# Factors Influencing Consumers' Buying Intention on Social Media towards Apparel Products in Bangladesh

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## ARTICLE INFO

## ABSTRACT

Advanced technologies and the internet have transformed consumer buying behavior. Consumers currently favor internet shopping over in-person retail experiences. This study aims to examine the drivers of social media that influence consumers' buying intentions of apparel products. The technology acceptance model (TAM) and the unified theory of acceptance and use of technology 2 (UTAUT2) models were utilized with added variables: compatibility and satisfaction. Data were gathered from 100 respondents through the convenience sampling method. Questionnaires were used as study instruments. The Statistical Package for Social Sciences (SPSS) for Microsoft Windows version 11 was employed to examine the data. The researcher conducted a correlation analysis to examine the relationship between the independent and dependent variables. Regression analysis was conducted to assess the influence of the independent variables on the dependent variable. Regression analysis indicated that compatibility and satisfaction play a significant influence in the proposed model. Perceived usefulness, perceived ease of use and cost have no any influence on consumers' buying intentions. Artificial neural network was drawn to analyse the non-linear relationship between the variables. The study will enable organizations to concentrate more on the drivers of social media that influence consumers' buying intentions of apparel products. Future research should consider larger sample sizes, diverse geographical areas, and mediating variables such as trust, cultural influence and trendiness.

1. **Introduction**

In the current competitive and dynamic business environment, the power of merchants and the demands of consumers are both consistently rising. Humans necessitate clothing for survival. Individuals dress themselves in different manners for different circumstances, ranging from casual to formal garments, contingent upon their choices and preferences. Clothing has multiple purposes, including environmental and hazard protection, barrier against temperature extremes, safeguarding against potentially harmful elements, and aiding the wearer's daily tasks. Clothing serves not just a functional purpose but also as a medium for expressing one's particular taste, character, and style to the world. Clothing, regarded as the body's second skin, is an essential element in every individual's existence (Liyanage, 2022). Currently, a significant percentage of consumers buy clothes, including shirts, pants, robes, blouses, sweaters, jackets, outerwear, pajamas, sportswear, leggings, skirts, tracksuits, scarves, etc. from various brands through social media platforms. The use of social media platforms, including WhatsApp, Instagram, YouTube, Twitter and Facebook, has experienced significant expansion during the last decade (Chen & Qasim, 2021). A consumer uses these platforms for communication, while a prominent brand employs them for product marketing. Social activities have transitioned from the physical realm to the digital sphere, facilitated by social networking platforms (Jamil et al., 2022a). Messages are transmitted instantaneously, facilitating interaction and information sharing among individuals (Jamil et al., 2022a). Consequently, enterprises regard social media (SM) platforms as essential instruments for achieving success in the marketplace (Ebrahim, 2020). Social media marketing (SMM) is the commercial promotion of processes or events via social media to attract potential consumers online. With the significant proliferation of community websites, numerous organisations have begun to explore optimal strategies for leveraging these platforms to foster strong relationships and communication with users, thereby cultivating amicable and intimate connections to establish online brand communities (Ibrahim & Aljarah, 2018).

The internet has facilitated the emergence of new communication channels and has significantly transformed interpersonal interactions through the development of various applications and technologies over time (Tarsakoo & Charoensukmongkol, 2020). Companies today recognise that disseminating brand information and customer experiences is a new approach to brand marketing, owing to the pervasive use of smartphones and the internet, with the majority of individuals increasingly depending on social media for brand engagement (Jamil et al., 2022a). Consequently, the establishment of online communities has been proven highly effective. Social groups foster a sense of continuity for their members without interacting physically (Yadav & Rahman, 2017) . A community that obtains products from a certain brand via online communication platforms is termed a virtual brand community. Customers seek not only to purchase goods and services but also to cultivate meaningful experiences and relationships with fellow customers and professionals (Jamil et al., 2022a). When customers engage in online communities, a sense of cohesion develops among them, influencing the market. Consequently, it is the responsibility of firms to ascertain strategies or variables that will motivate customers to engage in these communities (Ismail et al., 2018).

Social media (SM) platforms communicate the value of a product or service to attract clients (Nobi et al., 2023). Currently, firms employ different platforms, including as covert, social, print, celebrity, broadcast, surrogate, and outdoor advertisements, to market their products and inform consumers about promotions. The research conducted by Nobi et al. (2023) has numerous implications for both scholarly inquiry and real-world implementation. A web-based trading framework can only thrive if it is functional, reliable, and user-friendly. Secondly, customers' perceptions of security influence their trust assumptions. Social media marketing provides various benefits, such as higher website traffic, improved audience interaction, and elevated brand exposure (Dwivedi et al., 2021). Businesses that inadequately leverage social media marketing are forfeiting a significant asset in their comprehensive marketing approach (Islam et al., n.d.). Social media marketing (SMM) effectively facilitates connection between consumers and marketers, while also promoting actions that increase brand awareness (Hafez, 2021). Consequently, social media marketing is regarded as new marketing strategy; yet, its influence on intentions is limited. However, to date, much

research on social media marketing (SMM) emphasises consumer behaviour, creative strategies, content analysis, and the advantages of user-generated content, as well as their significance in establishing virtual brand communities (Ibrahim, 2022).

Consumer behaviour is driven by value; thus, consistent value delivery fosters brand loyalty among consumers. Alalwan et al. (2017) assert that a reputed service provider fosters customer loyalty and amplifies brand awareness. Consumer value is fundamentally utilised in the assessment of social networking platforms. As more accessible and improved website creation alternatives emerge, people are more interested in social communities to learn about companies and their products (Jamil et al., 2022a). Moreover, operators can discern consumer behaviour by sustaining social contacts with consumers. Nevertheless, the social community needs to possess significant significance. It needs to be advantageous for prospective consumers by supplying them with pertinent information regarding the brand in issue (Jamil et al., 2022a). Moreover, customers ought to engage with each other, thereby fostering a sense of community. It is clear that the pleasure of a brand's social community influences both community retention and selection. The deployment of SMM activities has positively influenced the intentions to make a purchase(Widodo & Prasetyo, 2023).

In Bangladesh, consumers increasingly rely on social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and TikTok to explore, compare, and purchase apparel products. Social media offers convenience, time savings, lower prices, and immediate access to a wide range of products, making it a preferred platform for both consumers and marketers. The expansion of these digital networks has transformed how consumers interact with brands, shifting social engagement from the physical to the digital domain. Companies now leverage social media to share product information, foster virtual communities, and build brand loyalty. However, in Bangladesh, a limited number of studies have been conducted on the drivers of social media influencing consumers' buying intentions. This study will help the marketers to formulate social media marketing strategies emphasizing the drivers influence consumers buying intentions of apparel products.

## 2.   Literature Review

Social media enables people to share material, collaborate, and engage (Lin & Kishore, 2021). These social media platforms and applications manifest in diverse formats, including social bookmarking, rating systems, video content, images, podcasts, wikis, social blogs, and weblogs. Integrated marketing operations can be executed with reduced cost and effort owing to the seamless interactions and communication among consumer partners, events, media, digital services, and retailers through social media (Islam et al., n.d.).

Consumer Sentiment towards Marketing (CSM) is a variable analysed by researchers to evaluate consumer perceptions of social media marketing (Nolcheska, 2017). CSM denotes a concept that encapsulates the overall sentiments customers have towards marketing and the marketplace (Kleinaltenkamp et al., 2022). Retailers must consider consumer technological preparedness when implementing marketing strategies on social networks; if their target market is either unfamiliar with social media or views it unfavourably, their social media marketing efforts will yield minimal returns. A comprehensive analysis of technology readiness helps ascertain the suitability of interactive advertising for a retailer's target market (Islam et al., n.d.).

Companies who invest in social media may not only promote their products but also cultivate and maintain their brand reputation, which is crucial in the digital era (De Bruin et al., 2021; Sakib et al., 2023; Sakib & Mia, 2019). Furthermore, engaging with clients on social media cultivates loyalty (Luo et al., 2015). Undoubtedly, social media serves as a crucial resource for consumers seeking to acquire information about their preferred products (Shu et al., 2017). Social media is essential in marketing as consumers often use these platforms to investigate brands and acquire their products and services (Bala & Verma, 2018). When

marketers employ social media strategies in their campaigns, they can be assured that their messages are reaching all the venues where their target audiences are located (Islam et al., n.d.). The investigation of the drivers of social media that influence consumer buying intentions of apparels in developing countries remains a mostly unexplored domain in research. This study will remove this gap by addressing the drivers influence consumer buying intentions.

The appeal of TAM arises from its particular to information technology, its simplicity, and its capacity to forecast technological adoption among varied populations. The Technology Acceptance Model (TAM), underpinned by established measurement scales, is a framework recognised for its significant explanatory capacity in technology acceptance. However, while evaluating the drivers of social media influencing consumers' buying intentions, it is essential to include additional technological and financial considerations. To address this, adoption models like TAM (Perceived Ease of Use and Perceived Usefulness) and UTAUT2 (Cost) have been used, recognising supplementary variables as significant predictors (Alika & Widodo, 2023a).The literature study clearly indicates that specific drivers of social media influencing consumers' buying intentions. Buying intention refers to a consumer's conscious plan or willingness to purchase a particular product or service in the future (Fishbein & Ajzen, 1975). It reflects both prior experience and future-oriented decision-making. Understanding buying intention is essential for marketers aiming to predict consumer behavior in the digital age.

## Perceived usefulness

Perceived Usefulness (PU) is the degree to which a person believes that using a system enhances task performance (Davis, 1989). Perceived usefulness denotes the degree to which an individual believes that using a particular system might improve their job performance and achievements. The perceived usefulness positively correlates with the eventual use of the modern technology (T. Kim & Chiu, 2019). The advantages of using information technology enhance the work performance of its users. Perceived usefulness pertains to the target consumer's perception of the advantages of using social media for product or service promotion (Islam et al., n.d.).

**H1: The higher the perceived usefulness of SM, the higher the consumers' buying intentions of apparel products**.

## Perceived ease of use

Perceived Ease of Use (PEOU) refers to the degree to which consumers find a system effortless to use (Venkatesh & Davis, 2000). Stocchi et al. (2019) explained that perceived ease of use denotes the degree of comfort consumers experience when utilising a certain technology. Perceived ease of use denotes customers' assessment of the simplicity and user-friendliness they anticipate from the technology they intend to use (Keni, 2020). According to the theories, in social media marketing, perceived ease of use is connected to the user's ability to browse and use a platform for marketing with ease. A high degree of ease results in satisfaction and sustained usage, whereas a low degree induces frustration and diminished usage. Successful marketing relies on people perceiving the platform as user-friendly, equipped with accessible features and resources to accomplish their objectives.

**H2: The higher the perceived ease of use of SM, the higher the consumers' buying intentions of apparel products.**

## Compatibility

Compatibility describes how well social media usage aligns with consumers' existing lifestyles, values, and technological familiarity (Rogers, 2003). The degree of compatibility between existing and new technology items is regarded as a crucial element for users when assessing a service (Yoon & Cho, 2016). A requisite level of process and task alignment is essential for consumers to seamlessly embrace and use SM without being restricted by their prior technological knowledge (Chatterjee & Kar, 2020). The usage of social media is highly influenced by compatibility factors.

**H3: The higher the compatibility factors of SM, the higher the consumers' buying intentions of apparel products.**

**Cost**

Cost influences consumers' evaluation of the affordability of using social media for product discovery or purchase (Olajide et al., 2016). The cost of commodity production is grounded in actual expenditures, whereas worth and value are dictated by the perceptions of owners and customers (Olajide et al., 2016). Prior study reveals a causal association between expenses and the uptake of technology (K. J. Kim & Shin, 2015). The cost and social media marketing are interconnected, since customers significantly consider the expense of using social media.

**H4: The higher the cost of using SM, the lower the consumers' buying intentions of apparel products.**

**Satisfaction**

Satisfaction represents the positive emotional response resulting from previous online interactions and experiences (Kotler & Keller, 2016). Brand communities are advantageous as they facilitate the exchange of marketing information, community management, and demand exploration (Dutot, 2020). These actions are expected to augment consumer rights and elevate consumer satisfaction (Sahibzada et al., 2020). A customer engaging in an online transaction will be exceedingly satisfied with a platform that offers an exceptional experience (Koçak et al., 2021). Increasing customer satisfaction, promoting customer engagement, cultivating community loyalty, and facilitating communication and exchanges among community users are essential for effective community platform administration (Pang, 2021).

**H5: The higher the satisfaction of using SM, the higher the consumers' buying intentions of apparels products.**
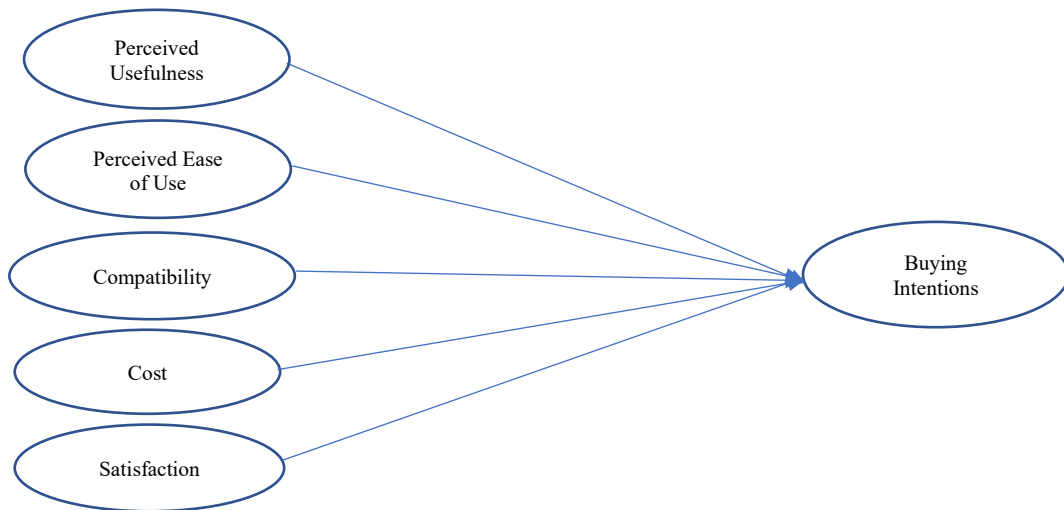


**Figure 1: Hypothesized research model**

### 3. Methodology

A quantitative survey was undertaken to assess the influence of perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction on buying intentions. Considering the author's flexibility to undertake the research, we concentrated on Dhaka city in Bangladesh. Primary data was collected through a questionnaire survey. The standard scales constructs were formulated based on existing literature. A well-organised questionnaire facilitates response (Khatun, 2023; Khatun et al., 2024; Khatun & Roy, 2022; Ahmed et al., 2025; Roy et al., 2025). Consequently, the researchers have designed an organised questionnaire. To gather responses five-point Likert scale has been used. In this instance, 1 indicated "strongly disagree," while 5 indicated "strongly agree." Twenty-two statements were analyzed to assess

performance ratings about the drivers of social media marketing influencing the buying of apparel products. The dependent variable (buying intentions) consists of four statements. The statements are located in the appendix. One hundred individuals participated in the questionnaire. SPSS Amos software was used to conduct the analysis.

**Consumers' demographic profile:** The numerical method has been employed to organize and summarize information from a data source (Khatun, n.d.). The 100 responses comprise 62 females and 38 males. 33% of respondents are aged 31 to 40, and 57% are post-graduates. The majority of respondents are professionals. 31% of consumers have an income above 50,000 Bangladeshi taka, however, 46% earn below 30,000 taka.

**Table 1: Demographic profile of the respondents**

|  |  | Male | Female | Total |
|---|---|---|---|---|
| **Age** | 21-30 | 10 (26.32%) | 15 (24.19%) | 25 (25%) |
|  | 31-40 | 12 (31.58%) | 21 (33.87%) | 33 (33%) |
|  | 41-50 | 12 (31.58%) | 15 (24.19%) | 27 (27%) |
|  | 51-60 | 4 (10.53%) | 11 (17.74%) | 15 (15%) |
|  |  | 38 (38%) | 62 (62%) | 100 (100%) |
| **Education** | Undergraduate | 7 (18.42%) | 9 (14.52%) | 16 (16%) |
|  | Graduate | 9 (23.68%) | 11 (17.74%) | 20 (20%) |
|  | Post-graduate | 20 (52.63%) | 37 (59.68%) | 57 (57%) |
|  | Doctorate | 2 (5.26%) | 5 (8.06%) | 7 (7%) |
|  |  | 38 (38%) | 62 (62%) | 100 (100%) |
| **Occupation** | Student | 12 (31.58%) | 14 (22.58%) | 26 (26%) |
|  | Home maker | 1 (2.63%) | 19 (30.65%) | 20 (20%) |
|  | Own business | 10 (26.32%) | 5 (8.06%) | 15 (15%) |
|  | Professional | 15 (39.47%) | 24 (38.71%) | 39 (39%) |
|  |  | 38 (38%) | 62 (62%) | 100 (100%) |
| **Income** | Less than 30,000 | 13 (34.21%) | 33 (53.23%) | 46 (46%) |
|  | 30,000-50,000 | 11 (28.95%) | 12 (19.35%) | 23 (23%) |
|  | More than 50,000 | 14 (36.84%) | 17 (27.42%) | 31 (31%) |
|  |  | 38 (38%) | 62 (62%) | 100  00%) |

## 4.  Findings

Exploratory Factor Analysis (EFA) is a statistical tool employed to reveal the latent structure of a large number of variables. The objective is to investigate the fundamental relationships among the assessed variables. During the Varimax Rotation, loadings of 0.50 or greater are considered significant ((Awang et al., 2015). The drivers of social media, influencing consumers buying intentions were analysed using Principal Component Analysis (PCA). The five primary components suggest that five fundamental drivers influence buying intentions. The level of cohesiveness among the components indicated a strong internal consistency (Roy et al., 2025a). In the first component, a lower loading is .641 and higher is .903. The second component exhibits a higher loading of .935 and lower of .879.  In the third component, all the items exhibit the same loading of .907. The fourth component exhibits lower loading of .576 and a higher of .808. The fifth one showed lower loading of .654 and a higher of .820. Here, an item of the component, compatibility and an item of cost have been extracted because they have shown loading below .5.

**Table 2: Rotated Component Matrix**

|  | Component |  |  |  |  |
|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
| **PU1** | .641 |  |  |  |  |
| **PU2** | .903 |  |  |  |  |
| **PU3** | .866 |  |  |  |  |
| **PU4** | .841 |  |  |  |  |
| **PU5** | .862 |  |  |  |  |

| | | | | |
|---|---|---|---|---|
| SAT1 | .929 | | | |
| SAT2 | .935 | | | |
| SAT3 | .879 | | | |
| SAT4 | .905 | | | |
| COM2 | | .907 | | |
| COM3 | | .907 | | |
| COM4 | | .907 | | |
| PEOU1 | | | .808 | |
| PEOU2 | | | .799 | |
| PEOU3 | | | .630 | |
| PEOU4 | | | .613 | |
| PEOU5 | | | .576 | |
| COS1 | | | | .654 |
| COS2 | | | | .726 |
| COS4 | | | | .820 |

**Note: PU= Perceived Usefulness, PEOU= Perceived Ease of Use, Com= Compatibility, Cos= Cost and SAT= Satisfaction**

### Table 3: Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .941 | 26 |

A reliability statistic (Cronbach's alpha) was employed to evaluate the dependability and internal consistency of each of the 26 items analysed. The scale demonstrates internal consistency, alpha = .941. This alpha exceeds the minimum consistency of .70. Table 3 indicates that the internal reliability for the dependent variable, buying intentions, is .941. Reliability analyses were conducted for all six variables. Cronbach's alpha values exceeded the minimum threshold of 0.70, indicating satisfactory internal consistency for Perceived Usefulness .86, Perceived Ease of Use .82, Compatibility .88, Cost .79, Satisfaction .91, and Buying Intention .89.

### Table 4: Correlation Matrix

| | PU | PEOU | COM | COS | SAT | BI |
|---|---|---|---|---|---|---|
| PU | 1 | | | | | |
| PEOU | .475 | 1 | | | | |
| COM | .503 | .710 | 1 | | | |
| COS | .452 | .636 | .612 | 1 | | |
| SAT | .456 | .717 | .564 | .543 | 1 | |
| BI | .543 | .781 | .702 | .646 | .903 | 1 |

**Note: PU= Perceived Usefulness, PEOU= Perceived Ease of Use, Com= Compatibility, Cos= Cost, SAT= Satisfaction and BI=Buying Intentions**

### Table 5: Model Summary

| R | R Square | Adjusted R Square |
|---|---|---|
| .941 | .885 | .879 |

Correlation and regression analysis differ in that correlation indicates the relationship between variables, whereas regression analysis demonstrates the changes in dependent variables resulting from independent variables. Correlation analysis is used in marketing research to demonstrate the relationship and strength between two variables. A statistically positive relationship was identified between perceived usefulness and

buying intentions (r=.543). A positive correlation exists between perceived ease of use and buying intentions (r=.781). The relationship between compatibility and buying intentions is statistically significant (r = .702). Table 4 illustrates a positive correlation between cost and buying intentions. The correlation between satisfaction and buying intentions was determined to be positive and statistically significant (r=.903).

The dependent variable (buying intentions) was regressed on predictive variables including perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction. The R-square value in Table 5 is .885, signifying that the independent variables—perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction—account for an 88.5% change in the dependent variable, buying intentions.

**Table 6: Hypotheses Results**

| Hypotheses | Relations | β | t | p-value | Results |
|---|---|---|---|---|---|
| H1 | PU➔BI | .081 | 1.687 | .095 | Not supported |
| H2 | PEOU➔BI | .115 | 1.604 | .112 | Not supported |
| H3 | COM➔BI | .161 | 3.223 | .002** | Supported |
| H4 | COS➔BI | .103 | 1.876 | .064 | Not supported |
| H5 | SAT➔BI | .629 | 12.681 | .000** | Supported |

**Note: PU= Perceived Usefulness, PEOU= Perceived Ease of Use, Com= Compatibility, Cos= Cost, SAT= Satisfaction and BI=Buying Intentions**

The results indicated that PU ($\beta$ = .081, p > .05), PEOU ($\beta$ = .115, p > .112), COM ($\beta$ = .161, p < 0.05), COS ($\beta$ = .103, p > 0.05) and SAT ($\beta$ = .629, p < 0.01). Among the independent variables, SAT is the most significant predictor of BI with $\beta$ = .629 (p < 0.001). The study findings indicated no significant effect of PU, PEOU and COS on BI, so hypotheses H1, H2 and H4 were not supported. The results are displayed in Table 6.
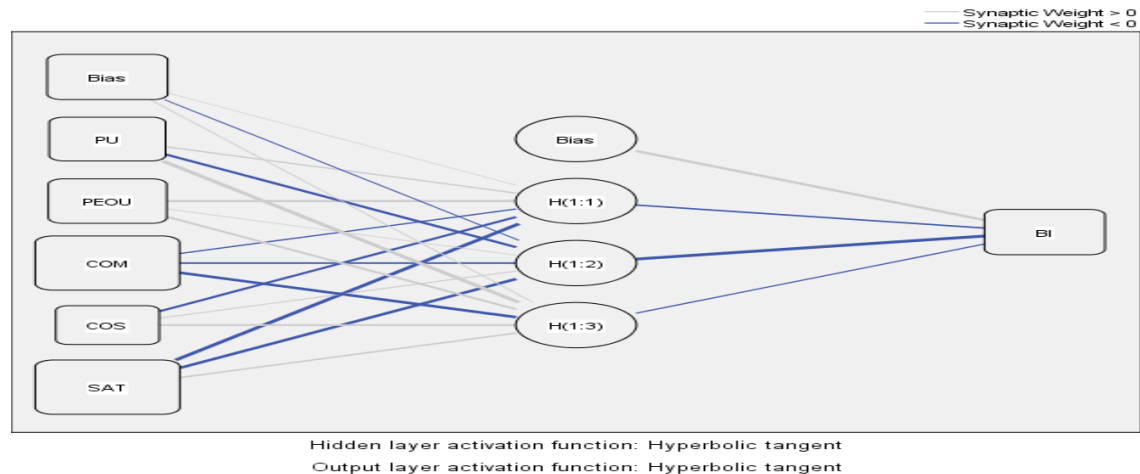


Hidden layer activation function: Hyperbolic tangent
Output layer activation function: Hyperbolic tangent
**Figure 2: Structure of ANN**

Artificial Neural Networks (ANN) are frequently employed machine-learning methodologies throughout various fields of research nowadays. Artificial Neural Networks generally comprise three layers: the input layer, the hidden layer, and the output layer (Roy et al., 2025b; Roy & Khatun, 2023). The current study utilised a single-fold cross-validation methodology. Sensitivity analysis in a model entails determining the variations in the dependent variable due to modifications in the associated independent variables. Artificial Neural Networks (ANN) analysis was employed to further validate the relationships among variables. ANN helps model complex, nonlinear relationships, confirming that satisfaction and compatibility were the most

influential predictors of buying intentions. The data indicate that the variable SAT exerts the most influence as an independent variable in predicting BI, with a normalised relevance of 100%. Subsequently, the rankings were COM (99.8%), PEOU (45.6%), PU (41.4%), and COS (14.7%). The ANN analysis indicates that the variable SAT exerts the most influence on predicting consumers' BI.
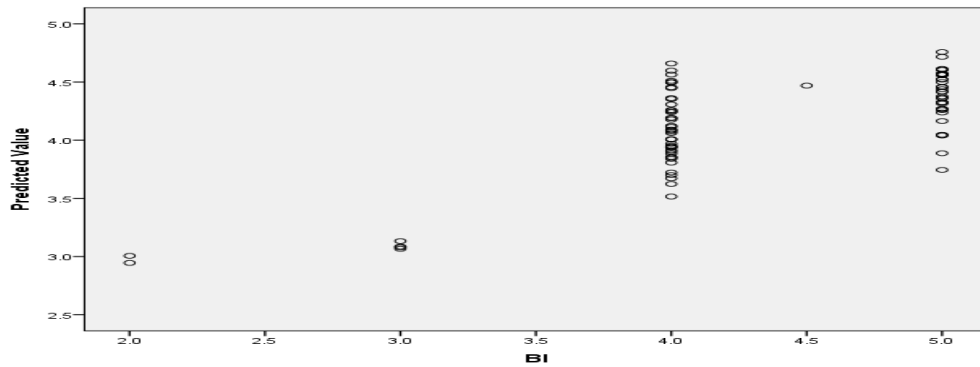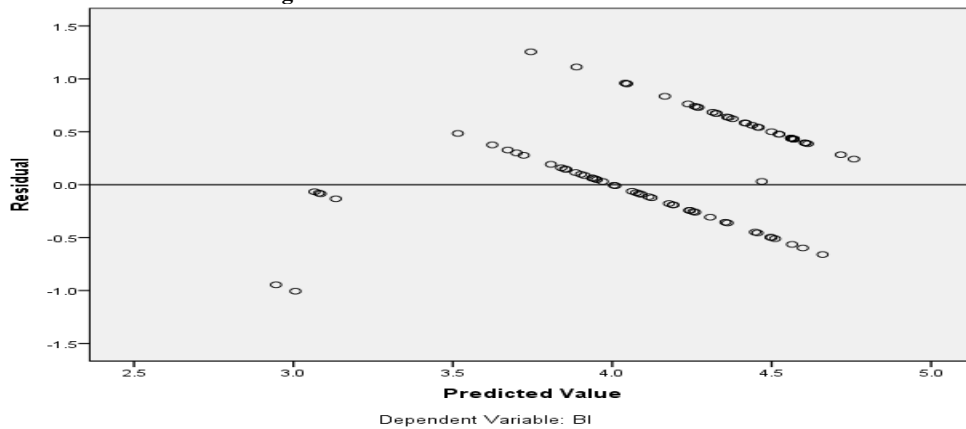


**Figure 3: Predicted value and BI**



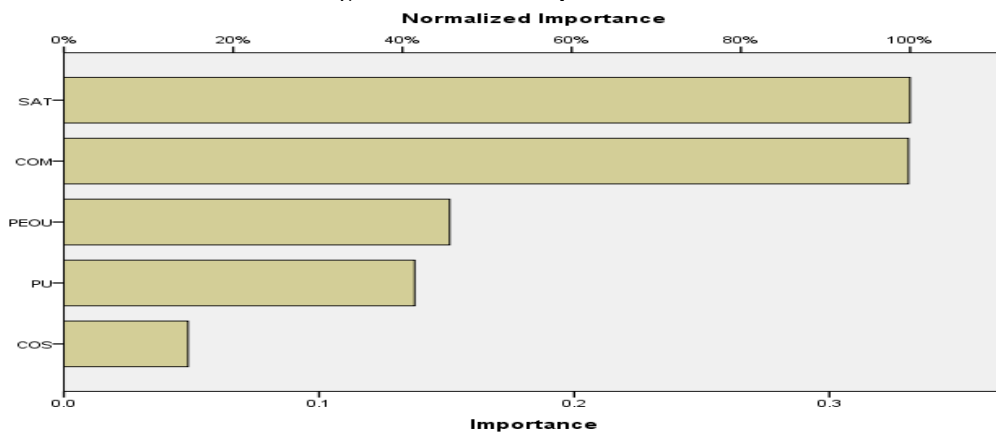**Figure 4: Residual and predicted value**



**Figure 5: Normalized importance**

## 5. Discussion

There were five independent variables (perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction) and one dependent variable (Buying intentions). Data were gathered from the inhabitants of Dhaka city. The study demonstrated a strong positive correlation among the variables. Five hypotheses were formulated to examine the correlations between the independent variables (perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction) and the dependent variable (buying intentions). The study indicated that compatibility and satisfaction significantly affect the buying intentions of consumers of apparel products in Bangladesh. The findings of this study align with prior research emphasizing satisfaction and compatibility as key determinants of buying intentions (Jamil et al., 2022; Widodo & Prasetyo, 2023). Consequently, the third hypothesis, H3 and the fifth hypothesis, H5 have been validated. Perceived usefulness, perceived ease of use and cost exert no substantial influence on the buying intentions of consumers of apparel products. So, the hypotheses H1, H2, and H4 have not been validated. The researchers gathered data solely from consumers living in Dhaka City, Bangladesh. The generalisability of the results is limited. Consequently, future research initiatives should gather data from the inhabitants of other cities. The current study employed Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology Models to investigate the drivers of social media influencing consumers' buying intentions of apparel products. In the future, scholars may use supplementary models, such as the Three-Stage Technology-Product-Market (TPM) model, to incorporate a wider array of variables for analysing the drivers of social media influence on buying intentions. Future research may use longitudinal data to ascertain the causal relationship between components. Future research may benefit from the inclusion of mediating variables such as trust, cultural influence and trendiness.

## 6. Conclusion

Despite numerous consumers being unacquainted with the term "social media," the concentration on the drivers of social media will help marketers formulate social media marketing strategies regarding apparel. If marketers emphasize the drivers behind consumers' buying of green apparel products, it will instigate a transformation towards increasing consumers' buying intentions. The five drivers that influence buying intentions are perceived usefulness, perceived ease of use, compatibility, cost, and satisfaction. Compatibility and satisfaction are significant factors in this study; hence, companies should emphasize compatibility and satisfaction. In contrast, perceived usefulness, perceived ease of use and cost are not significant. Marketers of apparel products need to give priority to these drivers of social media during formulating social media marketing strategies. These findings will assist marketers of apparel products in convincing consumers, hence enhancing sales effectively. Alongside future research may explore mediating or moderating factors such as trust, cultural influence and trendiness.

### Acknowledgements

### Conflict of interest statement

The authors declare that they have no conflict of interest.

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## Appendix

| Perceived Usefulness (PU) | (Alika & Widodo, 2023) |
|---|---|
| PU1: Social media serves my purpose. | |
| PU2: I search for information about a product through social media. | |
| PU3: Social media provides me necessary information. | |
| PU4: I get involved in a brand community through social media. | |
| PU5: I share a brand experience through social media. | |

| Perceived Ease of Use (PEOU) | (Alika & Widodo, 2023) |
|---|---|
| PEOU1: I find social media always accessible. | |
| PEOU2: Social media is very easy to use. | |
| PEOU3: Social media is easy to browse. | |
| PEOU4: I always use social media for searching a product information. | |
| PEOU5: I find social media user-friendly. | |

| Compatibility (COM) | (Alika & Widodo, 2023) |
|---|---|
| COM1: I use social media if I find it compatible. | |
| COM2: Social media are more compatible than in-person visits in an outlet. | |
| COM3: Brand community finds social media compatible. | |
| COM4: I prefer social media because it does not require prior technological knowledge. | |

| Cost (COS) | (Alika & Widodo, 2023) |
|---|---|
| COS1: Using social media is not expensive. | |
| COS2: Using social media does not require a huge cost. | |
| COS3: The price of using social media is reasonable. | |
| COS4: I buy apparel products using social media. | |

| Satisfaction (SAT) | (Jamil et al., 2022) |
|---|---|
| SAT1: Brand communities are satisfied because social media facilitates the exchange of brand information. | |

| SAT2: I am satisfied because I can share my brand experience through social media. |
| --- |
| SAT3: I am satisfied because I can communicate with brand community through social media. |
| SAT4: I am satisfied with using social media because of easy use. |

| Buying Intentions (BI) | (Alika & Widodo, 2023) |
| --- | --- |
| BI1: I buy apparel products using social media because it is useful for me. | |
| BI2: I buy apparel products through social media due to their easy use. | |
| BI3: I buy apparel products using social media because of its compatibility. | |
| BI4: I buy apparel products through social media because of the low cost. | |