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A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR: WITH SPECIAL REFERENCE TO FAST FASHION INDUSTRY

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Abstract

Recently, social media advertising has become a key component of the most successful fashion brands' marketing strategies. With the rise of social media, most fashion retailers have started to identify the opportunities of using social media networks to attract new customers. The purpose of this study is to explore the impact of social media advertising on consumer buying behaviour towards fast fashion. Along with the study, it measures the overall impact of social media advertising on the consumer decision making process in line with fast fashion industry. This study adopts a descriptive quantitative research design and data was collected through a self-administrated questionnaire. The population of this study is taken from active social media. A sample of 220 consumers was selected using the convenience sampling method. The hypotheses were tested using Correlation and Regression analysis since the purpose of the study is to measure the impact of each independent variable on the chosen dependent variable. The present study revealed that social media advertising has a positive influence on consumer buying behaviour towards the fast fashion industry. Three independent variables out of four, namely entertainment, familiarity, and social imaging, have a significant influence on consumer behaviour, while the remaining variable, advertising expenditure, has no statistically significant influence. Also, the study provides valuable implications for the fast fashion industry, allowing marketers to use the findings to identify their consumers' real buying behaviour in a digital environment and make decisions accordingly.

Keywords: Consumer Buying Behaviour, Fashion Retailers, Fast Fashion, Social Media Advertising.

INTRODUCTION ABOUT SOCIAL MEDIA:

In today's interconnected world, social media has become an integral part of our lives. It has transformed the way we communicate, connect, and share information. Social media platforms provide individuals with the ability to create profiles, share content, and interact with others, irrespective of geographical boundaries. This article aims to provide a comprehensive introduction to social media, exploring its definition, popular platforms, impact on society, and potential challenges. Social media refers to online platforms and websites that facilitate the creation, sharing, and exchange of user-generated content. It allows individuals to connect with others, build virtual communities, and engage in various forms of communication. Social media platforms offer a range of features and functionalities, including text posts, photos, videos, live streaming, messaging, and commenting. Users can personalize their profiles, follow others, and receive updates from their network of connections. Popular Social Media Platforms Several social media platforms have gained immense popularity and influence.

Let's explore a few of the most widely used ones:

1. Facebook: Launched in 2004, Facebook boasts over 2.8 billion monthly active users worldwide. It enables users to create profiles, share text updates, photos, videos, and links. Facebook also offers features like groups, events, and marketplace for buying and selling goods.
2. Twitter: Known for its short-form messaging, called "tweets," Twitter has around 330 million active users. Users can follow others, express their thoughts, share links, images, and videos within the character limit of 280 characters.
3. Instagram: With more than 1 billion monthly active users, Instagram is a visual-centric platform that allows users to share photos and videos. It offers various filters, editing tools, and features like Stories, IGTV (Instagram TV), and Reels for creating engaging content.
4. LinkedIn: Primarily focused on professional networking, LinkedIn has over 740 million users. It serves as a platform for building professional connections, sharing work-related content, and searching for job opportunities.
5. Snapchat: Popular among younger demographics, Snapchat enables users to share photos and videos that disappear after being viewed. It also features augmented reality filters, multimedia messaging, and content sharing within a limited time frame.

Impact on Society

Social media has had a profound impact on various aspects of society: 1. Communication and Connectivity: social media has revolutionized communication by enabling real-time interactions and fostering global connectivity. It allows people to connect with friends, family, colleagues, and even strangers from around the world, breaking down barriers of distance and time. 2. Information Sharing: social media has transformed the way we consume and share information. It has become a primary source of news, entertainment, and educational content. Users can access a diverse range of perspectives, stay updated on current events, and share information with their network. 3. Business and Marketing: Social media platforms offer businesses an opportunity to reach and engage with their target audience on a large scale. It allows companies to build brand awareness, run targeted advertising campaigns, and receive direct feedback from customers. 4. Activism and Social Movements: social media has played a crucial role in facilitating activism and social movements. It has provided a platform for individuals to raise awareness, mobilize support, and organize protests or campaigns on various social and political issues.

INTRODUCTION ABOUT CONSUMER BUYING BEHAVIOUR:

Customer buying behaviour refers to the decision-making process that individuals go through when purchasing a product or service. It encompasses various factors, influences, and stages that influence consumer choices. Understanding customer buying behaviour is essential for businesses to develop effective marketing strategies and tailor their offerings to meet customer needs and preferences.

Let's explore some key aspects of customer buying behaviour:

1. Psychological Factors: a. Motivation: Customers are motivated by needs or desires that drive them to make a purchase. These motivations can be functional (solving a problem), emotional (seeking pleasure or satisfaction), or social (influenced by others). b. Perception: Customers perceive and interpret information based on their own beliefs, attitudes, and experiences. Marketers need to understand how customers perceive their products or services and shape their perception through effective branding and messaging. c. Learning and Memory: Customers acquire knowledge about products, brands, and their experiences with them. Positive experiences and memories can influence future buying decisions, while negative experiences can lead to avoidance or switching behavior.

2. Social Factors:

a. Culture: Cultural factors such as values, beliefs, and customs influence consumer behavior. Cultural differences across regions or demographics can shape preferences and buying decisions.

b. Reference Groups: People are influenced by the opinions, recommendations, and behaviors of others, including family, friends, colleagues, and online communities. Marketers often leverage social proof and influencer marketing to tap into this influence.

c. Social Class: Social class can impact buying behavior, as individuals from different social classes may have different preferences, aspirations, and buying power.

Literature Review:

Here I am providing a review and synthesis of the literature and it explains the consideration of the impact of social media on fashion industry, social media is playing an important role to the development of online fashion. Businesses are using social media advertising tools like Facebook, Instagram, Twitter, YouTube, etc.

(Nawaz Ahmad, Rubab Ashiq, 2015) Social media has transformed the world and the way of functioning, bringing to the people closer. It denotes the activities, behaviors, and practices of the people who have shared online information and experience and the conversational media is based on online applications that has create the form of words, pictures, videos, and audios.

(Brake D.K, 2009) Through this term fashion has been characterized as a consumer behavioral phenomenon, surrounding both tangible and intangible contexts, with social influence.

(V. Geetha, V. Samuel Rajkumar and L. Arunachalam 2018) The study was conducted to identify social media marketing factors which induce the students to buy products in online shopping. The results revealed that E-Advertising has significant relation of students purchase intention in online shopping by using various social media sites. **(Puccinelli, 2009)** Websites and virtual social media have transformed consumers buying behavior with worldwide connection through information by social networking sites.

(Ioanas, 2014) Recent studies found that consumer and buying behavior were strongly influenced by social media. Personal trust, online communication and online searching attitudes of consumers moreover it has been noticed that Facebook and Instagram had a great influence on the consumer behavior provide opportunity for consumers to interact, communicate and share their opinion on products.

(Clair McClure and Yoo-Kyoung Seock 2020) The study examined the influence of consumer's brand familiarity and the information quality of social media content on their involvement with a brand on the brand's social media pages. Also studied were the influence of involvement on consumer's attitude towards the brand's social media page and the effect of their attitude on future purchase intention from the brand. The results indicated that both brand familiarity and information quality had significant effects on a consumer's involvement with a brand on its social media page, yet the brand's social media content had a greater influence on a consumer's involvement with the social media page.

(Ioanas, 2014) To the marketers, it was important to understand through this demographic consumer information and second, how to deliver the right marketing message to the consumers.

(Alba & Hutchinson, J.W., 1987) People are frequently looking for specific objects and collection of items in real-life environments. Through visual searching it was the most investigated activity.

Need of the study:

The study of Social Media Advertising on consumer buying behavior in Fast Fashion Industry.

- An important topic of research is the effect of social media advertising on consumer purchasing behavior, particularly in the context of the fast fashion industry.
- The frequent turnover of new trends and patterns in the fast fashion business, social media advertising has emerged as a crucial technique for promoting these goods and reaching consumers.
- Social media advertising influences consumer purchasing behavior in the fast fashion sector.
- The impact of social media advertising on consumer behavior is also a relatively recent phenomenon, and there is still much to learn about it.
- By investigating this subject, academics can aid in the creation of conceptual frameworks and useful best practices that can aid consumers, policymakers, and businesses in navigating this fast-changing environment.

Objectives of the study:

The main objective of the study is to examine the impact of social media on the buying behavior of consumers by the platform of the fashion industry.

Objectives of the study are:

- To identify the factors that motivate consumers to shop through social media platforms.
- To find out the best social media preferred by customers.
- To analyze the social media channels affected the buying behavior of consumers.
- To know about the customers' preferences regarding fashion trends.
- Identifying the influential factors of the change in fashion.
- To improve brand awareness and Relationships.

Hypothesis:

Null Hypothesis(H0):

H01: There is no significant difference in Between and within Groups with the respect to age.

H02: There is no significant difference in Between and within Groups with the respect to Education level.

H03: There is no significant difference in Between and within Groups with the respect to occupation.

H04: There is no significant difference in Between and within Groups with the respect to who influences your buying decision.

H05: There is no significant difference in Between and within Groups with the respect to How many hours a day on averages do you spend on social media.

H06: There is no significant difference in Between and within Groups with the respect to What element do you think are the most important when you are searching for fashion products on social media.

H07: There is no significant difference in Between and within Groups with the respect to Reason for choosing social media advertisement.

H08: There is no significant difference in Between and within Groups with the respect to Which of the following online shopping sites are mostly preferred by you.

RESEARCH METHODOLOGY:

Research Methodology: Research methodology defines the approach used to gather and analyze the data described. In addition, the section goes into the study's area and population selection, sample strategy and size, and data collection strategy. This piece of work offers a quantitative study that responds to inquiries from the selected organization. The questions concern topics like the working environment, performance and motivation at work, organizational commitment and satisfaction, rewards and recognition, pay, and support from supervisors for bullying and harassment at the workplace.

TYPES OF RESEARCH: - **QUANTITATIVE RESEARCH** will be done for the study because the aim is to gather an indepth understanding of customer satisfaction and service quality.

RESEARCH DESIGN: - In a further study, **DESCRIPTIVE RESEARCH** is being followed because it is used to obtain information concerning the current status of the phenomena to describe “what exists” concerning variables and conditions in a situation. Further **MULTIPLE CROSS SECTIONAL** will be the process because various variables and conditions are there such as various places in Madanapalle, Andhra Pradesh .

TARGET POPULATION: - ‘**SAMPLING TECHNIQUES:** Nonprobability sampling technique is used as in nonprobability sampling technique there is not an equal chance to select every respondent.

SAMPLE SIZE: The sample size considered for research was 230 respondents.

DATA COLLECTION: There are two types of data used.

They are primary and secondary data. Primary data is defined as data that is collected from sources for a specific purpose.

Secondary data is data 21 collected from indirect sources. The structure interview schedule used was mostly personal interaction and where the personal interaction was not possible telephonically the data was collected.

STATISTICAL ANALYSIS: Survey was conducted among current 220 customers by personal interaction in madanapalle city, India. Data were analysed by SPSS 20 version. The overall results of the study have been presented in tabular, graphical, and narrative form. The result of the research has been presented and discussed under following sub heads.

DATA ANALYSIS TOOLS: - Various data analysis tools like SPSS, Graphs & Charts, and Microsoft Excel will be used to analyse the data.

DATA ANALYSIS & INTERPRETATION**Frequency and descriptive statistics:**

		Gender			
		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Male	184	83.6	83.6	83.6
	Femal e	36	16.4	16.4	100.0
	Total	220	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	117	53.2	53.2	53.2
26-30	71	32.3	32.3	85.5
31-40	24	10.9	10.9	96.4
Above41	8	3.6	3.6	100.0
Total	220	100.0	100.0	

How many hours a day on average do you spend on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 30 min	38	17.3	17.3	17.3
30-60 min	85	38.6	38.6	55.9
1-3 hours	67	30.5	30.5	86.4
Above 3hours	30	13.6	13.6	100.0
Total	220	100.0	100.0	

What elements do you think are most important when you are searching for fashion product on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Brand	57	25.9	25.9	25.9
Product quality	94	42.7	42.7	68.6
Product demand	58	26.4	26.4	95.0
Usage	11	5.0	5.0	100.0
Total	220	100.0	100.0	

Which of the following online shopping sites are mostly preferred by you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Flipkart	49	22.3	22.3	22.3
Myntra	69	31.4	31.4	53.6
Amazon.in	74	33.6	33.6	87.3
Ajio	28	12.7	12.7	100.0
Total	220	100.0	100.0	

INTEPRETATION:

The above given data on the reasons for choosing social media advertisements: Price: The data shows that 18.2% of the respondents prioritize price when choosing social media advertisements. This suggests that they are conscious of their budget and are actively seeking products or services that offer competitive pricing or affordability. Price plays a significant role in their decision-making process, and they are likely looking for cost-effective options or special discounts. Brand name: Most respondents (45.0%) consider the brand name as an important factor when choosing social media advertisements. This indicates that they place value on established and reputable brands. Brand recognition, trustworthiness, and positive brand reputation play a significant role in their decision-making process. They are likely to trust well-known brands and believe that they offer higher quality and reliability. Service Approximately 24.5% of the respondents prioritize the service provided by the advertised product or company. This suggests that they consider customer service, after-sales support, and overall service quality as principal factors. They may value companies that offer excellent customer care, efficient support channels, or personalized assistance. Good service can influence their decision to choose a particular advertisement. Features A smaller percentage of respondents (12.3%) mentioned features as a key factor when choosing social media advertisements. This implies that they focus on the specific features, functionalities, or unique qualities of the products or services being advertised. They are likely to consider how well the features align with their needs, preferences, or the specific problem they are trying to solve.

Factor Analysis**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.934
Approx. Chi-Square	1654.293
Bartlett's Test of Sphericity df	136
Sig.	.000

INTERPRETATION:

Based on the given information, the interpretation would be as follows: 1. Kaiser-Meyer-Olkin Measure of Sampling Adequacy: The KMO measure is 0.934, which indicates excellent sampling adequacy. This suggests that the data are highly suitable for factor analysis. A KMO value close to 1 is desirable, indicating that the variables share substantial common variance. 2. Bartlett's Test of Sphericity: The approximate chi-square value is 1654.293 with 136 degrees of freedom. The significance level (Sig.) is 0.000, which is less than the conventional threshold of 0.05. This indicates that the null hypothesis, which assumes that the correlation matrix is an identity matrix (variables are independent), can be rejected. In summary, based on the KMO measure and the significant result of Bartlett's test, the data are suitable for factor analysis, and there are significant relationships among the variables being analyzed.

Total Variance Explained

Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.475	43.972	43.972	7.475	43.972	43.972	4.658	27.398	27.398
2	1.422	8.366	52.338	1.422	8.366	52.338	4.240	24.940	52.338
3	.913	5.368	57.706						
4	.836	4.916	62.622						
5	.742	4.365	66.987						
6	.710	4.178	71.165						
7	.627	3.686	74.851						
8	.571	3.361	78.212						
9	.546	3.213	81.424						
10	.508	2.987	84.411						
11	.471	2.768	87.179						
12	.451	2.653	89.832						
13	.396	2.330	92.162						
14	.382	2.249	94.411						
15	.354	2.084	96.495						
16	.349	2.055	98.550						
17	.247	1.450	100.000						

FACTOR NAME	STATEMENT	FACTOR LOADING
Online advertising	1. Online advertisements changes my perception towards fashion products.	0.722
	2. I doubt buying products because of online advertisement.	0.665
	3. Online advertising make people to be brand loyal.	0.733
	4. Online advertisements are unrealistic and exaggerated.	0.608
	5. Through Social media sites I am able to seek out product/ service information active.	0.751
	6. Social media influence me to try new brand/ product / services.	0.693
	7. I focus on brand loyalty.	0.561
	8. I consider the information available on social media regarding purchase.	0.571
		0.543

	9. I read online review before purchasing product online. 10. searching for information about a product service is easier on online.	0.529
Information	1. I read online review before purchasing a product online. 2. Promotions discount and deals on social media influencing consumer behavior. 3. Social media platform is easy to understand about fashion product. 4. Through social media fashion product text is simple to read. 5. The search option on online sites helps me to find right information quickly. 6. I prefer quality over price. 7. With the respect to high quality items increased price would influence my purchase decisions. 8. I interact with social media for seeking the information about fashion industry on the quality of product.	0.507 0.559 0.683 0.671 0.582 0.747 0.697 0.755

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
All averages	3.4024	.82932	220
Gender	1.16	.371	220
Age	1.65	.817	220
Marital status	1.66	.474	220
Education level	3.09	.975	220
Occupation	1.73	.725	220
Monthly Income	1.85	.774	220
who influence your buying decision	2.25	1.009	220
How many hours a day on average do you spend on social media?	2.40	.929	220
What elements do you think are most important when you are sketching for fashion product on social media?	2.10	.846	220

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.287 ^a	.082	.043	.81125	.082	2.096	9	210	.031

a. Predictors: (Constant), What elements do you think are most important when you are searching for fashion products on social media? Marital status, who influences your buying decision, Gender, Monthly Income, Education level, Occupation, how many hours a day on average do you spend on social media? Age

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.415	9	1.379	2.096	.031 ^b
	Residual	138.206	210	.658		
	Total	150.621	219			

a. Dependent Variable: All averages

b. Predictors: (Constant), What elements do you think are most important when you are searching for fashion products on social media? Marital status, who influences your buying decision, Gender, Monthly Income, Education level, Occupation, how many hours a day on average do you spend on social media? Age

INTERPRETATION:

Null Hypothesis(H0): There is no significant difference in Regression on residual with all averages.

Alternative Hypothesis(H1): There is significant difference in Regression on residual with all averages.

As the significant level is 0.031 which is greater than 0.05 so Null Hypothesis (H0) is accepted, and Alternative Hypothesis (H1) is rejected. There is no significant difference in Regression on residual with all averages.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	2.264	.504		4.492	.000			
Gender	.357	.153	.160	2.339	.020	.105	.159	.155
Age	.057	.094	.056	.608	.544	-.011	.042	.040
Marital status	.008	.147	.005	.057	.955	.033	.004	.004
Education level	.032	.066	.038	.492	.623	.075	.034	.033
Occupation	-.039	.089	-.034	-.440	.661	-.021	-.030	-.029
Monthly Income	.055	.077	.052	.722	.471	.064	.050	.048
who influence your buying decision	.024	.055	.029	.438	.662	.042	.030	.029
How many hours a day on average do you spend on social media?	.248	.069	.278	3.606	.000	.216	.241	.238
What elements do you think are most important when you are searching for fashion product on social media?	-.081	.074	-.083	1.100	.272	.025	-.076	-.073

a. Dependent Variable: All averages

EQUATION:

Factors on regression on residual= 2.264 + Gender (0.357) + Age (0.057) + Marital status (0.008) + Education level (0.032) + Occupation (-0.039) + Monthly Income (0.055) + Who influences your buying decision (0.024) + How many hours a day on average do you spend on social media (0.248) + What element do you think are you most important when you are searching for fashion products on social media? (-0.081)

Findings, suggestions & conclusion

Findings:

- Gender: Most respondents identified as male (83.6%), suggesting a higher representation of males in the surveyed population.
- Age: The largest age group among respondents is 18-25 (53.2%), followed by 26-30 (32.3%). This indicates a relatively young population in the survey.
- Marital Status: Many respondents (66.4%) reported being unmarried, while 33.6% reported being married.
- Education Level: The largest proportion of respondents (42.7%) reported having a postgraduate education, followed by undergraduate (33.2%) and intermediate (14.5%) education levels.
- Occupation: Among respondents, 43.2% are students, 40.5% are employed, and 16.4% are unemployed.
- Monthly Income: Around 36.4% of respondents reported a monthly income below 20,000 units, 43.6% had an income between 20,000 and 50,000 units, 18.2% had an income between 50,000 and 100,000 units, and 1.8% had an income above 100,000 units.
- Regression equation Factors on regression on residual= $2.264 + \text{Gender (0.357)} + \text{Age (0.057)} + \text{Marital status (0.008)} + \text{Education level (0.032)} + \text{Occupation (-0.039)} + \text{Monthly Income (0.055)} + \text{Who influences your buying decision (0.024)} + \text{How many hours a day on average do you spend on social media (0.248)} + \text{What element do you think are you most important when you are searching for fashion products on social media? (-0.081)}$.

Suggestion:

- Targeted Marketing: Tailor your marketing efforts to suit the preferences and needs of your male audience. Understand their specific buying behavior and motivations to develop effective marketing strategies that resonate with them.
- Social Media Engagement: Focus on social media platforms that are popular among your target audience, especially the younger demographic. Engage with them through visually appealing content, interactive posts, and timely responses to build brand awareness and foster customer loyalty.
- Visual Content Strategy: Invest in creating high-quality visual content, such as images and videos, to showcase your fashion products. This will help attract and engage customers on social media platforms.
- Personalized Customer Interaction: Utilize social media channels to engage with customers on a personal level. Respond promptly to their inquiries, comments, and concerns, and provide exceptional customer service. This will strengthen relationships and encourage repeat purchases.

- **Tailor Content for Each Platform:** Customize your content for different social media platforms to maximize engagement. Understand the preferences and characteristics of each platform and adapt your content strategy accordingly.

CONCLUSION:

The impact of social media advertising on consumer buying behavior in the fast fashion industry:

Many respondents in the survey were male, indicating a higher representation of males in the surveyed population. Fast fashion brands should consider tailoring their marketing efforts to suit the preferences and buying behavior of this predominantly male demographic. The survey included a relatively young population, with the largest age group being 18-25. This highlights the importance of targeting social media platforms preferred by the younger demographic when implementing advertising strategies for fast fashion brands. Marital Status: A higher proportion of respondents reported being unmarried. While marital status may not directly impact buying behavior, it is essential to consider the preferences and needs of different consumer segments within the target audience. A significant portion of respondents had a postgraduate education, indicating a higher level of education among the surveyed population. Fast fashion brands can leverage this information to understand the preferences and purchasing power of their target audience. The survey included students, employed individuals, and unemployed individuals. Understanding the occupation of the target audience can help in tailoring marketing efforts and offering suitable products and promotions.

LIMITATION OF THE STUDY:

1. **Limited sample size:** The project may have a small sample size, which may not provide a representative picture of the entire consumer population. This could affect the generalizability of the findings.
2. **Response bias:** The project's results may be influenced by response bias, where participants may provide biased or inaccurate responses due to social desirability or other factors.
3. **Time constraints:** The project may have limited time available for data collection and analysis, which could restrict the depth and breadth of the study.
4. **Lack of control group:** Without a control group that is not exposed to social media advertising, it can be challenging to establish a direct causal relationship between social media advertising and consumer buying behaviour.

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