

## Study on Factors Affecting Purchase Intention of Fashion Clothes Advertised on Social Media Platforms

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### Abstract

With the evolution of the digital world, social media has become a key player in the online fashion industry. This study on factors influencing purchase intention for fashion clothing through social media focused on how factors such as price, brand reputation, product quality, design variety, brand image, customer reviews, delivery time, return policy, and delivery quality impact purchasing decisions. A questionnaire featuring a five-point Likert scale was used to gather data. Using simple random sampling, 203 responses were collected within Sri Lanka. The importance of each factor was analysed by calculating the means from the Likert scale responses in MATLAB (R2018a). According to the Likert scale interpretation for a five-point scale, with (4.21–5.00) considered very important: price (4.66), product quality (4.79), delivery quality (4.59), variety of designs (4.23), customer reviews (4.43), delivery time (4.24), and return policy (4.28). Other factors, such as brand reputation (4.01) and brand image (3.63), fell within the important range (3.41–4.20). Overall satisfaction with online shopping (3.43) also falls within this range. Therefore, this study concludes that apparel businesses should focus their marketing strategies on these key factors via social media to improve customer engagement and increase sales.

**Keywords:** Fashion clothes, Mean score, online shopping, Purchase intention, Social media

### Introduction

Today, fashion and social media are popular topics among the general public. The word “*fashion*” is built on a mix of footwear, clothing, cosmetics, accessories, and jewellery from different cultures. Clothing is also a crucial aspect of fashion. Fashion has a long and rich history. In ancient times, our ancestors used green leaves, animal skins, and simple fabrics to protect themselves from the weather. After the rise of civilization, clothing became more colourful and stylish, showing a person’s status or culture. The main turning point in fashion began in the 14th century, as it changed more among rich Europeans. Then, France became the centre of fashion in the 1600s because King Louis XIV (1643–1715) loved elegant clothing. Charles Frederick Worth opened the first fashion house in 1858 in Paris, which started modern high fashion. In the 1900s, famous designers like Coco Chanel and Christian Dior changed fashion with new styles and elegance. Today, the fashion industry is a global phenomenon.

Every individual, business, and corporation uses social media for various needs. Online shopping is a necessity. When social networking merged with e-commerce, this form of e-commerce became known as social commerce, emerging as one of the most popular shopping methods in the online marketplace. This study explores the main factors that influence the purchase intention of online customers for

fashion clothes on social media platforms such as Facebook, WhatsApp, Instagram, and TikTok in Sri Lanka. Since the tastes of shoppers are constantly changing, it will be important to learn what motivates them while online shopping.

## Materials and Methods

### *Data collection*

A total of 203 responses were gathered from a survey conducted via a structured Likert scale questionnaire shared on social media. The simple random sampling technique was used to select respondents from the target population, ensuring a representative range of viewpoints. Therefore, all age groups were represented; the study was able to gather a variety of perspectives and experiences about the variables influencing the intention to buy fashion clothing.

### *Mean*

The mean, also known as the arithmetic average, is a measure of central tendency that is calculated by dividing the total number of observations by the sum of all observed values. To determine whether the sample points in each hypothesized grouping contained roughly the same proportion of information about the construction being measured, the mean was employed in this investigation. Meaningful interpretation of the Likert scale data is made easier by the mean, which captures the overall average responses and clearly shows the general tendency of participants' opinions.

**Table 1:** *Mean score range for five-point Likert scale data*

Mean Score	Decision
4.21- 5.00	Very important
3.41- 4.20	Important
2.61- 3.40	Moderately important
1.81- 2.60	Slightly important
1.00- 1.80	Not important

Table 1 shows the standard mean score range for five-point Likert scale data; the sample data can be interpreted based on calculated mean score values.

### *Calculate the mean*

Here, we consider the simple random sampling method; therefore, we consider the sample mean. Formula for calculating the mean:

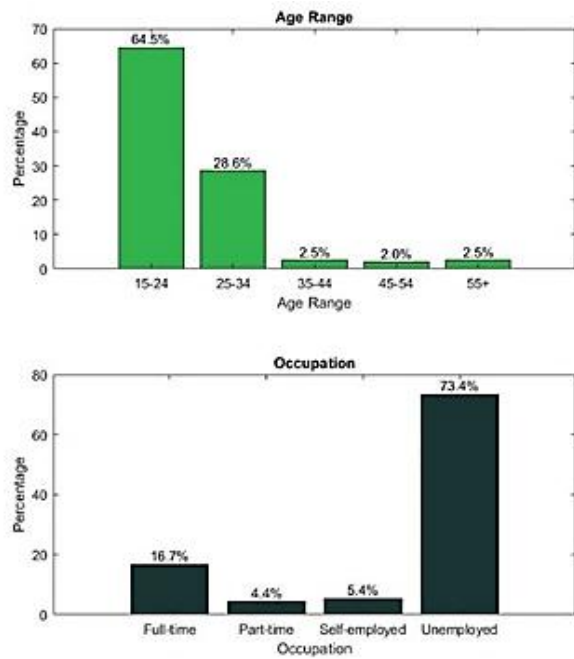
$$\bar{X} = \frac{\sum X_i}{N}$$

where,  $X_i$  -  $i^{\text{th}}$  observation and  $N$  - Total number of observations.

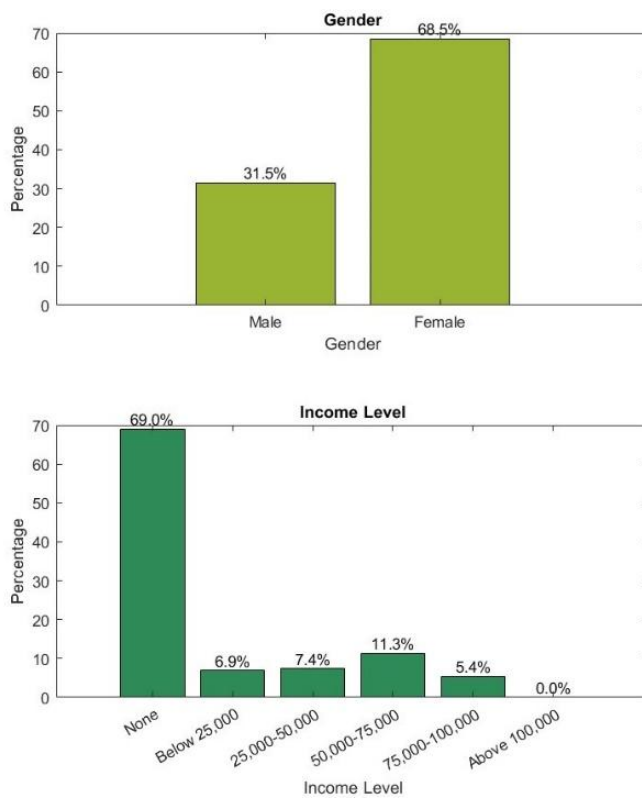
## Results

When we consider the age range in Figure 1, we can see that the maximum percentage of preferences lies in the range of 15-24. It is 64.5 %. And the age ranges above 35 show the minimum percentage. When considering gender, the female community prefers online shopping through social media more than the male community, with a gap of 37%. According to the graphs of income level and occupation,

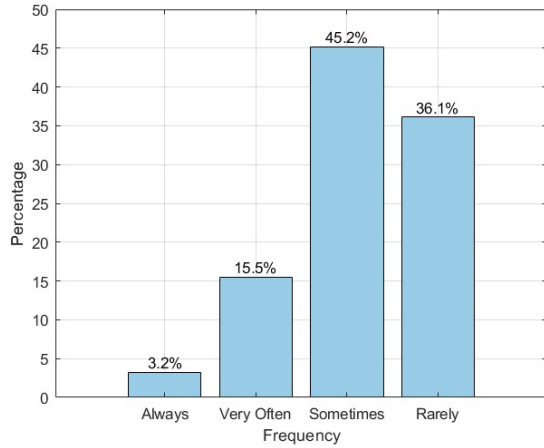
we can decide that an unemployed community with no income refers to a higher percentage of online shopping.



**Figure 1:** Online shopping preference through social media with age range and occupation

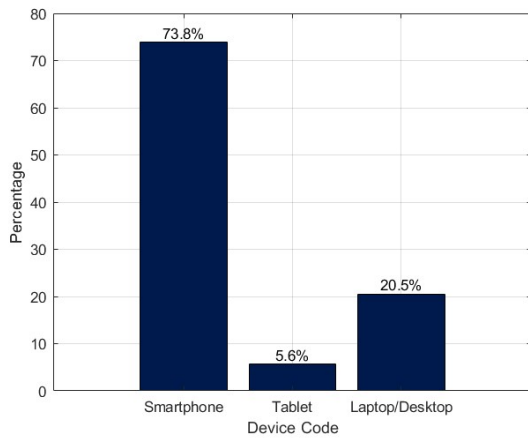


**Figure 2:** Online shopping preference through social media with gender and income level.

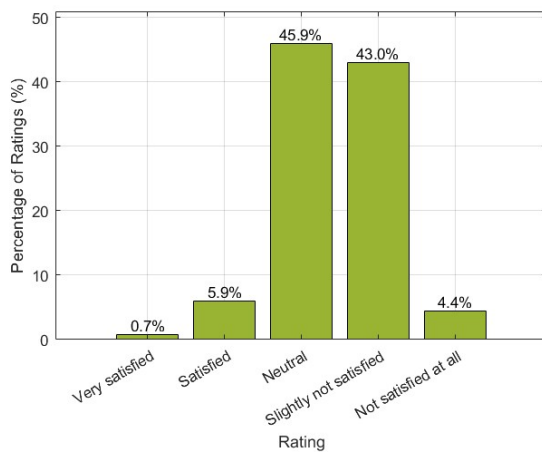


**Figure 3:** Percentage distribution of purchasing frequency through social media platforms

Figure 3, depicting the percentages of purchasing frequency, shows that people are not always purchasing online, due to higher percentages in the categories 'sometimes' and 'rarely'. In the second plot (Figure 4) of devices used for online shopping, the most familiar device is the smartphone. 20.5% of people use laptops and desktops, while tablet is the least used device with 5.6%.



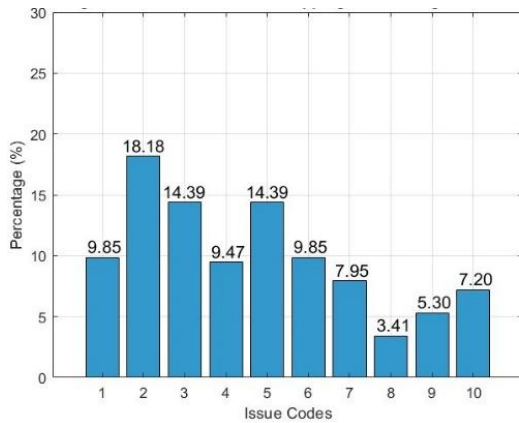
**Figure 4:** Percentage distribution of devices used for online shopping



**Figure 5:** The percentages of overall satisfaction ratings on online shopping

The overall satisfaction of customers with online shopping through social media is depicted in Figure 5. The highest percentage of 45.9% is neutral about satisfaction, and 43.0% are slightly not satisfied. So,

we can say that people generally have a neutral satisfaction with the online clothing shopping experience. The percentage of very satisfied customers is almost zero.



**Figure 6:** Percentages of issues faced while shopping for clothing on social media

**Table 2:** Issue code and issue

Issue Code	Issues
1	Sizing and fit issue
2	Quality and material concerns
3	Colour discrepancies
4	Complicated return and exchange process
5	Courier service delay
6	Misleading product images
7	Lack of customer reviews
8	Security concerns
9	Customer service problem
10	Quality delivery problem

The most faced problem during online shopping for clothing is the quality and material concerns, with a percentage of 18.18% while security concerns are the least common issue faced, considering Figures 6 and 2.

#### Mean scores of Likert scale data

**Table 3:** Mean scores of Likert scale data

Factors	Mean Scores	Decision
Price	4.66	Very important
Brand Reputation	4.01	Important
Product Quality	4.79	Very important
Variety of Designs	4.23	Very important
Brand Image	3.63	Important
Customer Reviews	4.43	Very important
Delivery Time	4.24	Very important
Return Policy	4.28	Very important
Delivery Quality	4.59	Very important
Overall	4.32	Very important

Respondents rated each factor on a five-point Likert scale (1 = Not important, 5 = Very important). Although Likert data are ordinal, we report mean scores to summarize central tendency. Price, product quality, variety of designs, customer reviews, delivery time, return policy, and delivery quality are very important factors. Brand reputation and brand image are important. The overall mean score of the data set is in the 'very important' range.

## Discussion

The above Table 3 shows the values obtained for the mean scores of each question (factors affecting purchase intention) calculated from respondents and the overall mean value of the collected Likert scale data, for the above 9 factors. It is observed that all the mean values have a high value. Price, product quality, and delivery quality have the highest values among them. The decision of Table 3 was obtained by using the scale in Table 1. Price, product quality, variety of designs, customer reviews, delivery time, return policy, and delivery quality are very important factors. Brand reputation and brand image are important, while the overall mean score of all 9 factors is in the 'very important' range.

## Conclusions

According to the results, it can be concluded that the most important factors affecting the purchase intention of fashion clothes online through social media are product quality, price, return policy, delivery quality, and customer reviews, while other factors like delivery time and variety of designs also play a major role in affecting purchase intention. The brand reputation and brand image are considered important factors, while the above-mentioned factors are very important. Therefore, price, brand reputation, product quality, variety of designs, brand image, customer reviews, delivery time, return policy, and delivery quality have high importance on the purchase intention of fashion clothes advertised on social media platforms. This study is highly beneficial for both consumers and businesses. It helps **consumers make smarter choices** and enables **fashion brands to enhance their online presence, customer experience, and sales strategies** on social media platforms.

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