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The Impact of Social Media Advertising on Young Consumers' Fashion Buying Behaviour

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Structured Abstract

Background: This study investigated the effect of social media advertising on the fashion buying behaviour of young consumers, focusing on non-influencer advertising formats such as sponsored posts, video advertisements, and interactive advertisements. The study aimed to examine how advertising features-namely visual appeal, message clarity, and interactivity, influence young consumers' fashion purchase decisions, as well as how social media advertising strategies impact consumer trust, repeat purchase behaviour, and brand loyalty.

Methods: A quantitative research design was adopted, and data were collected using a structured online questionnaire distributed to students of Universiti Teknologi MARA (UiTM), Shah Alam. A purposive sampling technique was employed, yielding 150 valid responses for analysis. The data were analysed using descriptive statistical methods in Microsoft Excel, focusing on social media usage patterns, exposure to fashion advertisements, and consumer responses to various advertising attributes.

Results: The findings revealed that social media advertising exerted a substantial influence in influencing fashion purchasing behaviour among young consumers. Visually appealing advertisements were particularly effective in capturing attention and encouraging purchase decisions. Simple and clear advertising messages enhanced consumer understanding and trust. Interactive elements including polls, quizzes, and games contributed to emotional engagement and stronger consumer–brand connections. Sponsored brand posts were also effective in generating interest in fashion products. While purchases influenced by social media advertisements occurred with moderate frequency, the results indicated considerable potential for cultivating customer loyalty.

Conclusion: This study contributes to the existing literature on digital marketing and youth consumer behaviour by highlighting the efficacy of non-influencer social media advertising within the fashion industry. The findings provide valuable insights for fashion companies and marketing professionals in developing more effective, engaging, and strategic social media advertising approaches that support long-term brand–consumer relationships.

Keywords: Social media advertising, Fashion buying behaviour, Young consumers, Visual appeal, Purchase intention

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