

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTIONS IN THE UK FASHION RETAIL INDUSTRY

Student Name: Bhagyesh Jigneshbhai Bhatt

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Supervisor name: Gladius David Kulothungan

Program Manager: Hoang Dang Nguyen

ABSTRACT

The quick growth of e-commerce and social media consumption has greatly changed the industry of fashion retail in the United Kingdom, making social media advertising a major deciding factor in consumer decision-making processes. This research paper explores how social media advertising affects consumer buying behaviour in the UK fashion retail industry with special consideration given to entertainment, engagement, interaction, and influencer marketing. In accordance with the Theory of Planned Behaviour, this study adopts a positivist epistemology and uses a deductive, quantitative oriented methodology approach. The primary data were gathered using a structured questionnaire online that was sent to 150 consumers who live in the United Kingdom and who are active in contents that touch on fashion through the social media platforms. Data analysis was conducted using Statistics Package for Social Sciences (SPSS) through descriptive, correlational and multiple regression modelling.

According to the findings, all four dimensions of social media advertising have a statistically significant and positive effect on the purchase intentions of consumers. Amongst these variables, engagement through social media had the highest predictive power, followed by the impact of influencer marketing, interaction with users and entertainment factors. The results highlight the importance of the interactive, engaging and influencer content in shaping positive consumer attitude and purchase intentions.

This study adds to the existing work by providing a set of United Kingdom and empirical study-specific empirical evidence on the effectiveness of social media advertising in the fashion retail sector. In a practical sense, the findings provide useful information to retailers operating in the fashion industry in the United Kingdom, allowing them to develop more effective, consumer-focused social media advertising plans that eventually strengthen buying intentions in a competitive online market.

Keywords: Social Media Advertising; Consumer Purchase Intention; UK Fashion Retail Industry

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LIST OF ABBREVIATIONS

TPB – Theory of Planned Behaviour

SPSS – Statistical Package for the Social Sciences

eWOM – Electronic Word of Mouth

UK – United Kingdom

CAGR – Compound Annual Growth Rate

KMO – Kaiser–Meyer–Olkin Measure of Sampling Adequacy

ANOVA – Analysis of Variance

CRM – Customer Relationship Management

CHAPTER 1: INTRODUCTION

1.1 Background of the research

In the United Kingdom, the fashion retail sector has experienced massive digital transformation, especially in the areas of e-commerce and social media marketing. As eMarketer (2021) suggests, e-commerce sales in the textile, clothing and footwear sectors rose in 2019 to a total of £12.81billion, contrasting with the estimate values of £22.59billion in 2025, expressing a significant change in consumer buying patterns to online shopping.

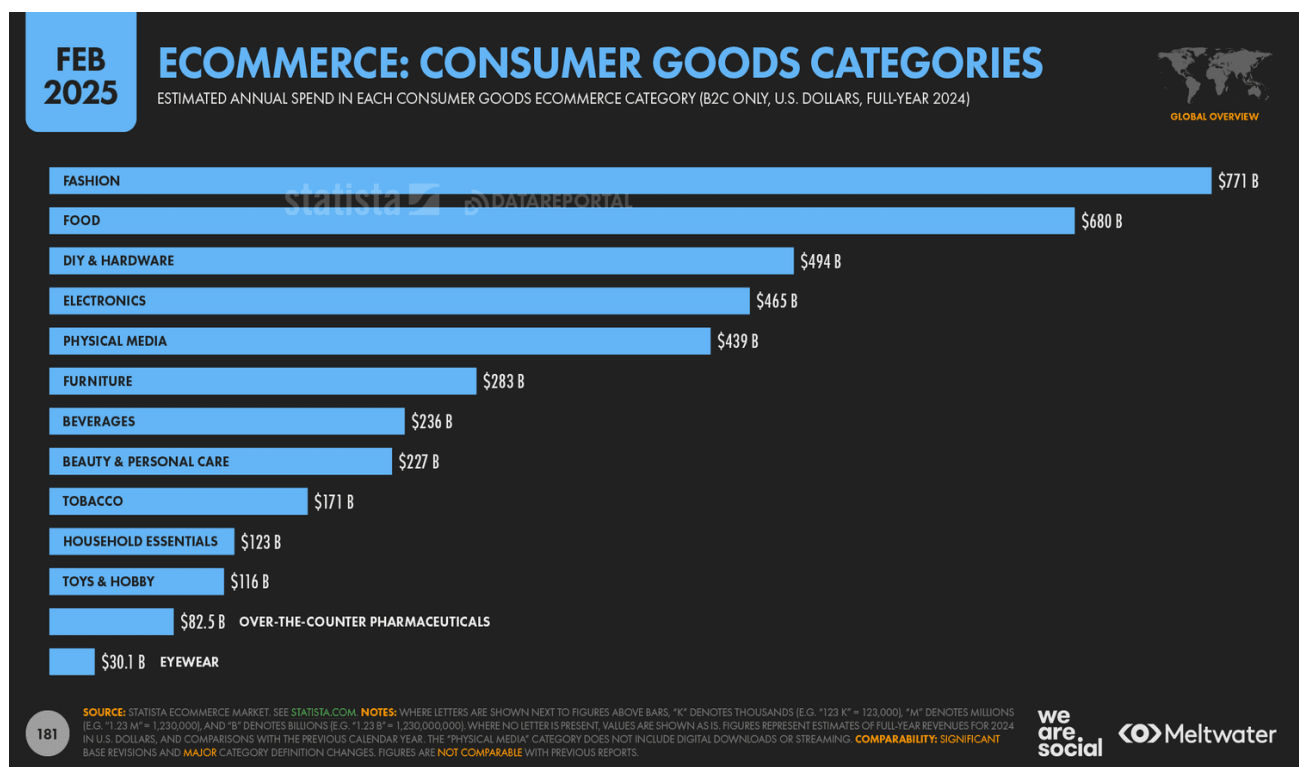


Figure 1:Ecommerce: Consumer Goods Categories (Estimated Annual Spend in Each Consumer Goods Ecommerce Category)

(Source: Statista Ecommerce Market)

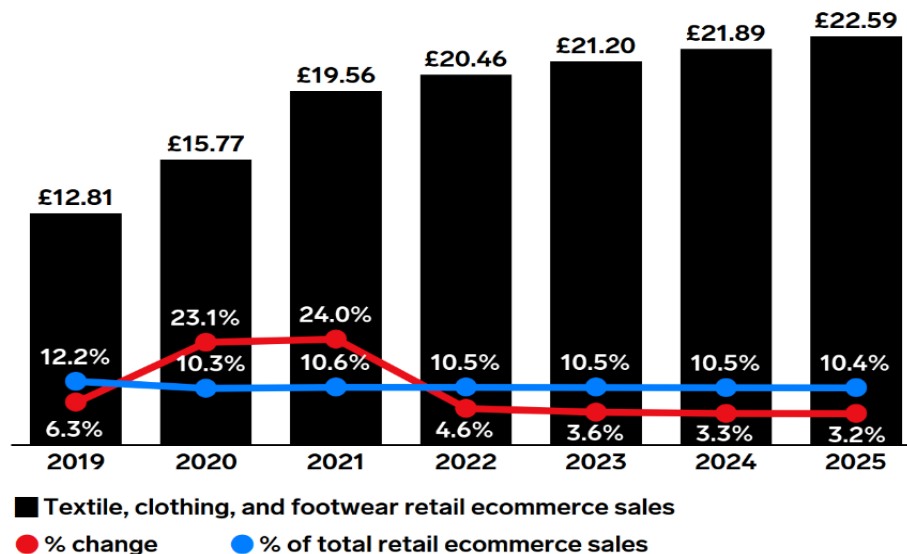
The high rates of growth experienced in 2020 and 2021, with 23.1% and 24% respectively, highlight the pandemic-induced acceleration in the discovery of online products, in consumption habits of fashion brands. This shift has been supported by the increased power of social media advertising as well since it allows brands to create more target-

oriented campaigns which can lead to consumer engagement and brand awareness (Chowdhury et al., 2024).

Social media platforms (Instagram, TikTok, Facebook) have played a major role in influencing consumer purchase intentions, above all thanks to visual appeal, interactions with influencers and personalized recommendations (Wang et al., 2025). Liu and Liu (2025) suggest that fashion marketing has undergone a digital transformation, where the interactions of data-oriented engagements and building narratives has now become the essence of the purchasing process. Consequently, a large number of fashion brands in the United Kingdom are shifting more of their resources to digital advertisement campaigns to attract younger, tech-savvy customers who put increasing importance on brand authenticity and convenience (Siva et al., 2024). This enhances the need to understand the effects that such advertising methods have on the consumer buying intentions in the dynamic fashion e-commerce landscape in the United Kingdom.

Textile, Clothing, & Footwear Retail Ecommerce Sales in the UK, 2019-2025

millions of £, % change, and % of total retail ecommerce sales



Note: includes textiles, clothing, footwear, and leather goods
Source: eMarketer, May 2021

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eMarketer | InsiderIntelligence.com

Figure 2: Textile, Clothing, and Footwear Ecommerce Sales Trends in the UK (2019–2025)

(Source: Sara Lebow, 2021)

1.2 Research Problem

Despite the constant growth of the UK fashion e-commerce sector, there continues to be a constant struggle to effectively assess the efficiency of social media advertising in terms of conversion between audience engagement and tangible purchase intent. Although e-commerce apparel in the UK is expected to exceed GBP22 billion by 2025 (eMarketer, 2021), the rate of growth of 3.2% shows that the market is becoming mature in the sense that it is increasingly difficult to maintain consumer loyalty and engagement. This poses a critical question to the marketers: are the existing social media marketing strategies sufficient in how they alter consumer decision-making or are the audiences becoming so desensitized to internet advertising.

In agreement with Bandara's (2021) view, social media campaigns have potential to extend exposure; however, the extent of its persuasion on buying behaviour is dependent on the emotional connection, building of trust, and the perceived value of the brand. Farhan et al. (2024) also argue that there are many campaigns that focus on exposure rather than persuasion, which leads to low behavioural results. Therefore, there is no systemic insight into how the advertising factors, namely, personalization, credibility of the influencer, and visual design influence the purchase intentions. This research issue, thus, involves defining the scope of the effect of social media advertising on consumer buying behaviour in the UK fashion retail market, and thus help the brands to optimize their marketing digital strategies and achieve measurably positive change in consumer response.

1.3 Research rationale

This study is important because it tackles a critical need to understand the role of social media advertising in consumer purchase intentions in a digitally saturated UK fashion

market. As the growth of ecommerce's stabilizes, brands will have to move from simply gaining attention to creating meaningful relationships with consumers where engagement turns into purchase (Wang et al., 2025). Understanding these dynamics is important in upholding competitiveness in an industry where it is now also the digital experiences that influence brand loyalty and customer lifetime value (Liu et al., 2025).

Furthermore, the content of social media that resonates with their values, identity, and emotions is becoming a stronger influencer in consumer purchasing intentions, and it is possible to conclude that psychological and social determinants also play an important role in shaping consumer purchase intentions (Wang et al., 2025). According to Shams, Chatterjee et al. (2024), perceived credibility, as well as consumer satisfaction, increases with the ultimate incorporation of digital communication coupled with high brand identity. Consequently, this research adds both to theoretical knowledge and practical implementation by systematically examining the role of different dimensions of social media advertising in affecting the decision-making processes of the fashion retail sector in the UK, specifically personalization, user, and influencer marketing.

1.4 Research aim, objectives and questions

1.4.1 Aim

The aim is to explore the Impact of Social Media Advertising on Consumer Purchase Intentions in the UK Fashion Retail Industry.

1.4.2 Research Objectives

- I. To analyse the impact of social media advertising on consumer purchase intentions within the UK fashion retail industry.
- II. To suggest practical recommendations for fashion retailers in the UK to enhance consumer purchase intentions through more effective and targeted social media advertising strategies.

1.4.3 Research Questions

- I. How does social media advertising influence consumer purchase intentions within the UK fashion retail industry?
- II. What recommendations can be proposed for UK fashion retailers to enhance consumer purchase intentions through effective and targeted social media advertising strategies?

1.5 Chapter Summary

This chapter presents the sudden digital change we have seen within the fashion retail sector in the United Kingdom through the growth of the use of e-commerce platforms and the growing control of social media advertising. It sets out the research problem and that even though consumers engagement is still high, the link of social media interactions to concrete purchase intentions has been understood insufficiently in the oversaturated digital marketplace. The rationale supported the need to understand how consumer influences such as personalisation, credibility of the influencer and visual design can impact consumer purchase decision making. The chapter then ended with presentation of the aims, objectives and research questions of the study.

CHAPTER 02: LITERATURE REVIEW

2.1 Introduction

This chapter provides a detailed review of the available literature on the impact of social media advertising on consumers' purchase intentions in the fashion retail industry. It examines relevant theoretical constructs, theoretical foundations, and empirical research studies, and in this regard, builds a strong theoretical and conceptual underpinning of the research. The chapter begins with a framework called Theory of Planned behaviour, moves on to look at social media advertising, consumer purchase intention and explains their relationships in the fashion retail sector. The research also outlines gaps in the available literature, thus justifying the necessity of the present study.

2.2 Theoretical Framework: Theory of Planned Behaviour (TPB)

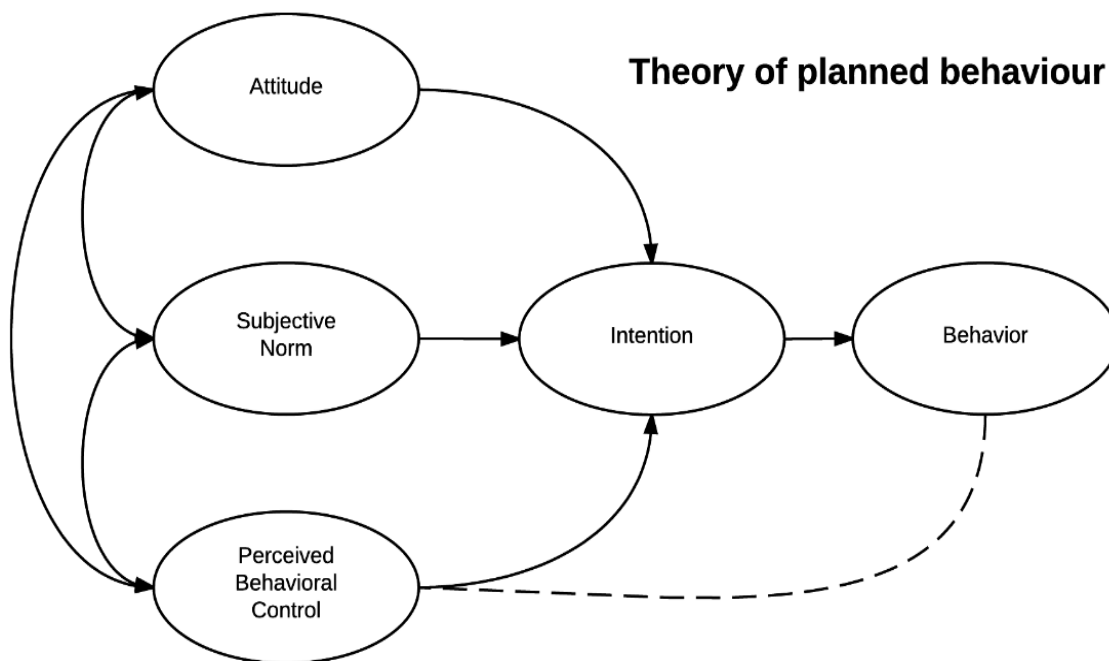


Figure 3: Theory of Planned Behaviour (TPB)

(Source: Ajzen, 1999)

This investigation is based on Ajzen's Theory of Planned Behaviour (TPB), which is a theory that specifies the relative importance of three factors including individual attitudes, subjective norms and perceived behavioural control in determining behavioural intentions. Literature reviews show that the Theory of Planned Behaviour (TPB) has been widely applied in different consumer research directions to forecast online purchase behaviours and decision-making activities (Rozenkowska, 2023). In the context of social media advertising, the theory states that the consumer's attitude towards on-line advertisement, the social influence of peers, and the ease of purchase is the three factors that affect the purchase intention (Chowdhury et al., 2024).

The comparative studies by Farhan et al. (2024) highlight the focal significance of digital contents, emotional care, and influencer credibility as the psychological aspects, which are core factors in strengthening consumption intentions. Accordingly, the TPB provides a solid theoretical basis for a study of consumer behavioural responses to United Kingdom fashion retail advertising.

TPB helps to understand that people's behavioural patterns are influenced by having behavioural intentions, which are in turn dependent on three major determinants: attitude, subjective norms and perceived behavioural control. The Theory of Planned Behaviour has become highly utilized in consumer behaviour and technology-related studies to make predictions based on intention (Rozenkowska, 2023).

In the case of social media advertising, the construct of attitude sums up the positive or negative appraisal that consumers have about fashion advertising that is seen on social media platforms like Instagram, TikTok, and Facebook. Interactive content, the promotion of influences, and customer-cantered advertising can help increase positive attitudes, which leads to higher purchasing decisions (Sharma et al., 2022). Subjective norms refer to the degree to which individuals feel pressured socially from the consensus of their peers, influencers and online communities, which in an environment of fashion consumption where the majority is the leader and seeking social approval is a major determinant (Dong et al., 2024). The perceived behavioural control represents the confidence of consumers in their ability to order fashion goods online, and it is also pre-regulated by the convenience of online purchasing, the safety of payment operations, and

the usage of the platform (Wei et al., 2025). Previous studies confirm TPB and its extensions to adequately explain purchase intentions in online and social media situations, such as the consumption of fashion and green products (Maichum et al., 2016; Sharma et al., 2022).

2.3. Social media advertising

Social media advertising is any form of advertising carried out on social media platforms like Instagram, Facebook, TikTok, and so on, as a way of promoting products by engaging with consumers through interactive and visual content. In the fashion industry, it plays an essential role in how the brand is perceived and in raising customer involvement (Siva et al., 2024). Bandara (2021) argues that for business targeted usage on social media advertising is cost-effective and very targeted and businesses can reach niche audiences and personalise messages in this way. According to Mishnick et al. (2024), engagement metrics such as likes, shares and comments serve to enhance consumer awareness and interest. Additionally, Chowdhury et al. (2024) highlight that fashion stores rely on social media marketing ever more on visually appealing content and influencer partnerships to shape consumer mindset and help brands become more appealing in the digital marketplace.

Social media advertising has become one of the most powerful tools in the modern digital marketing reality, allowing the brand to reach consumers in a very target, interactive, and rather cost-effective way. Platforms such as Instagram, Facebook, TikTok, YouTube and X (Twitter) allow firms to run personalised advertising based on user interests, browsing behaviour and demographic characteristics, thus greatly improving the effectiveness of advertising (Rishi et al., 2025). Contrary to traditional advertising, social media advertising makes the communication flow two-way, which helps consumers to like, comment, share, and interact with the brands directly, boosting their presence and involvement (Laradi et al., 2023).

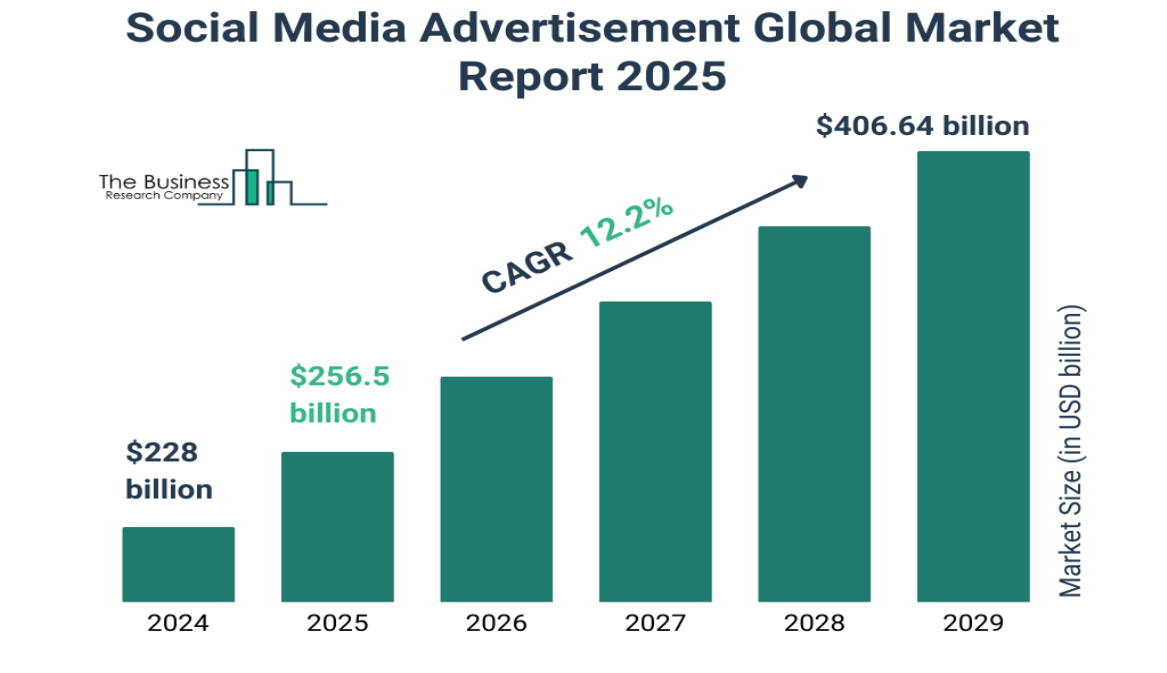


Figure 4: Social Media Advertisement Market 2025

(Source: Statista, 2025)

The importance of social media advertising can be understood from the rapid growth of this medium in the world market. Figure 1 of the Social Media Advertising Global Market Report 2025 shows that the market was worth around USD 228 billion in 2024 and is estimated to reach USD 406.64 billion by 2029 representing a compound annual growth rate of around 12.2%. The identified constant rise shows that the inclination of companies operating in various industries to allocate more marketing budget to social media services is supported by the fact that the platforms offer a high ROI and measurable performance indices (Rishi et al., 2025).

Social media advertising also forms a central role in the construction of affective connections between companies and consumers. Empirical data shows that creative content, storyboarding, and influencer-centred advertisements can increase brand love and level of constructive behavioural engagement such as repeat purchases and advocacy for a brand (Sohaib et al., 2025). For example, Instagram influencers who use

their reels and stories to demonstrate outfits are more likely to create more engagement and intention to buy as opposed to standard display advertisements (Sohaib et al., 2025).

Moreover, marketing in real time has become an important competency in the arena of social media advertising. Firms can immediately react to developments, occurrences and consumer conversations to improve the relevance and timeliness of their promotional efforts. Empirical findings show that live chatting increases consumer attention and interest especially when it comes to live events or viral activities (Chae et al., 2025). For instance, brands that have content on TikTok that is timely and relevant to current trends and or challenges often see exponential growth of visibility and engagement (Chae et al., 2025).

Overall, Social media advertising in the modern market has significantly transformed the industry, uniting the use of data-based targeting, immediate feedback, and the development of warm brand personalities. The steady expansion of the market and the visible impact on the consumer behaviour together confirm its importance as an effective strategy for enterprises seeking to attain lasting competitiveness in the digital market economy (Laradi et al., 2023; Rishi et al., 2025).

2.4. Consumer purchase intention

The process of consumer purchase intention is described as a likelihood of a person to purchase a product due to the psychological, emotional, and social factors (Farhan et al., 2024). In the case of the fashion retail sector, purchase intention is influenced by perceived value, brand trust and emotive attachment (Liu et al., 2025). Jun et al. (2025) argue that due to the familiarity and loyalty brought by digital contact, the latter has a positive impact on consumer purchasing behaviour. Moreover, Wang et al. (2025) argue that the perceived authenticity is increased by the emotional relatability engendered by social media influencers, followed by the subsequent increase in purchase intention.

Considering a higher level of exposure towards digital media and the impact of such variables as visual attractiveness, influencer authority and peer-to-peer communication

in the social media environment, these characteristics create a strong impact on the intention to buy products in the online fashion market (Grabowska et al., 2025).

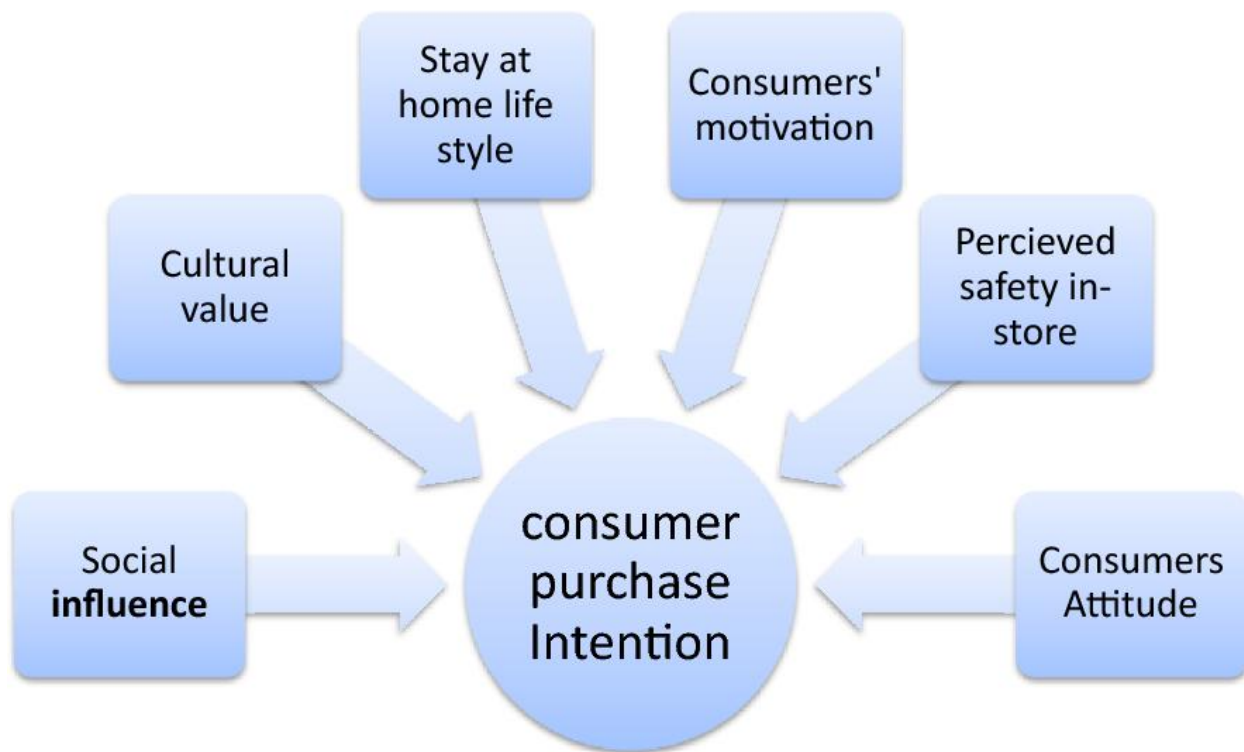


Figure 5: Consumer purchase intention

(Source: Grabowska et al., 2025)

Consumer purchase intention refers to the plan or readiness of the consumer to acquire a specified product or service after a systematic consideration of the available information and alternative options. It is a major indicator of the actual purchasing behaviour and is significantly affected by both marketing communication and perceived value and emotional reactions. The studies in recent years highlight the critical role that digital platforms play in wielding influence in determining consumer buying intentions by shaping consumer awareness, trust and engagement (Grabowska et al., 2025).

Information shared through social media has a strong effect on the intention to purchase among consumers. For example, short-form video platforms, such as TikTok, can be used to augment purchase intentions by creating entertaining, informative, and authentic content that is perceived as trustworthy and relatable by consumers (Grabowska et al.,

2025). Likewise, electronic word-of-mouth (eWOM), which refers to reviews, comments, and peer recommendations shared in social media networks, have a significant beneficial effect on consumer trust and a positive impact on purchase intention in the fashion industry (Weerakkody et al., 2025).

Perceived value is a critical component of the purchase decision. People have a higher desire to intend to acquire a product when they place great functional, emotional or social value on it. According to empirical studies, emotional value, which is the perceived identification with a brand or influencer, is a mediating construct between marketing communication and the purchase intention (Liu et al., 2025). Virtual influencer and live commerce, particularly consumer engagement, as well as the credibility of sources, have an amplified impact on purchase intentions, particularly among younger demographic cohorts (Cao et al., 2025; Han et al., 2025).

Furthermore, indicators related to the products such as packaging design and sustainability factors can affect the purchasing intentions of the consumers due to their effects on the perception of the quality and the social responsibility. Empirical investigations support the fact that aesthetic quality of packaging and environmental friendliness of apparel have a positive impact on the consumers' purchase intention, especially in the context of fashion industry (Rahimi et al., 2025; Schiaroli et al., 2025).

2.5. Relationship between social media advertising on consumer purchase intentions in Fashion Retail

An academic literature that has been growing implies the presence of an evident and strong positive relationship between social media advertising and the purchase intentions of consumers informed by the fashion retail milieu.

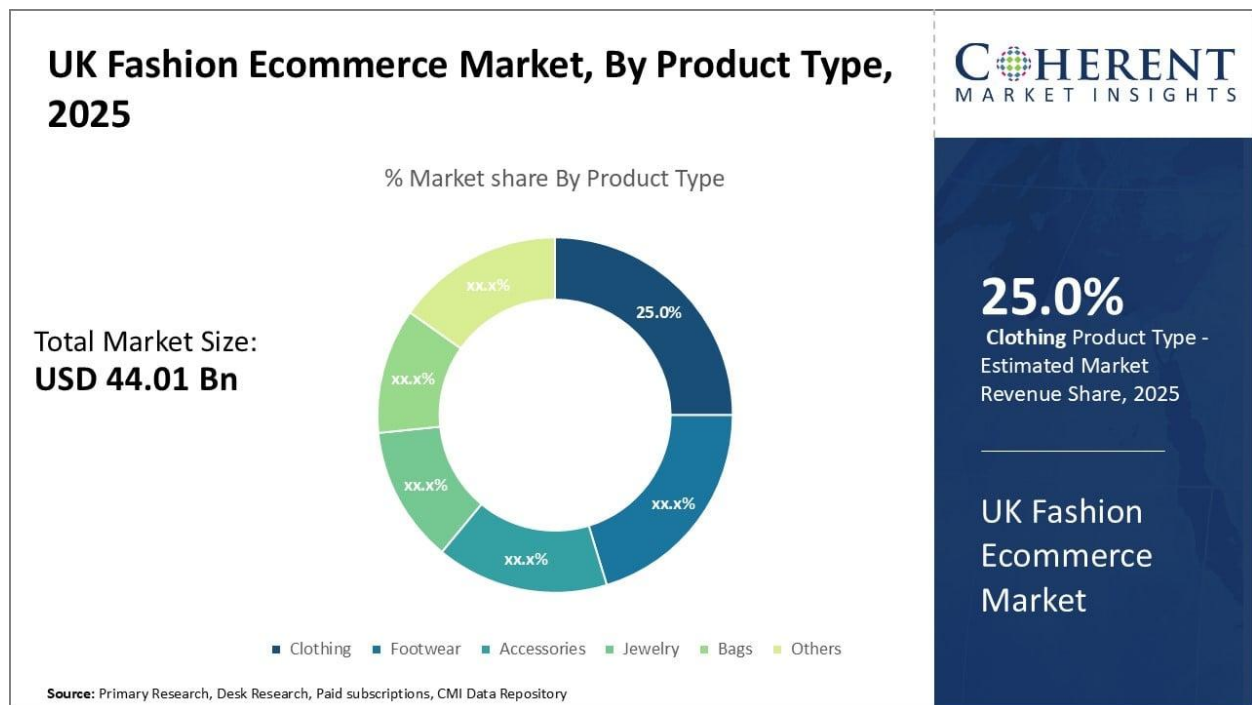


Figure 6: UK fashion e-commerce market in 2025

Source: Coherent Market Insights (2025)

The figure shows that the United Kingdom fashion e-commerce market in 2025 is worth about USD 44.01 billion, which highlights the great scale and expansion potential of the online fashion market. Clothing represents the biggest market share, at 25% of online transactions, thus showing that apparel is the most bought product category online, proceeded by footwear, accessories, jewellery, bags, and other fashion products. The observed distribution is suggestive that consumers located within the area of the United Kingdom are actively using digital platforms for both the investigation and procurement of fashion products in a wide range of categories. The present study highlights the market dominance of clothing and related products, further confirming the relevance of questioning social media advertisement, since fashion buyers are highly influenced by visual content, activities of influencers, and online communication in shaping purchase intentions in the United Kingdom fashion retail market.

According to Thangarajan (2025), effective advertisements affect the cognitive and affective evaluations of consumers and thereby decelerate the intention to partake in purchasing behaviour. Likewise, Chowdhury et al. (2024) indicate that rich and interactive

content can help improve brand recall and trust, which are the key motivational forces in consumer decision-making.

Rei et al. (2025) argue that personalized advertisements and influencer marketing play a part in fostering brand loyalty and contribute together to impulse-buy motivations. Furthermore, Nguyen et al. (2020) also assert that consumer engagement is a mediated construct between exposure to advertising and purchase intention. Consequently, consistent and credible digital communication through social communication platforms can be translated into heightened awareness leading to influencing actions into consumer behaviour within the fashion industry.

The advertising trend in social media has a strong and first-degree relationship with the purchase intention of consumers since it regulates how consumers in the digital context perceive the brand, the product, and the decision to make a purchase. Social media platforms represent an enabling platform through which firms pass their promotional messages containing visual, video, influencer and interactive contents thereby greatly influencing the consumer awareness and attitude towards products (Bandara, 2021). In the fashion retail industry, serial exposure to advertisements spread on social media is linked to their familiarity with brands and has a positive effect on consumers who plan to use the online shopping method to purchase fashion products (Chowdhury et al., 2024).

Empirical research shows that social media advertising does impact on the consumer purchase intention by the mediating variables of engagement, trust and perceived value. Likes, comments, shares, and reviews are all interactive functions that are identified to encourage consumer participation, thus building affective links on brands and ultimately increasing purchase intentions (Nguyen et al., 2020).

Platforms like TikTok and Instagram are particularly good at manipulating purchase intentions because of their use of short form videos, influencer recommendations, and content driven by trends which consumers perceive as authentic and convincing (Grabowska et al., 2025). The lineage of influencers and credibility also increases emotional value, which subsequently intermediates the connection between advertising exposure and purchase intention (Wang et al., 2025).

The relationship is also clarified by behavioural theories such as the Theory of Planned Behaviour, where social media advertising influences attitudes, subjective norms and perceived behavioural control to boost purchase intentions (Rozenkowska, 2023).

Individualised advertising anonymised with digital technology and customer relationship management systems boosts the message relevance, which improves consumer response and purchasing intention (Kandi et al., 2024). In addition, empirical evidence supports the positive impact of carefully designed social media campaigns on the decision-making and consumption behaviour of consumers in diverse cultures and markets (Jun et al., 2025; Rei et al., 2025).

2.6. Conceptual Framework and Hypothesis

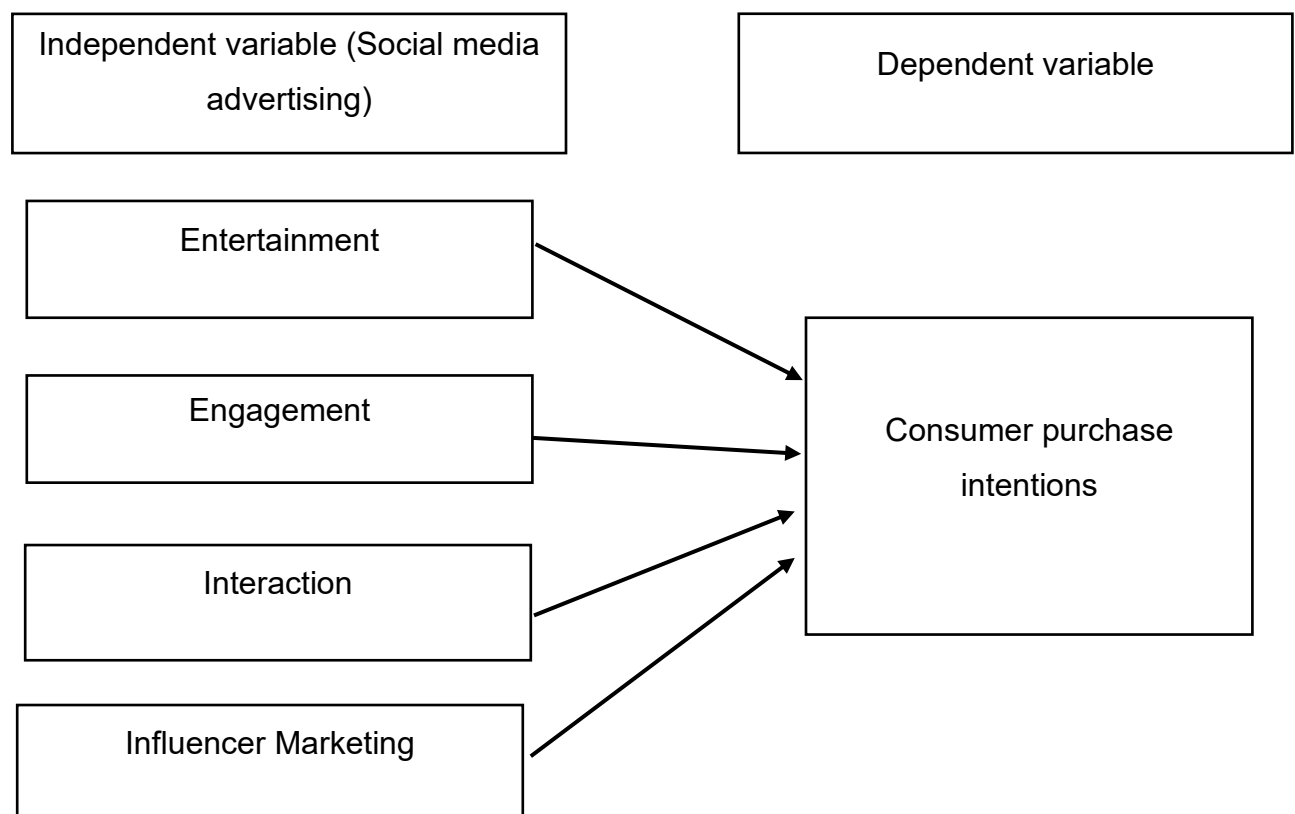


Figure 7: Conceptual Framework

(Source: Ismael et al., 2025, Ebrahimi, P. 2022)

2.6.1. Entertainment

Entertainment refers to the degree to which consumers find the content of the advertising messages on social media enjoyable and amusing and attach emotional undertones. Engaging content that includes short videos, memes, music-based reels, and narrative posts are attention-grabbing and frame positive affective responses toward the brand. In fashion, the entertaining advertisement makes the content use more time and builds brand recognition, which ultimately contributes beneficially to consumer attitudes and purchase intentions. When consumers expose themselves to social media advertisements, they show a stronger tendency to elicit positive emotions and display interest in obtaining the advertised products, especially on visually oriented social media such as Instagram and TikTok (Bandara, 2021; Grabowska et al., 2025).

Therefore, first hypothesis is that,

H1: There is a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.

2.6.2. Engagement

Engagement refers to the degree of consumer interest in the content of social media, and it is measured in observable behaviour terms like liking, sharing, commenting, saving, and following brand pages. High engagement means active interest and a feeling of being related to a brand. Engagement in the context of social media advertising strengthens the consumers-brands relationship by increasing the level of trust and perceived relevance. Studies shown that active consumers are more likely to form positive purchase intentions if they have been involved actively; interaction repeated for the purpose of building brand familiarity and credibility. In the context of fashion retail, the inclusion of entertaining modalities of content, such as polls, live-streaming events, or user-generated content, can significantly increase consumer buying intentions, as confirmed by Nguyen et al. (2020) and Chowdhury et al. (2024).

Therefore, second hypothesis is that,

H2: There is a significant impact of social media engagement on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media engagement on consumer purchase intentions in the UK fashion retail industry.

2.6.3. Interaction

Interaction refers to a means of two-way correspondence between brands and consumers via social media platforms and involves responding to comments, sending direct messages, live chat interaction and immediate responses. Interactive communication also allows the consumer to ask questions, receive the answer personally and feel that the brands themselves attach value to the communication. This interaction is done to reduce the uncertainty and thus gives the consumer confidence to buy. Interactive functionalities in the fashion industry in the form of live commerce, question and answer, and comments deserve the reply help the consumer to understand the products better and increase purchase intentions. Another key research show that high levels of brand-customer interaction have a positive impact on the process of making consumer decisions and future purchase intentions (Mishnick et al., 2024; Han et al., 2025).

Therefore, third hypothesis is that,

H3: There is a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.

2.6.4. Influencer Marketing

Influencer marketing refers to the act of using social media indicators to promote products through product reviews or styling content and personal recommendations. Influencers

are often considered to be credible and relatable, which in turn helps to increase the persuasive effectiveness of their endorsements in comparison to traditional advertising. Within the fashion retail segment, influencer marketing has a significant impact on consumer attitude and credibility, which in turn, increases the likelihood of purchasing. The relatability and authenticity of influencers add to the perceived emotional value attached to consumer products and, therefore, acted as a key determinant to purchasing behaviour. Empirical data show that influencer marketing has a moderately positive impact on consumer purchase intent, especially in younger cohorts that actively subscribe to the fashion influencers across social media platforms (Wang et al., 2025; Liu et al., 2025).

Therefore, fourth hypothesis is that,

H4: There is a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.

2.7. Literature gap

While there is a growing body of scholarly articles examining the impact of social media advertisement on consumer purchase intention, there are major gaps. First, many of the existing studies have focused on individual platforms, e.g., using Facebook, or Tik Tok, thus limiting a comprehensive understanding of the mutually reinforcing effects of various features of social media on purchase intent in the context of the fashion retail industry (Bandara, 2021; Grabowska et al., 2025). Existing research unravels a lack of integrated analyses of entertainment, engagement, interaction, and influencer marketing as synergistic factors of the individual's purchase intentions, especially in a singular conceptual framework (Chowdhury et al., 2024).

Second, most previous research has been conducted in non-UK or emerging market settings, such as Sri Lanka, India, China and other developing economies thus limiting

the extrapolation of results by the fashion retail market in the United Kingdom where consumer behaviour, digital maturity and platform use differ significantly (Bandara, 2021; Jun et al., 2025). Empirical evidence relevant to the United Kingdom of fashion e-commerce and retail sector is currently low on supply.

Third, empirical studies have established that social media advertising is positively related to purchase intentions, but the underlying mechanisms, i.e., emotional valence, perceived credibility, and interactive engagement, are not thoroughly examined by others (Liu et al., 2025; Wang et al., 2025). In addition, existing research often treats consumer purchase intention as a direct result, while overlooking an analysis of the relative power and impact of different advertising elements.

2.8. Conclusion

The chapter has presented a critical review of the literature that exists with regard to social media advertising and its effects on the consumer purchase intentions in the realm of fashion retailing. It highlighted the usefulness of the Theory of Planned Behaviour in explaining how attitudes, social influence and perceived behavioural control influence purchase intentions. Results of the review show that the entertainment, engagement, interaction, and influencer marketing are important factors in consumer decision-making. Empirical evidence reports a positive association between social media advertising and purchase intentions, especially within the fashion retail industry. Still, there are major gaps in terms of integrating models and evidence that are unique to the United Kingdom. These identified gaps provide evidence for the development of the proposed conceptual framework, and the associated hypotheses, which are used to indicate the empirical analysis presented in the next chapter.

CHAPTER 03: METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology adopted to analyse the effect of social media marketing on the consumer buying behaviour in the fashion retailing industry in the United Kingdom. It outlined the research design based on the framework of the Research Onion that includes research philosophy, approach, and strategy as well as the temporal horizon. The chapter further outlined the sampling strategy, data-gathering methods, and analytical procedures used. The methodology provides a systematic and reliable framework for accomplishing the research objectives, as well as testing the proposed hypotheses.

3.2. Research Design (Onion Model)

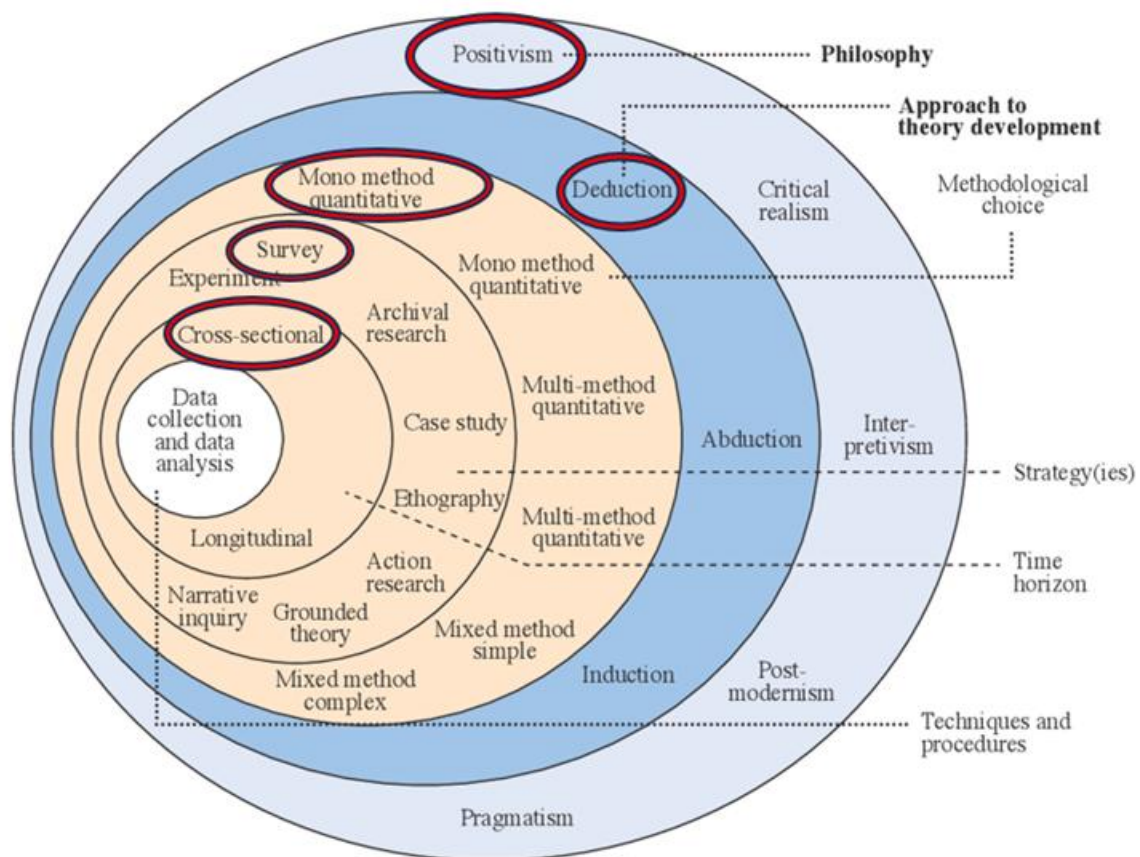


Figure 8: Research Onion
(Source: Saunders, 2019)

3.2.1 Research philosophy

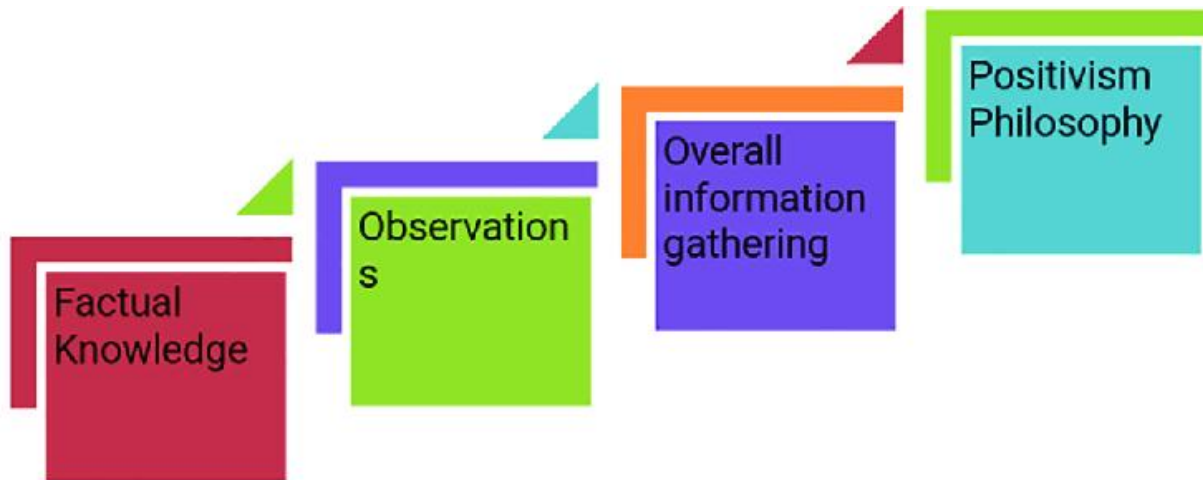


Figure 9: Research philosophy
(Source: Chowdhury et al., 2024)

A positivist paradigm followed in the study as it predicts the objective observation and the systematic quantification of the impact of social-media advertisement on consumer purchase intentions in the UK fashion retail market. Coupled with the use of empirical data and strict statistical analysis, positivism makes hypothesis testing easier and, consequently, BI can provide measurable insights (Herwanis et al., 2025). This research design aligns with the research goal to outline quantifiable relationships between variables the advertising exposure, consumer engagement, and purchase intention and, therefore, guarantee validity and reliability of the findings obtained (Chowdhury et al., 2024).

3.2.2 Research Approaches

A deductive approach used to empirically assess the established theories and theories models that explain consumer activity in digital and social media. The research will start

with already established theoretical models, such as Theory of Planned Behaviour and formulate hypotheses which tested through quantitative research (Farhan et al., 2024). As this is a top-down logical approach the methodology enables the researcher to prove or disprove the theoretical assertions made about the effect of social media advertising on purchase intention (Jun et al., 2025; Thangarajan, 2025).

3.2.3 Research Design

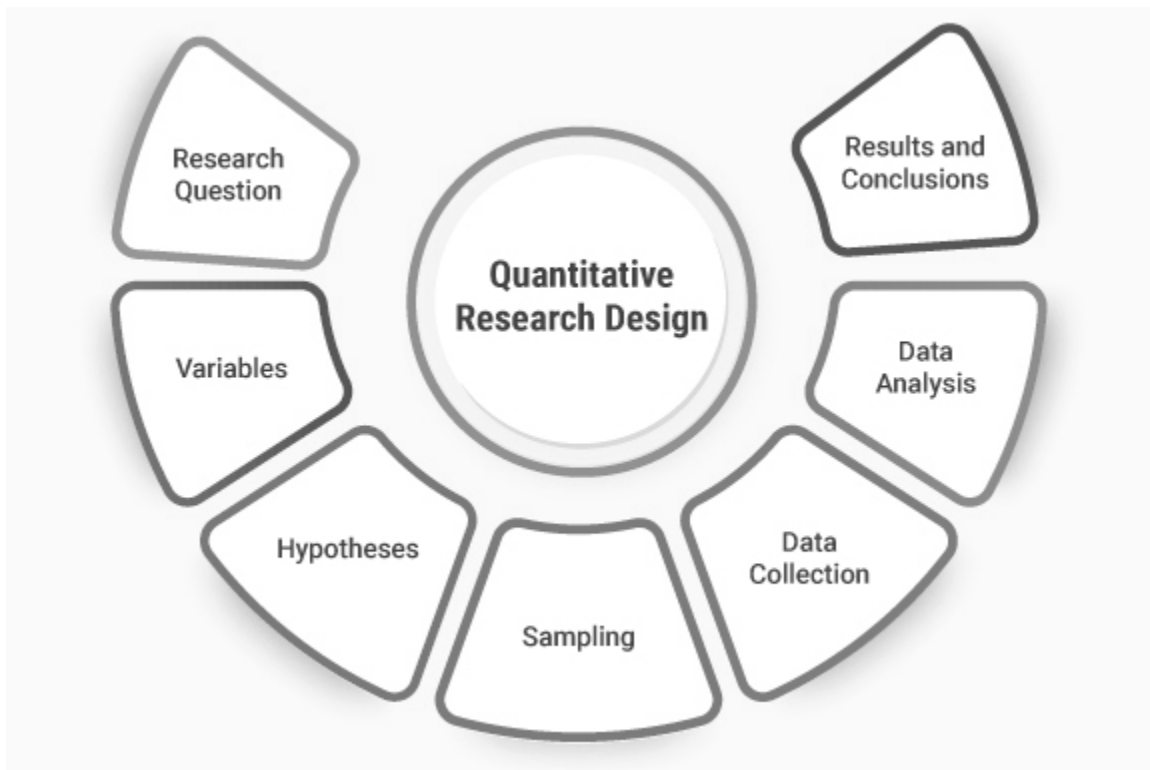


Figure 10: Research Design

(Source: Liu et al., 2025)

The research design that used in the current research paper is a mixed descriptive or explanatory research design, which will be applied to study the effects of social media advertising on consumer purchase intentions. The descriptive step defines the salient behavioural patterns, and causal relationship investigation conducted in the explanatory step (Safitri et al., 2025). The dualistic approach makes it easy to detect the associative and predictive dynamics of consumer decision making. The design takes a somewhat

fitting position in examining how the variables of brand engagement, influencer credibility, and personalization affect purchasing behaviours in the UK fashion retail industry (Liu et al., 2025).

3.2.4 Research Choices

This study involves the use of a mono-method quantitative choice that is concerned with using numerical data obtained from structured choice questionnaires. The quantitative method supports the objective analysis with the use of the statistical tools to establish meaningful correlations between different variables (Herwanis et al., 2025). As quantitative research gives measurable outcomes, it is ideal to determine the extent to which social media advertising influences the purchase intention (Bandara, 2021). The mono-method approach ensures simplicity of the method, comparability of data, and higher precision in hypothesis testing (Chowdhury et al., 2024; Makwana et al, 2023).

3.2.5 Research Strategy

Survey Advantages	Survey Disadvantages
Low cost and highly versatile	Participation rate could be low
Allows you to collect feedback which can be used to track changes over time	Invalid or non-response answers to questions
Access to large amount of data in short time	May need to be conducted across online and paper platforms
Easy to interpret and administer	Participants may misunderstand questions
Familiar format for employees that ensures anonymity	Lacks the richness and detail of other methods of collection

Figure 11: Survey data collection advantages and disadvantages

(Source: Jun et al., 2025)

The research design entails the implementation of surveys to gather primary data pertaining to consumers using social media advertising in the UK fashion retail market. Surveys will work well in terms of capturing the wide-scale, quantifiable responses in terms of attitudes and purchase behaviours (Farhan et al., 2024). The strategy helps in statistically evaluating the association between the variables such as ad exposure and intention to buy. It may also be used to effectively consolidate any form of data, albeit of relatively lower heterogeneity, within a range of online opportunities with varied demographic groups (Siva et al., 2024; Jun et al., 2025).

3.2.6 Time Horizon

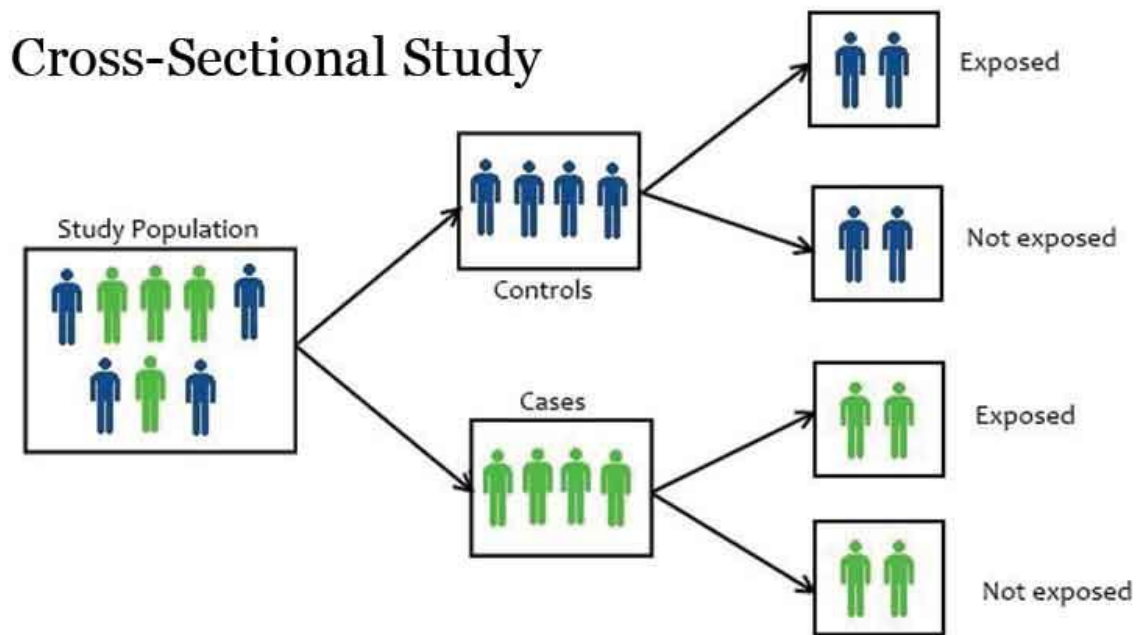


Figure 12: Cross sectional time horizon

(Source: Chowdhury et al., 2024)

The research design using a cross-sectional time horizon, therefore, is based on data collected at a certain dynamic time to analyse the existing effect of social media advertising on the intention of purchase by consumers. The approach that is outlined offers an affordable system and can be applied in studying changes in consumer attitudes in each period (Xu, 2025). The swift change in consumer perceptions and interaction in

the fashion retail industry requires the use of cross-section research, which provides dynamic and contemporary datasets that elucidates the effectiveness of marketing strategy in the present moment (Chowdhury et al., 2024; Herwanis et al., 2025).

3.3. Sampling

3.3.1 Population

The target of the study is consumers in the United Kingdom who are interested in social media advertisements related to fashion retail products. The target segment is users of social media that is Instagram, Facebook and TikTok and either currently engage in or have the intention of purchasing fashion products online (Chowdhury et al., 2024; Siva et al., 2024).

3.3.2 Sampling Method

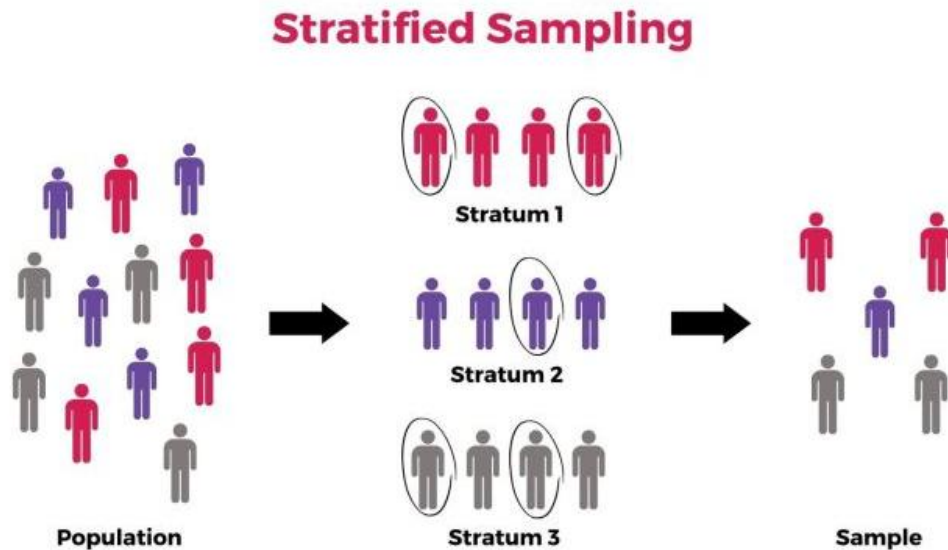


Figure 13: Stratified Sampling

(Source: Makwana et al., 2023)

Probability sampling based on cluster sampling employed to get a fair representation between different cohorts of consumers. Respondents stratified into clusters based on geographical locality or platform usage which will help to promote heterogeneity and increase the reliability of findings (Makwana et al., 2023; Herwanis et al., 2025).

3.3.3 Sample Size

The sample of respondents selected during the study was approximately 150 respondents so that the study could achieve a statistically significant and accurate result. The sample size would allow a substantive analysis of the patterns in consumer behaviour in relation to social media advertising, and it would maintain the practicability of data collection (Makwana et al., 2023).

3.4. Data Collection Method

Data gathered through a structured online survey shared through popular social media platforms like Instagram, Facebook and TikTok. For advertising purposes, the survey will have closed-ended questions on a five-point Likert scale to measure attitudes, engagement, and purchase intentions (Herwanis et al., 2025). The research design is considered the most efficient, broadly based and cost-effective way of assessing the fashion retail shoppers' quantitative variables from various and different consumer demographic segments of the United Kingdom by using this method of research (Chowdhury et al. 2024). Surveys via the internet also minimize the bias of interviewees and enables the statistical confirmation of answers, thus providing a solid foundation on the analysis of the effects of social media advertisements on consumer buying habits (Bandara, 2021).

3.5. Data Analysis

Data analysis was performed using both descriptive and inferential statistical analysis techniques, using the Statistical Package for the Social Sciences (SPSS) software as the

analytical site. This methodological approach allowed summarizing the empirical data and assessing the connections between the variables under research.

3.5.1. Descriptive Analysis

Descriptive statistics were used to analyse the demographic characteristics of the respondents and to summarize the key variables. The application of measures such as frequencies, percentages and means and standard deviation was used to explain the general patterns and trends of the data.

3.5.2. Correlation Analysis

Correlation analyses were performed to evaluate the strength, and their positive or negative nature, of associations between variables related to social media advertising and consumer intentions to purchase. The Pearson correlation coefficients were used to identify statistically significant relationships between the variables.

3.5.3. Regression Analysis

A regression analysis was performed to test and assess the effects entertainment, engagement, interaction, and influencer marketing have on purchase intention of consumers. The analysis has helped in establishing the predictive effect of the independent variables and statistical testing of the proposed hypotheses.

3.6. Chapter Summary

In this chapter, the research methodology used in the study is expounded, which is grounded on the epistemology of positivism and the methodology of deduction. The quantitative and cross-sectional survey approach was utilized to collect primary data on the consumers of the United Kingdom who participated in social media fashion advertising. Using cluster sampling and a population of potential respondents equal to 150 people was an attempt to ensure representativeness and empirical reliability. The data were gathered using structured online questionnaires, and later analysed using SPSS taking the descriptive statistics, the correlation test and the regression. The methodological approaches used allowed for a thorough analysis of the interrelationships

between entertainment, engagement, interaction, influencer marketing, and consumer purchase intentions and offered a strong foundation for findings and discussion outlined in the next chapter.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1. Introduction

The chapter identifies the data analysis and gives an interpretative presentation of the results regarding how the concept of social media advertising affects the consumer purchase intentions in the UK fashion retail sector. This outlines the methodologies used to assess the quality, validity, and reliability of data and follows with demographic profiling and descriptive statistical analysis. Inferential statistics, including correlation analysis and multiple regression modelling, are used to observe associations among dimensions of social media advertising and purchase intentions of consumers, to present empirical evidence to support objectives of the study.

4.2. Missing Values

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Social Media Entertainment	150	100.0%	0	0.0%	150	100.0%
Social Media Engagement	150	100.0%	0	0.0%	150	100.0%
Social Media Interaction	150	100.0%	0	0.0%	150	100.0%
Social Media Influencer Marketing	150	100.0%	0	0.0%	150	100.0%
Consumer Purchase Intention	150	100.0%	0	0.0%	150	100.0%

Table 1: Case Processing Summary

(Source: Developed by student using SPSS)

The case processing summary shows that all 5 constructs in the study (social media entertainment, engagement, interaction, influencer marketing, and consumer purchase intention) were found to yield 150 valid responses, and no missing data was reported (100%). It validates the completion of the entire questionnaire, which makes the dataset complete and meets the credibility, precision, and overall validity of the results in terms of analysing the influence of the social media advertising in the UK fashion retail economy.

4.3. Validity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	1140.425
	df	10
	Sig.	.000

Table 2: KMO and Bartlett's Test

(Source: Developed by student using SPSS)

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.594	91.890	91.890	4.594	91.890	91.890
2	.134	2.680	94.570			
3	.119	2.381	96.951			
4	.088	1.755	98.706			
5	.065	1.294	100.000			

Extraction Method: Principal Component Analysis.

Table 3: Total Variance Explained

(Source: Developed by student using SPSS)

The Kaiser- Meyer- Oliver (KMO) statistic provided the value 0.913 indicating an outstanding level of sampling adequacy, thus confirming that the dataset is perfectly suitable for the use of factor analytical procedures. This high KMO value indicates that the inter-relationships between variables are tight enough to be useful in the inference of robust and separate variables. Bartlett's test of sphericity is of assistance in supporting the appropriateness, with a statistically significant statistic ($\chi^2 = 1140.425$, $df = 10$, $p < 0.001$) indicating that the correlation matrix is not equal to the identity matrix and thus, substantive relationships among the measured constructs.

The table Total Variance Explained illustrates that the first principal component has an eigen value of 4.594 and it explains 91.89 percent of the total variance which implies a strong unidimensional factor structure. The other components only marginally account for variance and each of them records eigenvalues below unity, which indicates that they are

not meaningful for factor retention. The high rate of prevalence of one-factor solution justifies strong construct validity as it means that the measurement items are always illustrative of a single latent construct linked to the impact of social media advertising on consumer buying behavior in the UK fashion retail market.

4.4. Reliability

Variable	Cronbach's Alpha
Social Media Entertainment	0.909
Social Media Engagement	0.892
Social Media Interaction	0.910
Social Media Influencer Marketing	0.909
Consumer Purchase Intention	0.915

Table 4: Reliability

(Source: Developed by student using SPSS)

The reliability analysis shows good internal consistency across all the constructs used in the current inquiry. The Social Media Entertainment construct yielded a Cronbach's alpha of 0.909, hence indicating an outstanding level of dependability and consistent measure across the constituent items. Social Media Engagement ($\alpha = 0.892$) also supports a high level of reliability, higher than the admittedly recommended amount of 0.70. The Social Media Interaction assessment provided an alpha coefficient of 0.910 which thus confirmed exceptionally high item consistency. Equally, the Social Media Influencer Marketing construct had Cronbach's alpha of 0.909, thus, indicating good internal consistency. The Consumer Purchase Intention scale had the highest reliability coefficient ($\alpha = 0.915$), which shows that the items contained in the scale show good internal reliability in measures of purchase intention behavior. Overall, the constructs are coherent and exceed the existing levels of reliability and, therefore, prove the stability, dependability and suitability of the questionnaire items to further statistical interrogation of the role of social-media advertising in consumer buying interest in UK fashion retailing industry.

4.5. Demographic Analysis

4.5.1. Age Group

What is your age group?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	48	32.0	32.0	32.0
	25-34 years	44	29.3	29.3	61.3
	35-44 years	26	17.3	17.3	78.7
	45 years and above	32	21.3	21.3	100.0
	Total	150	100.0	100.0	

Table 5: Age Group

(Source: Developed by student using SPSS)

The age distribution shows that most of the respondents are within the public of 18-24 years (32% of the sample) and there is also a concentration in the public of 25-34 years (29.3%). These results show that the greatest part of the sample is represented by young adults. Moreover, the number of respondents that could be classified as over 45 years (21.3%) and between 35 and 44 years (17.3%) is significantly large.

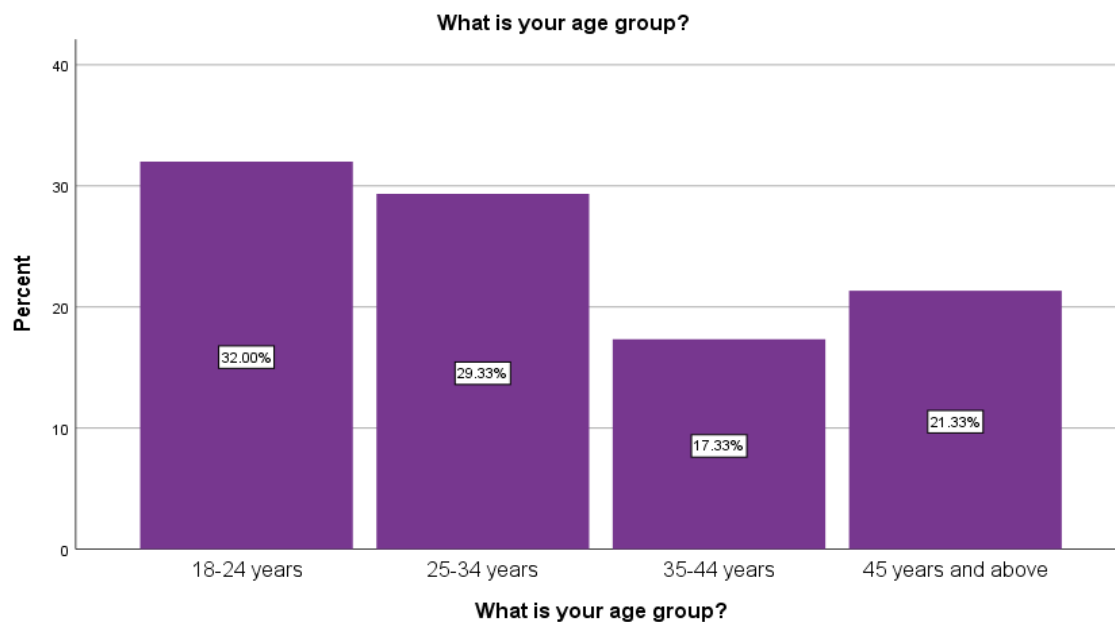


Figure 14: Age Group

(Source: Developed by student using SPSS)

4.5.2. Gender

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	80	53.3	53.3	53.3
	Male	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

Table 6: Gender

(Source: Developed by student using SPSS)

The gender profile shows the sample is fairly evenly split, with females slightly more represented (53.3%) than males (46.7%). Such a balanced gender coverage also increases the validity of the discoveries by eliminating gender bias and making sure that the study of the effects of social media advertisement considers the views of both male and female fashion consumers in the United Kingdom market.

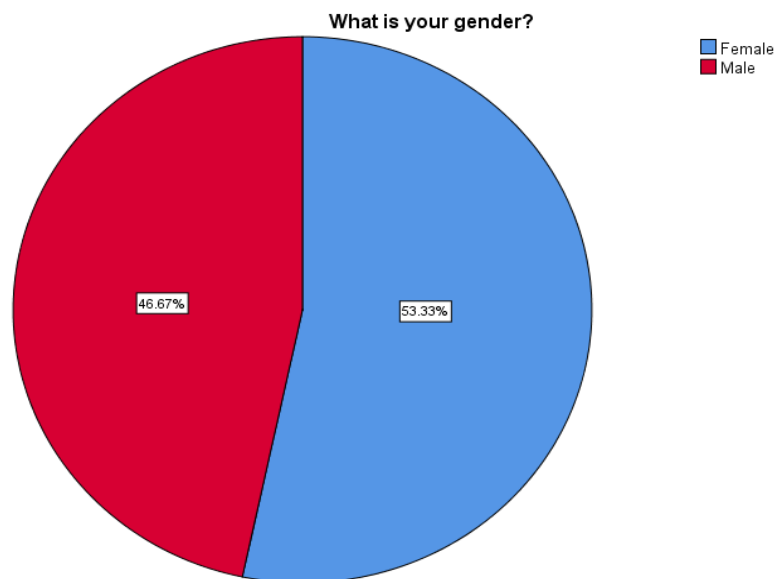


Figure 15: Gender

(Source: Developed by student using SPSS)

4.5.3. Fashion Purchase Frequency

How often do you purchase fashion products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2–3 times a month	36	24.0	24.0	24.0
	Less than once a month	47	31.3	31.3	55.3
	More than 3 times a month	29	19.3	19.3	74.7
	Once a month	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

Table 7: Fashion Purchase Frequency

(Source: Developed by student using SPSS)

The results show variation in purchasing behaviour in the respondents. The largest percentage of respondents buy fashion products less than once per month (31.3%) followed by those who buy fashion products once per month (25.3%). A further 24.3% obtain fashion products twice or thrice a month, and 19.3% obtain such products more often, demonstrating heterogeneity in spending behaviour in the sample.



Figure 16: Fashion Purchase Frequency

(Source: Developed by student using SPSS)

4.5.4. Primary Fashion Media Platform

Which social media platform do you use most for fashion-related content?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	38	25.3	25.3	25.3
	Instagram	46	30.7	30.7	56.0
	TikTok	34	22.7	22.7	78.7
	YouTube	32	21.3	21.3	100.0
	Total	150	100.0	100.0	

Table 8: Primary Fashion Media Platform

(Source: Developed by student using SPSS)

Instagram makes up the majority of fashion content usage at 30.7% and thus plays a significant role in the field of fashion marketing. Facebook prevails in the row of digital interactions, with 25.3% of the interaction rate, followed by Tik Tok with 22.7% and YouTube with 21.3% as each of the three shows considerable interaction within the repertoire of the modern user base. This distribution shows that more than one platforms plays an instrumental role in terms of influencing fashion consumption behaviour in the retail market of the United Kingdom.

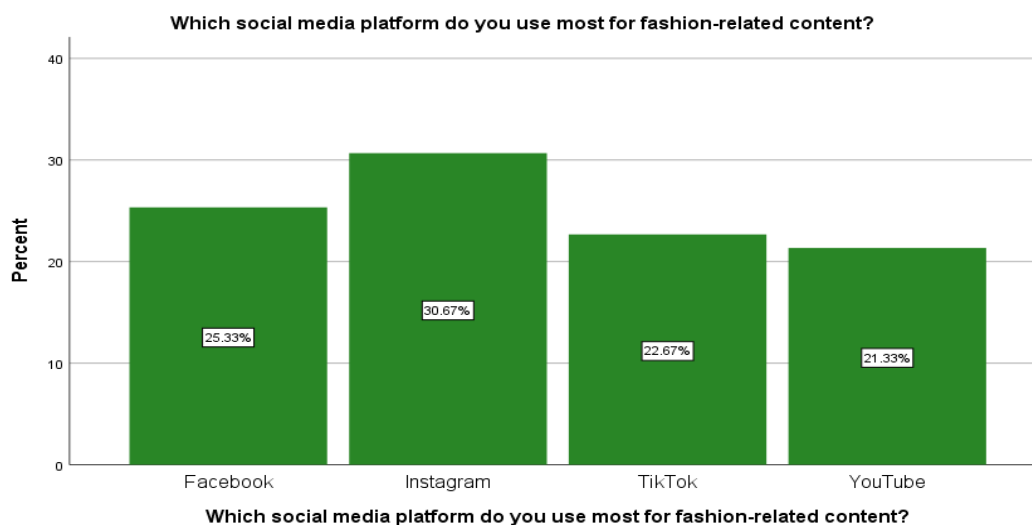


Figure 17: Primary Fashion Media Platform
(Source: Developed by student using SPSS)

4.6. General Questions Analysis

4.6.1. Social Media Usage Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–3 years	40	26.7	26.7	26.7
	4–6 years	30	20.0	20.0	46.7
	Less than 1 year	44	29.3	29.3	76.0
	More than 6 years	36	24.0	24.0	100.0
	Total	150	100.0	100.0	

Table 9: Social Media Usage Duration

(Source: Developed by student using SPSS)

The results show that a significant percentage of the respondents have used social media recently. The biggest percentage (29.3%) of respondents stated that they have used social media for fewer than one year followed by 26.7% of the respondents stated for 1-3 years. An interesting 24% of respondents claimed more than six years of usage, which shows a heterogeneous group of both new and old users.

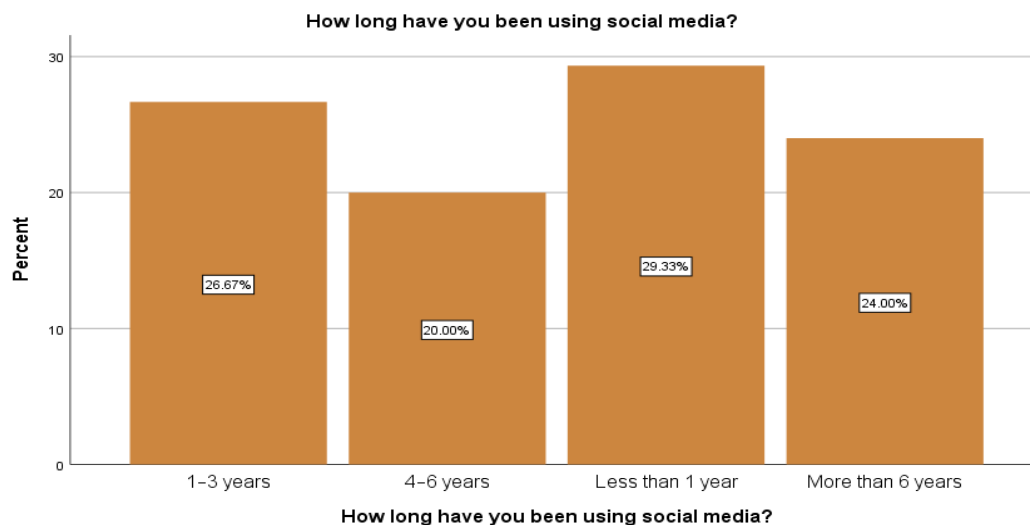


Figure 18: Social Media Usage Duration

(Source: Developed by student using SPSS)

4.6.2. Daily Social Media Usage Time

How much time do you spend on social media per day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–2 hours	40	26.7	26.7	26.7
	3–4 hours	40	26.7	26.7	53.3
	Less than 1 hour	40	26.7	26.7	80.0
	More than 4 hours	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Table 10: Daily Social Media Usage Time

(Source: Developed by student using SPSS)

All the respondents have their usage of social media evenly distributed throughout a day. Approximately, 26.7% allocate less than one hour, one to two hours, three to four hours per day, respectively, whereas 20% allocate more than four hours per day. This mixed pattern explains heterogeneous engagement layers, between light and heavy users, and makes the representativeness of behavioural findings based on the sample greater.

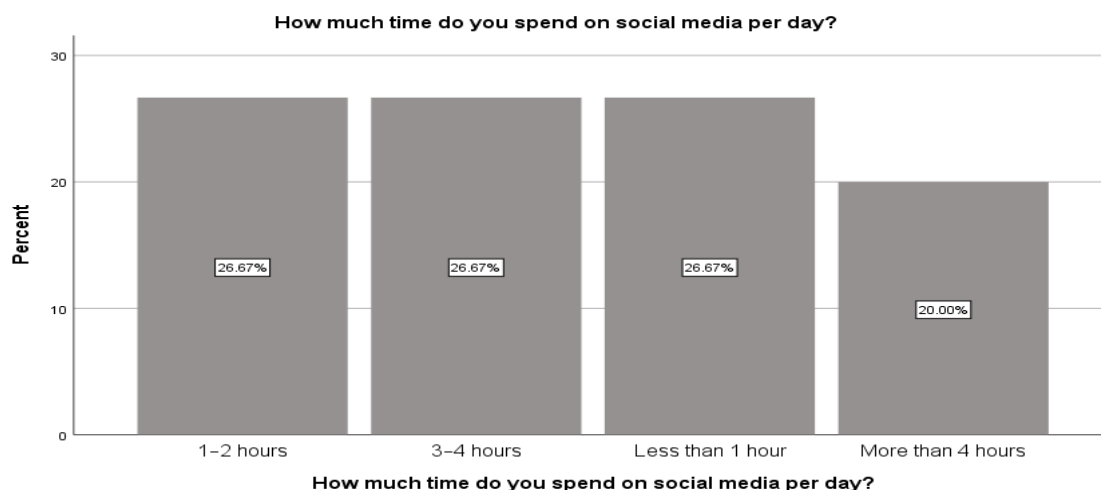


Figure 19: Daily Social Media Usage Time

(Source: Developed by student using SPSS)

4.6.3. Social Media–Driven Purchase Experience

Have you ever purchased a fashion product after seeing it on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, never	29	19.3	19.3	19.3
	Yes, a few times	38	25.3	25.3	44.7
	Yes, many times	44	29.3	29.3	74.0
	Yes, once	39	26.0	26.0	100.0
	Total	150	100.0	100.0	

Table 11: Social Media–Driven Purchase Experience

(Source: Developed by student using SPSS)

Most of the respondents stated that their purchasing decisions were affected by social media. Specifically, 29.3% indicated making a number of purchases, 25.3% indicated purchasing a number of times, and 26% indicated one purchase. Only 19.3 % of respondents have never purchased, due to social media exposure, which confirms the important role that social media advertisements play in modulating fashion buying decisions.



Figure 20: Social Media–Driven Purchase Experience

(Source: Developed by student using SPSS)

4.6.4. Preferred Fashion Content Type

Which type of fashion content attracts you the most on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand advertisements	46	30.7	30.7	30.7
	Customer reviews	35	23.3	23.3	54.0
	Influencer posts	31	20.7	20.7	74.7
	Short videos (Reels/TikTok)	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

Table 12: Preferred Fashion Content Type

(Source: Developed by student using SPSS)

Brand advertisements are the most successful type of content that occupies 30.7% of the distribution, and short videos, like Reels and Tik Tok, occupy 25.3% of the distribution. Influencer posts (20.7%), and customer reviews (23.3%) are also characterized by strong attractiveness. This implication suggests that professionally composed brand communications and interesting video formats are critical determinants of consumer attention in fashion scenarios on the social media platforms.

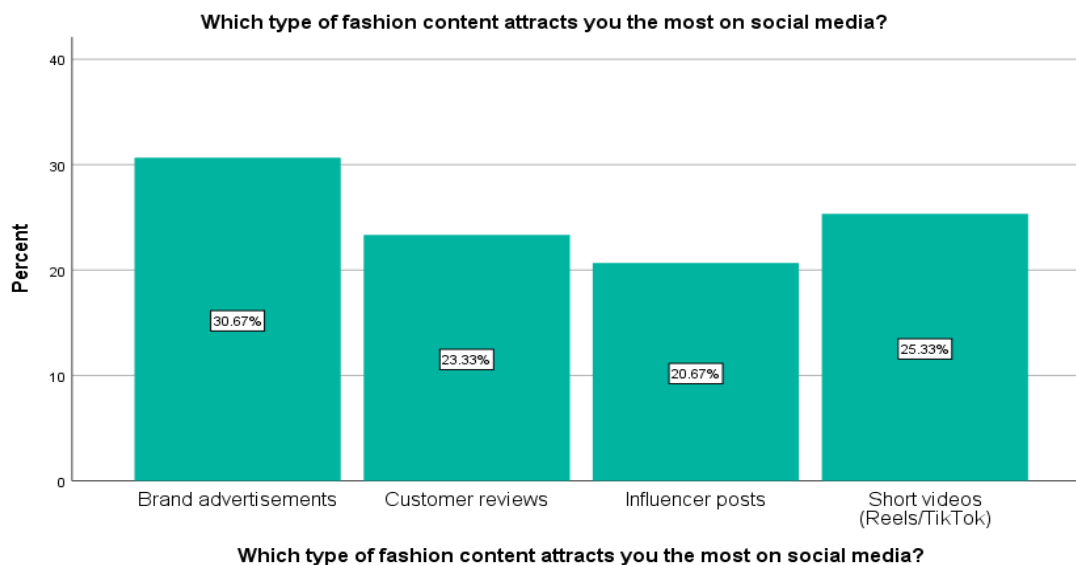


Figure 21: Preferred Fashion Content Type

(Source: Developed by student using SPSS)

4.6.5. Primary Social Media Access Device

What device do you mainly use to access social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Desktop computer	24	16.0	16.0	16.0
	Laptop	39	26.0	26.0	42.0
	Smartphone	46	30.7	30.7	72.7
	Tablet	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

Table 13: Primary Social Media Access Device

(Source: Developed by student using SPSS)

Smartphones represent the most commonly used text of content to connect to social media platforms with 30.7% of usage thus highlighting the dominance of mobile-based interaction. Tablets (27.3%) and laptops (26%) also represent a significant amount of use, while desktop computers are used less (16%). This trend supports the importance of mobile-based optimised ad measures in fashion retailers aiming at consumers in the United Kingdom.

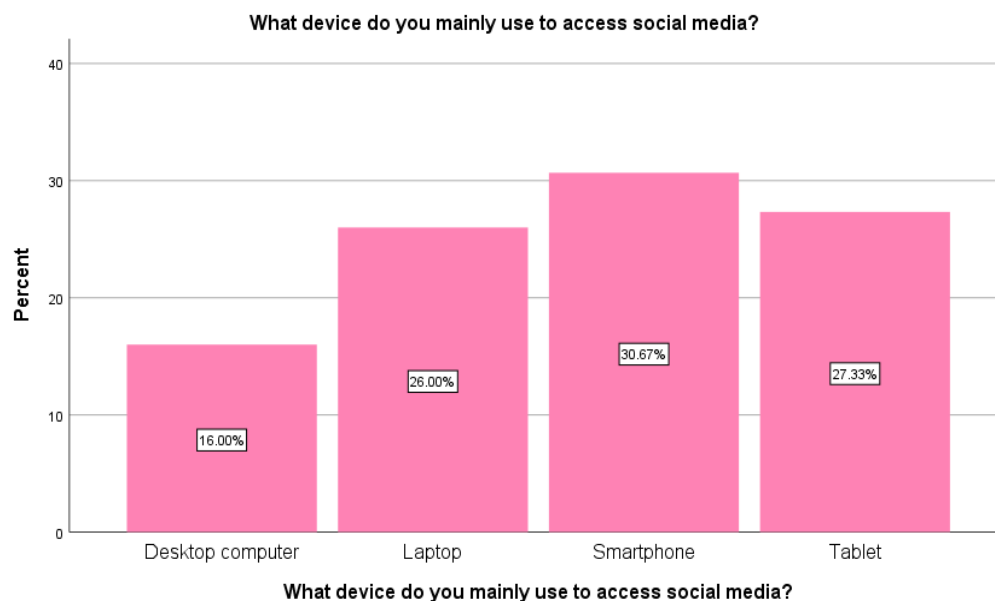


Figure 22: Primary Social Media Access Device

(Source: Developed by student using SPSS)

4.6.6. Reasons for Following Fashion Brands

What is your main reason for following fashion brands on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To get discounts and offers	39	26.0	26.0	26.0
	To get style inspiration	35	23.3	23.3	49.3
	To read reviews and opinions	34	22.7	22.7	72.0
	To see new fashion trends	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

Table 14: Reasons for Following Fashion Brands

(Source: Developed by student using SPSS)

The leading driver of fashion brand following is recognising new fashion trends (28%), with discount purchase and promotional offers close behind (26%). The motivation of user engagement is also influenced by style inspiration (23.3%), review and opinion analysis (22.7%). The distribution reveals that consumers have the desire to seek both informational and value-related benefits from fashion brands simultaneously through social media.

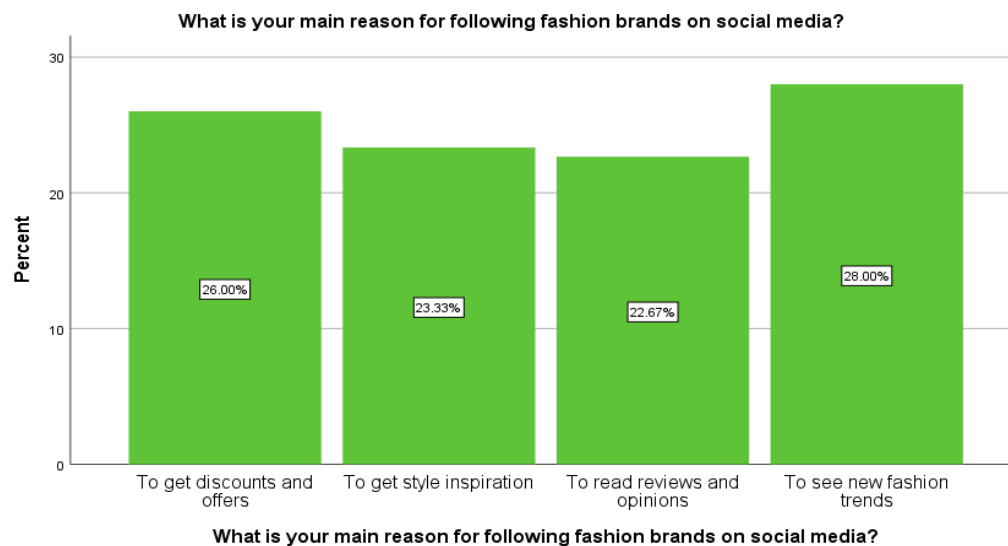


Figure 23: Reasons for Following Fashion Brands

(Source: Developed by student using SPSS)

4.7. Descriptive Analysis

Descriptive Statistics								
	N	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social Media Entertainment	150	3.7767	1.08920	1.186	-1.212	.198	.123	.394
Social Media Engagement	150	3.7550	1.01807	1.036	-1.234	.198	.194	.394
Social Media Interaction	150	3.7500	1.05868	1.121	-1.114	.198	-.146	.394
Social Media Influencer Marketing	150	3.7783	1.06561	1.136	-1.310	.198	.302	.394
Consumer Purchase Intention	150	3.7667	1.10432	1.220	-1.164	.198	-.032	.394
Valid N (listwise)	150							

Table 15: Descriptive Statistics

(Source: Developed by student using SPSS)

In the descriptive statistical tests, results indicate higher means of all constructs, which demonstrates that there are good respondent perceptions towards social media advertising and how they lead to fashion purchasing behaviour. The construct of Social Media Influencer Marketing had the highest mean value ($M = 3.78$) followed closely and followed by Social Media Entertainment ($M = 3.78$) and Consumer Purchase Intention ($M = 3.77$), which showed a robust consensus that they influence consumers positive purchase intention. The central tendencies observed in the means of Social Media Engagement ($M = 3.76$) and Interaction ($M = 3.75$) are also rather high, and this proves that the consumers tend to engage into the content of social media rather regularly.

The values of standard deviation, which measure a range from 1.01 to 1.10, suggest that there is moderate variability, thus suggesting a reasonably consistent pattern of responses. The values of the skewness for all variables are negative indicating that the variables are concentrated on higher values of the scale, hence indicating overall positive attitudes towards advertising in social media. Kurtosis values have showing proximity of zero thus showing the distribution of data resembles normal distribution. Cumulatively,

the results support the fact that perceptions of respondents regarding the impact of social media advertising on consumer purchase intentions in the UK fashion retail industry are consistent, reliable and positive.

4.8. Correlation Analysis

		Correlations				
		Social Media Entertainment	Social Media Engagement	Social Media Interaction	Social Media Influencer Marketing	Consumer Purchase Intention
Social Media Entertainment	Pearson Correlation	1	.910**	.916**	.904**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Social Media Engagement	Pearson Correlation	.910**	1	.877**	.926**	.892**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Social Media Interaction	Pearson Correlation	.916**	.877**	1	.896**	.881**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Social Media Influencer Marketing	Pearson Correlation	.904**	.926**	.896**	1	.894**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Consumer Purchase Intention	Pearson Correlation	.889**	.892**	.881**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 16: Correlations

(Source: Developed by student using SPSS)

The results of the correlation analysis show strong, positive and significant correlations between all the study variables at 0.01 level of significance. Entertainment material

provided by social media has a strong positive correlation with the consumer purchase intention ($r = 0.889$, $p = 0.001$), indicating the inclusion of such content significantly increases the likelihood of purchasing fashion products. Social media engagement has a strong positive correlation with purchase intention ($r = 0.892$, $p < 0.001$) showing that high levels of engagement and immersion with a brand's content works in line with a positive increase in purchasing motivation. Likewise, the interaction on the social media has a strong positive relationship with purchase intention ($r = 0.881$, $p < 0.001$), which is also crucial in driving consumer behaviour through the channel of a two-way communication. The results show the highest correlation between social media influencer marketing and consumer purchase intention ($r = 0.894$, $p < 0.001$), which highlights the importance of influencer endorsements on consumer purchase intention. Overall, the results support the idea that all the aspects of social media advertising have a profound influence on consumer buying intentions in the fashion retail industry in the UK.

4.9. Analysis of the impact of social media advertising on consumer purchase intentions - Multiple Linear Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.852	.848	.43112

a. Predictors: (Constant), Social Media Influencer Marketing, Social Media Interaction, Social Media Engagement, Social Media Entertainment

Table 17: Model Summary

(Source: Developed by student using SPSS)

As shown in the model summary, a very significant relationship exists between the independent variables and the consumer purchase intention ($R = 0.923$). The R-squared equals 0.852, which means that 85.2% of the variance in the consumer purchase intention would be caused by social media entertainment, engagement, interaction, as well as influencer marketing. The adjusted R^2 value of 0.848 supports the high stability of the model.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.757	4	38.689	208.155	.000 ^b
	Residual	26.951	145	.186		
	Total	181.708	149			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Social Media Influencer Marketing, Social Media Interaction, Social Media Engagement, Social Media Entertainment

Table 18: ANOVA

(Source: Developed by student using SPSS)

The ANOVA outcome shows that the regression model is statistically significant with an F-statistic standing at 208.155 alongside a p-value standing at 0.000; hence, below the 0.05. This result implies that the overall effects of social media entertainment, connection, interaction and influencer marketing have an important predictive value of consumer purchase intentions. Therefore, the model can be considered appropriate to explain purchasing behaviour in the United Kingdom fashion retail sector with a significance level of 0.05.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.007	.137		-.054	.957
	Social Media Entertainment	.203	.098	.200	2.068	.040
	Social Media Engagement	.295	.103	.272	2.849	.005
	Social Media Interaction	.244	.091	.234	2.694	.008
	Social Media Influencer Marketing	.261	.100	.252	2.595	.010

a. Dependent Variable: Consumer Purchase Intention

Table 19: Coefficients

(Source: Developed by student using SPSS)

The table of coefficients proves that the four independent variables have a statistically significant impact on consumer purchase intention according to the 0.05 significance level. There is a statistically significant and positive impact of Social Media Entertainment (B = 0.203, p = 0.040), which implies that courier content that is based on entertainment

increases the willingness of consumers to buy fashion items. The analysis shows that Social Media Engagement has the greatest impact ($\beta = 0.272$, $p = 0.005$) and therefore highlights the importance of active engagement with consumers in brand content. Another positive impact on purchase intention is also observed with interaction through the social media ($B = 0.244$, $p = 0.008$), which highlights the importance of mutual communication. Social media influencer marketing becomes the next great predictor ($B = 0.261$, $p = 0.010$), suggesting that social media influencer endorsements have a substantial effect on buying behaviour. The intercept is not statistically significant ($p = 0.957$), which proves that the purchase intention is mainly determined by the factors that emerge due to social media.

4.10. Hypothesis Testing

According to the coefficient table, the P value of social media entertainment is 0.04 which is below significance level 0.05. Therefore, Reject H_0 . Thus, there is a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.

H1: There is a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.

According to the coefficient table, the P value of social media engagement is 0.005 which is below significance level 0.05. Therefore, Reject H_0 . Thus, there is a significant impact of social media engagement on consumer purchase intentions in the UK fashion retail industry.

H2: There is a significant impact of social media engagement on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media engagement on consumer purchase intentions in the UK fashion retail industry.

According to the coefficient table, the P value of social media interaction is 0.008 which is below significance level 0.05. Therefore, Reject H0. Thus, there is a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.

H3: There is a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.

According to the coefficient table, the P value of social media influencer marketing is 0.01 which is below significance level 0.05. Therefore, Reject H0. Thus, there is a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.

H4: There is a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.

H0: There is not a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.

Hypothesis	p-value	Decision on H ₀	Result
H1: There is a significant impact of social media entertainment on consumer purchase intentions in the UK fashion retail industry.	0.040	Reject H ₀	Supported
H2: There is a significant impact of social media engagement on	0.005	Reject H ₀	Supported

consumer purchase intentions in the UK fashion retail industry.			
H3: There is a significant impact of social media interaction on consumer purchase intentions in the UK fashion retail industry.	0.008	Reject H_0	Supported
H4: There is a significant impact of social media influencer marketing on consumer purchase intentions in the UK fashion retail industry.	0.010	Reject H_0	Supported

Table 20: Hypothesis Testing Summary

(Source: Developed by student)

4.11. Discussions of Findings

4.11.1 Discussing the First Finding (Regarding the First Hypothesis)

The first hypothesis (H1) examined the degree to which social media entertainment has a significant impact on consumer purchase intentions in the context of the fashion retail sector in the United Kingdom. The obtained analysis provided a p-value of 0.040 that is smaller than the traditional alpha level of 0.05; hence, the null hypothesis was dismissed in favour of the alternative one. The findings obtained here are empirical data that entertainment-related content of social media has statistically significant effect on consumer buying intentions in the fashion retail industry in the United Kingdom. This finding suggests that entertainment-oriented content, such as humorous posts, creative videos, fashion reel, and storytelling formats, contribute to a pivotal role in the development of consumers' purchasing intentions toward fashion products. Such entertainment content seems to be one, which captures attention, increases enjoyment and positive emotional response which is further translated into increased purchase intention.

The result has high relevancy in fashion retail business, where the visual appeal, creativity, and emotional involvement are the main factors of consumer behaviour. In recent years, fashion brands are increasingly considered short form videos, influencer-driven entertainment and platform-specific trends as mechanisms for engagement with users with a particular focus on platforms like Instagram and TikTok. The empirical data that backs up Hypothesis 1 provides a strategic emphasis on the value of the entertainment-driven social media marketing as a tool to influence consumer decision-making in fiercely competitive digital fashion markets.

4.11.1.1 Comparison of the First Finding with Existing Literature

The results of this study are in high agreement with previous studies highlighting the importance of entertainment as a boost in effectiveness of social media marketing. Bandara (2021) found that entertaining social media advertisements have a significant impact on consumer purchasing behaviour in the fast fashion industry, highlighting that enjoyable and engaging social media content enhances recall and purchase intention. Similarly, Chowdhury et al. (2024) established that the entertainment value is one of the strongest predictors at the consumer behaviour in the fashion retail business, particularly among the younger generations who are heavy consumers of images.

Additional empirical evidence can be found by Grabowska et al. (2025), who established that entertaining TikTok information significantly increases purchase intention by increasing user enjoyment and perceived value. Xu (2025) also confirmed that entertainment-focused digital marketing practices have a beneficial impact on consumer behaviour in the fashion industry. The findings agree with the current study, pointing to the fact that entertainment content has a quantifiable and influential impact on purchase intentions.

The results align with theories leading the way in highlighting the emotional value. Liu et al. (2025) states that entertainment content increases perceived emotional value, which, in turn, mediates the intention to purchase. Wang et al. (2025) also established that the emotional relationship with consumers is boosted by following the influencer content, thus

creating purchase intentions. The consistency of these studies with our current results reflects that there is strong empirical convergence toward the role of entertainment in social media marketing.

Nevertheless, some of the investigations point out that entertainment alone may not be a sufficient variable in every situation. Rishi et al. (2025) note that even though entertainment is considered a tool that can capture attention, the tool's efficacy is dependent upon the relevance and authenticity of its content. Nonetheless, the summation of the literatures remarkably supports the finding of the present study, that entertainment has a significant influence on the purchase intention of consumers in the fashion retail contexts.

4.11.1.2 Reasons for Similarities and Differences Between the First Finding and Literature

The strong similarity between the results of this paper and those of previous studies can be explained by several reasons. Firstly, the fashion industry is a visual and affective domain at its core, making entertainment-oriented content especially efficacious in different cultural contexts, including the United Kingdom, Sri Lanka, and other global markets. This inherent attribute explains why empirical studies conducted in different regions report on convergent outcomes concerning the effectiveness of entertainment-driven marketing strategies.

Second, the similarities between differences are enhanced through the contribution of the temporal dimension. The current studies like the one by Grabowska et al. (2025) and Xu (2025) were conducted in a virtual environment, defined by small-video-based platforms and content-discovery algorithms. The current investigation was also conducted in the current digital context, one in which both the platforms and their consumers give precedence to entertainment content. This temporal concordance therefore adds to the coherence of the results.

Third, similarities can also be generated due to the methodological alignment. Some of the literature, including Chowdhury et al. (2024) and Bandara (2021), has also taken

quantitative survey-based methods similar to the one used in the current research. The use of structured questionnaires coupled with the use of statistical hypothesis testing provides empirically related results.

The observed minor variability in effect magnitude between studies may be explained by differences in participant demographic characteristics. As an example, empirical studies with a focus on Generation Z consumers commonly indicate amplified entertainment impacts when compared to studies with more extensive demographic groups. In addition, the platform specifics, including the difference between Tik Tok and Facebook or Instagram, might explain the slight differences in the literature. However, such differences do not impair the main conclusion that entertainment has a considerable impact on the intentions to purchase.

4.11.2 Discussing the Second Finding (Regarding the Second Hypothesis)

The second hypothesis (H2) looked at the possible effect of social media engagement on consumer purchase intentions in the United Kingdom fashion retailing industry. The p-value obtained by statistical analysis was 0.005, which is much lower than the traditional 0.05. This resulted in the null hypothesis not being accepted in favour of the alternative hypothesis and thus through stronger support of the alternative hypothesis a strong statistically significant relationship between social media use and consumer buying intentions.

The engagement on social media platforms includes a variety of activities such as but not limited to liking, commenting, sharing, participating in polls, responding to stories, and interacting with brand or influencer-generated content. This research proves that high consumer attention to fashion-based social media content significantly increases purchase intentions. This involvement seems to help consumers reach a higher level of psychological devotion to the brands, trust as well as having a sense of connection, which promotes the purchasing action.

The results call for a shift from passive consumption of content to interactive brand-consumer relationships around digital marketing. Fashion brands that are actively

promoting engagement through interactive functionalities and mutual communication show an improved ability to sway consumer purchasing decisions in the United Kingdom market.

4.11.2.1 Comparison of the Second Finding with Existing Literature

The available literature substantially supports the presented empirical evidence related to social media engagement. Nguyen et al. (2020) found that there is a direct and positive relationship between social media engagement and purchase intention, indicating the mediating role of engagement in the link between marketing activities and consumer behaviour. Likewise, Mishnick et al. (2024) have found that the metrics of engagement in terms of comments and shares are both strong predictors of consumer buying behaviour on large social media platforms.

Cao et al. (2025) showed that consumer engagement has a large impact on the purchase intention in the context of virtual influencer marketing activities, especially when combined with perceived value and source credibility. Han et al. (2025) also found that interactive involvement in the context of fashion live commerce increases consumer trust and purchase intention. The results are very similar to those of the current study and hence the importance of the role that engagement plays in defining consumer behaviour becomes critical.

Furthermore, Sohaib et al. (2025) argued that social-media marketing leads to customer behavioural engagement which in turn strengthens the purchase intention and attachment to the brand. Laradi et al. (2023) also made a similar point that interactive and monitoring functionality of social media platforms contribute to stronger brand equity and purchasing behaviour.

It is also possible to notice the theoretical consistency in some empirical studies, which were based on the Theory of Planned Behaviour. The arguments by Rozenk (2023) and Sharma et al. (2022) assumed that engagement enhances attitudes and subjective norms which are crucial antecedents of behavioural intention. This hypothetical coincidence confirms the strengths of the second conclusion.

4.11.2.2 Reasons for Similarities and Differences Between the Second Finding and Literature

The strong similarity found between the results of this study and the available literature may be explained by several important issues. First, the growing importance of the engagement-oriented algorithms on the social media platform means that the interactive content will achieve a higher visibility and prominence than the passive content. This feature of digital platforms in effect strengthens the correlation between the engagement and purchase intention as shown by research undertaken within the last few years.

Second, similarities could be attributed to the characteristics of the participants. Several studies, including the ones by Cao et al. (2025) and Han et al. (2025), focused on digital consumers who have reached the stage of digital maturity and are used to interactions with brands in online environments. The current investigation also recruited members who are well acquainted with social media platforms, and therefore increasing the chances of seeing similar results.

Third, methodological similarity is one of the sources of similarity. Most of the studies have incorporated the quantitative research methods which involve Likert scale questions and either regression or structural equation modelling methods. According to Herwanis et al. (2025), quantitative methods are particularly effective in explaining statistically significant relationships in consumer behaviour research, thus explaining the convergence of findings.

Nevertheless, the difference in the intensity of reported engagement between studies can be explained by contextual factors, such as typology of platforms, cultural values, industry concentration. As one example, engagement impacts can be stronger in live commerce or in an influencer-oriented setting than on a traditional brand-controlled page. Moreover, differences among cultural norms concerning forms of communication have a discernible Differences may also be attributed to time. The previous research performed prior to the development of engaging functionalities like live streams, reels, and stories can have attenuated effects of its engagement. Conversely, recent reports, as well as the current

study, represent a more participatory online space, with much better engagement-purchase intention relationships.

4.11.3 Discussing the Third Finding (Regarding the Third Hypothesis)

Hypothesis 3 (H3) examined the degree of influence on consumer purchase intentions of interactions on social media in the United Kingdom fashion retail industry. The empirical evidence shows that 0.008 is less than the traditional 0.05 sign, which is not considered significant. This led to the rejection of the null hypothesis and the alternative hypothesis had been approved. The study confirms the statistically significant positive influence of interaction on social media on consumer purchase intentions in the context of the United Kingdom's fashion retail sector.

Social media engagement is a two-way communicative interaction between consumers and brands which includes comment response, direct messaging, interactive polling, live chat features, and real-time feedback. The results show that consumers who actively interact with fashion brands on SMM platforms are characterized by high psychological involvement and trust which positively influences the intention to purchase. The interaction improves the perceived responsiveness and personalization, hence creating a sense of valuation and audibility among consumers, which subsequently increases their attachment to the brand.

Within the fashion retail industry where consumer trends change rapidly, interactive communication helps brands respond to new trends and changing customer demands. The importance of this discovery highlights the imperativeness of interactive social media tactics in influencing consumer buying behaviours and keeping ahead of competition in the UK fashion market.

4.11.3.1 Comparing the Third Finding with Literature

The third finding echoes existing knowledge on how important the role of interaction in social media marketing is. Laradi et al. (2023) stated that interactive capability such as the ability to reply to user comments and two-way communication contribute significantly

towards developing brand equity and increasing purchase intention. Likewise, Nguyen et al. (2020) showed that exposure to social media directly affects consumer engagement and, as a result, purchase intention.

Chae, Rodriguez- Vila et al. Real-time marketing messages and interactive communication significantly supplement consumer engagement and processes of decision-making. This observation is aligned with the current study, which indicates that interaction is a key influencing factor of consumer purchasing behaviour in the fashion retail industry. Han and Jo (2025) also recorded that interactive features in the fashion live-commerce context contribute notably to consumer confidence and intention to purchase.

Further support for this assertion is provided by Mishnick et al. (2024), who noted a significant influence that interactive social-media campaigns carried out on the platforms such as Instagram and Facebook have on consumer purchasing decisions. Ismael et al. (2025) have seen that interactive brand communication in online-shopping places can significantly affect young consumers in terms of purchase intentions. These observations are very much associated with those of the present study.

From a theoretical perspective, this finding is supported by the Theory of Planned Behaviour, which suggests that interaction increases attitudes and perceived behavioural control, both of which are principal predictors of intention. Rozenkowska (2023) emphasised that interactive communication strengthens consumer attitudes and subjective norms, and, as a result, it increases behavioural intentions. Sharma et al. (2022) also confirmed that interactive response on social media has a positive effect on online purchase intention through attitude formation mediator.

Although most studies support the current results, some research suggests that the strength of interaction effects may vary depending on platform typology and content quality. Rishi et al. (2025) noted that uncontrolled or over-controlled interaction may lead to information overload, thus, reducing its efficiency. However, these differences do not weaken the general conclusion which states that the effect of interaction on social media has a good impact on purchase intentions.

4.11.3.2 Reasons for Differences and Similarities Between the Third Finding and Literature

The strong agreement between the findings of the present study and the available literature can be attributed to several factors. First, the increasing popularity of interactive features of social media platforms has standardised consumer expectations as regards responsiveness in the brands. Live chats and instantaneous responses, interactive stories, and these features have become stapled ingredients and have made interaction a critical factor influencing consumer decision making in a continuum of studies and contextual sceneries.

Second, the similarity might be affected by the characteristics of the participants. Many research work including Han et al. 2025 and Ismael et al. 2025 has focused on digitally active consumers who are not hesitant in their engagement with brands on the Internet. The present study was also directed towards consumers accustomed to the use of social media, deriving similar results.

Third, the methodological consistency is critical in harmonising results. Most of the studies used quantitative survey-based research designs that include Likert-scale measures and use statistical analytic methods. According to Herwanis et al. (2025), the methodological approaches prove to identify meaningful correlations between social media variables and purchase intention, which explain the convergence of findings.

Differences in size of effect reported in different studies may be explained by some industry variables. For example, interaction effects might be more significant in the fashion retail industry than in low involvement product industries, due to the emotional and expressive nature of fashion consumption. Additionally, cultural variations may influence consumer's perception and response to interactive communication.

Time-related variables may also play a role in discrepancies which are observed. Also, temporal considerations can be the cause of observed discrepancies. Research studies conducted before widespread implementation of real-time interaction platforms tend to record moderated effects. On the other hand, its modern research, and especially the

current study, generalize a very interactive online environment, thus providing stronger interrelations between interaction and purchase intention.

4.11.4 Discussing the Fourth Finding (Regarding the Fourth Hypothesis)

The fourth hypothesis (H4) examined how social media influencer marketing had an impact on purchase intentions among consumers to the UK fashion retail industry. The p-value calculated through statistical analysis was 0.010 which is less than 0.05 significance. Accordingly, the null hypothesis was rejected while the alternative hypothesis was supported. This support that social media influencer marketing has a substantial and positive effect on consumer purchasing intentions in the fashion retail sector of the United Kingdom.

Social media influencer marketing consists of strategic use of individuals with large online followings to promote merchandise via sponsored content, evaluative reviews, and official marketing endorsements. According to the findings, influencers play a crucial role in the three facets of consumer awareness, credibility, and sentiment, and thus it has a direct effect on the purchasing decisions. Influencers often serve as opinion leaders and therefore help provide the credibility to reduce perceived risk, especially when it comes to purchasing fashion-oriented items.

Within the context of the fashion retail environment in the United Kingdom, where trends and peer influence have significant power, influencer marketing is an effective tool in influencing consumer intentions to purchase. The empirical evidence that has been used to support Hypothesis 4 reinforces the strategic importance of partnerships with influencers in modern fashion marketing.

4.11.4.1 Comparing the Fourth Finding with Literature

The fourth finding is well supported by the existing literature. Wang et al. (2025) reported that fashion influencers on social media exert a significant degree of impact on the consumption intention of consumers by mechanisms of perceived emotional value and the level of relating. Cao et al. (2025) also found that both influencer credibility and

consumer engagement have a notable impact on purchase intention in the setting inhabited by virtual influencer marketing.

Grabowska et al. (2025) empirically show that influencer-borne content on TikTok significantly raises consumer purchase intentions, and this is due to improvements in entertainment value and trust. Liu et al. (2025) then found that the impact of influencers on the purchase intention is positive, mediated by emotional value through personal branding. The results are strongly comparable with the findings of the current research study.

Ismael et al. (2025) stated that influencer marketing has a strong influence on online shopping contexts, especially on the purchase intentions of the youth. Jun et al. (2025) further supported social media influencers significantly influence the decision-making of consumers using a variety of cultural contexts. Similar opinions were expressed by Bandara (2021), who recognized the advertising that is mediated by influencers as a key factor affecting the purchase behaviour that belongs to the fashion sector.

From a theoretical perspective, the Theory of Planned Behaviour gives empirical support to this finding. Influencers are trusted reference groups and, therefore, shape attitudes, subjective norms and perceived behavioural control. Rozenkowska (2023) stated that social influence is a strong predictor of behavioural intention, therefore explaining the strong relationship noted in the current study.

Nonetheless, multiple investigations have demonstrated that influence exercised by content creators is conditional to variables such as authenticity, proficiency of the subject matter as well as congruence with the target audience. Rishi et al. (2025) argued that influencer campaigns that relate a lack of alignment can result in the reduction of perceived credibility. Nevertheless, the current body of research strongly supports a beneficial effect of influencer marketing on consumer purchase intentions.

4.11.4.2 Reasons for Differences and Similarities Between the Fourth Finding and Literature

The fact that the results of this study were in strong agreement with the rest of the literature available can be explained by several factors. First, growing professionalization of influencer marketing has increased its efficacy in different industries and geographies. The users of influence now opt to use both the data-driven approaches and the authentic storytelling, which makes them influence consumer behaviour more.

Second, there is a role of participant demographics. Several investigations, notably Wang and al. (2025) and Grabowska and al. (2025), have focused on younger and digitally media savvy consumers with increased receptivity to influencer generated content. The present inquiry is thus also directed towards this demographic group and is thus commensurate with the previous empirical observations.

Thirdly, methodologies are consistent because of harmony. Most of the studies embraced a quantitative research approach in which structured questionnaires and statistical tests were used. Makwana et al. (2023) argue that the approaches provide valid information on the consumer behaviour patterns, which explains the appearance of the convergence of the findings.

Differences found between studies may be explained by platform-specific effects. For example, the influence has by digital personas seems stronger in visually oriented platforms like Instagram and TikTok as opposed to text-oriented platforms. Additionally, there may be sectoral effects, since apparel and fashion goods have higher levels of vulnerability to influencer-induced persuasion than utilitarian commodities.

Overall factors could also explain the variation observed in time. The studies that have been conducted before the onset of micro-influencers and marketing approaches that focus on authenticity are probably going to show diluted impacts. The observable relationships are stronger, as the current research and similar studies provide an improved, more evolved environment of influencer marketing.

4.12. Chapter Summary

This chapter provides an empirical analysis on the collected data to interrogate the influence of social media advertising on consumer purchase intention in the fashion retail sector in the United Kingdom. Data screening process examined the completeness and the reliability of the obtained data. The investigation included systematic study of demographic and behavioural patterns, which was followed by the conduct of descriptive, correlational, and regression analyses. The statistical results showed that there existed significant correlations between social media as an entertainment source, engagement and interaction with the influencer and consequent purchase intention. The findings provide evidence to highlight the central role of social media advertising on the decision-making process for consumers around the acquisition and consumption of apparel in the fashion industry.

CHAPTER 5: CONCLUSIONS & RECOMMENDATIONS

5.1. Introduction

This chapter gives the final discussion of the study, which includes the synthesis of main findings and its implications. The evaluation reflects the degree to which the research questions, overall aim and aims have been achieved leading to a final comprehensive conclusion from the summation of findings. The chapter also provides practical suggestions regarding the improvement of the social media advertising practice in the UK fashion retail market and suggests the lines of future research. Moreover, the chapter outlines the major contributions of the research and takes note of its limitations in respect of scope, geographical coverage and time constraints. In sum, these parts provide a complete answer to the study.

5.2 Coverage of the Research Question, Aim and Objectives

This subsection critically considers the degree to which the investigation succeeded or failed to achieve its main research question, overarching aim, and specific objectives. The overall aim of the research was to investigate the impact of social media advertising on consumer buying intent in fashion retail business in the United Kingdom and to draw up recommendations that can be undertaken by fashion retailers to promote the effectiveness of their social media advertising campaigns. The research involved a quantitative approach towards investigating a set of hypotheses related to different dimensions of advertisements in social media, with a focus on entertainment, engagement, interaction, and influencer marketing. The results and discussion chapters show that the research question was thoroughly answered, and the major objectives of the research were achieved.

The main research question focused on identifying whether and to what extent social media advertising influences consumer purchase intentions in the United Kingdom fashion retail sector. The statistical hypothesis testing was applied to the problem under study, and the results were discussed in Chapter 4 and further interpretation, and comparative analysis of results took place in Chapter 5. The inferences based on the

framework analysis of the data confirm that social media advertising has a substantial impact on the development of intentions to purchase among consumers, which also addresses the main goal of the research.

5.2.1 Coverage of the First Objective

The first research objective was to analyse how social media advertising will affect consumer purchase intentions in the fashion retail industry in the UK. Thoughtful and in-depth consideration on how to make this objective come true has been covered in several chapters in the dissertation.

Chapter 1 presented the research problem and a rationale of the decision to research the topic of social media advertising in the field of the fashion retail of the United Kingdom. The background section emphasised the growing importance of digital platforms and the changing behaviour of consumers thus indicating conformity to the first objective of the study.

Chapter 2 has reviewed relevant theories and concepts relevant to social media advertising and consumer purchase intention. The theoretical framework established fundamental dimensions of social media advertising such as entertainment, engagement, interaction, and influencer marketing which acted as a direct substantiation to the analytical focus of the first research objective. This chapter confirms that the goal is well-grounded into sound academic ideas and provides a methodical basis of creation of hypotheses.

Chapter 3 outlined the methodological approach taken to achieve the main aim occasioned with a detailed exposition on the design of quantitative research, sampling approach, data collection procedure, and analysis techniques applied. The chapter shows how the research has been constructed to establish the effects of the variables of the social media advertising on purchase intentions in a systematic and consistent way.

Chapter 4 is a delineation of the empirical findings of the present study. Each of the hypotheses related to social media advertising was tested using appropriate statistical techniques. The result supported that all the dimensions investigated on social media

advertising had significant influence on the purchase intentions of consumers. This chapter provides the factual data, which supports the achievement of the first goal, as it carefully examines the connection between advertising on the social media and the purchase intention.

Chapter 5 is a detailed analysis of the findings, painstakingly making sense of the statistical results and explaining their implications for the UK fashion retail sector. The discussion is later recontextualised within the established theoretical framework, thus highlighting the influence of different dimensions of social media advertising on consumer decision-making processes. The chapter also supports the achievement of the first aim by illustrating a comprehensive understanding of the interrelationships observed.

In sum, the main objective was well addressed and tackled by theoretical development, empirical investigation and critical discourse. The specific impact of social media advertising on the purchase intentions of consumers was strictly analysed, and sound evidence was presented that this objective was absolutely achieved.

5.2.2 Coverage of the Second Objective

The second research goal was to design practical assumption to fashion retailers in the United Kingdom, where the goal was to turn consumer purchase intentions up a notch, through the implementation of more effective and focused social media advertising policy. This objective was mainly tackled by means of the interpretative analysis of the findings as well as the development of practical insights within the following chapters of the dissertation.

The chapter 5 contribution was critical towards furthering the resultant aim, through providing empirical findings into managerial actions. The discussion highlighted the most powerful characteristics of social media advertising as interactive content, attractive communication, and influencer partnerships that contributed to the development of purchase intentions. The insights obtained thereby formed the empirical foundation in the context of the then ensuing formulation of advisory recommendations for action.

Chapter 6 expands on these observations with the explicit focus on the implications and conclusions. The empirical results provide accurate information to fashion retailers in the United Kingdom in terms of developing more effective social media advertising programs. Chapter 6 takes these observations further by focusing explicitly on their implications and conclusions. The empirical findings provide accurate insights for the retail fashion enterprises in the United Kingdom and thus help in designing more efficacious social media advertising strategies.

The second goal was indirectly supported by the original chapters. Chapter 2 found out the existing best practices and revealed gaps in current methodology to social media advertising studies, and Chapter 4 provided the practical confirmation of the relative efficacy of strategies. Each of these chapters ensured proper grounding of the recommendations by facts and not fiction.

By synthesizing the findings across the dissertation there has been success with outlining practical, relevant and industry-focused recommendations. These recommendations are coherently consistent with the practice of modern digital marketing and are overtly specific to the fashion retail sector in the UK, thereby demonstrating the full achievement of the second objective.

5.3 Final Conclusion

The aim of the study was to examine the impact of social media advertisement on customer intentions to buy at companies involved in the retail fashion industry in the UK, and to provide a set of recommendations that can be implemented to improve the effectiveness of advertising. The empirical findings prove that social media advertising has a substantial and a positive influence on customer buying intentions.

The empirical evidence suggested that specific dimensions of social media advertising, such as entertainment, engagement, interaction and influencer marketing, have a substantial contribution to the shaping of the consumer decision making process. When social media content has interactive, interesting features and is shared through reliable sources of influence, consumers tend to develop purchase intent. These results highlight

how a paradigm shift has taken place in old unidirectional models of advertisement towards more dynamic, relationship based online communication models.

The study further showed that the efficacy of social media advertising is dependent on the adoption of a strategic and a consumer centre approach. Fashion retailers working in the United Kingdom ought to focus on growing substantive interactions with the consumers and not necessarily promotional messages. Using interactive features, cooperation with the right selection of influencers, and the creation of interesting content, retailers manage to complement consumer trust and emotional affiliation to ultimately generate greater purchase intentions.

Altogether, the study clearly answered its research question, achieved its goals, and made significant contributions to the impact of social media advertising on the UK fashion retail sector. The results have both academic value and industrial value and outline a clear direction for future research efforts and provide practical suggestions for industry professionals.

5.4 Recommendations for Improvements to the UK Fashion Retail Industry

The findings of the current research support the fact that social media advertising has a significant role in the tendency of customers to constitute purchase decisions in the fashion retail industry of the United Kingdom. All elements of the theoretical model including social media entertainment, engagement, interaction, and influencer marketing were found to have a positive and statistically significant impact on consumer purchase intentions. Subsequently, the following recommendations are offered to improve the use of social media in advertising in the fashion retail industry in the United Kingdom.

Firstly, fashion retailers should try to supplement the entertainment value of the social media content. Findings suggest that content that is interesting attracts consumer attention and increases consumers emotional involvement which in turn influences positively the purchase intentions. Retail outlets should invest in the creation of visual content, including short-video types, creative storytelling, behind-the-scenes recordings,

and trend-driven reels. The usage of humour, fashion challenges, and material that has a seasonal theme could also increase the levels of appeal and relatability of content. Through strategic emphasis on entertainment, retailers may successfully distinguish their brands in the highly competitive digital arena and maintain persistent interest from consumers.

Second, retailers should make the engagement of consumers stronger with the help of interactive and participatory content. The paper reveals that engagement has a substantial impact on purchase intentions, which means that customers prefer the brands that engage them. Fashion retailers should promote user interaction with interactive features like polls, quizzes, giveaways and live. Timely response to consumer feedback and comments may further add to engagement. By enabling active interaction, companies can develop stronger affective relationships with their customers, thus leading to increased brand loyalty and a higher motivation to buy.

Thirdly, the findings emphasize the importance of social media interaction in the purchasing behaviour of consumers. Retailers should strive for bilateral communication by keeping communication channels in terms of digital communication open and responsive. This includes provision of responses to direct messaging, address customer questions through comments and provision of customized responses. The customer support via social media which is interactive can also promote consumer satisfaction and trust even more. By elevating interactive engagement, fashion retailers can build perceptions of intimacy and trustworthiness and promote the move from consumer interest to true purchase.

Finally, influencer marketing should be included in the plan to increase credibility and trust. The results prove the stronger influence of influencer marketing on purchase intentions which shows that trusted opinion leaders have a substantial power on consumers. Retailers should connect with influencers that fit their brand values and target audience, rather than just focusing on follower count. High engagement rate micro-influencers may be particularly effective. Authentic content creation, honest review sites and long-term influencer collaborations can help to further solidify consumer trust and positively impact purchasing decisions.

In general, fashion retailers in the UK should adopt a combined social-media advertising process, which rather balances entertainment, engagement, interaction, and influencer marketing. By matching these aspects with the expectations of the consumers, retailers are able to increase the effectiveness of advertising, their consumer relations, and purchase intentions.

5.5 Recommendations for Further Research

Although this investigation provides some substantive insights regarding the influence social media advertising can have on the buying intentions of the consumer within the UK fashion retail sector, several avenues for future inquiry exist.

Further studies can be expanded in future by exploring other industries to comprise more industries, namely cosmetics, electronics and food retailing sectors, to determine whether the effectiveness of advertising on social media differs by the industry. Cross-sector comparisons can be used to give a better deconstructed view of the sector consumer behaviour.

Researchers could also use qualitative or mixed-method research designs to gather more in-depth information about consumer perceptions and motivations. In-depth interviews or focus groups could help explore why specific social media advertising strategies have superior efficacy compared to other strategies.

Another possible study direction is to examine the moderating or mediating constructs, such as consumer trust, brand loyalty and perceived credibility, and how they affect the relationship between social media advertising and purchasing intentions. Future research may also focus on specific social media platforms, such as TikTok or Instagram, in order to examine the effectiveness of advertisements tailored to the specific characteristics of the platform.

Lastly, longitudinal research design may be considered to understand changes in consumer reactions to social media advertising over time especially as the trend of digital

marketing rapidly continues to change. The results of such studies would provide useful information to the scholars and practitioners in the industry.

5.6 Research Contributions and Limitations

This research provides a valuable addition to the scholarly as much as to the market. A key contribution is the comprehensive analysis of social media advertising as a multi-dimensional construct used in the fashion retail sector in the United Kingdom. Unlike many other studies that focus on a particular aspect of social media advertising, the current study simultaneously examined entertainment, engagement, interaction, and influencer marketing, thus providing a more comprehensive understanding of how the different elements of advertising influence consumer buying intentions. The results offer a context-specific understanding about a particular industry, namely the United Kingdom fashion retail market, and highlight the effect of modern digital advertising practices on consumer decision making within a competitive and trend-driven industry. In addition, the current study provides empirically supported information that can guide fashion retailers develop a more effective and specifically targeted social media advertising campaigns, thus uniting theories and practice.

However, the current investigation has several limitations. Regarding its scope, the research only considered social media advertising and consumer purchase intentions, thus excluding potentially relevant variables, e.g. price sensitivity or brand reputation, or offline marketing initiatives. The geographical setting of the empirical research was limited to fashion retailing business in the United Kingdom, which limited the applicability of the findings to other nation-states or cultures. Consumer behavioural patterns and the use of social media could reflect strong dissimilarities in the emerging or non-Western markets. Moreover, the study took a cross design, and data were obtained in a compressed time frame to obtain consumer perceptions on a point in time. Given how fast-paced the world of social media platforms and consumer trends are, it is possible that these findings do not fully capture the transformations that are in store for digital marketing practices. The limitations mentioned above should be given serious attention when interpreting the result and highlight meaningful and prospects of further research.

5.7. Chapter Summary

The chapter concludes the study by critically assessing the extent to which the research objectives were achieved and by synthesising the key findings related to social media advertising and consumer purchase intentions in the United Kingdom fashion retail sector. The discussion affirmed that advertising through social media creates a powerful impact on consumer buying behaviour. The chapter further stated pragmatic recommendations to improve industry practice, outlined the limitations of the study, and suggested prospective directions for future study. Overall, the chapter makes a synthesis of the theoretical and practical relevance of the study, presenting a brief, rationally organized conclusion of the research.

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APPENDICES

Appendix 1- Questionnaire

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTIONS IN THE UK FASHION RETAIL INDUSTRY

Dear participant,

You are invited to take part in this research study titled. The purpose of this study is to understand how different social media advertising activities influence customer purchasing decisions. Your participation is entirely voluntary, and all responses will be kept strictly confidential and used only for academic purposes. There are no right or wrong answers, and you may withdraw at any time without any consequences. The questionnaire will take approximately 5–7 minutes to complete. By proceeding, you confirm your informed consent to participate in this study. Thank you for your valuable time and contribution.

Sincerely,

Bhagyesh.

Section 01- Demographic questions

This section asks for some basic background information about you. Please read each question carefully and select the option that best reflects your opinion. Your responses will be kept confidential and used only for academic purposes.

What is your age group?

- 18–24 years
- 25–34 years
- 35–44 years
- 45 years and above

What is your gender?

- Male
- Female

How often do you purchase fashion products?

- Less than once a month
- Once a month
- 2–3 times a month
- More than 3 times a month

Which social media platform do you use most for fashion-related content?

- Instagram
- Facebook
- TikTok
- YouTube

Section 02- General Questions

Please select one option only that best describes your social media usage and experience.

How long have you been using social media?

- Less than 1 year
- 1–3 years
- 4–6 years

- More than 6 years

How much time do you spend on social media per day?

- Less than 1 hour
- 1–2 hours
- 3–4 hours
- More than 4 hours

Have you ever purchased a fashion product after seeing it on social media?

- Yes, many times
- Yes, a few times
- Yes, once
- No, never

Which type of fashion content attracts you the most on social media?

- Influencer posts
- Brand advertisements
- Customer reviews
- Short videos (Reels/TikTok)

What device do you mainly use to access social media?

- Smartphone
- Laptop

- Tablet
- Desktop computer

What is your main reason for following fashion brands on social media?

- To see new fashion trends
- To get discounts and offers
- To get style inspiration
- To read reviews and opinions

Section 03- Questions for variables

Please indicate the extent to which you agree or disagree with each statement by selecting one response using the 5-point Likert scale provided.

Scale: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Section A: Social Media Entertainment

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media advertisements of fashion brands are enjoyable to watch.	☐	☐	☐	☐	☐
Fashion-related content on social media is entertaining and fun.	☐	☐	☐	☐	☐
I feel relaxed when I view fashion advertisements on social media platforms.	☐	☐	☐	☐	☐

Creative videos and visuals in fashion ads keep me interested.	☐	☐	☐	☐	☐
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Section B: Social Media Engagement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often like, share, or comment on fashion brand posts on social media.	☐	☐	☐	☐	☐
I follow fashion brands on social media to stay updated on new products.	☐	☐	☐	☐	☐
I spend time exploring fashion brand content on social media platforms.	☐	☐	☐	☐	☐
Social media content from fashion brands encourages me to engage with them.	☐	☐	☐	☐	☐

Section C: Social Media Interaction

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media allows me to easily interact with fashion brands.	☐	☐	☐	☐	☐

I can communicate my opinions or questions to fashion brands through social media.	☐	☐	☐	☐	☐
Fashion brands respond effectively to customer comments or messages on social media.	☐	☐	☐	☐	☐
Interaction with fashion brands on social media improves my perception of the brand.	☐	☐	☐	☐	☐

Section D: Social Media Influencer Marketing

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Fashion influencers influence my awareness of fashion brands.	☐	☐	☐	☐	☐
I trust fashion products promoted by influencers on social media.	☐	☐	☐	☐	☐
Influencer recommendations help me evaluate fashion products before purchasing.	☐	☐	☐	☐	☐

Influencer content makes fashion brands appear more credible and attractive.	☐	☐	☐	☐	☐
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Section E: Consumer Purchase Intention

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media advertisements increase my intention to purchase fashion products.	☐	☐	☐	☐	☐
I am likely to buy fashion products that I see advertised on social media.	☐	☐	☐	☐	☐
Social media marketing influences my final purchase decision for fashion items.	☐	☐	☐	☐	☐
I intend to purchase fashion products from brands promoted on social media.	☐	☐	☐	☐	☐

Appendix 2- SPSS Outputs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Social Media Entertainment	150	100.0%	0	0.0%	150	100.0%
Social Media Engagement	150	100.0%	0	0.0%	150	100.0%
Social Media Interaction	150	100.0%	0	0.0%	150	100.0%
Social Media Influencer Marketing	150	100.0%	0	0.0%	150	100.0%
Consumer Purchase Intention	150	100.0%	0	0.0%	150	100.0%

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	1140.425
	df	10
	Sig.	.000

Total Variance Explained

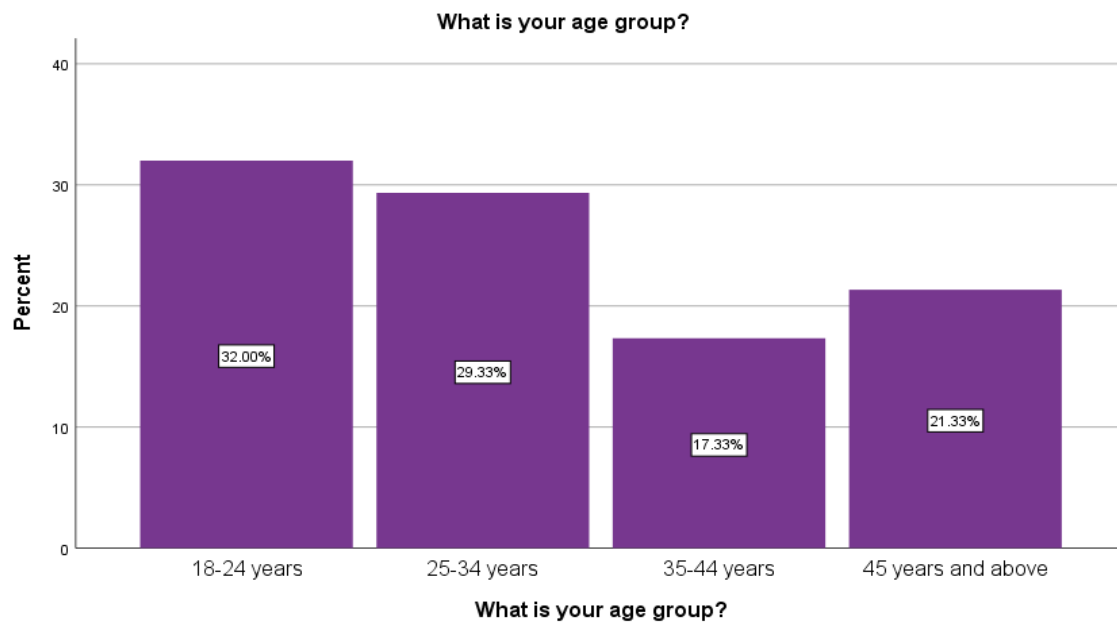
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.594	91.890	91.890	4.594	91.890	91.890
2	.134	2.680	94.570			
3	.119	2.381	96.951			
4	.088	1.755	98.706			
5	.065	1.294	100.000			

Extraction Method: Principal Component Analysis.

What is your age group?

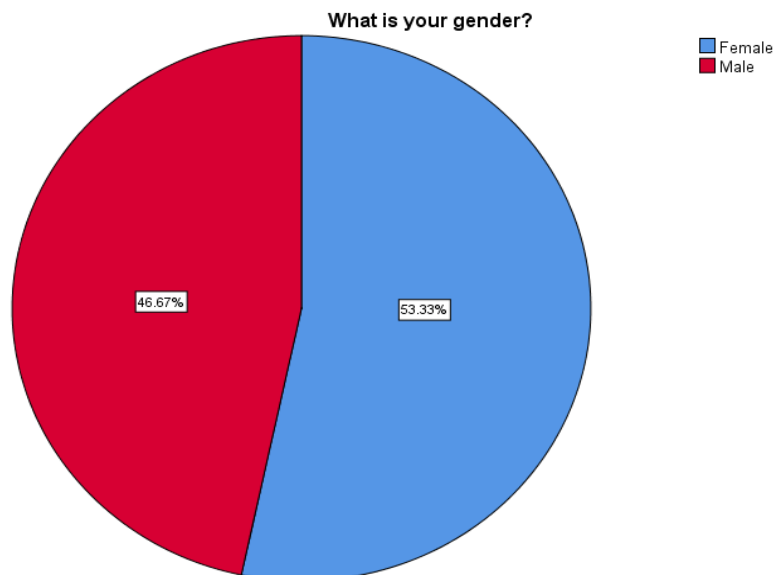
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	48	32.0	32.0	32.0
	25-34 years	44	29.3	29.3	61.3

35-44 years	26	17.3	17.3	78.7
45 years and above	32	21.3	21.3	100.0
Total	150	100.0	100.0	



What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	80	53.3	53.3	53.3
	Male	70	46.7	46.7	100.0



How often do you purchase fashion products?

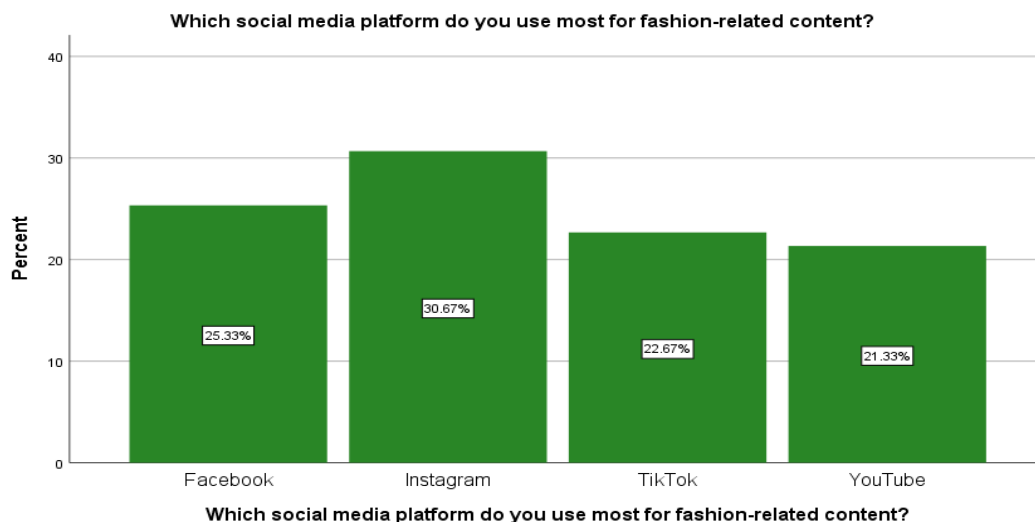
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2–3 times a month	36	24.0	24.0	24.0
	Less than once a month	47	31.3	31.3	55.3
	More than 3 times a month	29	19.3	19.3	74.7
	Once a month	38	25.3	25.3	100.0
	Total	150	100.0	100.0	



How often do you purchase fashion products?

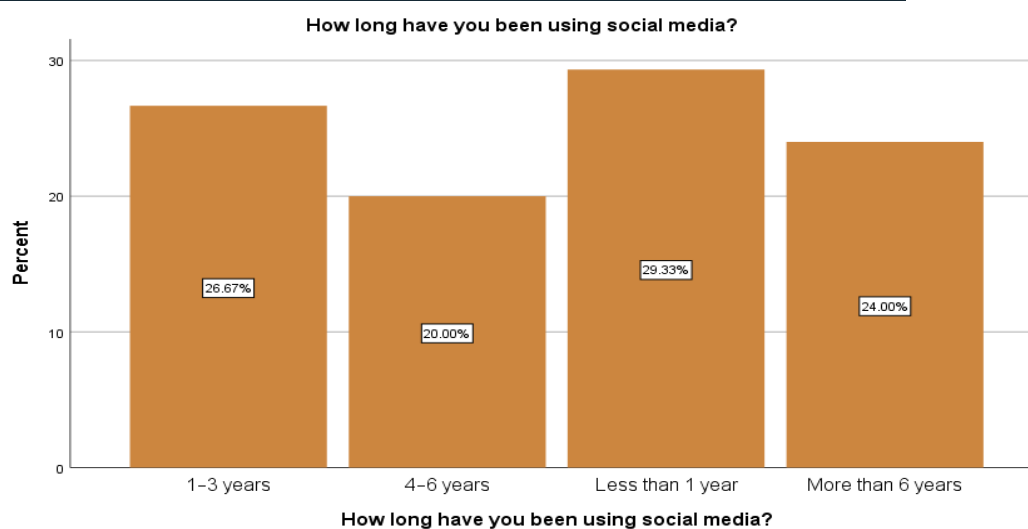
Which social media platform do you use most for fashion-related content?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	38	25.3	25.3	25.3
	Instagram	46	30.7	30.7	56.0
	TikTok	34	22.7	22.7	78.7
	YouTube	32	21.3	21.3	100.0
	Total	150	100.0	100.0	



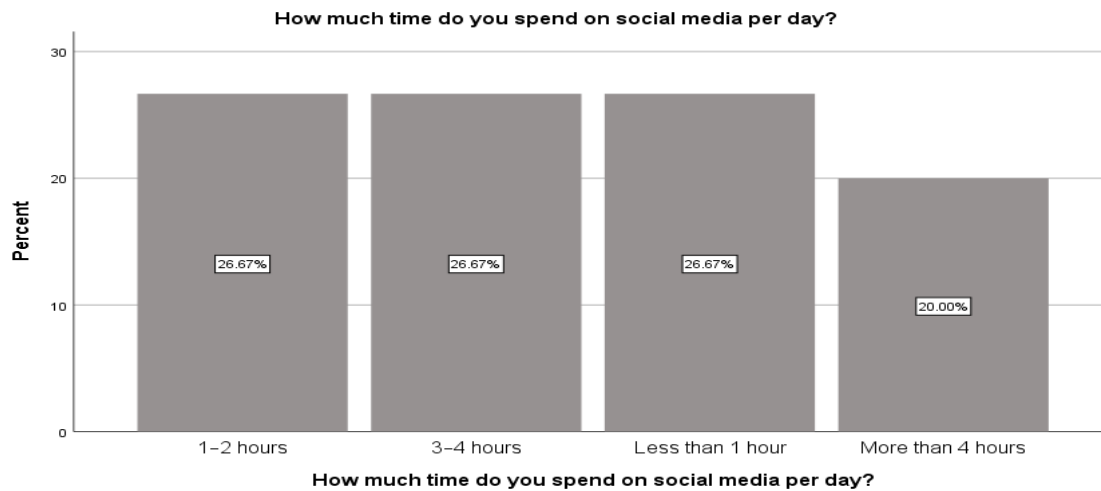
How long have you been using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–3 years	40	26.7	26.7	26.7
	4–6 years	30	20.0	20.0	46.7
	Less than 1 year	44	29.3	29.3	76.0
	More than 6 years	36	24.0	24.0	100.0
	Total	150	100.0	100.0	



How much time do you spend on social media per day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–2 hours	40	26.7	26.7	26.7
	3–4 hours	40	26.7	26.7	53.3
	Less than 1 hour	40	26.7	26.7	80.0
	More than 4 hours	30	20.0	20.0	100.0
	Total	150	100.0	100.0	



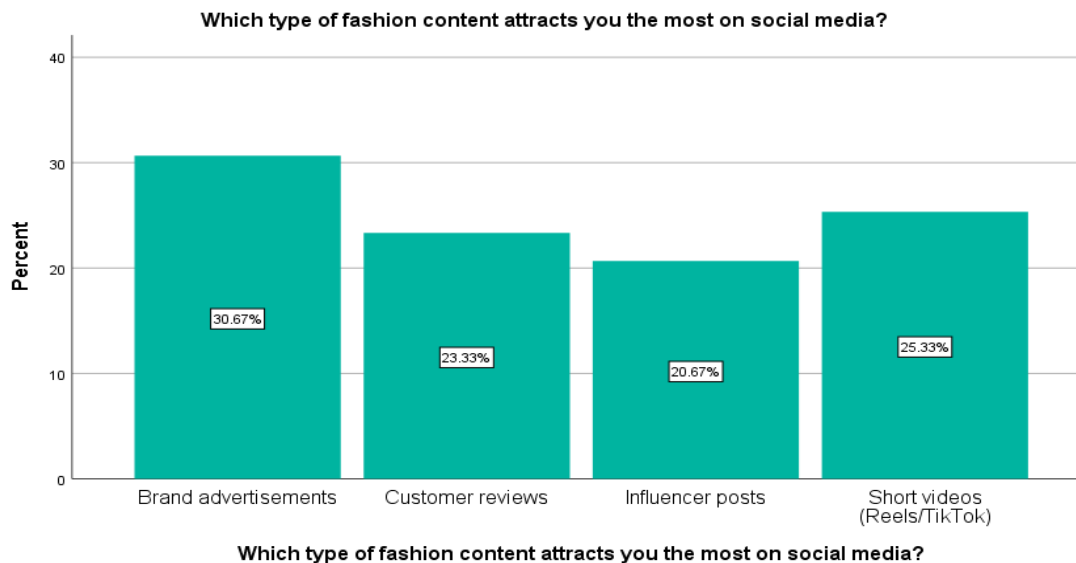
Have you ever purchased a fashion product after seeing it on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, never	29	19.3	19.3	19.3
	Yes, a few times	38	25.3	25.3	44.7
	Yes, many times	44	29.3	29.3	74.0
	Yes, once	39	26.0	26.0	100.0
	Total	150	100.0	100.0	



Which type of fashion content attracts you the most on social media?

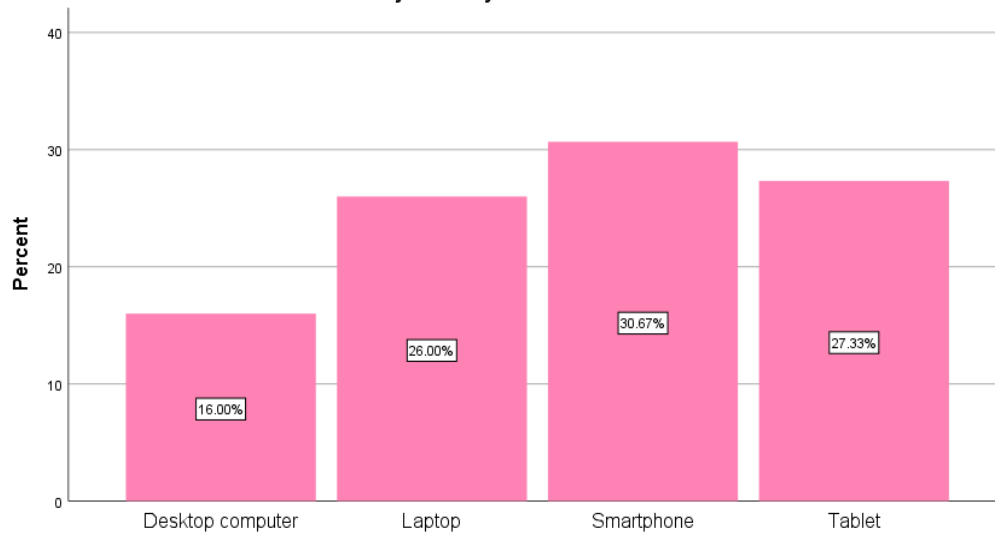
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand advertisements	46	30.7	30.7	30.7
	Customer reviews	35	23.3	23.3	54.0
	Influencer posts	31	20.7	20.7	74.7
	Short videos (Reels/TikTok)	38	25.3	25.3	100.0
	Total	150	100.0	100.0	



What device do you mainly use to access social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Desktop computer	24	16.0	16.0	16.0
	Laptop	39	26.0	26.0	42.0
	Smartphone	46	30.7	30.7	72.7
	Tablet	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

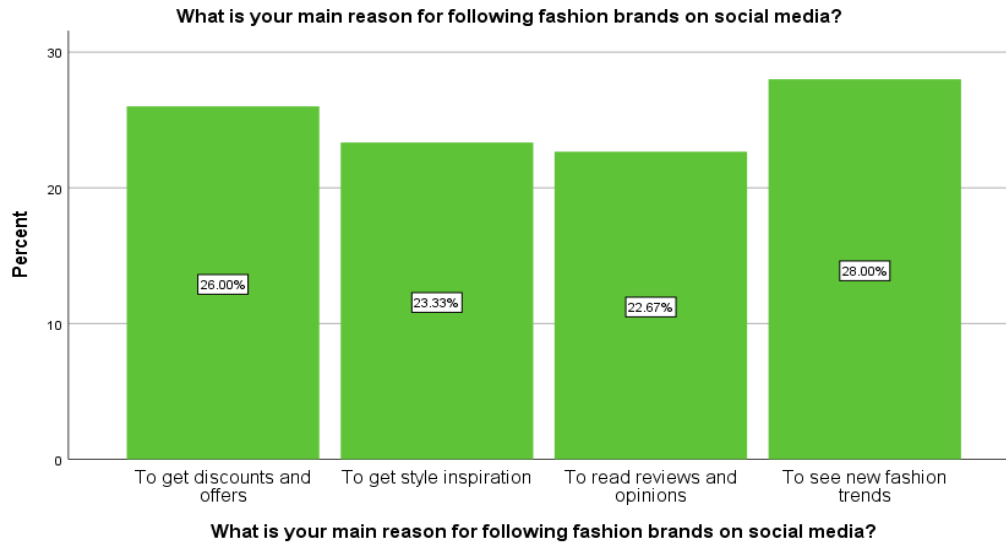
What device do you mainly use to access social media?



What device do you mainly use to access social media?

What is your main reason for following fashion brands on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To get discounts and offers	39	26.0	26.0	26.0
	To get style inspiration	35	23.3	23.3	49.3
	To read reviews and opinions	34	22.7	22.7	72.0
	To see new fashion trends	42	28.0	28.0	100.0
	Total	150	100.0	100.0	



Descriptive Statistics

	N	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
					Statistic	Std. Error	Statistic	Std. Error
Social Media Entertainment	150	3.7767	1.08920	1.186	-1.212	.198	.123	.394
Social Media Engagement	150	3.7550	1.01807	1.036	-1.234	.198	.194	.394
Social Media Interaction	150	3.7500	1.05868	1.121	-1.114	.198	-.146	.394
Social Media Influencer Marketing	150	3.7783	1.06561	1.136	-1.310	.198	.302	.394
Consumer Purchase Intention	150	3.7667	1.10432	1.220	-1.164	.198	-.032	.394
Valid N (listwise)	150							

Correlations

		Social Media Entertainment	Social Media Engagement	Social Media Interaction	Social Media Influencer Marketing	Consumer Purchase Intention
Social Media Entertainment	Pearson Correlation	1	.910**	.916**	.904**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000

	N	150	150	150	150	150
Social Media Engagement	Pearson	.910**	1	.877**	.926**	.892**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Social Media Interaction	Pearson	.916**	.877**	1	.896**	.881**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Social Media Influencer Marketing	Pearson	.904**	.926**	.896**	1	.894**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Consumer Purchase Intention	Pearson	.889**	.892**	.881**	.894**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.852	.848	.43112

a. Predictors: (Constant), Social Media Influencer Marketing, Social Media Interaction, Social Media Engagement, Social Media Entertainment

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.757	4	38.689	208.155	.000 ^b
	Residual	26.951	145	.186		
	Total	181.708	149			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Social Media Influencer Marketing, Social Media Interaction, Social Media Engagement, Social Media Entertainment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.007	.137		-.054	.957
	Social Media Entertainment	.203	.098	.200	2.068	.040
	Social Media Engagement	.295	.103	.272	2.849	.005
	Social Media Interaction	.244	.091	.234	2.694	.008
	Social Media Influencer Marketing	.261	.100	.252	2.595	.010