



INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR IN THE FAST FASHION INDUSTRY

¹ LAKSHMANA GOWDA B.H.

¹ Assistant Professor of Commerce

¹ G.F.G.C., Nagamangala, Mandya District, Karnataka Pincode: 571432, India

Abstract: This study examines the impact of social media advertising on consumer buying behavior within the fast fashion industry, focusing on a sample of 100 respondents from Bengaluru Metro City. The fast fashion sector has experienced exponential growth, with social media platforms becoming pivotal in marketing strategies. However, the precise effects of social media advertising on consumer purchasing decisions remain a topic of significant interest. Through a comprehensive survey-based approach, this research aims to investigate how social media advertising campaigns employed by fast fashion brands influence consumers' attitudes, preferences, and actual buying behaviors. Through statistical analyses of the collected data, this study seeks to uncover patterns, correlations, and significant associations between social media advertising exposure and subsequent consumer behavior. The findings are anticipated to provide valuable insights for both fast fashion brands and marketers aiming to optimize their social media advertising strategies to enhance consumer engagement, drive conversions, and establish enduring brand-consumer relationships. Furthermore, the study contributes to the broader understanding of how digital advertising channels impact consumer behavior in the fast-paced and dynamic realm of the fast fashion industry. This research provides valuable insights into the complex interplay of factors that influence consumer buying behavior in the fast fashion industry in Bengaluru Metro City. Brands can leverage these findings to refine their advertising strategies, enhance consumer engagement, and ultimately drive conversions in a highly competitive and dynamic market.

IndexTerms - Social Media, Advertising, Consumer Behaviour, Fashion Industry

1. INTRODUCTION

The fashion industry encompasses various aspects related to clothing, accessories, and more. In the past, there was a distinction made between the fashion industry and the apparel industry, with the former associated with high fashion and the latter with mass-produced clothing. However, these differences were largely eliminated in the 1970s (Major & Steele, 2017). Today, the fashion industry is broadly defined as encompassing different clothing styles and trends worn by people in various contexts (Major & Steele, 2017). It also plays a role in depicting gender identities, which has evolved over the past two centuries, highlighting the influence of social constructs on how we perceive masculinity and femininity (Arvanitidou & Gasouka, 2013).

The fast fashion sector has experienced significant growth in recent years, driven by the convergence of fashion trends, rapid production cycles, and affordable pricing. As consumer behaviors continue to evolve due to technological advancements, social media has emerged as a crucial communication and marketing platform. Understanding the impact of social media advertising on consumer buying behavior, especially in the context of fast fashion, is essential. This study aims to investigate the relationship between exposure to social media advertising and consumer buying behavior within the fast fashion industry.

1.1.1 Customer Buying Behavior

The decision-making process that individuals go through when purchasing items or services referred to as customer buying behavior. Several significant factors influence client purchasing behavior:

Psychological Aspects:

- **Motivation:** Customers are motivated by a variety of wants or goals, which might be utilitarian (fixing a problem), emotional (seeking pleasure or satisfaction), or social (influence from others).
- **Perception:** Information is interpreted by customers depending on their beliefs, attitudes, and experiences. Marketers must understand how their products or services are perceived by customers and change that perception through successful branding and messaging.
- **Learning and Memory:** Customers gather information about products, brands, and their own experiences. Positive and memorable experiences might impact future purchasing decisions, but unfavorable ones can lead to avoidance or switching behavior.

1.1.2 Factors influenced on Consumer Buying Behaviour

a) Social Factors

- *Culture*: Cultural elements such as values, beliefs, and practices all impact consumer behavior. Cultural differences between locations or demographics might influence preferences and purchasing decisions.
- *Reference Groups*: The opinions, recommendations, and behaviors of others, including family, friends, coworkers, and online communities, influence people. Marketers frequently use social proof and influencer marketing to tap into this power.
- *Social Class*: Because people from different social classes have diverse preferences, goals, and purchasing power, social class might influence purchasing behavior.

b) Economic Factors

- *Income*: A consumer's level of income has a substantial impact on their purchasing behavior. Individuals with higher salaries may have different purchasing habits and preferences than those with lower incomes.
- *Price Sensitivity*: Customers might be price sensitive to varied degrees. Others are ready to pay a premium for perceived quality or brand status, while others are more price-conscious and seek for bargains and deals.

c) Personal Factors

- *Age and Life Stage*: Consumer preferences frequently shift with age and life stage. A teenager's purchasing habit, for example, may differ dramatically from that of a retiree.
- *Lifestyle and Personality*: A person's lifestyle and personality attributes might have an impact on their purchasing decisions. Individuals that lead an active lifestyle, for example, may emphasize athletic apparel and workout equipment.
- *Self-Concept*: Consumers frequently purchase products or brands that correspond to their self-concept and self-image. They may select products that represent how they see themselves or desire to be seen.

d) Process of Decision-Making

- *Issue Identification*: The buying process often begins with the identification of an issue or requirement. This urge can be prompted by a variety of circumstances, including a desire for a new wardrobe or a requirement for a certain product.
- *Information Search*: Once a need is identified, consumers seek information about prospective solutions. This may entail conducting online research, soliciting recommendations, or consulting product evaluations.
- *Alternative Evaluation*: Consumers analyze other options based on factors such as price, quality, and brand reputation. This review may result in a list of items or brands to evaluate.
- *Purchasing choice*: Following the completion of the evaluation, consumers make their purchasing choice. Promotions, discounts, and availability can all have an impact on this selection.
- *Post-Purchase Behavior*: Consumers evaluate their happiness with the product or service after purchasing it. Positive experiences can result in brand loyalty and repeat purchases, but poor encounters can lead to returns or complaints.

1.1.3 Role of Social Media on Consumer Buying Behaviour

Understanding client purchasing behavior thus entails taking into account a variety of psychological, social, economic, and personal elements that influence consumers at various phases of their decision-making process. Businesses can utilize this information to create efficient marketing strategies and adjust their goods to match the requirements and tastes of their customers. Furthermore, in today's volatile market, the impact of social media in changing customer behavior, particularly in the fast fashion business, is an important field of research.

Understanding the driving causes behind retail consumers' shopping choices has become a major area for researchers and scholars, with the goal of improving customer happiness and retail performance (Puccinelli, 2009). The introduction of web-based and virtual social media platforms has significantly altered consumer purchasing behavior by linking people all over the world, increasing information transmission through robust social networks, and amplifying communication channels (Ioanas, 2014). As a result, marketers must understand how this audience consumes information and create targeted marketing messages that engage with them (Johnson, 2014).

Entertainment is an important component of advertising tactics since it is a powerful technique for capturing consumer attention. Engaging and interesting ads are more recalled than dull ones, which contributes to increased advertising effectiveness (Mandan, 2013). Entertainment also has a direct influence on purchase intentions, both through persuasion techniques and by increasing viewer interest through the attractiveness of the advertisement (Paul R. La Monica, 2007). Advertisers are now attempting to integrate higher degrees of entertainment into their advertisements in order to optimize their impact.

Alba and Hutchison define familiarity as the accumulation of product or service-related experiences obtained by consumers. These interactions include exposure to commercials, encounters with salespeople, word-of-mouth recommendations, trial usage, and consumption (Alba & Hutchinson, J.W., 1987). Visual searching, particularly for specific products or collections, is a popular consumer activity (Geisler, W. S., & Cormack, L. K., 2011). Brand familiarity, in instance, is the sum of linked encounters with a certain brand that customers have had (Ballester, E.D., Navarro, A., & Sicilia, M., 2012). This familiarity can influence consumers' perceptions of a service or product.

Social image, a common feature of commercials, shows how a product user is or should be seen. It frequently expresses the product user's socioeconomic class, lifestyle, and attitudes, notably in the context of beauty items (Tashrifa Haider & Shadman Shakib, 2017). Previous research has shown that stereotyping and labeling specific genders or groups has a major impact on a large audience. Businesses are now using influencer marketing to underline this effect on social imaging, with celebrities and social media influencers playing a significant role in digital advertising (Newberry, 2019).

Advertisement spending indicates a company's dedication to its brand, signaling a significant investment and superior product quality (Kirmani & Wright, 1989). Expensive advertising raises consumer expectations of greater product or service quality (Tashrifa Haider & Shadman Shakib, 2017). The global advertising environment has grown significantly in recent years,

with expected worldwide advertising spending exceeding 560 billion US dollars in 2019, marking a 4% rise over the previous year (A. Guttman - Statista analyst, 2019).

2. LITERATURE REVIEW

In the realm of the fashion industry, the impact of social media has been a pivotal consideration, driving the development of online fashion. Businesses have leveraged various social media advertising tools such as Facebook, Instagram, Twitter, and YouTube to connect with their audience. Clair McClure and Yoo-Kyoung Seock (2020) revealed that both brand familiarity and information quality significantly influenced a consumer's engagement with a brand's social media page, with social media content having a more substantial impact on such engagement. Geetha, Samuel Rajkumar, and Arunachalam (2018) unveiled a significant relationship between E-Advertising and students' purchase intentions in online shopping, highlighting the role of various social media platforms in influencing consumer behavior. Nawaz Ahmad and Rubab Ashiq (2015) discussed the various forms of online information sharing and the conversational media facilitated by online applications, encompassing text, images, videos, and audio. Ioanas (2014) stressed the importance for marketers to not only understand the information consumption patterns of specific demographic groups but also to tailor their marketing messages effectively to these consumers. Brake (2009) viewed fashion as a consumer behavioral phenomenon, encompassing both tangible and intangible aspects, deeply intertwined with social influences. Alba and Hutchinson (1987) highlighted that people frequently engage in visual searching to find specific objects or collections in real-life settings, emphasizing the significance of visual information in consumer behavior studies. The rapid expansion of fast fashion can be attributed to its ability to swiftly respond to changing fashion trends and consumer preferences. Concurrently, social media platforms have evolved as essential tools for communication and marketing. The integration of these platforms into the marketing strategies of fast fashion brands has been a pivotal driver of growth and customer engagement.

Previous research indicates that social media advertising significantly influences consumer attitudes, preferences, and purchase intentions. The interactive nature of social media allows brands to create personalized and engaging content that resonates with target audiences, subsequently impacting their buying behavior.

3. METHODOLOGY

3.1 Objectives

1. To examine the different social media advertising types used in fashion industry.
2. To analyze the demographic influences on consumer behaviour.
3. To examine the relationship between social media advertising (entertainment, familiarity, social impaging and advertisement spending) and consumer buying behaviour.
4. To identify the predictors of consumer buying behaviour with regard to entertainment, familiarity, social impaging and advertisement spending as social media advertising.
5. To provide actionable insights for marketers as well as industry.

3.2 Hypotheses

1. There is no significant relationship between Consumer Buying Behaviour and Social Media Advertising like Entertainment, Familiarity, Social Imaging and Advertisement Spending
2. Entertainment, Familiarity, Social Imaging and Advertisement spending are not a significant predictor of Consumer Behaviour with reference to fast fashion industry.

3.3 Research Design

The research design encompasses the overall structure of the research methodology, including research philosophy, research approach, research strategy, time horizon, and data collection techniques and procedures. The research philosophy of this study aligns with positivism, which assumes an objective stance in the research process. It implies that the researcher maintains detachment from the study. The research approach adopted is deductive, focusing on testing existing theories.

3.4 Research Strategy

The chosen research strategy is a 'Survey', involving the use of questionnaires to gather research data. The time horizon for this study is one-shot or cross-sectional, indicating that data were collected at a single point in time. The chosen research strategy is a 'Survey', involving the use of questionnaires to gather research data. The time horizon for this study is one-shot or cross-sectional, indicating that data were collected at a single point in time.

3.5 Research Design

This study adopts a quantitative research design, utilizing a structured questionnaire to collect data from a sample of 100 respondents in Bengaluru Metro City. The questionnaire encompasses measures of social media advertising exposure, consumer attitudes, preferences, purchase intentions, and actual buying behaviors.

3.6 Population and Sample

Population : The population consists of the entire group of people the researcher intends to investigate. In this study, the population is drawn from the Bengaluru Metro City in Karnataka India.

Sample: Data were collected from a sample of 100 consumers selected from the population. The convenience sampling method was employed for data collection.

3.7 Data Collection Method

The primary data source for this research primarily consists of research tool. Research Tool was distributed to the target respondents through both offline and online channels. In addition to primary data, secondary data were gathered by referencing previous studies and other secondary information sources.

4. DATA PRESENTATION AND ANALYSIS:

Given the quantitative orientation of this study, the collected data was analyzed using the statistical analysis software known as 'Statistical Packages for Social Sciences (SPSS)'. The analysis was encompasses various statistical techniques, including assumption testing, correlation analysis, and regression analysis. Both simple linear and multiple linear regression methods will be employed to test the hypotheses derived from the study's objectives. The detailed tables are given along with interpretation.

SECTION-I: DESCRIPTIVE STATISTICS

Table-4.1: Gender wise distribution of consumers

Gender of Consumers	N	%
Male	34	34.0
Female	66	66.0
Total Consumers	100	100.0

The said table-4.1 presents the gender wise distribution of the respondents. It shows that 66% of the consumers are female, while 34% are male. This distribution reflects a higher proportion of female consumers are in the sample.

Table-4.2: Age wise distribution of consumers

Age of Consumers	N	%
18 to 25 years	65	65.0
26 to 30 years	19	19.0
31 to 40 years	12	12.0
Above 40 years	4	4.00
Total Consumers	100	100.0

The age wise distribution of consumers in the sample indicates that the majority (65%) of fall within the age range of 18 to 25 years. This suggests that the fast fashion industry predominantly caters to a younger demographic in Bengaluru Metro City.

Table-4.3: Type of Family

Consumers' Type of Family	N	%
Nuclear	72	72.0
Joint	28	28.0
Total Consumers	100	100.0

The majority of consumers (72%) come from nuclear families, while 28% come from joint families. This information is essential for understanding the consumer's social context and its potential influence on their buying behavior.

Table-4.4: Father Occupation wise distribution of consumers

Father's Occupation	N	%
Workers	25	25.0
Business	42	42.0
Profession	33	5.0
Total Consumers	100	100.0

These tables provide insights into the occupational background of father the consumers. For instance, 42% of respondents' fathers are involved in business. This information can help in assessing the economic background and its potential impact on consumer buying behavior.

Table-4.5: Mother Occupation wise distribution of consumers

Mother's Occupation	N	%
Housewife	34	34.0
Workers	4	4.0
Business	9	9.0
Profession	53	53.0
Total Consumers	100	100.0

These tables provide insights into the occupational status of mother of the consumers. For instance, 34% of respondents' mothers are housewife, while 53% of mothers have a profession. This information can help in assessing the economic background and its potential impact on consumer buying behavior.

Table-4.6: Consumers spend hours for Social media

Hours spend for social media	N	%
Upto 3 minutes	43	43.0
30 to 60 Minutes	33	33.0
1 to 3 hours	18	18.0
More than 3 hours	6	6.0
Total Consumers	100	100.0

This table illustrates the amount of time consumers spend on social media. Notably, 43% of respondents spend up to 3 minutes, indicating that a significant portion has limited exposure to social media. Only 6% spend more than 3 hours, suggesting that a smaller segment is highly engaged on social media platforms.

Table-4.7: Elements important when searching for best product on social media

Elements	N	%
Product	24	24.0
Brand	48	48.0
Quality	24	24.0
Product Demand	4	4.0
Total Consumers	100	100.0

This table highlights the factors that consumers find important when searching for products on social media. Approximately 48% consider the brand important, while 24% focus on the product itself. This information helps in understanding consumer preferences when engaging with social media advertising.

Table-4.8 : Online shopping Sites most preferred

Online Shopping Siders	N	%
Flipkart	32	32.0
Amazon	27	27.0
Myntra	32	32.0
Shopsy	4	4.0
Ajio	5	5.0
Total Consumers	100	100.0

This table presents the preferred online shopping sites of the respondents. Flipkart, Amazon, and Myntra are the most preferred online shopping sites, with each receiving a significant share of consumer preferences. The consumers in Bengaluru Metro City have a variety of preferred online shopping sites, with the major players being Flipkart, Amazon, and Myntra. The presence of smaller players indicates a competitive environment and opportunities for growth in the online fashion retail sector.

SECTION-II: CORRELATION ANALYSIS

Hypothesis-1

There is no significant relationship between Consumer Buying Behaviour and Other factors like Entertainment, Familiarity, Social Imaging and Advertisement Spending

Table-4.9: Table shows Coefficient of Correlation results related to Consumer Buying Behaviour and Other factors like Entertainment, Familiarity, Social Imaging and Advertisement Spending of consumers

Variable	Mean	Standard Deviation	'r' Value	P Value	Sig. Level
Consumer Buying Behaviour	17.370	7.345	0.197	0.049	*
Entertainment	16.280	5.493			
Familiarity	15.900	5.648	0.310	0.002	**
Social Imaging	23.380	8.095	0.375	0.000	**
Advertisement Spending	15.380	5.239	0.277	0.005	**

$r(N=100, 0.05=0.195; 0.01=0.254)$; *Significant at 0.05 level; **Significant at 0.01 level.

SECTION-III: MULTIPLE CORRELATION AND REGRESSION ANALYSIS

The Consumer Behaviour was examined through Multiple Correlation and Multiple Regression analysis so as to recognize the predictors of selected variables of entertainment, familiarity, social imaging and advertisement spending. Regression Analysis was utilized to foresee the effect of said variables of consumers on the forecast of their Consumer Behaviour.

Hypothesis-2

Entertainment, Familiarity, Social Imaging and Advertisement spending are not a significant predictor of Consumer Behaviour with reference to fast fashion industry.

This part of the analysis is utilized to identify the predictors of Consumer Behaviour from independent variables that is Entertainment, Familiarity, Social Imaging and Advertisement spending by using enter method.

Table-4.10: Coefficient of correlation between independent variables (Entertainment, Familiarity, Social Imaging and Advertisement spending) and dependent variable (Consumer Behaviour) by applying Pearson's correlation coefficients

	X ₁	X ₂	X ₃	X ₄	X ₅

X ₁ (Entertainment)		-0.197*	0.199*	0.192*	0.197*
X ₂ (Familiarity)	-0.197*		0.338**	0.330**	0.310**
X ₃ (Social Imaging)	0.199*	0.338**		0.354**	0.375**
X ₄ (Advertisement spending)	0.192*	0.330**	0.354**		0.277**
X ₅ (Consumer Behaviour)	0.197*	0.310**	0.375**	0.277**	

r(N=100, 0.05=0.195; 0.01=0.254); *Significant at 0.05 level; **Significant at 0.01 level.

The correlation analysis assesses the relationship between Consumer Buying Behavior and other factors like Entertainment, Familiarity, Social Imaging, and Advertisement Spending. Consumer Buying Behavior has a statistically significant positive correlation with Familiarity (r=0.310, p<0.01), Social Imaging (r=0.375, p<0.01), and Advertisement Spending (r=0.277, p<0.01). This suggests that these factors have a positive influence on consumer buying behavior. Entertainment has a weak positive correlation with Consumer Buying Behavior (r=0.197, p<0.05). While statistically significant, the relationship is relatively weaker than the other factors.

Table-4.11: Multiple Linear Regression for explaining the Consumer Behaviour with said factors that is entertainment, familiarity, social imaging and advertisement spending.

Multiple Regression Analysis		ANOVA	df	Sum of Squares	Mean Squares	F Value
Multiple R	0.568	Regression	4	1723.050	430.763	11.31**
R square	0.323	Residual	95	3618.260	38.087	
Adjusted R Square	0.294	Total	99	5341.310		
Standard Error of the Estimate	6.171					

** Significant at 0.01 level (F table value for df 4, 95 is 3.53)

Table-4.11(a): Table shows unstandardized coefficients, standardized β-coefficients and its significance of Consumer Behaviour.

Variables	Unstandardized Coefficients		Standardized Coefficients	't' value and sig. level	'r' Value	Percentage of Contribution
	B	Std. Error	β (Beta)			
Constant	-5.214	3.521				
Entertainment	0.242	0.114	0.181	2.12*	0.197	3.56
Familiarity	0.397	0.110	0.305	3.59*	0.310	9.45
Social Imaging	0.299	0.077	0.330	3.87*	0.375	12.37
Advertisement Spending	0.347	0.119	0.247	2.92*	0.277	6.85
Contribution from independent variables						32.23

*Significant at 0.05 level (Table value for df 98 is 1.98).

This analysis aims to determine if Entertainment, Familiarity, Social Imaging, and Advertisement Spending are significant predictors of Consumer Behavior. The Multiple Regression Analysis shows that all four independent variables (Entertainment, Familiarity, Social Imaging, and Advertisement Spending) collectively explain 32.3% of the variance in Consumer Behavior (R squared=0.323, p<0.01). Familiarity (β=0.305, p<0.01), Social Imaging (β = 0.330, p < 0.01), and Advertisement Spending (β = 0.247, p < 0.05) are statistically significant predictors of Consumer Behavior. Entertainment (β = 0.181, p < 0.05) also contributes but to a lesser extent compared to the other three factors.

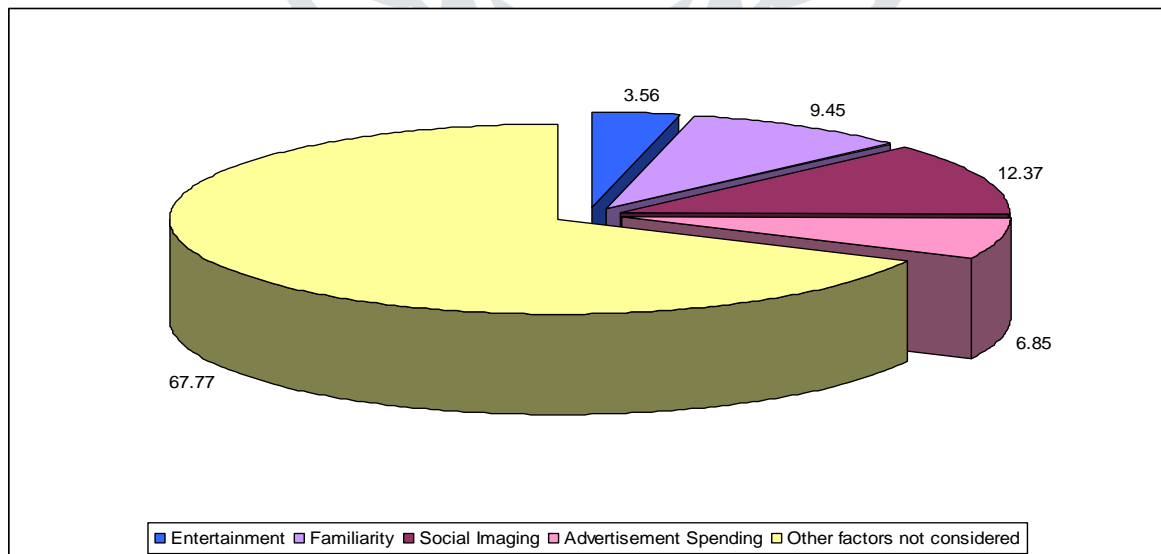


Fig.1: Predictive Correlates of Consumer Behaviour while including factors like entertainment, familiarity, social imaging and advertisement spending.

5. DISCUSSION OF RESULTS

- The results of the study shed light on the relationship between social media advertising, consumer behavior, and various demographic and psychological factors. Let's discuss these findings and their implications in detail:
- The majority of respondents in the sample are female (66%) and belong to the age group of 18 to 25 years (65%). This demographic composition reflects the fast fashion industry's appeal to a young, predominantly female audience in

Bengaluru Metro City. Brands targeting this demographic should tailor their advertising strategies accordingly, focusing on platforms and content that resonate with this group.

- The fact that 72% of respondents come from nuclear families and a significant number have parents in business or professions indicates a potentially higher disposable income among the target audience. This could influence their purchasing behavior, as individuals from such backgrounds may be more financially capable of indulging in fast fashion.
- An important finding is that 43% of respondents spend only up to 3 minutes on social media, while only 6% spend more than 3 hours. This suggests that consumers have varying degrees of engagement with social media platforms. Brands should consider these patterns when deciding on the timing and frequency of their social media advertising campaigns.
- Brand (48%) emerges as the most important factor for consumers when searching for products on social media. This underscores the significance of brand reputation and recognition in the fast fashion industry. Brands should focus on building and maintaining a strong brand image to attract and retain customers.

Correlation Analysis Results

- The correlation analysis reveals significant positive correlations between Consumer Buying Behavior and factors like Familiarity, Social Imaging, and Advertisement Spending. Familiarity and Social Imaging have the strongest positive influence on consumer behavior, followed by Advertisement Spending. This indicates that consumers who are familiar with brands and their imaging and who are exposed to more advertisements tend to exhibit more favorable buying behavior.

Multiple Regression Analysis Results

- The multiple regression analysis further confirms the significance of Familiarity, Social Imaging, and Advertisement Spending as predictors of Consumer Behavior. Entertainment, while statistically significant, has a comparatively weaker influence. This suggests that a consumer's familiarity with a brand, the image portrayed by the brand, and the amount spent on advertising are key drivers of their buying behavior.

6. IMPLICATIONS

Brands in the fast fashion industry should concentrate their marketing efforts on platforms and channels that resonate with the young, female demographic in Bengaluru. Understanding the local consumer demographics is crucial for effective targeting. The study underscores the importance of brand recognition and reputation. Brands should invest in strategies that enhance familiarity and portray a compelling brand image. Social media can be a valuable tool for brand building. Allocating resources to advertising campaigns on social media can yield positive results. A well-planned advertising strategy that aligns with consumer preferences can drive consumer behavior positively. The variation in the time consumers spend on social media suggests that brands should diversify their advertising strategies to engage with consumers throughout the day, reaching those who are active at different times.

7. CONCLUSION

The regression analysis shows that the familiarity, social imaging and advertisement spending were found significant positive impact on consumer buying behaviour. Therefore the implications of the research provide a source of knowledge about fashion retailers and marketers. This research provides valuable insights into the complex interplay of factors that influence consumer buying behavior in the fast fashion industry in Bengaluru Metro City. Brands can leverage these findings to refine their advertising strategies, enhance consumer engagement, and ultimately drive conversions in a highly competitive and dynamic market. This study contributes to the understanding of how social media advertising impacts consumer buying behavior in the fast fashion industry. The findings are expected to offer valuable insights for fast fashion brands and marketers seeking to optimize their advertising strategies to enhance engagement, drive conversions, and cultivate enduring brand-consumer relationships. By elucidating the connections between digital advertising and consumer behavior, this study advances the comprehension of the dynamic landscape within which fast fashion brands operate.

8. FURTHER RESEARCH

The study opens avenues for further research into specific advertising strategies, content types, and the role of influencers in the fast fashion industry. Understanding how these factors influence consumer behavior can lead to more effective marketing campaigns.

REFERENCES

- Alba & Hutchinson, J.W. (1987), Dimensions of Consumer Expertise, *Journal of Consumer Research*, 411-454.
- Ballester, E.D., Navarro, A. and Sicilia, M. (2012), Revitalising Brands through Communication Messages, The Role of Brand Familiarity, *European Journal of Marketing*, 46(1/2), 31-51.
- Bandara D.M.D. (2020), Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry, *The Conference Proceedings of 11th International Conference on Business & Information ICBI*, University of Kelaniya, Sri Lanka, 476-491.
- Bandara D.M.D. (2020), Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry, *The Conference Proceedings of 11th International Conference on Business & Information ICBI*, University of Kelaniya, Sri Lanka, 476-491.
- Brake D.K. (2009), *The Social Media Bible, Tactics, Tools & Strategies for Business Success*. John Wiley & Sons, Puccinelli,
- Geisler, W.S. & Cormack, L.K. (2011), Models of Overt Attention. In: S. P. Liversedge, I. D. Gilchrist and S. Everling,. In *The Oxford handbook of eye movements*, Oxford University Press.
- Guttman A., Statista Analyser . (2019), Global advertising spending from 2010 to 2019 (in billion U.S. dollars). Retrieved from [www.statista.com](https://www.statista.com/statistics/236943/global-advertising-spending/): <https://www.statista.com/statistics/236943/global-advertising-spending/>
- Ioanas E. (2014), Social Media and Its Impact on Consumers' Behavior, *International Journal of Economic Practices and Theories*, 295-303.

- Johnson, W. (2014), What's the Biggest Influencer in Consumer Purchase Decisions? Retrieved from www.smallbiztrends.com:<https://smallbiztrends.com/2014/10/influenceconsumer-purchase-decisions.html>
- Kumar D.P & Raju K.V. (2013). The Role of Advertising in Consumer Decision Making, *IOSR Journal of Business and Management (IOSR-JBM)*, 37-45.
- Kumar Shubhangam; Manisha Srivastava; Ritesh Ravi; and Ravinjit Singh, Influence of Social Media Advertisement on Customer's Purchase Decision: A Literature Review.
- Kumar Shubhangam; Manisha Srivastava; Ritesh Ravi; and Ravinjit Singh (2019), Influence of Social Media Advertisement on Customer's Purchase Decision: A Literature Review.
- Mandan, M. H. (2013), Investigating the Impact of Advertising on Customer's Behavioural Intentions, *Business and Economic Research*.
- Nawaz Ahmad, Atif Salman, Rubab Ashiq. (2015), The Impact of Social Media on Fashion Industry: Empirical. ISSN 2422-8397 An International Peer-reviewed Journal.
- Newberry, C. (2019), Influencer Marketing in 2019: How to Work With Social Media Influencers. Retrieved from blog.hootsuite.com: <https://blog.hootsuite.com/influencermarketing/>
- Paul R. La Monica (2007, 03 21), The Problem with TV Ads. Retrieved from <http://money.cnn.com/2007/03/21/commentary/mediabiz/index.htm>
- Puccinelli, N.M. (2009), Customer Experience Management in retailing: understanding the Buying Process, *Journal of retailing*, 15-30.
- Shaik Noor Mohammad and D. Pradeep Kumar (2023), A Study on Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry, *International Journal of Creative Research Thoughts*, 11(8), 865-878.
- Shaik Noor Mohammad and D. Pradeep Kumar (2023), A Study on Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry, *International Journal of Creative Research Thoughts*, 11(8), 865-878.
- Smith et al, E. a. (2006), Effects of Advertising Likeability: A 10Year Perspective, *Journal of Advertising Research - JAR*.
- Tashrif Haider and Shadman Shakib. (2017), A Study On The Influences of Advertisement On Consumer Buying Behavior, *Business Studies Journal*.
- Wolfe, J. M. (2004), What attributes guide the development of visual attention and how do they do it? *Nature Reviews Neuroscience*, [e-journal].

