wide range of apparel brands related information" has the highest average score (3.821), followed by the statement Inf_3 "Social networking allows me to gather vital information about apparel brands." The statement Inf_4, which reads, "Reviews and comments posted by other users on social media platforms assist in gathering feedback on apparel brands promoted on these platforms," has the lowest mean (3.694). All 22 of the items listed in Table 4.14 have extremely low levels of skewness and kurtosis, and the responses appear to be distributed normally. The results demonstrate that the variable's Cronbach alpha is 0.896, which is higher than the target value of 0.70 and attests to the existence of internal consistency and reliability.

Table 4.15 : Descriptive statistics and Cronbach alpha (Entertainment)

Entertainment	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Ent_1	3.932	1.10929	0.5546	-1.269	0.950	0.955
	Ent_2	3.888	1.06034	0.5301	-1.265	1.118	
	Ent_3	3.944	0.97895	0.4894	-1.026	0.536	
	Ent_4	3.936	0.98827	0.4941	-1.243	1.402	
	Ent_5	3.998	1.05804	0.5290	-1.171	0.826	

The majority of respondents support the statements in table 4.15, as evidenced by the mean score for each statement in the "Entertainment" variable being higher than 3. The table also shows that the statement Ent_5—"Interacting with apparel brands on social media is interesting"—has the highest average score (3.998), followed by Ent_3—"Searching for apparel on social media is enjoyable."

The lowest mean (3.888) is found to be in case of statement Ent_2 that "I feel delightful while searching apparels on social media". The level of skewness and kurtosis of all the items listed in the table 4.15 are found to be very low and the distribution of the responses seems to be normally distributed. The findings show that the Cronbach

alpha of the variable is 0.955, which is higher than intended 0.70 and confirms the presence of reliability and internal consistency.

The majority of respondents support the statements in table 4.16, as evidenced by the mean score for each statement under the "Content Quality" variable being higher than 3. Additionally, the table shows that the statement CQ_4—"I find valuable information on apparel brands social media page"—has the highest average score of 23 (3.65), followed by the statement CQ_3—"I find that the apparel brands page on social media is a helpful resource." The statement CQ_1, "Apparel brands social media posts provide correct content," has the lowest mean (3.459). For every item in table 4.16, the skewness and kurtosis levels are found to be extremely low. The results indicate that the Cronbach .The variable's alpha, which is 0.867 rather than the intended 0.70, indicates that reliability and internal consistency are present.

Table 4.16 : Descriptive statistics and Cronbach alpha (Content Quality)

Content Quality	Label of variable	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	CQ_1	3.459	1.30889	0.6544	-0.532	-0.897	0.867
	CQ_2	3.603	1.27854	0.6392	-0.687	-0.612	
	CQ_3	3.646	1.19156	0.5957	-0.689	-0.454	
	CQ_4	3.65	1.17479	0.5873	-0.638	-0.537	

Table 4.17 : Descriptive statistics and Cronbach alpha (Personalized Advertisement)

Personalized Advertisement	Coding of Item	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Pers_1	3.5193	1.18281	0.5914	-0.556	-0.649	0.943
	Pers_2	3.55	1.15027	0.5751	-0.576	-0.617	
	Pers_3	3.484	1.20201	0.6010	-0.484	-0.781	

Table 4.17 reveals that the average score for every statement under the "Personalized Advertisement" variable is greater than 3, indicating that most respondents endorse these statements. The table also shows that the statement Pers_2 "My needs are taken into account when products are displayed to me on social media" has the highest average score (3.55), and that the statement Pers_1 "Brand 24 ads that are more consistent with my preferences based on information from my social media profile" is the statement with the lowest average score. The statement Pers_3, which reads, "Social media product recommendations enable me to feel like a valuable consumer," has the lowest mean (3.484). Table 4.17 reveals that the average score for every statement under the "Personalized Advertisement" variable is greater than 3, indicating that most respondents endorse these statements. The table also shows that the statement Pers_2 "My needs are taken into account when products are displayed to me on social media" has the highest average score (3.55), and that the statement Pers_1 "Brand 24 ads that are more consistent with my preferences based on information from my social media profile" is the statement with the lowest average

score. The statement Pers_3, which reads, "Social media product recommendations enable me to feel like a valuable consumer," has the lowest mean (3.484). For every item in table 4.17, the level of skewness and kurtosis is found to be very low, and the responses appear to be distributed normally. The results indicate that the variable's Cronbach alpha is 0.943, which is higher than the target value of 0.70 and verifies the existence of internal consistency and reliability.

Table 4.18 : Descriptive statistics and Cronbach alpha (Brand Interactivity)

Brand Interactivity	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	BrInt_1	3.609	1.20352	0.6017	-0.612	-0.618	0.919
	BrInt_2	3.727	1.13210	0.5660	-0.711	-0.381	
	BrInt_3	3.598	1.21724	0.6086	-0.692	-0.521	
	BrInt_4	3.594	1.17240	0.5862	-0.515	-0.794	

Table 4.18 reveals that the average score for every statement related to the variable "Brand Interactivity" is greater than 3, indicating that most respondents endorse these statements. The table also shows that the statement BrInt_2 "Social networking allows me to effortlessly communicate with apparel brands" has the highest average score (3.727), followed by the statement BrInt_1 "I can approach the brands on social media to ask questions". The statement BrInt_4, "Social media allows two-way communications with the brand," has the lowest mean (3.594). All of the items in table 4.18 have extremely low levels of skewness and kurtosis, and the responses appear to be distributed normally overall. The results indicate that the variable's Cronbach alpha is 0.919, which is higher than the target value of 0.70 and demonstrates the existence of internal consistency and reliability.

4.5.2 HYPOTHESIS TESTING USING PLS-SEM FOR FIRST OBJECTIVE

The above theories have been tested, and the impact of motivational drivers on the CE has been investigated, using PLS-based structural equation modeling. This chapter has already tested the validity and reliability of the scales. The SEM model measuring the impact of nine motivational factors on the CE is shown in Figure 4.1.

The following theories have been put to the test: H01(a): Consumer interaction with apparel brands on social media is not significantly impacted by brand interactivity.

H01(b): Consumer engagement with apparel brands on social media is not significantly impacted by the quality of the content.

H01(c): Consumer engagement with clothing brands on social media is not significantly impacted by convenience.

H01(d): Consumer interaction with clothing brands on social media is not significantly impacted by entertainment.

H01(e): Consumer interaction with clothing brands on social media is not significantly impacted by the availability of information.

H01(f): Consumer engagement with clothing brands on social media is not significantly impacted by personalized advertisements.

Product variety has no discernible effect on consumers' social media interactions with apparel brands, according to H01(g).

H01(h): The consumer's interaction with clothing brands on social media is not significantly impacted by rewards.

H01(i): Consumer interaction with apparel brands on social media is not significantly impacted by social influence.
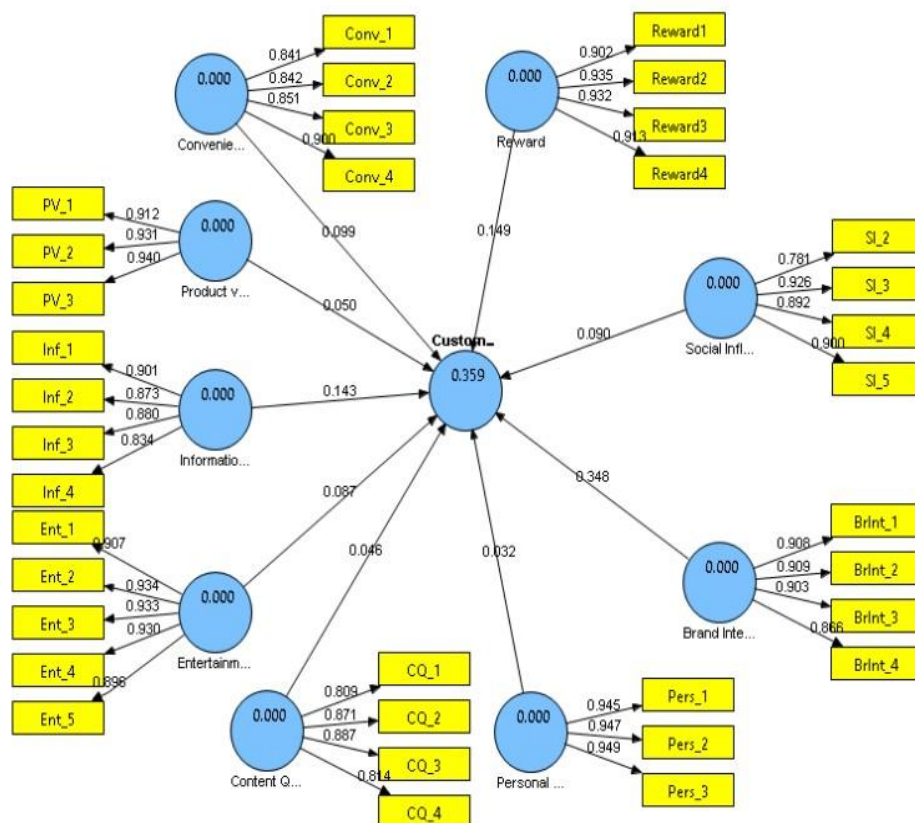
Figure 4.1: SEM model estimating the effect of 9 motivators on consumer engagement

Figure 4.1 illustrates how nine independent variables point in the direction of the dependent variable, CE. Table 4.19 contains a list of the SEM model's outcomes.

The observed impact of brand interactivity on CE is highly significant (B =.35, se =.056, t = 6.19, p<.01), indicating a significant increase in CE on social media with increasing brand interactivity. As a result, H01(a), the null hypothesis, is rejected.

However, there is no discernible relationship between content quality and CE on social media (B =.05, se =.06, t = 0.77, p>.05). This indicates that CE on social media is not influenced by the caliber of the content. As a result, null hypothesis H01(b) is agreed upon.

Convenience has also been found to have a significant impact on CE (B =.10, se =.046, t = 2.16, p<.05). This indicates that the CE on social media increased dramatically along with convenience. As a result, H01(c), the null hypothesis, is rejected.
Additionally, the CE on social media was positively impacted by the entertainment (B=.09, se =.043, t = 2.02, p<.05). This indicates that there is a causal relationship and a positive relationship between entertainment and CE. As a result, H01(d), the null hypothesis, is rejected.

Additionally, the CE was positively influenced by the availability of information on social media (B =.14, se =.07, t = 2.04, p<.05). This indicates that when information about the product or service was more widely available on social media, the CE grew significantly as well. As a result, H01(e), the null hypothesis, is rejected.
The relationship between personalized advertising and the CE is not found to be significant (B =.03, se =.055, t =.0.58, p>.05). Thus, it is decided to accept null hypothesis H01(f).

It is discovered that product variety influences the CE on social media (B =.05, se =.024, t = 2.08, p<.05), meaning that when product variety increased on social media, the CE also increased noticeably. As a result, H01(g), the null hypothesis, is rejected.

Social media rewards had a positive influence on the CE (B = 0.15, se =.063, t = 2.38, p<.05), indicating that the CE increased significantly in tandem with the rise in social media rewards. This could be because incentives draw in customers online and boost their engagement, which in turn raises their propensity to make a purchase on social media (28). As a result, H01(h), the null hypothesis, is rejected.

There is no correlation between social influence and the CE (B= 0.09, se =.052, t = 1.74, p>.05. The reason for this could be that social media is an external component of SI, and its motivational power is negligible. Thus, it is decided to accept null hypothesis H01(i). According to the goodness of fit statistics R2 = 0.359, 36% of the variance in CE is caused by motivational factors, or 36% of the variance in CE is caused by the nine motivational drivers.

Table 4.19: Results of SEM Model estimating the effects of 9 motivational factors on consumer engagement on social media

	B	SE	T-stat	LLCI	ULCI	Significance
BIN ---> CE	0.35	0.056	6.19**	0.240	0.460	Significant
CQ ---> CE	0.05	0.06	0.77	-0.068	0.168	Not Significant
CONV.---> CE	0.1	0.046	2.16*	0.010	0.190	Significant
ENT. ---> CE	0.09	0.043	2.02*	0.005	0.175	Significant
IA ---> CE	0.14	0.07	2.04*	0.002	0.278	Significant
PA ---> CE	0.03	0.055	0.58	-0.078	0.138	Not Significant
PV ---> CE	0.05	0.024	2.08*	0.003	0.097	Significant
REW---> CE	0.15	0.063	2.38*	0.274	-0.026	Significant
SI---> CE	0.09	0.052	1.74	-0.012	0.192	Not Significant

** Significant @.01 level; * Significant @.05 level.
# BIN = Brand Interactivity; CQ = Content Quality; CONV = Convenience; CE = Consumer Engagement; ENT = Entertainment; IA = Information availability; PA = Personal Advertisement; PV = Product variety; REW = Reward; SI = Social Influence

4.6 The effects of consumer interaction with apparel brands on brand image, brand loyalty, and purchase intention on social media

The exogenous variable in this objective is consumer engagement (CE), while the endogenous variables are brand image (BI), brand loyalty (BL), and purchase intentions (PI). BI is directly impacted by CE, and PI is indirectly impacted by CE. On the other hand, it has both direct and indirect effects on BL.

4.6.1 DESCRIPTIVE STATISTICS OF VARIABLES (PURCHASE INTENTION, BRAND IMAGE, LOYALTY, AND CONSUMER ENGAGEMENT)

Internal Reliability, Mean, Standard Deviation, and Standard Error Measurements Tables 4.20 through 4.23 address the consistency of CE, BI, BL, and PI.

Table 4.20 : Descriptive statistics and Cronbach alpha (Consumer Engagement)

Consumer Engagement	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	Cust_1	3.640	1.18902	0.5945	-0.746	-0.469	0.980
	Cust_2	3.653	1.20187	0.6009	-0.739	-0.534	
	Cust_3	3.711	1.13172	0.5658	-0.664	-0.605	
	Cust_4	3.661	1.18470	0.5923	-0.744	-0.439	
	Cust_5	3.671	1.11977	0.5598	-0.788	-0.198	
	Cust_6	3.642	1.16918	0.5845	-0.748	-0.366	
	Cust_7	3.630	1.15829	0.5791	-0.816	-0.221	
	Cust_8	3.630	1.15829	0.5791	-0.816	-0.221	
	Cust_9	3.573	1.22374	0.6118	-0.711	-0.551	
	Cust_10	3.632	1.13860	0.5693	-0.683	-0.417	
	Cust_11	3.592	1.20497	0.6024	-0.702	-0.511	
	Cust_12	3.530	1.21289	0.6064	-0.693	-0.607	

Table 4.20 reveals that the average score for every statement related to the variable "Consumer Engagement" is greater than 3, indicating that most respondents endorse these statements. The statement Cust_3—"When I'm browsing the brand's social media website, I'm rarely distracted"—has the highest average score (3.711) according to the table. It is followed by Cust_5—"I'm enthusiastic about the brand's social media page, which I follow." The statement Cust_12, which reads, "I share brand's post that I follow on social media," has the lowest mean (3.530). All of the items listed in table 4.20 have extremely low levels of skewness and kurtosis, and the responses appear to be distributed normally. 30 The results demonstrate that the variable's Cronbach alpha is 0.980, which is higher than the desired value of 0.70 and verifies the existence of internal consistency and reliability.

Table 4.23 : Descriptive statistics and Cronbach alpha (Purchase Intention)

Purchase Intention	Coding of Items	Mean	Standard Deviation	Standard error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	PI_1	3.657	1.10443	0.5522	-0.937	0.199	0.918
	PI_2	3.671	1.09365	0.5468	-0.916	0.193	
	PI_3	3.534	1.20161	0.6008	-0.804	-0.260	
	PI_4	3.726	1.11499	0.5574	-0.910	0.164	
	PI_5	3.603	1.18954	0.5947	-0.644	-0.596	
	PI_6	3.548	1.16863	0.5843	-0.727	-0.304	
	PI_7	3.517	1.23519	0.6175	-0.627	-0.685	
	PI_8	3.453	1.22347	0.6117	-0.577	-0.653	
	PI_9	3.701	1.11807	0.5590	-0.787	-0.1404	

4.6.2 HYPOTHESIS TESTING WITH PLS-SEM FOR SECOND OBJECTIVE

Structural equation modeling with BL and PI has been used to estimate the effects of CE on BI.The estimated effects of the structural model are shown in Figure 4.2, which shows 2000 bootstrap samples are used to estimate the parameters. After 2000 bootstrap samples, parameter estimates remain unchanged. The model's output is displayed in Table 4.24.

The following theories have been put to the test:

H02: Social media interactions between clothing consumers and brands don't significantly affect the reputation of the brand.

H03: There is no discernible relationship between brand loyalty and social media brand image.

H04: Brand loyalty is not significantly impacted by social media interactions between customers and clothing brands.

H05: The intention to buy is not significantly impacted by brand loyalty.

H06: Brand loyalty does not significantly influence purchase intentions based on brand image.

H07: The intention to purchase is not significantly impacted by a consumer's social media interaction with apparel brands.

As can be seen, a highly significant effect of CE on the BI was found (B =0.637, se =.037, t = 17.04, p<.01). The BI dramatically increased along with the social media CE. R^2 = 0.406, the goodness of fit, indicated that

approximately 41% of BI on social media might be attributed to CE on social media. Consequently, the null hypothesis H02 is disproved.

Additionally, there is a strong statistical correlation between brand loyalty and BI (B =0.462, se =.044, t = 10.43, p<.01). Thus, it is decided to reject null hypothesis H03. The combination of direct and indirect effects (through BI) is how CE affects brand loyalty. In this instance, BI mediates the interaction between brand loyalty and CE. The highly significant indirect effect of CE through BI is 0.637*0.462 = 0.294 (sobel test =8.964, p<.01).Additionally, there is a strong direct correlation between the CE and brand loyalty (B = 0.164, se = 0.046, t = 3.60, p<.01). Thus, it is decided to reject null hypothesis H04. The model fits R2 = 0.337 indicates that the CE may be responsible for about 34% of the variance in brand loyalty on social media. Additionally.

The sum of the direct and indirect effects of CE on brand loyalty represents the overall effect. The entire,The highly significant (p<.01) effect of CE on brand loyalty is 0.637*0.462 = 0.294 + 0.164 = 0.458. The relationship between CE and brand loyalty was partially mediated by BI as 36 percent of the effect is direct, and 64 percent is indirect.

Additionally, there is a strong statistical correlation between brand loyalty and purchase intention (B =0.508, se =0.037, t =13.80, p<.01). As a result, the null hypothesis H05 is disproved. The results indicate that there is a significant indirect effect of brand loyalty (0.462*0.508 =0.235, se = 0.30, t = 7.88, p<.01) on purchase intentions (PI) as a result of BI on social media. Thus, it is decided to reject null hypothesis H06.
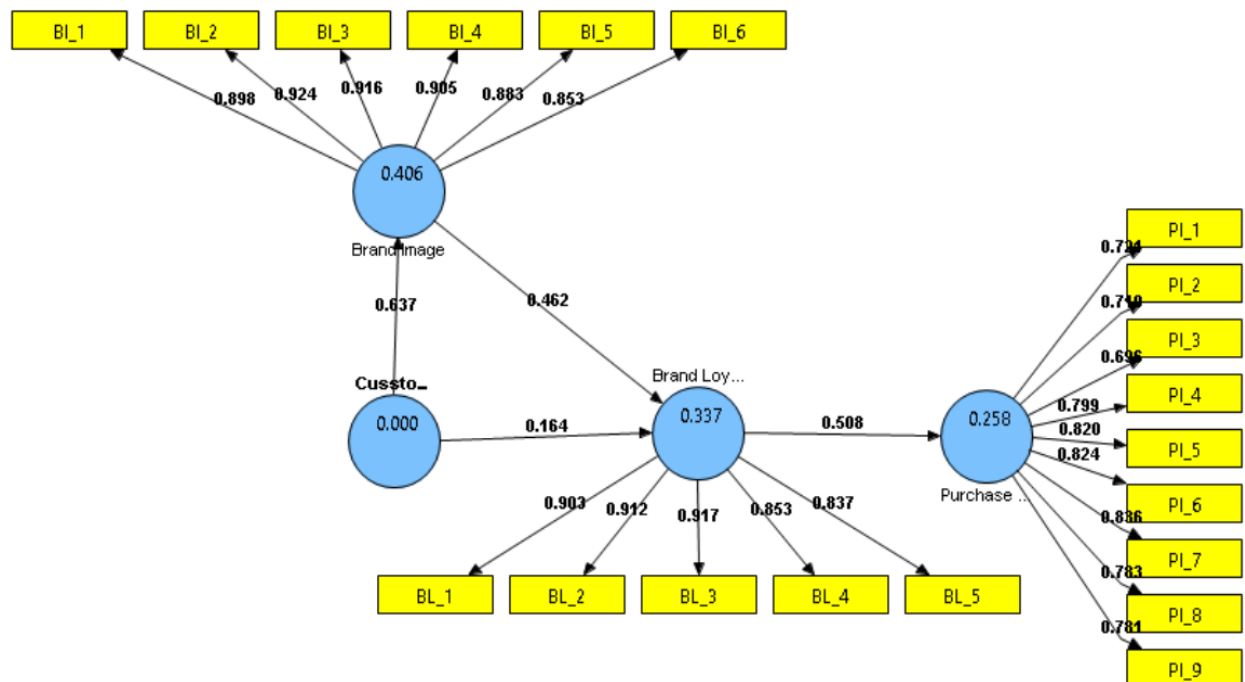

Figure4.2: the effect of consumer engagement on brand image, brand loyalty, and purchase intention

Table 4.24: direct and indirect effect of consumer engagement on brand image, brand loyalty and purchase intention

Direct Effect	b	SE	T-stat	LLCI	ULCI	Significance
CE ---> BI	0.637	0.037	17.04**	0.564	0.710	Significant
BI ---> BL	0.462	0.044	10.43**	0.376	0.548	Significant
CE ---> BL	0.164	0.046	3.60**	0.074	0.254	Significant
BL ---> PI	0.508	0.037	13.80**	0.435	0.581	Significant
Total Effects						
CE --->BL	0.459	0.043	10.79**	0.374	0.544	Significant
CE --->PI	0.233	0.033	7.02**	0.168	0.298	Significant
BI --->PI	0.235	0.03	7.88**	0.176	0.294	Significant

** significant @ .01 level; * significant @ .05 level;

[#]BI = Brand Image; BL = Brand Loyalty; CE = Consumer Engagement; PI=Purchase Intention

Through BI and BL, CE has an indirect impact on purchase intention. The combined impact of CE on social media on purchase intention is [(0.637*0.462) + (.164)], or direct + indirect. * (0.508) = 0.233, t = 7.02, p<.01, se = 0.033. The purchase intention on social media increased significantly in tandem with the CE. Thus, it is decided to reject null hypothesis H07. According to the model fit R^2 = 0.258, the model's antecedents account for about 26% of purchase intentions on social media.

On social media, BI significantly increased purchase intention (B =.235, se=.03, t =7.88, p<.01). Since the effect went through BL, it is indirect. Significantly, the overall impact of BI on PI is.462*.508=235.

CHAPTER-5
ELECTRONIC WORD OF MOUTH AND ITS IMPACT ON BRAND IMAGE ON SOCIAL MEDIA

5.1 INTRODUCTION

This chapter examines the third research objective, which is the effect of electronic word of mouth (EWoM) on apparel brand image (BI) and purchase intention (PI)On social media. The function of BI as a mediator between EWoM and PI is then discussed. Subsequently, the A thorough analysis of the model has been talked about.

5.2 THE IMPACT OF ELECTRONIC WORD OF MOUTH ON SOCIAL MEDIA PURCHASE INTENTION AND APPAREL BRAND IMAGE

Following any purchase, people share their thoughts on social media, which has a big influence on other people's plans to make purchases. It is a common practice to read internet reviews before making a purchase of a good or service. Online reviews are one way that customers express their opinions. These reviews have a big impact on consumers' buying intentions and the brand's reputation. We look into whether brand perception and purchase intent in the apparel industry are impacted by these reviews and comments.

5.2.1 EWoM DETAILABLE STATISTICS

Internal Reliability, Mean, Standard Deviation, and Standard Error Measurements EWoM consistency is covered in Table 5.1. According to table 5.1, the majority of respondents support the statements because the mean score for each statement under the variable "Electronic word of mouth" is greater than 3. Additionally, the table shows that the statement EWoM_6 "My purchasing choice is influenced by user reviews" has the highest average score (3.908), followed by EWoM_1. "I look through and read reviews on social media before making an apparel purchase."
Statement EWoM_3 is found to have the lowest mean (3.461). "I even have a conversation or discussion with a product reviewer before determining whether or not to purchase it." All of the items in table 5.1 have extremely low levels of skewness and kurtosis, and the responses appear to have a normally distributed distribution. The results demonstrate that the variable's Cronbach alpha is 0.894, which is higher than the target value of 0.70 and verifies the existence of internal consistency and reliability.

Table 5.1 : Descriptive statistics and Cronbach alpha (Electronic word of mouth)

Electronic word of mouth	Coding of Items	Mean	Standard Deviation	Standard Error	Skewness	Kurtosis	Internal Reliability Consistency (Cronbach Alpha)
	EWoM_1	3.898	1.06222	0.5311	-1.035	0.517	0.894
	EWoM_2	3.773	1.17227	0.5861	-0.790	-0.3001	
	EWoM_3	3.448	1.33328	0.6666	-0.556	-0.951	
	EWoM_4	3.840	1.17106	0.5855	-1.059	0.321	
	EWoM_5	3.757	1.17083	0.5854	-0.871	-0.038	
	EWoM_6	3.917	1.09601	0.5480	-1.113	0.649	
	EWoM_7	3.89	1.14630	0.5731	-1.105	0.443	

5.2.2 HYPOTHESIS TESTING WITH PLS-SEM FOR THIRD OBJECTIVE

Using structural equation modeling, the effects of EWoM on BI and PI have been estimated. EWoM affects both brand image and purchase intent, as shown by the structural model in Figure 5.1. The PLS technique was employed to estimate the effects, and the estimates are based on 2000 bootstrap samples. The model's output is displayed in table 5.2.

The following theories have been put to the test:

H08: The social media image of apparel brands is not significantly impacted by EWoM. H09: Social media users' intentions to purchase clothing are not significantly impacted by EWoM.

Table5.2: Structural model results of effect of EWoM on BI and PI

Path	B	SE	T-stat	LLCI	ULCI	Significance
EWoM ----> BI	0.481	0.043	11.31**	0.396	0.566	Significant
EWoM ----> PI	0.707	0.034	20.97**	0.640	0.774	Significant

* significant at the.05. ** significant at the.01 level.

Electronic word-of-mouth (EWoM), purchase intention (PI), and brand image (BI) are explained. As can be observed, there is a strong statistical relationship between EWoM and BI (b =.481, se =.043, t = 11.31, p<.01). The BI of clothing brands on social media will rise in tandem with the growth of EWoM on these platforms. R2=.232 indicates that EWoM accounts for 23% of the variance in BI. Thus, it is decided to reject null hypothesis H08.

Furthermore, there is a strong direct effect of EWoM on buy intention (b=.707, se =.034, t = 20.97, p<.01), suggesting that the PI increases significantly as EWoM use increases. The null hypothesis H09 is thus disproved. People must therefore express positive opinions about the goods or services. If there is bad word of mouth, similar negative effects will also be noticed, which may have a cascading effect on social media and kill purchase intentions.
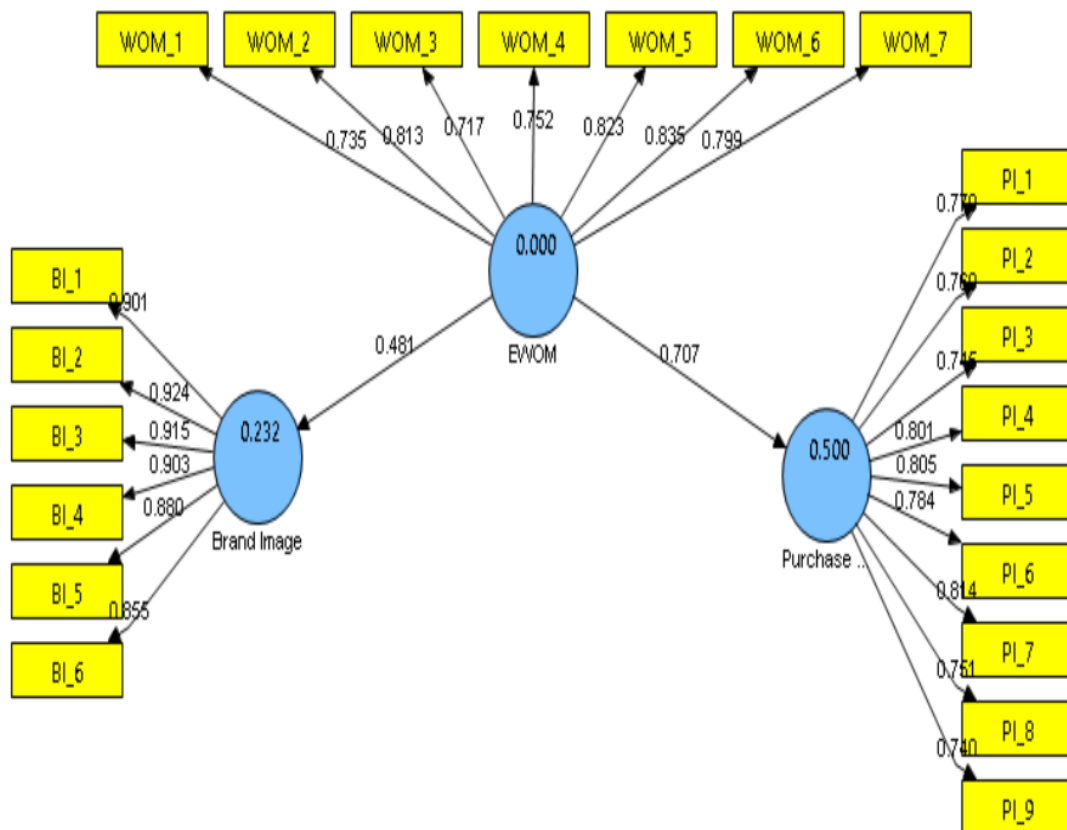

Figure 5.1: Effect of EWoM on BI and PI on social media using PLS SEM model

5.3 USING PLS-SEM, THE BRAND'S MEDIATING ROLE BETWEEN THE ELECTRONIC WORD OF MOUTH AND THE PURCHASE INTENTION

This section assesses BI's mediating function between purchase intention and EWoM. Since BI's mediating role

isn't mentioned in the literature, it wasn't initially proposed. Studies in Chapter 4 and the literature both discuss the mediating function of BI. However, it was discovered earlier in chapter 4 that BI was indirectly influencing PI. Consequently, even though BI was only used as an exploratory approach and was not initially included in the study, its mediating role has been assessed below.

The model showing how BI mediates the relationship between EWoM and PI is shown in Figure 5.2. As was previously mentioned, there is a significant direct impact of EWoM on BI and PI. It has also been determined that BI significantly affects PI (b =.148, SE =.05, t = 2.99, p<.01). This implies that the PI should increase along with an increase in BI (see table 5.3).

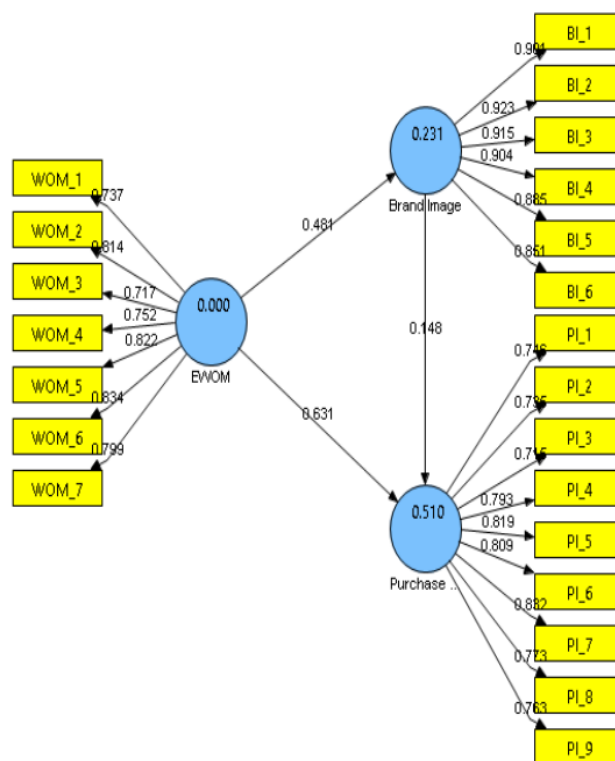*Figure 5.2*: mediating role of Brand Image between EWoM and Purchase Intention using PLS SEM model

The sum of the indirect effect (0.481*0.148 = 0.071) and the direct effect (0.63) of EWoM on PI is b=0.70, se = 0.04, t = 19.92, indicating a highly significant effect. The Sobel test was used to determine the significance of the indirect path; the results (test stat. = 2.857, se = 0.0249, p<.01) indicated that the indirect effect is significant (see table 5.3). Nonetheless, compared to the direct effect, the indirect effect is negligible. Only 10% of the total effect is transferred by the indirect effect; the remaining 90% is only transferred by the direct effect, according to Variance Accounted For (VAF) = indirect effect / total effect = 0.071/0.70) = 0.1014. Thus, it can be said that the BI only

marginally mediates this relationship. R2=.510 indicates that BI and EWoM may account for 51% of the variance in PI.

Table5.3: Mediating effect of BI

Path	B	SE	T-stat	LLCI	ULCI	Remarks
BI----> PI	0.148	0.05	2.99**	0.050	0.246	Partial Mediation to no mediation
EWoM ----> BI	0.481	0.044	11.06**	0.395	0.567	
EWoM ----> PI	0.63	0.04	14.73**	0.551	0.709	
Total Effect						
EWoM ----> PI	0.7	0.04	19.92**	0.621	0.779	

** significant @.01 level, * significant @.05 level   #2000 bootstrap samples

EWoM= Electronic word of mouth;PI=Purchase intention; BI=Brand image.

5.4 EXTENSIVE MODEL ANALYSIS

The overall model assessing the impact of purchase intention antecedents on social media has been tested in this section. Figure 5.3 shows the overall model that includes nine Motivators have a direct impact on CE, and CE directly impacts BI. Furthermore, there are both direct and indirect effects of CE on BL. BL has an impact on purchase intention as well. Additionally, the model incorporates and examines the direct influence of EWoM on BI and purchase intention. The model's output is listed in table 5.4.
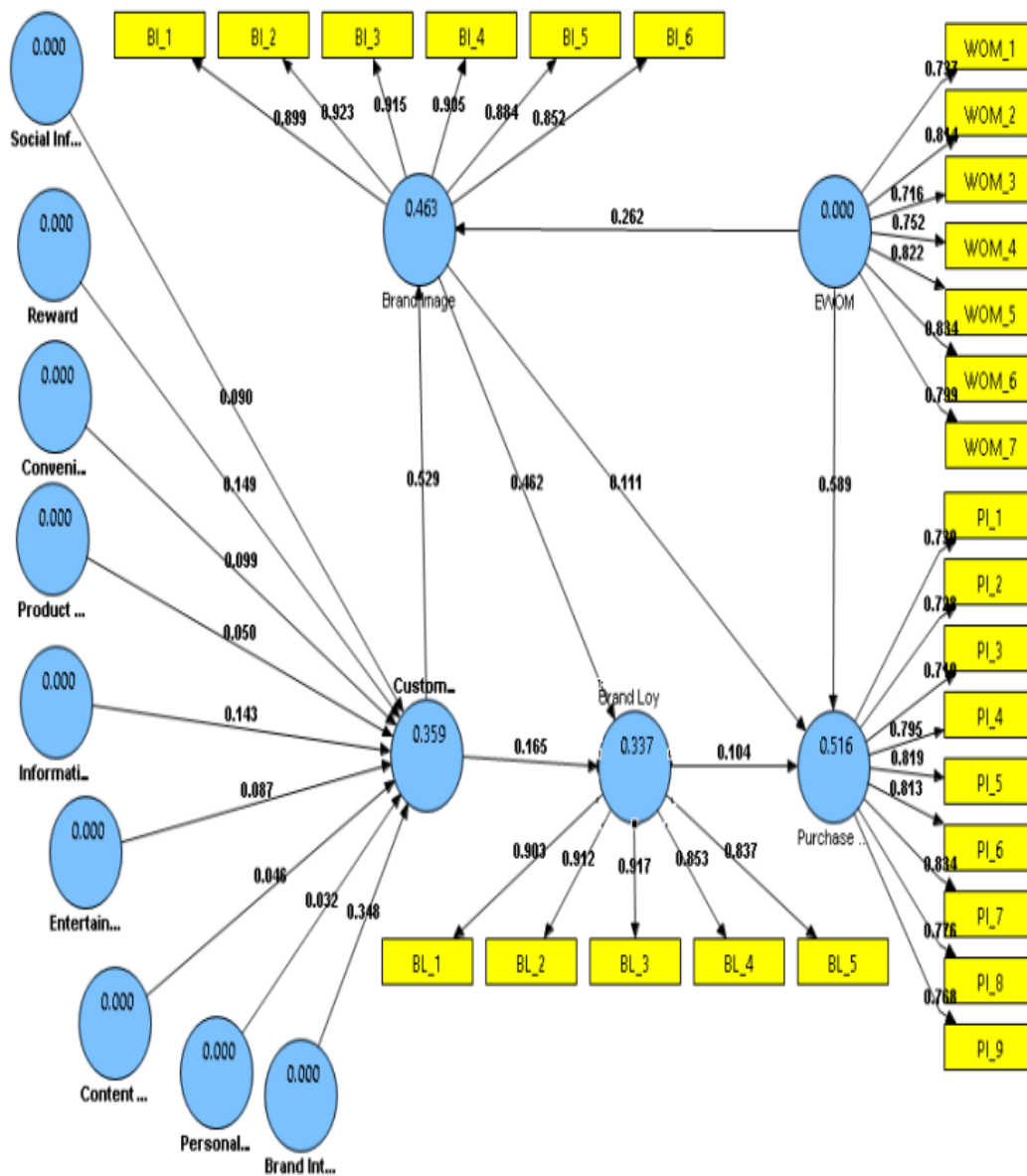
Figure 5.3: comprehensive model

Table 5.4: Comprehensive test results

Path	B	SE	T-stat	LLCI	ULCI	Results (null hypothesis)
CQ ---> CE	0.046	0.06	0.76	-0.072	0.164	Accepted
ENT. ---> CE	0.087	0.043	2.01*	0.002	0.172	Rejected
IA ---> CE	0.143	0.073	1.97*	0.0005	0.286	Rejected
PV ---> CE	0.05	0.024	2.08*	0.003	0.097	Rejected
CONV.---> CE	0.1	0.046	2.16*	0.010	0.190	Rejected
PA ---> CE	0.032	0.055	0.57	-0.076	0.140	Accepted
BIN ---> CE	0.349	0.057	6.13**	0.237	0.461	Rejected
REW---> CE	0.149	0.061	2.43*	0.269	0.029	Rejected
SI--> CE	0.09	0.05	1.80	-0.008	0.188	Accepted
CE---->BI	0.528	0.048	11.10**	0.434	0.622	Rejected
BI---->BL	0.462	0.044	10.56**	0.376	0.548	Rejected
CE---->BL	0.409	0.041	10.04**	0.328	0.490	Rejected
BL---->PI	0.145	0.045	3.23**	0.057	0.233	Rejected
CE---->PI	0.059	0.021	2.84**	0.018	0.100	Rejected
EWoM---->BI	0.262	0.045	5.86**	0.174	0.350	Rejected
EWoM---->PI	0.64	0.046	14.03**	0.550	0.730	Rejected

** significant @.01 level, * significant @.05 level.   2000 bootstrap samples.

BI = Brand Image; BL = Brand Loyalty; BIN = Brand Interactivity; CQ = Content Quality;

CONV = Convenience; CE = Consumer Engagement; EWoM = Electronic word of mouth;

ENT = Entertainment; IA = Information availability; PA = Personal Advertisement; PV = Product variety; PI = Purchase Intention; REW = Reward; SI = Social Influence

Table 5.5: R^2 of the Structural Model

Variable	R^2
Consumer Engagement	0.359
Brand Image	0.463
Brand Loyalty	0.337
Purchase Intention	0.516

Six of the nine motivational factors—brand interaction, entertainment, product variety, rewards, accessibility of information, and convenience—have a major impact on CE. These motivational factors account for 36% of the variance in CE, according to the model fit $R2 = 0.359$. Significant effects of CE are seen in BI and BL. EWoM has a significant impact on BI as well; model fit $R2 = 0.463$ indicates that CE and EWoM may account for 46% of BI variance. Additionally significant is the direct and indirect impact of CE on BL; model fit $R2 = 0.337$ accounts for about 34% of the variance in BL. $R2 = 0.516$ for the model fit explains that the variables in the model account for 51% of the variance in the purchase intention on social media.

CHAPTER-6

FINDING,CONCLUSION,LIMITATIONS,AND FUTURE SCOPE

6.1 INTRODUCTION

The proposed research's conclusion is presented in this chapter. It provides an overview of the study. endeavors to date and offers recommendations for future study paths, constraints, and future study scope. Initially, the chapter presents results pertaining to the demographic. The respondents' profile and social media usage habits. The chapter then gives the reader a brief overview of the key findings in relation to the study's goals by summarizing the research findings. This is followed by the conclusion, recommendations, research contribution, and potential study limitations. The chapter's concluding section makes recommendations for potential directions for future research.

6.2 A COMPILATION OF THE RESULTS

This section provides a summary of the research findings. The demographic data of the respondent has been provided first, and then conclusions regarding the respondent's usage patterns on social media and clothing purchasing choices. The relationship between demographic factors and the amount of time spent on social media is then discussed. Important conclusions regarding the goal of the study have been presented thereafter.

Based on a demographic profile analysis, social media platforms are primarily utilized by young people in Delhi NCR, with approximately 65% of respondents being under 35 years old. This is in good agreement with findings from other researchers both domestically and overseas (Chaffey, 2022; Pragati, 2021; Basuroy 2022). Approximately 35% of participants aged 36 and older use social media platforms; these results appear to be consistent with Chaffey's (2022) findings. When compared to females (45.96%), a greater percentage of males (54.03%) use social media. Social media use and education appear to be related, as evidenced by the fact that 294.4% of respondents are graduates or above.

Students are found to be the most frequent users, after private employees, which further supports the idea that young people dominate these platforms. The majority of respondents (39.8%) reported household incomes ranging from 5 to 10 lakhs per year. 53.07% of those surveyed said they use the internet for four to eight hours every day. Just 5% of those surveyed said they enjoyed using the Internet for eight hours or more every day.

According to the findings, respondents in Delhi NCR spend, on average, 2.36 hours a day on social media, which is more in line with the 2.42 hours nationally (Pragati, 2021). Up to three hours a day are spent on social media by 65% of the respondents. Just 35% of people spent more than three hours a day on social media. Given that 89.22% of the respondents have been using social media for longer than two years, they could be regarded as mature and skilled users of a variety of social media platforms.

With 90.57% of users maintaining an active account, Facebook is the most popular social networking site. The next most popular sites are YouTube (85.38%), Instagram (82.11%), Twitter (52.88%), and Instagram. In addition, Telegram, blogs, Snapchat, Skype, and other emerging media are used by 55.96% of the respondents. The high membership rate on Facebook can be ascribed to the platform's increasing importance for end users and businesses alike. Additionally, it is shown that respondents use social media across the entire Delhi-NCR region. Nonetheless, with 16.53% of its users coming from the area, Gurugram topped the list.

Information about the frequency of clothing purchases made via social media has been compiled.

According to the results, approximately 30% of the respondents and 56.53% of the respondents buy clothing from social media once a month and once every two to five months, respectively. About 39% of the respondents bought items for festivals, and 66.38% of them bought everyday wear items from social media. Compared to the other respondents, a smaller percentage of them buy items for special occasions.

Relationship between social media usage and demographic characteristics. The Chi-square test is utilized to investigate the potential correlation between the mean amount of time spent on social media and demographic factors, such as age, gender, and occupation. 3.Age and internet usage have a significant correlation ($X2=24.511$, Df=12, P=.017), indicating a significant relationship between the two variables. The amount of time spent on social media and age are not unrelated. It's possible to draw the conclusion from the data that social media usage declined with age.

The results of the chi-square test indicate that there is a strong correlation between gender and the amount of time spent on social media (X^2 = 30.511, Df = 4, P =.00). Social media usage and gender are not unrelated to one another. The study's conclusions indicate that men are more active on social media than women are. The study also aimed to investigate the connection between social media usage and educational attainment. The chi-square test results are insignificant (X^2 = 12.27, Df = 16, P =.726), indicating that there is no correlation between social media use and education.

The hypothesis for objective

1)   How does the presence of influencers on social media platforms impact consumer purchasing behavior compared to traditional advertising methods?

When compared to traditional advertising methods, the influence of social media influencers on consumer purchasing behavior is frequently greater. Influencers are more likely to be genuine and relatable to their audience, which builds credibility and trust. Higher engagement and conversion rates result from their recommendations, which feel more like personal endorsements than promotional advertisements. Influencers can also target niche markets with customized content, which increases the effectiveness and targeting of their influence in influencing consumer choices.

Because they can build trust and genuine connections with their audience, influencers have a significant influence on consumer purchasing behavior. Influencer marketing blends in perfectly with users' social media feeds, appearing as sincere suggestions from reliable sources, in contrast to traditional advertising, which occasionally feels invasive and impersonal. Influencer marketing is much more effective at influencing consumer decisions when it has a personal touch, frequently outperforming traditional advertising techniques in this regard. Influencers also frequently have extensive knowledge of and a strong enthusiasm for the products they promote, which increases their credibility and influence with their followers.

2)   What are the key factors influencing consumers' emotional engagement with brands on social media, and how does this engagement translate into actual purchasing decisions?

A number of critical factors, such as relatability of content, perceived authenticity of brand communication, interactive experiences, and alignment of brand values with personal beliefs, impact consumers' emotional engagement with brands on social media. Since customers are more likely to become loyal to and attached to a brand when they feel a genuine connection with it on social media, this emotional engagement is probably going to have a positive correlation with actual purchasing decisions. Consequently, it is postulated that greater emotional brand engagement on social media will enhance the probability of decisions to buy as well as increase customer retention rates.

Social proof in the form of user-generated content or testimonials, frequency of interaction, quality and relevance of content, and the overall personality of the brand are all factors that impact consumers' emotional engagement with brands on social media. It is anticipated that through a number of processes, including enhanced brand recall, favorable brand associations, and a feeling of connection to the brand community, this emotional engagement will materialize into actual purchasing decisions. Higher levels of emotional engagement with brands on social media are therefore predicted to boost brand loyalty, purchase intent, and eventually sales revenue for the brand.

3)   To what extent do user-generated content, such as reviews and recommendations, influence consumer perceptions of brands and their likelihood to make a purchase, and how does this influence vary across different demographic groups and product categories?

Across all demographic groups and product categories, consumer perceptions of brands and their propensity to make a purchase are greatly influenced by user-generated content, such as reviews and recommendations. However, depending on variables like age, income level, and product type, the degree of this influence may change. User-generated content may be given more weight in the purchasing decisions of younger demographics and those with higher levels of digital literacy. Additionally, compared to lower-risk products like groceries, user-generated content may have a greater influence on product categories like electronics or travel that involve higher levels of risk or require more thought. Generally, it is hypothesised—albeit to differing degrees—that user-generated content is vital in influencing consumer perceptions and purchase decisions across a wide range of demographics and product categories.

4)   How does user-generated content on social media platforms influence consumer trust and brand loyalty?

Through a number of mechanisms, user-generated content on social media platforms positively influences consumer trust and brand loyalty. First off, since user-generated content is seen as objective and real, consumers are more likely to trust it because of its authenticity and transparency. Second, user-generated content—such as reviews and testimonials—provides social proof, confirming other customers' experiences and enhancing the brand's legitimacy. Thirdly, because users interact with and add to the brand's story, user-generated content strengthens customers' emotional bonds and sense of community and belonging. Thus, it is postulated that user-generated content on social media platforms plays a major role in fostering brand loyalty and consumer trust, which in turn drives up engagement and encourages repeat business.

5)   What are the differences in consumer behaviour between traditional advertising and social media marketing campaigns?

Because social media marketing campaigns and traditional advertising campaigns differ in terms of engagement, trust, targeting, and interaction, consumer behavior changes accordingly. It is predicted that, in contrast to traditional advertising, social media marketing campaigns will result in greater levels of consumer engagement and interaction. Through the use of user-generated content and influencer endorsements, social media marketing is also anticipated to increase consumer trust, which will increase brand loyalty and purchase intent. In addition, it is predicted that social media marketing, as opposed to conventional advertising techniques, will yield greater conversion rates and a more quantifiable return on investment due to its capacity to target particular demographics and personalize content.

6)   What are the ethical considerations associated with social media marketing tactics, and how do they influence consumer perceptions and behaviour ?

Social media marketing strategies that take ethics into account have a big impact on how customers think and behave. Consumer trust and brand perception are thought to be positively impacted by ethical and transparent social media marketing practices, such as truthful disclosure of sponsored content, respect for user privacy, and avoiding deceptive tactics. On the other hand, unethical behaviors like hidden sponsorships, phony reviews, or deceptive marketing are anticipated to damage consumer confidence, creating unfavorable brand associations and possibly influencing consumer choices through decreased brand loyalty and reluctance to interact with the brand. Thus, it is postulated that while unethical practices have the opposite effect, adhering to ethical standards in social media marketing tactics increases consumer trust and positively influences behavior.

6.3 CONCLUSION

Based on the findings, it is determined that social media is extensively utilized by Delhi NCR customers when making decisions about what to buy when it comes to apparel. The chi square test was used to examine the

relationship between demographic variables and the amount of time spent on social media. The results showed that younger respondents were more active on social media and that male respondents spent more time there than female respondents.

Analyzing the relationship between consumer engagement and purchase intention is the primary goal of this study. A conceptual framework is used for the research, and Structural Equation Modeling is employed to evaluate the framework. The involvement, which is mainly motivated by hedonistic and utilitarian goals, enhanced the customers' purchasing patterns. This study investigates the factors that encourage consumers to interact with clothing brands on social media in an effort to determine whether or not these interactions result in the intention to make a purchase.

Nine motivational factors—brand interactivity, content quality, rewards, product variety, ease of use, personalized advertisement, entertainment, social influence, and information availability—have been chosen for the proposed study based on a review of the literature. It is noted that the majority of respondents view rewards and brand interaction on social media pages as crucial elements that encourage brand engagement with clothing brands.

Social media's abundance of information, ease of use, entertainment, and variety of products all play a big role in influencing customer engagement.

Conversely, research indicates that consumer engagement on social media is negatively correlated with the quality of the content, social influence, and presence of personalized advertisements.

The relationship between consumer engagement, brand image, brand loyalty, and purchase intention is being examined after the analysis of motivational key drivers. The study's conclusions indicate that there is a favorable relationship between brand image and customer engagement on social media.

Because they are unfamiliar with the brand or have no relationship with it before they interact with it on social media, consumers have no prior experience that could affect how they perceive the brand. Positively engaged customers form a favorable mental image and perception of the brand. Brand image has a direct impact on brand loyalty and serves as a bridge between consumer engagement and brand loyalty. There will be a large number of devoted customers for a brand with strong equity, which will lead to high and continuous customer-business contact and communication. Customers who enjoy the brand's image are likely to grow to a certain.

Brand loyalty, positive consumer engagement, and brand perception all influence purchase intention. appearance on social media. The study has also demonstrated the important influence of EWoM on brand perception and purchase intent. In this investigation, as a preliminary method . An evaluation of the mediating role of brand image between EWoM and purchase intention revealed a significant indirect effect. Nonetheless, compared to the direct effect, the indirect effect is negligible. Consequently, it can be said that there is a weak mediating role of the brand image in the relationship between EWoM and purchase intention. Based on the data, this study concludes that a significant factor influencing consumers' purchase behavior and intention is brand engagement, brand image, brand loyalty, and EWoM.

6.4 RECOMANDATION

➢   For clothing retailers to put effective strategies into practice, they need to know which certain elements of social media sites that motivate users to participate. The study's motivational factors have a lot to do with clothing retailers. who wish to use social media to boost their ability to compete. These motivating factors should be given careful thought when creating an online strategy. As a result, customer perceptions of the brand, brand loyalty, and purchase intent will all improve.

➢   Retailers that want to build a lasting, mutually beneficial relationship with their customers and cultivate loyalty as competitive advantages in the market must pay close attention to consumer engagement and brand image.

➢   For clothing retailers to maintain market competitiveness and to get the most out of their social networking abilities, they must be active on social media. Retailers should actively utilize social media platforms to boost

customer involvement through entertaining content and updates about new products, as well as to improve interactivity and encourage word-of-mouth recommendations.

➢ Social media can also be a useful tool for getting feedback, complaints, and suggestions from customers. Hence, retailers should focus more on offering timely customer service, answering queries or complaints right away, and boosting the possibility that customers will select their brand and recommend it to others.

➢ Retailers should give customers comprehensive and accurate information about their products in a way that piques their interest, motivates them to follow regular updates, and fosters customer interaction behaviors that influence not just liking and commenting but also making purchases.

➢ A focus on information-based tactics can encourage customers to explore and engage with the goods and services that marketers are promoting on social media more.

➢ To boost customer engagement, retailers need to create engagement strategies that specifically encourage customers to share user-generated content, like product reviews, product-related advice, photos, and videos.

➢ In order to meet users' needs for entertainment and fulfill the social purpose of social media, retailers should provide a variety of captivating and interesting content. These components will pique the interest of most users, encouraging them to share and post content on their own social media profiles.

6.5 REASEARCH CONTRIBUTION

Consumer engagement is becoming more and more important, according to scholars and professionals a like. When making purchases, the engaged customer will most likely act more appropriately. Knowing how consumers engage with a brand or product is essential for business. Businesses can encourage consumers to make decisions by increasing consumer involvement. Building and assessing a research model is the aim of this study, which aims to provide a deeper understanding of the factors influencing consumer engagement and purchasing behavior with fashion apparel brands.

The integrated model of consumer engagement that we have validated can be used by apparel retailers to strengthen their relationships with customers through competitive market positioning and effective social media engagement. Knowing why consumers follow a brand on social media can help retailers better meet the needs and preferences of their target customer base. In this approach, retailers may promote user participation and forge worthwhile relationships.

Furthermore, there is a wealth of literature currently in publication that explains purchase behavior, electronic word-of-mouth, brand loyalty, and consumer engagement. It rarely explains the relationships between these selected concepts in relation to social media, though. The current study offered a unique perspective by incorporating and creating links between the aforementioned constructs in the context of social media. Marketers can improve their consumers' brand participation on social media, which can ultimately have a significant impact on purchase behavior, by focusing on the factors that encourage consumer participation on social media and guarantee more precisely targeted communications.

This study helps clothing retailers identify the elements of EWoM that will boost consumer intention to buy, which is something that needs to be given careful thought. The study provides guidance to retailers on how to effectively handle their social media communications and interact with customers. In order to manage and cultivate online customer connections, this study will support clothing retailers in creating their plans for brand visibility and communication on online social media platforms.

6.6 LIMITATION

Study limitations are those variables that could affect the research findings. Despite the researcher's best efforts, there are still some limitations in the research because of the researcher or certain aspects of the design or methodology. The following are the study's limitations:

➢ First, a non-random sample technique is used in the study to collect data. It is common knowledge that non-probability sampling techniques are less rigorous than random sampling techniques. However, because obtaining a sampling frame of social media users was both difficult and expensive, it was decided to use a non-random technique for data collection. However, the application of a random sample technique might have yielded better results.

➢ Secondly, information was collected through a self-administered survey, the link to which was shared via email and various social media platforms. As a result, there was no way to assist or motivate the respondent to supply the required data. Even though every attempt was made to remove these barriers when creating the questionnaire, it is still possible that a small percentage of respondents may not have provided the information that was requested.

➢ Due to the questionnaire's length, some customers chose not to respond, and self-reported bias may have crept into some of the responses. Even though the data may contain a variety of potential biases, such as selective memory, selective recall, attribution, socially desirable answers, and exaggeration, researchers must take whatever respondents say or fill out at face value.

➢ The geographical scope of the study is another constraint on the generalization of the result. The current study is only applicable to the studied geographic region and is restricted to the Delhi National Capital region. Applications may yield different results depending on other geographic factors.

6.7 FUTURE RESEARCH'S SCOPE

Every study has some answers and helps to resolve some issues, but it also lays the groundwork for the discovery of new, unsolved issues. Future researchers' attention will be directed toward these questions. Additionally, the current study has advanced 16 in that direction. On the one hand, the study met its goals and gave researchers in the future something to talk about and new avenues for investigation.

➢ The present study looks at social media from a wide angle; comparative analysis of social media platforms can be used for marketing in subsequent studies.

➢ Furthermore, since word-of-mouth—both positive and negative—is a novel approach, researchers in the future can focus on expanding and deepening their understanding of it.

➢ Information acquired for this study over a single period of time. The evolving social media components and behavioral patterns that impact online purchase decisions over time can be captured in a longitudinal study.

➢ This study looks only at consumers in the apparel sector to see how social media affects buying decisions.

➢ This study aims to explore how social media affects purchasing decisions by focusing solely on consumers of apparel. Subsequent research endeavors may compare and acquire a more profound comprehension of diverse sectors.

➢ The responses of 520 respondents, the most of whom are from Delhi NCR alone, served as the basis for this study. Larger sample sizes and respondents from a broader geographic range may be used in future research.

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