

Fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

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Abstract

Consumer engagement studies are increasingly becoming extremely important as fragmented consumers attention and (re) purchase decisions are being influenced by social media content .This study provides a fresh perspective about the mediating effect of the behavioural dimension of consumer engagement , among social media content creation and (re) purchase intention with respect to international fast fashion brands in India. An online sample was undertaken and Structural equation modelling (SEM) via R studio was used for data analysis. The result of the dataset indicate that there is a significant relationship between social media content creation and (re) purchase intention of apparel brands, and behavioural dimension of consumer engagement being seen to partially mediate between the two. Consumer involvement is leading marketers to deploy new online led communication strategies and therefore, this study explores how creating of social media content particularly across Facebook, Instagram and YouTube, affects the (re) purchase intention of a brand and is mediated by consumer engagement.

Keywords : Content Marketing, Consumer Engagement, (re) Purchase Intention , Social Media Content, Fast Fashion Brands.

1. Introduction

Consumer engagement has received immense attention in recent literature as it is linked to the most important marketing indicators like customer feedback and referrals. Consumer engagement can be interpreted as a two-way interaction between an organisation and a consumer, which can vest itself in various forms right from purchase behaviour to active collaboration (**Steinþórsson, 2018**). It is vital to understand how to get consumers engaged , which influences online management of brands and communities, as undertaken by organisations (**Hollebeek, et al., 2016**). Consumer engagement has been a crucial area of research which contributes to understanding consumer behaviour in a complicated , interactive environment (**Brodie, et al., 2010**). Additionally, 80% marketers aim at developing a connection with their consumers , based on prediction that loyal consumers will add more than 20% to their profitability (**Bilal, et al., 2021**).

Social media has become a permanent feature in everyday life and emerged as an open communication platform between company and consumer. It has rapidly emerged as one of the main frontiers for consumer engagement with millions of interactions taking place across various social networking sites like Facebook, Instagram and YouTube. As of June 2021, there are more than 624 Million internet users in India out of which 448 Million use social media (**globalstatistics, 2021**). YouTube was the maximum used platform with 85.8% social media users enrolled, followed by Facebook with 79% users enrolled and Instagram with 70.6% users enrolled in India (**globalstatistics, 2021**). Researches who consider psychological experiences with social media assist in better grasp of the motivation of online purchase intention. Thus, put together social media platforms have a dynamic requirement of new engagement strategies.

Fast fashion describes the quick turnover of designs from the catwalk to the fashion trends of today, and has been very popular since early 2000s (**edology, 2018**). Fast fashion has changed the way consumers think about clothes and the way they dress (**Knošková & Garasová, 2018**) as they showcase the latest trendy apparel and entice impulse purchase from their consumers. The two fast fashion giants Zara and HnM have seen the highest mentions by influencers and have high consumer interest (**Afprelaxnews, 2021**). Fascinatingly, the fast fashion market in India has been growing at a pace of 6X year on year (**ETbrandequity, 2018**), with brands like Zara, Uniqlo and forever21 attracting higher per square foot sales compared to other brands (**FashionUnited, 2021**) and even with covid 19 lockdown across the country, HnM has posed a 30% increase in sales from India (**Tandon, 2021**). The increasing spread of social media has created immense opportunity for fast fashion brand and giving them new ways to reach their consumers by either Consuming, Contributing or Creating content (COBRAs) (**Muntinga, 2011**). Two way interactions on social media pages are used as tool by marketers to drive participation by consumers and shaping positive behaviour including purchase intention. (**Kim & Ko, 2012**)

Despite the increased recognition of importance about the multidimensions of consumer engagement, strategies to drive deeper consumer engagement has been ascertained as a key area for further research. (**MSI, 2020**). Social media communication has offered consumers many touch points to connect with brands of their liking, which is building and shaping customer relationships. However inadequate research has been undertaken as to how this engagement influences the link between the customer and the brand (**Schamari & Schaefers, 2015**)

This research aims to investigate how consumer engagement mediates the relationship connecting social media content and purchase intention, as there are few studies around this subject. This study will enable marketers and researcher alike to understand the effect of social media content creation and behavioural consumer engagement on (re)purchase intention. It will assist brands to develop marketing plans and approaches which are congruent to these new learnings.

2. Significance of The Study

Our study is of significance as it displays a positive impact of social media content creation on purchase intention of consumers. Managers can use this research for planning appropriate content strategies and better execution of their marketing decisions. The outcomes of our study, adds to the present

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

literature in various ways. Firstly, there is expansion of knowledge about (re) purchase intention and the effect of social media content. India has a growing share of social media users as smart phone penetration is increasing very quickly.

The increasing sharing of ideas ,content , endorsing products/ brands is gaining popularity , and consumers are willing to give candid feedback more than ever. This evolving ecosystem makes it vital for the brand to align their social media content strategy accordingly. There has been an increase in the usage of social media across fast fashion in India , however this research clearly shows the immediate need to create meaningful content to effect the behaviour of the consumer , to seen an upsurge in the buying intention.

3. Review of Related Studies

This section probes the literature related to the study, the first section discusses about consumer engagement , the next session is social media and then (re) purchase intention along with the context of fast fashion brands in India.

3.1 Behavioural Consumer Engagement

Consumer engagement is a multi-dimensional construct which includes cognitive engagement (deep levels of focus and analysis of information) , affective feelings (emotional connect with brands) and behavioural (sharing, conversing and co-creation) (**Reitz, 2012**) and can be defined as the level of affective , cognitive , and behavioural activity of a customer which encompasses their motivations , brand led and context dependent mental state (**Hollebeek, 2011**).

Traditionally organisations main focus was on their products and services, to create a favourable positive relationship with their customers . However, with today's digital age, there is an ardent need for these organisations to forge this relationship using a good curated content strategy for their communication. All company's needs to have more information about their consumer , who seek a two way interactive relationship with them and this engagement opportunity makes the consumers feel valuable and in turn delivers the company a competitive advantage by having a strong connect with their users (**Nguyen, et al., 2020**).

In this study, we are focussing on the behavioural dimension of consumer engagement which refers to the motivational drivers which result in behavioural manifestations towards a partner. The sub dimensions associated with behavioural dimension of consumer engagement are (**Dessart, et al., 2016**):

- Sharing – refers to the action of delivering the partner with ideas, content and additional resources.
- Learning – refers to the action of asking the partner for ideas, content and more resources.
- Endorsing – refers to the action of offering the partner support and referring resources to them.

3.2 Social media content creation

Conventionally, communication was pre planned, designed and delivered through broadcast media essentially as a one way communication method. However, social media has completely changed the communication landscape by enabling a two way interaction between the company and consumer, facilitating a real time dialogue between the brand and end. Hence , a tectonic shift from a one to many communication strategy to a many to many strategy, adding numerous ways in which brands can interact , participate and collaborate with consumers (**Changhyun, et al., 2020**).

Based on previous literature , we can encapsulate that there has been a great increase in the usage of social media by both brands and consumers. Consumers use a number of different approaches to relate with brands and each of these ways gives a different level of involvement. COBRAs define the first type as the consumption of social media content which includes consuming brand related media in a passive manner, followed by the contributing type which reflects the consumers contribution to brand related content by interacting with previously created brand led content and includes “liking” or sharing content and finally, creating of brand led content includes co creation and user generated content, which is the strongest level of involvement. (**Muntinga, 2011**). Thus, any consumer can be consuming content , contributing to content as well as creating content for any brand at any point of time (**Schivinski, et al., 2016**).

Given the focus of this study, we have adopted social media content creation which involves brand related content being created and publicised by the consumer (**Schivinski, et al., 2016**) and is described as the strongest type of online engagement (**Muntinga, 2011**), which might also be the stimulus for further contribution or consumption by other users.

Additionally, there is a requirement for enticing the user to interact with the content and enhance the user experience (**Thareja & Jain, 2019**). Thus, immense emphasis was put on conducting research on social media platforms like facebook for consumer engagement and developing strong customer relationships (**Dhaoui, 2014**)

3.3 (Re) Purchase intention

In today’s competitive commercial environment , for any business to survive and flourish , there is a relentless need to understand the consumer buying behaviour and hence, many researchers have commenced the study of purchase intention amongst consumers. This has resulted in many definitions of purchase intention and specifically in marketing terminology purchase intention is the combination of the interest of a consumer in the product and their possibility of purchasing a product (**Kim & Ko, 2012**). Consumers have to make innumerable decisions every day and must cope with an overload of information in this digital age, in which brands play an important role during the decision making journey of consumers. It has been seen that good website design and high responsiveness , with visual attractiveness drive purchase intention. (**Changhyun, et al., 2020**) and consumers buying behaviour is an indispensable and key factor for business success in the future , as researchers and marketers can assess consumer behaviour through purchase intention (**Nguyen, et al., 2020**).

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

By focussing on the antecedents of purchase intention, social media marketing can build long term customer and brand loyalty (Hasan & Sadiq Sohail, 2020), thus, a need to study social media content and consumer engagement, relation with buying decision making process of the consumer is essential.

3.4 Fast fashion consumption

Fast fashion have thousands of styles which touch the latest styles by opting for offshore production at very low costs , creating limited quantity and minimising the time between the trend and the garment hitting the shelves (Rauturier, 2021). The largest fast fashion big players are Zara , HnM along with Uniqlo , GAP and Forever21 (Rauturier, 2021), these brands converts the latest fashion trends into collections and provided to consumers in affordable prices. The Indian market saw Zara as the first entrant, which has witnessed positive growth every year since then.

Fast fashion brands need to deliver added value to their customers and hence, have started to use internet, which has given a huge platform to them for expanding their markets and increasing customer acquisition. Furthermore, it has been observed that customers expect a fulfilment of their personalisation and experiential needs from apparel companies (Bhandari & Jain, 2019). Thus, social media has emerged as an extremely vital piece of the communication strategy for these brands to create a relationship with the consumer. Additionally, from an academic view point , analysis of the effect of social media is necessary and findings of this paper enhance the understanding of social media content creation with respect to (re) purchase decision making.

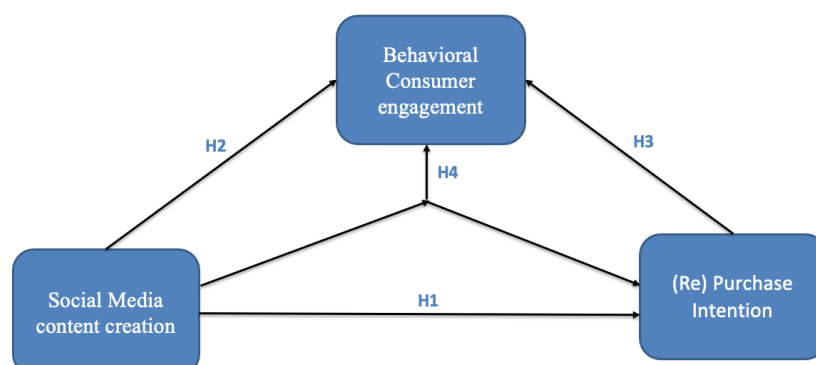
4. Conceptual Model and Objectives of The Study

This section proposes the conceptual framework for the study, which has been formed with the help of intensive literature review. Further, this section describes the objectives of the study.

4.1 Conceptual Model

Interpretation of Figure 1 - Drawing from various existing literature , the conceptual research model as show in figure 1, was developed to visualize the relationship between the independent variables i.e. social media content creation and the dependent variables i.e. (re) purchase intention . Behavioural dimension of consumer engagement is the mediator and shares the mediation effect upon them.

Figure 1 : Conceptual Model



Social media content creation is the ultimate form on online activity and includes publishing , uploading and writing content (**Muntinga, 2011**). Behavioural Consumer engagement is participative , which is fundamental to the success of a brand (**Reitz, 2012**) and represents the active manifestation including endorsement , sharing and learning. Furthermore, the intention of the consumer has become increasingly important is a significant variable for research studies as it gives the marketer the ability to measure the consumers buying potential and consumers are inclined to trust information on various social media channels before making their purchase (**Nguyen, et al., 2020**) .

Understanding these relationships provides the both academia and corporates a grasp of all the content across social media which invokes behavioural engagement amongst users to bolster (re)purchase intention. Thus this research aims to find the relationship between these three variables.

4.2 Objectives of The Study

- To study the effect of content creation across social media's impact on (re) purchase intention
- To study the relationship between social media content creation and behavioural dimension of consumer engagement
- To study the impact of behavioural dimension of consumer engagement on (re) purchase intention.
- To analyse the mediation role of behavioural consumer engagement between social media content creation and (re) purchase intention

5. Hypothesis development

Social media content which is created by consumers, build a stronger affinity with it which should impact their work of mouth and buying behaviour (**Pöyry, et al., 2013**), even future purchase intention can get effected by goal related UGC (**Malthouse, et al., 2016**) and there are a low number of studies which predict the outcomes of UGC. Additionally, eWOM impact on brand image indirectly has an effect on purchase intention. (**Jalilvand & Samiei, 2012**) Thus, the following hypothesis was derived:

H1) Ho : Social media content creation has no relation with (re) purchase intention

H1 : Social media content creation has significant relation with (re) purchase intention

Social media content creation is an interactive process and it can impact the behavioural dimension of consumer engagement as some areas of the relation between social media and consumer engagement are underdeveloped (**Farook & Abeysekara, 2016**), hence we assume that social media content creation impacts the behavioural consumer engagement and the following hypothesis were derived:

H2) Ho : Social Media Content creation has no relation with Behavioural dimension of consumer engagement

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

H1 : Social Media Content creation has significant relation with Behavioural dimension of consumer engagement

Behavioural dimension is all about active involvement and contribution to the activity (**Reitz, 2012**) and it focuses on the consumers behaviour which might impact the buying pattern, hence this study demonstrates the relationship between behavioural dimension and (re) purchase intention. The hypothesis is as below:

H3) Ho : Behavioural dimension of consumer engagement has no relation with (re) purchase intention

H1 : Behavioural dimension of consumer engagement has significant relation with (re) purchase intention

Behavioural dimension of consumer engagement involves sharing of relevant information , involvement in co-creation and advocating specific brands or products and even codeveloping of new ideas for brands (**Brodie, et al., 2010**) . As content creation across social media is used to communicate with consumers besides inviting them to share and create content which hooks a user to participate with them (**Pöyry, et al., 2013**). In that sense, the relationship between social media content creation and (re) purchase intention would be impacted, if consumers show it in their behavioural consumer engagement, thus we hypothesise the following:

H4) Ho : Behavioural dimension of consumer engagement doesn't mediate the relationship between social media content creation and (re) purchase intention

H1 : Behavioural dimension of consumer engagement mediates the relationship between social media content creation and (re) purchase intention

5. Sampling and Data Analysis

5.1 Sample

The technique used was a quantitative web-survey conducted using Google forms and circulated across the social media accounts of the researcher and affiliate groups.

The survey used a structured questionnaire, and the researcher used a qualifying question in the launch of the survey. Once the answer for the question was a yes, only then the next section opened for the participant, however if the answer was no , then the survey ended as the questions were not relevant for the participant.

The questionnaire was divided in 5 sections , first section delved in demographic details followed by social media usage , and subsequent sections discussed the behavioural consumer engagement purchase, social media content creation and lastly repurchase intention of the respondents.

For sampling the research included active users of social media who engaged with fast fashion brands, across India. A total of 502 questionnaires were completely filled and accepted for this study from

across India, with a response rate of 54% , with the average duration to fill the questionnaire being approx. 6 mins.

5.2 Measures

We used a self-administered, online survey for data collection. The survey questionnaire was assessed on a five point Likert scale ranging from 1 (minimum) to 5 (maximum), and all variables were measured by adapting items from previous available studies.

Within our study, Behavioural dimension of consumer engagement was adapted by a scale resulting from the research presented by the 2016 study “Capturing consumer engagement: duality, dimensionality and measurement” (Dessart, et al., 2016). The scale has ten items as mentioned in table II . This scale’s Cronbach alpha was 0.836 .

Social media content creation was adapted from the scale derived from the study which measured consumers engagement and brand related content on social media (Schivinski, et al., 2016) , and had five items detailed out in Table II. This scale’s Cronbach alpha was 0.954.

(Re) purchase intention is the dependant variable in the study and four items were adapted from the scale on the topic “The Behavioral Consequences of Service Quality” . (Parasuraman, et al., 1996) and the Cronbach alpha value was 0.946.

5.3 Descriptive Analysis of the Sample

The sample was female dominated with 53% female respondents and 47% male respondents. The majority of the respondents were within the age group of 18 – 30 years (51%) , followed by 30 – 45 years (36%) , thus more than 85% respondents were Y and Z generations. Age distribution of users in India have shown that the largest cluster using internet is between 20 – 40 years which is in congruence of our sample (Sannams4, 2020) .

Educational background of the respondents , had 43 % graduates and 38 % were post graduates. In the sample , 38% of the respondents were salaried while 30 % were students.

In the social media consumption , half of the respondents preferred Instagram over other social networking sites and 67% logged into Instagram every day . They also showed considerable brand connect on Instagram as more than 75% of the respondents used Instagram for brand related activities occasionally.

5.4 Measurement Model

Interpretation of Table 1 - CFA is used to measure the scale’s reliability and validity which are being studied already. Internal consistency of the scale is measured using Cronbach alpha given in the table I below which indicates the value 0.7 above is adequate reliable. Outer Loadings given are in the range of 0.711 to 0.92 which is above the threshold 0.7 (Hair & S, 2014).

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

The average of squared loadings is the average variance extracted or AVE which explains the variance contributed by each indicator (Fornell & Larcker, 1981) and 0.5 as the minimum criteria to be fulfilled (Nunnally, 1978). As the suitable convergence and outer loadings are significant indicates the convergent validity.

Table 1. Confirmatory Factor Analysis Output

Variables	Items	Loadings	Path Coeff	Cronbach's Alpha	AVE
Social Media Content Creation	I post videos related to my favourite fashion brand on social media	0.861	0.52	0.954	0.672
	I post images, stories & pictures related to favourite fashion brand	0.883			
	I create videos related to my favourite fashion brand	0.879			
	I create images, stories & posts regarding my favourite fashion brand	0.86			
	I write reviews related to my favourite fashion brand	0.839			
Behavioural Consumer Engagement	I share interesting content with my favourite fashion brand	0.823	0.16	0.836	0.568
	I share ideas with my favourite fashion brand	0.853			
	I like to help my favourite fashion brand	0.861			
	I like to ask questions from my favourite fashion brand	0.801			
	I seek ideas and information from my favourite fashion brand	0.801			
	I seek help from my favourite fashion brand	0.923			
	I promote my favourite fashion brand	0.921			
	I try and get others interested in my favourite fashion brand	0.891			
	I actively defend my favourite fashion brand from critics	0.929			
	I say positive things about my favourite fashion brand to others	0.875			
(Re) Purchase Intension	While buying , my favourite fashion brand is my first choice over others	0.711	0.77	0.946	0.777
	I will purchase my favourite fashion brand again and again, over time	0.794			

	I recommend my favourite fashion brand to others	0.874			
	I encourage my friends and relatives to purchase my favourite fashion brand	0.868			

Interpretation of Table 2 - The construct's square root of average variance is higher than the correlation between each construct's, representing discriminant validity which is measured using HTMT criterion and the value must be below 0.9, hence output in the table II depicts the discriminant validity among the constructs.

Table 2 Results of Heterotrait-Monotrait Ratio of Correlation (HTMT)

	CE	PI	SM
CE			
PI	0.516		
SM	0.768	0.624	

6.3 Hypothesis Testing

Interpretation of Table 3 - The output shown in the table III depicts the good fit model indicated by the coefficient of determination (R²), which depicts the percentage of variance explained by each constructs in the model. Therefore customer engagement contributes 59.3% while social media contributes 41.6%. The hypothesis testing is done using R Studio measuring the “plspm”. Social media content creation positively and substantially influences the (re)purchase intention (p<0.05), social media content creation also positively and significantly influences behavioural dimension of customer engagement (p<0.05). Additionally, the behavioural dimension of Consumer Engagement also positively and significantly impacts the buying behaviour of a consumer (p<0.05).

To completely understand the relationship, the effect that social media content creation has on (re) purchase intention in relation with behavioural consumer engagement, has be impressed upon. H4 implies the mediation effect of behavioural dimension of customer engagement which played a crucial role between social-media content creation and purchase intention of a consumer. It was found to be significantly influencing and positively related through estimating the confidence interval when zero shall not be included in the lower and upper limit of 95% intervals. Therefore, the author have found the partial mediation in the model.

Table 3 Hypothesis Testing Results

Path	T-Statistics	P-Value	Decision
SM→PI	8.81	0.00	H ₁ Supported
SM→CE	28.21	0.00	H ₂ Supported
CE→PI	3.205	0.00	H ₃ Supported
SM→CE→PI	3.16	0.00	H ₄ Supported

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

7. Recommendations

This paper unearths many key implications for fashion apparel marketers specially those curating trendy brands. The major implications are listed below:

- a. Marketers are suggested to keep an keen eye out on the questions and queries asked by consumers across social networks , to clearly understand and accurately forecast consumer demands. A **sentiment analysis** of the same will assist the brand manager to get a pulse of the consumer. Uniqlo has recently launched their online e-store in India with more than 12000 designs , and was based upon customer feedback across the major cities across India (**Ambwani, 2021**).
- b. **Engaged consumers** share ideas and inputs which possibly will assist the marketer for better customisation and personalisation of their style offerings, which will keep them ahead of the curve vis a vis their competition. HnM has recently announced an international global partnership with Sabyasachi which introduces “Sarees” for the first time (**hindustantimes, 2021**).
- c. As social media content is exceedingly accessible, another recommendation for fashion marketers is to include **co-creation as a key product development strategy** which is dependent on learning from the collected consumer ideas. This data can then be standardised and in-line with what consumers want.
- d. E-Wom has been an essential peg for consumer engagement and the **reliance on E-Wom** is exponentially increasing. There is a rise of negative sentiment against fast fashion which can have a detrimental bearing on the (re) purchase intention and thus E-Wom can help in identifying these outlook and figure out how to amend it.
- e. **Consumer excitement** makes them interact and share content with and for the brand. Thus managers are suggested to keep a finger on the pop culture to view emerging influencers and celebrities, who can create buzz and positive brand resonance.
- f. Managers are suggested to develop a thorough **social media content strategy which is specific to each geography** they are operating in. Furthermore, integrate their local e-com pages onto these platforms to create a seamless experience. They can then use the content created to educate, engage, entertain , co-create and build a community.
- g. Additionally, it is extremely important for a brands social media strategy **to keep the media platform in mind while adapting the content development (Todor, 2016)**. This study showed that more than 50% respondents preferred Instagram as their social media network of preference, however 76% spent a minimum of 1 hour on YouTube every day.

8. Conclusions

This study offers brands insights on implementation of consumer engagement strategies to increase buying possibilities by consumers. The above data analysis demonstrates the affiliation between social media content creation , (re) purchase intention and behavioural consumer engagement . The t-value

of social media content creation impact on (re) purchase intention is 8.81 , which states that H1 is supported and confirms a positive influence. Similarly, earlier academics have advocated similar findings in Vietnam (**Nguyen, et al., 2020**). Marketers are suggested to create content which stimulates the consumers to engage with their brand, make them create and post user generated / brand related content , thus highly influencing (re) purchase intention.

The t-value for social media content creation effect on behavioural consumer engagement also confirms that social media content creation positively effects behavioural consumer engagement. Fashion brand managers are recommended to follow social media networks like Facebook, Instagram and YouTube , and measure the consumer's social media creating behaviour by checking the comments or posts, order to be able to understand the behavioural dimension of consumer engagement better Additionally, the manner in which fast fashions brands utilise social media content creation to interact with their consumer is more important than ever before.

The data analysis further confirms that behavioural consumer engagement has a beneficial impact on the fast fashion (re)purchase intention for the Indian consumer, which means that the more consumers actively engage with brands , the more is the possibility of (re)purchase. In another study, in China (**Prenticea, et al., 2018**), it was seen that behaviour engagement has a positive impact on (re)purchase intention. Marketers are suggested that they gather feedback from their consumers on the what kind of content makes them share and endorse their brand , and invite active participation from the consumers , this will assist in improving the (re)purchase intention. Additionally, fast fashion brands are suggested to develop aggressive incentivising plans for customers for active behavioural engagement , share ideas and contribute in building and sharing content.

Also, the direct relation between social media content creation and (re)purchase intention is also significant and clearly confirms complementary partial mediation by behavioural dimension of customer engagement between the two variables.

To sum up, (re) purchase intention is positively impacted by social media content creation. Moreover, behavioural consumer engagement partially mediates the relationship between social media content creation and (re) purchase intention. It establishes that the consumer is prepped to purchase the product, only once a stable connect has been established with brand and the user is actively participating between them. Thus, potentially transforming non transactional opportunities into purchase behaviour.

9. Limitations and future scope

A significant contribution has been made by this study, however this study has its limitations which lead up to opportunities for future research.

Firstly, the context for this research, were the top international fast fashion brands in India , and the findings may not be generalised to other geographies. Additionally, care should be taken before generalising the findings to other industries. Moreover, further examiners could look at a broader set of industries, which will shed detailed insights on the kind of content required and accepted by the consumer.

fortifying social media content with behavioral engagement for purchase intention of fast fashion brands

Secondly, this study only included two other variables i.e. social media content creation and behavioural consumer engagement. Various literature have quoted several other factors which should be studied to boost the understanding. Future research could also extend the marketing outcome variable by including other loyalty behaviours.

Thirdly, the focus of this paper is on the positive engagement, and future research could focus on negative engagement to better understand the relationship. The suggested framework could be used as a base for further examination by scholars of consumer engagement and (re) purchase intention.

Online survey method was adopted as the methodology of data collection, however further studies can also look at other methods of data collection like online plus offline mode of data collection.

Furthermore, as we have established complementary partial mediation between the variables, it means that there are other potential mediators which can be hidden and future researchers can look at unearthing these variables.

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