

Propose model of consumers' motivation and online purchase intention of fashion product: Moderating role of social media marketing

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Abstract

This study attempts to investigate the effect of consumer motivation on online purchase intentions as mediated by consumers' trust toward online fashion in the Nigerian context. The study proposes an effective framework that encompasses various possible drivers that will lead to online purchase intention. The research identified several drivers that were based on the previous investigation of online purchase intention and related theories. These include user motivational drivers (uses and gratifications theory) and online environment drivers (Social capital theory). Thus, the study extent to evaluate motivational drivers that include information, socialization, remuneration, homophily and social tie to online purchase intention toward social media. The suggested framework for motivational drivers will function as a comprehensive model for consumer behaviour based on consumers' motivations. In addition, the study will help online brands to attract more customers by providing motivation such as information, remuneration, and socialization.

Keywords: Consumer motivation, online purchase intention social media marketing, trust.

1. Introduction

Social media has become an essential and influential means of communication in our current age, with millions of people and organizations using it (Yu et al., 2022). The way marketing is done has also changed because of these changes in technology. Internet is also playing a major role in promotion in the marketing mix and the proliferation of digital platforms such as social media has forced marketers to reevaluate the conventional marketing mix models (Pantano et al., 2019). Social media has radically changed how businesses interact with the people who are their customers and potential customers (Preace, 2021). Because of the proliferation of communication channels, businesses are under increasing pressure to provide satisfaction; the increasing complexity of

customer service in a digital context has necessitated the need for extensive research requirements to assist businesses in satisfying this demand (Jamil et al., 2021a). It is important to have a better understanding of the antecedents or variables that influence customer purchasing intention in order to retain the ever-changing patterns of consumer behaviour. The majority of our social interactions take place on various forms of online social media (Chen & Lin, 2019). People tend to devote a considerable portion of their time to various forms of social media like Facebook, Twitter, Instagram and TikTok. As of October 2023, the global population of internet users reached around 5.3 billion individuals, constituting approximately 65.7 percent of

the total global population and out of the global population, 4.95 billion individuals, or for 61.4 percent, were engaged as users of social media (Petrosyan, 2023). Because of this, companies have started to market their products on social media through advertisements and community pages (Chi, 2011). The estimated expenditure on advertising within the Social Media Advertising industry is expected to reach a value of US\$207.10 billion by the year 2023. According to projections, the advertising expenditure is anticipated to exhibit a compound annual growth rate (CAGR 2023-2027) of 4.53%, leading to an estimated market size of US\$247.30 billion by the year 2027 (Statistic, 2023). Furthermore, African Countries like According to projections, the expenditure on advertising within the Digital Advertising industry is anticipated to attain a value of US\$254.70 million by the year 2023 (Statistic, 2023). The statistics show that ninety-one per cent of retail brands utilize at least two social media channels, and eighty-one per cent of all small and medium businesses utilize some kind of social media platform for promoting their products and services (Chaffey, 2023). These figures reflect the growing importance of social media for marketing purposes.

A major objective of social media marketing is to shape and affect the decision-making process of consumers (Tuten & Solomon, 2018). However, forecasting the behavior of consumers is not an easy task (Arenas-Gaitán et al., 2019). In the contemporary retail landscape characterized by bustling and disorganized shopping environments, effectively capturing the attention of consumers and influencing their purchasing decisions has become a challenging endeavor. Despite the convenience offered by the Internet in terms of gathering and presenting copious amounts of information, achieving these objectives remains a formidable task. (Cao

et al., 2021). Marketers agree that human behavior is evolving because consumers are becoming more dynamic and heterogenic. As companies are developing their presence on social media at a fast pace, therefore, it becomes vital for companies to understand the role of social media marketing in shaping consumers' behavior (Alalwan, 2018; Plume & Slade, 2018). It is evident from the literature that social media marketing is still in its formative years (Knoll, 2016; Alalwan, 2018; Irshad & Ahmad, 2019). The current research will help in the provision of much-needed information regarding crucial variables in social-mediated marketing settings. These include consumers' online purchase intentions, consumers' trust and motivational drivers. Understanding consumers' motivations would help companies and other small businesses to design marketing strategies in an optimal way. As previously documented, a large number of empirical existing research on online purchase intention and exploratory research on consumer motivation has concentrated on the Asian region (Irshad et al., 2020; Karunasingha & Abeysekera, 2022; Yu et al., 2022), United States (Brodowsky et al., 2018; Gefen et al., 2003) and the European context (Bigne et al., 2018) with less focus on developing countries like Nigeria. The proposed model will further extend the work of (Irshad et al., 2020; Yu et al., 2022) by adopting additional motivational drivers. Thus, the primary objective of this study is to address the existing research void by conducting an investigation on the user motivational driver's information, socialization and remuneration, Homophily and social ties and online purchase intention toward social media.

2. Literature Review

2.1 Fashion Industry

The fashion industry is a product of the modern age, and we use the word "fashion" every day. Digital technologies, especially

social media marketing techniques, are important in the fashion industry because they help spread information, build brand awareness, and find the best ways to teach and learn about the apparel businesses (Kalbaska & Cantoni, 2019; López & García, 2020). In this context, "fashion" refers to everything that exists apart from the rest and is marked by change, as well as anything that people find attractive and appropriate at a certain point in time (Rath et al., 2015). Fashion could equally apply to food, housing, music, automobiles, perfumery and beauty products, and indeed, modern lifestyles and consumerism rely heavily on and are influenced by these wider fashion trends (Hines & Bruce, 2007). Among these different industries, the fashion industry is a strong one that makes trillions of dollars and employs millions of people all over the world (Bon, 2015). The fashion sector exhibits a high degree of dynamism, with consumers' shopping habits undergoing frequent fluctuations. (Cao et al., 2021). Fashion is not something that exists in dresses only, but fashion is in the sky and in the street; fashion has to do with ideas, the way we live, and what is happening (Bon, 2015). It is necessary to understand that the fashion industry covers a wide range of products that include apparel, cosmetics, perfumes, home décor accessories and other fashion accessories like jewellery, sunglasses and watches (Bon, 2015; Helal & Ozuem, 2018).

The research study context is the fashion industry in Nigeria. The fashion industry in Nigeria forms most part of the small and medium enterprises (SMEs), and it belongs to the largest contributing markets with a significant share of employment also, it is an avenue for promoting our cultural heritage and attracting foreign investors (Adedapo & Adedeji, 2021). The industry has developed both in terms of employment and size into one of the leading manufacturing sectors in Nigeria (Kisumua, 2021). On the global market, most Nigerian

fashion products are now able to compete favourably with those from other countries. The fashion industry is a good tool for improving the national Gross Domestic Product (GDP) as it is a means of generating high revenue for the Nigerian government (Adedapo & Adedeji, 2021). Online purchase is gaining prominence in Nigeria (Aminu, 2013; Usman & Kumar, 2021), but the rate and pace of online fashion (apparel) purchase have been low despite having a large population of Internet users (Falode et al., 2016). (Falode et al., 2016) investigated online and offline shopping motivation of apparel consumers in Ibadan, Nigeria and found that consumers prefer offline purchase of apparel to online. This is quite worrying as Nigeria has an active online user as of January 2022; there were about 109.4 million active internet users in Nigeria, whereas the internet penetration rate stood at 51.0% of the total population at the start of 2022. Therefore, the present research will focus on the fashion industry in Nigeria.

2.2 Determinants of Consumer's Motivation Information

Information search is one of the major stages of the consumer decision-making process (Irshad et al., 2020). Information is the most important aspect that social media provides around the clock (Mehrotra & Kumari, 2020). Consumers need knowledge to make quick and dependable purchases, and social media provides it. (Mehrotra & Kumari, 2020). Useful information on social media pages produces positive perceptions of the company's social media page, which leads to their impulsive shopping behaviour from the company (McClure & Seock, 2020). Providing updated and useful information to consumers about products is regarded as one of the key principles for marketing strategies of e-vendors since it helps

consumers in rational decision-making (Chiu et al., 2009).

Socialization

Socialization has been described as the need for people to socialize with family and friends. People interact with one another to achieve a sense of belonging, according to the notion of uses and gratification (Karnowski et al., 2018). The social interaction motives of consumers are associated with their desire to establish connections with those who share similar interests and values (Qin, 2020). Consumers who have a strong inclination towards disseminating visual content, such as photographs, videos, and news related to a particular brand, actively foster interpersonal relationships with their peers. (Cheung et al., 2021). Peers also play an important part in materializing the reinforcement process through their opinions, conversations and recommendations. Consumers will be more committed to purchasing online before online purchasing; usually, consumers seek reviews from peers about the product and find positive reviews (Tajurahim et al., 2020; Yu et al., 2022).

Remuneration

Remuneration was looked at from an economic point of view, such as getting a financial payoff or getting an incentive, that is, coupons or promotional deals (Van Heerden & Wiese, 2021). Remuneration motivation refers to any kind of motivation that has to do with getting something in return, like money or prizes, job benefits, personal wants, etc (Saridakis et al., 2016; Muntinga et al., 2011). Consumers are more likely to read messages from social media influencers about brand sales promotions because they want to get rewards (Cheung, et al., 2022). Individuals are also inclined to engage in activities that offer them incentives, such as coupons, gifts, and promotional offers. (Hughes et al., 2019). Similar to the sweepstakes and contests commonly found in brick-and-mortar establishments, firms operating on social

media platforms actively promote consumer engagement by inviting their followers to participate in sweepstakes, contests, and various promotional initiatives conducted through their respective social media channels (Coelho et al., 2016).

Homophily

According to the concept of homophily, "interaction amongst similar persons operates at a higher rate than the interaction between dissimilar individuals." (McPherson et al., 2001). Homophily has been defined as the inclination of people to associate themselves with like-minded ones (Brummette et al., 2018). It entails people having non-negative ties with others who are similar in a socially significant manner. In this case, individuals could perceive the level of similarity through relevant communication behaviour. For instance, people could perceive the characteristics of a person by observing how that person decorates his website, his likes and dislikes on his/her page, music preferences as well as updates (Walther et al., 2008). That means news stories shared by users could be used as cues to demonstrate self-attitudes and beliefs (Rampersad & Althiyabi, 2020). The phenomenon of homophily has the potential to significantly influence customers' attitudes and behaviours, particularly in their inclination to actively seek out and consider the opinions of others within their social networks (Ladhari et al., 2020). Members of social networks often engage in interactions and information sharing with individuals who possess similar characteristics (Ladhari et al., 2020). This study found direct effects exist between homophily and purchase intention in influencer marketing (Bu et al., 2022). This finding provides evidence that homophily has a direct impact on customers' intentions to make purchases and can also indirectly influence their consumption behaviour

through the mediating effects of other variables (Fileri et al., 2018).

Social Tie (Strength)

A tie is the feeling of closeness, emotional connection, and psychological relationship with another person (Zarouali et al., 2018). Tie strength can be described as the amount of time, emotional intensity, mutual confiding, and reciprocal services between people in an online environment (Ma et al., 2014). Tie strength is defined as the level of the bond between network members (Lee & Choi, 2019). Studies have shown that people who have close relationships with social media users are more likely to change their minds (Koo, 2016; Tan & Lee, 2019). In the realm of social media, the credibility of online experiences and product recommendations is more likely to be perceived as valid when they originate from strong ties (Wang et al., 2022). Hence, in cases where reviewers possess close affiliations with consumers, the likelihood of consumer scepticism towards a sponsored favourable review characterised by heightened emotional intensity may be diminished (Wang et al., 2022). The effects of online shopping experience on customer involvement and online purchase intention were different under different tie strengths (Ma et al., 2021). Furthermore, purchase intention increased more in the strong-tie group with greater cognitive involvement, and purchase intention was greater for weak ties with increased affective involvement (Ma et al., 2021).

2.2.2 Mediating role of trust in social media

Trust is seen as the most important part of building relationships with customers (Moorman et al., 1993). Additionally, it has been demonstrated that trust can function as a mediating variable in a wide variety of settings. In an organisational setting, the link between organisational job embeddedness, perceived organisational support, and work engagement is mediated by trust in the leadership (Tabak & Hendy,

2016). It has also been found that transformational leadership and job satisfaction are both fully mediated by trust (Yıldız & Şimşek, 2016). This suggests that trust is an important mediating variable in organisational settings, as it acts as an important bridge that connects various antecedent variables to the various outcomes, such as job satisfaction and work engagement etc. This suggests that trust is an important mediating variable in organisational settings. Despite this, it is vital to have an understanding of the role that trust plays as a mediator in the context of consumers' behaviour. There have been numerous attempts made by researchers to investigate the role of trust as a mediator between various variables. Trust mediates the link between perceived reputation, perceived order fulfilment capabilities, repurchasing intention, and perceived website quality and repurchasing intention. Consumer trust mediates the influence of return policy leniency on purchase intention (Oghazi et al., 2018). Customer trust is also found to mediate utilitarian value and hedonic value in customer engagement (Handayani, & Sani, 2022). Trust has been identified to mediate the association between perceived website interactivity and repurchase intentions in online travel communities (Jeon et al., 2017). (Karunasingha & Abeysekera, 2022) opened that if peers give good reviews about items and services, buyers are more likely to trust retailers on social media. The findings also demonstrated that social media has a substantial beneficial impact on consumers' online purchasing intentions. Lu et al., (2016) have also expressed a need to test the mediating role of trust between consumers' motives (social motive) and purchase intentions in different cultures. Trust acts as a significant factor in affecting the purchase intentions of consumers (McKnight et al., 2002). Trust triggers the intentions of consumers to purchase a product. The absence of trust can hinder the development of consumers' intentions to

purchase products online (Winch & Joyce, 2006).

In any online setting, including social media, trust is very important (Hajli et al., 2017). It can be said that trust is, to a large extent, dependent on and can have a direct effect on the relationship between consumers' motivation and online purchase intention. The study, therefore, proposes that trust in social media influences consumers' motivation and online purchase intention in the fashion industry.

2.3 Online purchase intention

Intentions are a great way to predict what people will do (Bae, 2018). It has been demonstrated in scholarly research that an individual's intentions can be used as a reliable indicator of their actual behaviour (Venkatesh, & Davis, 2000). The intention is positively linked to consumers' preferences and attitudes towards an object (Kim & Ko, 2010). The intention to buy is one of the most frequently applied constructs that was developed based on this theory and applied on many occasions (Fernandes et al., 2020). Consumers' online purchase intention is very crucial since the actual purchase can generally be predicted based on their intentions (Nwakaji & Goh, 2021). Online purchasing intention refers to a factor predicting actual consumer behaviour toward an effort to complete an online purchase transaction through the Internet (Mainardes & Almeida, 2019). Online purchase intention refers to a customer's willingness to purchase products or services from an online vendor's website (Kouser et al., 2018).

2.4 Research gap on consumers' motivation and Online purchase intention

If customers believe that their want for immediate gratification can be easily satisfied, they are more likely to make purchases of goods and services while using social media marketing (Irshad et al., 2020). In such a scenario, trust plays a significant role in influencing consumer behaviour since it is important in both

offline and online environments (Hajli, 2015; Kim & Park, 2013). The contemporary landscape of social media presents a challenge for marketers in establishing trust among customers, mostly due to the limited scope for in-person communication and the abundance of user-generated information (Yahia et al., 2018). In a global survey of more than 3,000 consumers, 53% say they make an online purchase or use digital service only after making sure that the company has a reputation for protecting its customers (Mandelek, 2022). The online environment is characterised by a degree of vulnerability, and so trust is fundamental to promoting online operations, particularly purchases (Santo & Marques, 2022). Particularly in rising economies like Nigeria, this issue is clear. Online and social media marketing in Nigeria is now in its early stages, characterised by a lower level of trust among customers in social media-based online purchasing compared to traditional brick-and-mortar stores (Usman & Kumar, 2021; Sagagi, 2022). Despite the growth rate of internet marketing, consumers in Northern states of Nigeria still assess business websites only to source information but make their purchases offline traditionally (Sagagi, 2022). Hence, customers in Nigeria remain unfamiliar with the characteristics associated with shopping through digital media. Consequently, there exists a pressing necessity to examine the factors that impact customers' trust in social media. Even though the issue of trust has been brought up in the marketing literature quite a bit, there is still not enough research that investigates the role of trust concerning social media marketing (Irshad & Ahmad, 2019; Luna-Nevarez & Torres, 2015; Lien & Cao, 2014). The influence of factors such as trust and risk on individual behaviour is poorly understood in the social media environment, according to Wang et al., (2016), who examined this subject as well. They noted that this is a problem in the

social media environment. Literature reveals that a large chunk of past studies on social media marketing has focused on variables like online customers, social influence, website design, entertainment, interaction, customization and social media activities that affect consumers' trust and responses to social media marketing and lack understanding about other determinants of consumers' responses related to social media marketing (Manzoor; et al., 2020; Ebrahim, 2020; Kula et al., 2021). These studies overlook the antecedences of trust and consumers' motivation variables toward social media marketing.

From what's been written, it is clear that social media marketing is still in its early stages (Alalwan, 2018; Knoll, 2016; Irshad & Ahmad, 2019), and many different and conflicting results (Duffett, 2015; Hamouda, 2018) and case studies, which shows the need for quantitative analyses to check and strengthen the existing literature and especially to confirm the critical factors of consumers' motivation on online purchase intention. Most of the studies that emphasize the exploratory, qualitative, quantitative and literature review include (Irshad & Ahmad, 2019; Alalwan et al., 2018; Alalwan et al., 2015; Kim et al., 2010; Manzoor et al., 2020; Mac-Ozigbo, 2021; Majeed et al., 2021; Husain & Adamu, 2014; Nasidi et al., 2021). They adopted a literature review and conceptual frame method. Single method (Sagagi, 2022). The video local base advertising method was used by (Jung & Heo, 2022). However, these methods are regarded as fads because they do not cover other dimensions online environment of consumers' motivation and quantitative structural approach of regression analysis to the relationship and hence are deemed to be insufficient. There appears to be a dearth of regression analysis in evaluating the relationship between relevant factors in studying the influence of customers' motivational drivers on their intention to

make online purchases through social media marketing. Also, in a recent study conducted by Karunasingha & Abeyssekera (2022), based on the literature reviews with only social motivation as an independent variable, data were analyzed using the IBM SPSS application using regression and correlation analysis. It lacks a regression analysis and a full path model to test the relationship between variables that are important to examine online purchase intention on fashion products. Other studies used exploratory and quantitative methods, with only a few developing a model and empirically testing it (Irshad et al., 2020; Manzoor et al., 2020; Mac-Ozigbo, 2021; Majeed et al., 2021; Nasidi et al., 2021). The few studies that have used the Structural equation technique (PLS specifically) failed to use the highly recommended advanced algorithm (PLS prediction) to realise the predictive capabilities of a study model. The study will also extent the work of Irshad et al., 2020; Yu et al., 2022) by incorporating the dimension of online homophily and social tie and create a comprehensive model that predicts online purchase intention among social media users of fashion products. Thus, based on the above past empirical review, the study postulates the following hypotheses:

- H1: There is a positive relationship between information and online purchase intention
- H2: There is a positive relationship between socialization and online purchase intention
- H3: There is a positive relationship between remuneration and online purchase intention
- H4: There is a positive relationship between homophily and online purchase intention
- H5: There is a positive relationship between social ties and online purchase intention
- H6: Trust in social media mediates the relationship between motivational drivers and online purchase intention

2.5 Research Framework

The research review given below has been designed based on a comprehensive analysis of the existing literature and the identification of research gaps:

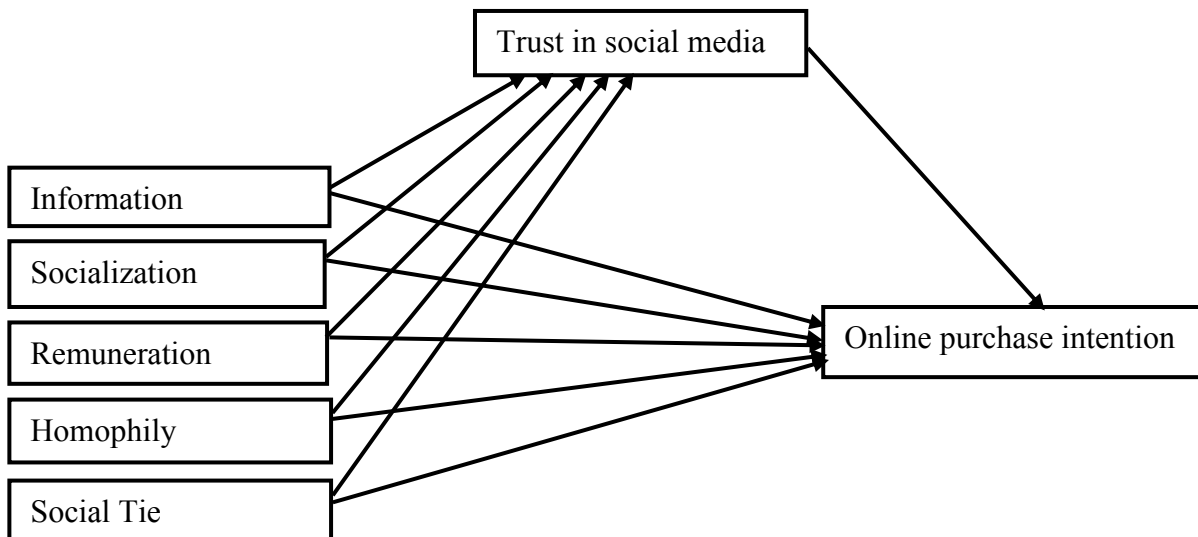


Figure 1: Conceptual framework

Sources: (Chi, 2011; Cheng et al., 2009; Ma et al., 2014; Duffett, 2015; Irshad et al., 2020; Yu et al., 2022).

2.6 Theoretical Framework

2.6.1 Uses and Gratification Theory (UGT)

Uses and Gratification Theory (UGT) is a study paradigm that has emerged from traditional mass communication research, and its primary purpose is to provide insights into individual users' selections and uses of various forms of media (Leong et al., 2019). The Uses and Gratifications Theory (UGT) is a frequently employed framework in media research that seeks to elucidate the reasons and mechanisms behind individuals' utilisation of media platforms to fulfil diverse needs and attain certain objectives. (Li & Park, 2022). The uses and gratifications theory (UGT) has been widely applied to examine the assessment of people's motivations for using media (Qin, 2020). The Uses and Gratification Theory (UGT) is widely recognised as a prominent theoretical

framework for elucidating consumer desires and the impacts of diverse behavioural goals (Yu et al., 2022). UGT is a method for comprehending the reasons behind people's active pursuit of particular forms of media and the processes by which they do so. Therefore, the basic setting of the theory is that users actively participate in choosing and using the communication medium in which they are interested (Mahmut et al., 2022).

Scholars actively advocate for the application of the Use and Gratification theory (UGT) in the context of social media marketing, emphasising the need to consider client wishes (Santos Corrada et al., 2020). The theory of uses and gratification is often used to predict how people will behave on social media by looking at different factors. In other words, this theory says that people think about and compare different kinds of media to reach their communication goals. Chen, (2011), applied the basic principles of uses and gratifications theory to understand how people use Twitter to gratify their need to

connect with other Twitter users. Whiting & Williams, (2013) demonstrated the significance of the uses and gratifications theory in the context of social media by exploring the gratifications that consumers attain from using social media. Specifically, information, socialization, and remuneration were selected and included in this current study's model to form user motivation. These gratifications were selected to suit the context (Nigeria) of this research.

2.6.2 Social Capital Theory (SCT)

In this current study, the social capital theory is the second theory used to accompany the U&G, since it covers the factors that hold the relationship in virtual communities (Koranteng et al., 2019). Social capital can be rational, pre-rational, or even non-rational (Chiu et al., 2006). Ma et al., (2011) It has been discovered that social media platforms provide users with many forms of interaction, including the ability to update their online status, share videos and photos as well as blogging. Fu et al., (2017) remarked that SNS eases the creation, maintenance and enlargement of social networks. There are several reasons to consider the dimension of social capital worthwhile in investigating consumer motivations and online purchase intention. It has been shown that trust and belief in one's network could facilitate the easy exchange of ideas in an online environment. Most of the current studies that emphasize the use and gratification theory to explain social media marketing include (Handayini, & Sani, 2022; Irshad et al., 2020; Yu et al., 2022; Karunasingha & Abeysekera, 2022), therefore none of the studies that adopt social capital theory to explain social media marketing. Therefore, the above study will extend their work by adopting the social capital theory to explain social media marketing from the perspective of online homophily and social tie.

3. Conclusions

The existing body of literature reveals a lack of consensus and inconclusive outcomes on the efficacy of social media marketing in the fashion sector for driving customer engagement and improving business operations. Nevertheless, the current body of research pertaining to customers' motives is insufficient and lacks a complete examination of the various factors that influence consumers' trust and intent to make online purchases in the context of social media marketing. Hence, this study presents a theoretical framework that aims to elucidate the motivational factors that drive consumers' engagement with social media marketing, specifically in the context of online purchase intention for fashion products.

Also, the proposed model encompasses critical areas of related consumer motivation and online purchase intention. Based on drivers of consumers' motivations and consumers' trust, this study created an integrated model that would help marketing managers understand the relative importance of each driver of motivation on consumers' intentions to buy online, how they feel about social media marketing, and how much they trust on social media. The current study is also important because of what it adds to the context. This study has taken the fashion industry as a research context since Nigeria, as it is the top industry on social media. So, the results of this study will help fashion industries learn about what consumers want and need when it comes to social media marketing.

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