Unraveling the effect of Social Media Advertising on Consumer Buying Behaviour in the Fashion Industry: Insights from a Structural Equation Modeling Approach

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Abstract

The study aims to know the effect of social media advertising on the consumer buying behaviour in fashion industry. An empirical approach using structural equation modeling (SEM) was used to know the cause-and-effect relationships in the proposed model of the consumer buying behaviour and social media advertising. The exploratory & descriptive research design was used in this study. Preliminary pilot study was performed on the 49 samples. The Cronbach alpha, KMO and % of variance were used under the scale development and tools standardization process. The nonprobability snowball sampling technique was used in this study. The sample size of this study was 490. The empirical results reveal that the corporate reputation of social media advertising, the attitude towards social media advertising, and the artificial intelligence-driven social media advertising had a substantial impact on the buying behaviour towards the fashion industry consumers in Uttar Pradesh.

Keywords- Consumer Buying Behaviour; Social Media Advertising; Fashion Industry; Structural Equation Modeling (SEM)

JEL Classification- M310, M370

1. Introduction

Social media has emerged as a pivotal platform influencing consumer behaviour, especially within the fashion industry. The landscape of consumer buying behaviour in Uttar Pradesh, a diverse and populous state in India, presents a unique tableau for examining the impact of social media advertising on fashion purchases. This study delves into the multifaceted relationship between social media advertising and consumer buying behaviour in Uttar Pradesh, exploring various dimensions such as demographic influences, psychological factors, cultural context, and the overarching socio-economic environment. The fashion industry in Uttar Pradesh is a vibrant sector, characterized by a blend of traditional and contemporary fashion trends. The proliferation of smartphones and internet access has led to a significant increase in social media usage among consumers, making platforms like Facebook, Instagram, and WhatsApp crucial for fashion brands aiming to capture the attention of potential buyers. Social media advertising leverages these platforms' visual and interactive capabilities to create engaging and persuasive marketing campaigns. This study aims to understand how these campaigns influence consumer buying decisions, focusing on aspects such as brand perception, trust, and purchasing intent. Demographically, Uttar Pradesh is a state with significant heterogeneity in terms of age, income levels, education, and urban-rural distribution. Young adults and teenagers, particularly those in urban areas, are the most active users of social media and are therefore more

susceptible to fashion advertising on these platforms. This demographic is highly influenced by trends, peer opinions, and the desire for social approval, making them prime targets for fashion marketers. On the other hand, older adults, and rural populations, while not as active on social media, are increasingly becoming part of the digital ecosystem, thereby expanding the scope of social media advertising. Psychological factors play a crucial role in shaping consumer buying behaviour. The concept of self-concept and lifestyle alignment with fashion choices is particularly significant. Social media advertising often utilizes influencers and celebrities to create a sense of aspirational identity among consumers. This study investigates how the portrayal of idealized lifestyles and fashion choices in advertisements impacts consumers' self-image and their subsequent buying decisions. The persuasive power of social media influencers, who often serve as fashion icons, can significantly alter consumer preferences, and enhance brand loyalty. Culturally, Uttar Pradesh is a state with a rich heritage and diverse traditions. The fusion of traditional attire with modern fashion trends is a common theme in the region. Social media advertising that successfully integrates cultural elements with contemporary fashion often resonates well with consumers. This study examines how culturally relevant advertising content influences consumer engagement and purchase behaviour. The role of festivals, weddings, and other cultural events in driving fashion purchases is also analyzed, as these occasions often trigger increased consumer spending on clothing and accessories. The socio-economic environment of Uttar Pradesh, characterized by a growing middle class and increasing disposable incomes, provides a fertile ground for the fashion industry. However, economic disparities and regional variations in income levels necessitate a segmented approach to social media advertising. Brands need to tailor their campaigns to address the specific needs and preferences of different consumer segments. This study explores how economic factors influence the effectiveness of social media advertising and consumer responses to various promotional strategies such as discounts, limited-time offers, and exclusive collections. Furthermore, the study delves into the technological aspects of social media advertising, such as the use of artificial intelligence and data analytics in creating personalized marketing messages. The role of algorithms in determining the visibility of advertisements and their impact on consumer buying behaviour is critically examined. The study also looks at the ethical considerations of social media advertising, particularly in terms of data privacy and the authenticity of sponsored content. The study of consumer buying behaviour in the fashion industry towards social media advertising in Uttar Pradesh reveals a complex interplay of demographic, psychological, cultural, and socio-economic factors. Social media has undoubtedly transformed the way fashion brands interact with consumers, offering unprecedented opportunities for engagement and influence. By understanding the nuances of consumer behaviour in this region, fashion brands can develop more effective advertising strategies that resonate with their target audience, ultimately driving higher engagement and sales. The findings of this study have significant implications for marketers, advertisers, and policymakers aiming to harness the power of social media to foster sustainable growth in the fashion industry in Uttar Pradesh. In this study, social media advertising was discussed under four major constructs as Social Media Advertising Social Role and Image, Social Media Advertising Corporate Reputation, Attitude Toward Social Media Advertising, and Artificial Intelligence Driven Social Media Advertising. These four constructs serve as the independent latent constructs whereas consumer buying behaviour is the dependent latent construct.

2. Literature review

Literature is very important to understand the nature of the problems. It gives a clear understanding of all the aspects of research areas, related new findings, and methodology. The researcher can know the different types of research design and procedures for research. The previous literature was be explored through the reliable sources of national and international journals. The Mendeley reference manager is used for reviewing the previous literature in the Harvard style. The previous authors findings are as follows: In a previous study, **(Baffa, Maiyaki and Baffa, 2023)** found that companies were using social media advertising more frequently to market their products and impact consumer

behaviour due to the popularity of social media platforms. Social media ads include distinctive characteristics, including interactivity, entertainment, credibility, and information, that could influence consumers' purchasing choices. The elements enhance the persuasive quality of social media ads by offering customers information, entertainment, and engagement opportunities. Social media advertising affects consumer purchasing behaviour differently among various socioeconomic brackets. Income is a crucial socioeconomic component that impacts consumer behaviour, affecting purchase decisions. In an another study, **(Romano, 2023)** found that social media marketing involves fashion designers and users utilizing social media channels to promote and engage with trends. Social media's advent has revolutionized the globe and its operations, fostering more connectivity among individuals worldwide. The fashion business is utilizing the most recent social networking technology to engage with their customers. The fashion industry uses social media to analyze trends and predict fashion behaviours. The company has embraced social media, allowing it to become a prominent phenomenon. They utilized social media to promote their production, attracting customer attention and perhaps disrupting the mass market. In the other study, **(Lakshmana, 2023)** found that the fashion sector includes different elements concerning apparel, accessories, and other connected items. Historically, there was a clear differentiation between the fashion industry, linked to haute couture, and the apparel sector, connected to mass-manufactured garments. Nevertheless, these distinctions were mostly eradicated in the 1970s. The fashion sector is commonly understood as including a variety of clothing designs and trends used by individuals in different situations. It contributes to portraying gender identities, which have changed over the last two centuries, emphasizing the impact of societal conceptions on our understanding of masculinity and femininity. In a previous study, **(Kumar and Saroj, 2022)** found that social media has transformed the marketing strategies of firms in the digital era. It has become a potent instrument for communicating, establishing a brand, and engaging with customers. E-commerce leaders like Flipkart and Amazon have acknowledged the significant opportunities presented by social media platforms and have incorporated them into their marketing plans to enhance their competitive advantage in the industry. Social media plays a crucial role in marketing for Flipkart and Amazon in Odisha, a state in India noted for its increasing digital adoption and consumer base. Odisha has had a notable increase in internet access and smartphone adoption, making it an appealing market for e-commerce companies. This has presented novel opportunities and obstacles for organizations aiming to attract and retain consumers' attention and loyalty. In another study, **(Tissera and Mudiyanse, 2022)** found that marketing is a crucial aspect of important business choices, encompassing public relations, branding, product development, communication, pricing, creative strategy, and customer relationship management, which all make up the marketing mix. Social media marketing involves creating tailored content for different social media platforms to advertise a brand and increase interaction with the audience or customers. Social media is an internet-based platform that enables users to create and share information, built on the principles of Web 2.0. In other study, **(Gupta and Kumar, 2022)** found that social media is an essential component of modern life, serving multiple purposes. Consumers are progressively utilizing various social media platforms, including YouTube, Twitter, Snapchat, LinkedIn, and Facebook, for communication and brand interaction. Social media has revolutionized how individuals interact with their friends and family. Businesses worldwide are exploring ways to utilize these platforms for attracting and marketing to their consumers. **(Krishnamurthy, 2022)** found that social networking sites now serve as a platform for shops to broaden their marketing initiatives to a larger audience in today's technology-driven society. Social media marketing as the interaction between businesses and consumers, providing a personalized platform and medium for user-focused networking and social engagement. Businesses must adapt to the changing landscape of consumer communication by effectively incorporating social media into their business strategy. **(Bhagawatsing, 2022)** found that fashion is an expression. An individual's mental and physical state can be contagious, influencing the minds of others. The fashion industry contributes to reshaping, showcasing, and changing individuals. Clothing can emphasize an individual's lifestyle. Personality development through clothing and

accessories is a common focus for young people aged 18–22. How one dresses in response to social, cultural, and religious factors reveals personal identity. Fashion is commonly thought to have the ability to influence society, which in turn can impact our lifestyle, emotions, and development. The fashion industry has the potential to provide significant business prospects that transcend national and cultural boundaries. Millennials have the autonomy to select the color, cut, and clarity of a cloth. Fabric can be transformed into an artistic creation. Food and fashion are closely intertwined. Young adolescents are affected psychologically and sociologically. **(Thein, 2022)** found that the garment industry has seen significant changes in the current corporate environment. The clothing and textile business, valued at $3,000 billion, is consistently attracting new companies. Nevertheless, not all of these enterprises achieve widespread recognition among consumers or establish themselves as distinct brands like multinational fashion companies do. In 2022, following a two-year hiatus due to the COVID-19 pandemic, the garment industry experienced growth. Changes in category landscapes, advancements in sustainability, and the emergence of new digital frontiers like social media, which offered novel opportunities, all had an impact on this growth. **(Chan, 2022)** found that the swift advancement of information technology and changes in lifestyles due to lockdown measures implemented by governments and organizations to curb the spread of COVID-19 are both factors that contribute to the growth of e-commerce. Netflix has replaced cinemas as the main venue for filmmakers to display their work. Social media supplants television stations as the main source of entertainment for the population. Social media influencers have replaced celebrities as influential figures capable of changing their followers' actions and impacting their purchase choices. Social media and social networking sites have significantly influenced how individuals access information and news in modern times. **(Siddiqui *et al.*, 2021)** found that rural consumers had a better understanding of symbols and could easily comprehend communication models intended for metropolitan markets. Effective communication is a crucial technique for reaching many rural consumers. Firms allocate a significant portion of their budget to advertising products and services to impact customer buying behaviour and identify factors such as purchasing power that directly or indirectly affect purchasing decisions. **(Sabri *et al.*, 2021)** found that communication and interaction are the basis for sharing, analyzing, debating, and discussing. They have been a fundamental part of our lives and culture since prehistoric times. They exclude direct means like speaking and mailing letters and instead include indirect modes like performing arts and non-performing arts. Humans are often called social animals for this reason. However, the content and methods of communication have evolved. They progressed from Pigeon's post to postal letters, then to mobile phones, and currently to social media and smartphones. Social media impacts not only how people communicate but also how they engage with each other. **(Firdaus and Kusdibyo, 2021)** found that social media advancement has greatly altered marketing strategies, particularly in digital environments. According to KataData, 19.8% of Indonesians spend the most of their time online, particularly on social media, averaging over eight hours each day. Indonesia ranks fourth worldwide in terms of internet users, totaling 150 million. Most small businesses have not utilized the internet for promoting and marketing their products.The COVID-19 epidemic has significantly reduced sales for small and medium firms (SMEs), such as the garment industry, in Indonesia. **(Rienda, Ruiz-Fernández and Carey, 2021)** found that the fashion industry's growing global integration has resulted in increased worldwide competition. New technologies have presented opportunities and problems for fashion retailers, especially small and medium-sized firms (SMEs), due to their limited resources, which may hinder the adoption of these technologies. SMEs must navigate a dynamic environment and effectively allocate resources to maintain competitiveness. The fashion sector operates in a very intricate environment, requiring enterprises to swiftly adapt and respond to the evolving demands of their clients. **(Kushwaha and Shrivastava, 2021)** found that the globe has transformed into a global village, and the introduction of information technology has entirely revamped communication and work methods. Social media has revolutionized global communication, bridging the gap between people and the world. Social media involves interactions and exchanges among online communities to share information,

experiences, and ideas. Meeting or chat media refers to online programs that allow users to generate and share content in various formats, such as text, images, videos, and audio. The fashion sector is inherently well-suited and highly relevant for social media. Social media in the fashion business refers to social networking websites and online platforms that allow the fashion industry to engage with clients utilizing the newest social media technology. The fashion business utilizes social media to analyze styles and predict fashion trends. Embrace social media as a tool for taking action.Social networking platforms like Instagram, Facebook, and Twitter have provided financiers with a new platform for communication and interaction. **(Yaacob, Gan and Yusuf, 2021)** found that the coronavirus outbreak highlighted how technology has revolutionized corporate operations, resulting in a sudden shift towards online consumption, including online enterprises and social media marketing. Current research interest during COVID-19 includes e-commerce and social media. The global COVID-19 crisis and job losses have significantly damaged the fashion business, as consumer priorities have shifted away from fashion apparel. Businesses must develop various marketing methods, such as incorporating social media marketing, to address these problems. **(Shafaat, Masood and Kishwar, 2020)** found that fashion transformation is a common occurrence in post-modern civilization. It is prevalent in all contemporary communities worldwide. The world has transformed into a little global village due to significant developments in communication networks, enabling multiple people to communicate with each other concurrently. Social networking sites are fast growing and becoming a significant force in the world of communication. Due to the communication medium's price, accessibility, and flexibility. This form of communication is popular among both the consumer and retail communities interested in fashion modification. Both groups are equally engaged in the process of "fashion change." **(Kochhar, 2020)** found that advancements in internet-based communication technologies, especially social media, have altered the methods through which consumers, brands, and communities engage and communicate. The unparalleled consumer usage of social media is primarily what drives its widespread popularity. There are billions of people using social media worldwide. The sizeable number of active users on websites like Facebook, Instagram, YouTube, and WeChat can serve as a gauge of how prevalent social media is in consumers' lives. Facebook leads with around 2.6 billion monthly active users, followed by the other platforms, which have all surpassed 1 billion monthly active users (Statista, 2020b). As of July 2020, the estimated total number of global social media users is 3.96 billion, which accounts for around 56.5% of the world's population. **(Shaikh, 2020)** found that the digital marketing is a modern style of marketing that offers new commercial options for enterprises. Digital marketing allows advertisers to engage directly with potential customers quickly and without being limited by geographical location, enabling them to extend their business globally and reach their target demographic effectively. Digital marketing is considered an effective method for marketers to directly communicate with and engage with consumers. Considering digital channels, the most current one is mobile marketing. The mobile market in India is expanding rapidly because of the rising number of middle-income consumers, which is expected to lead to millions of users in the future. **(Singh, 2020)** found that social media marketing is becoming the most potent method for organizations aiming to connect with their potential customers and clients. Social media has offered firms new chances to interact with consumers online by replacing traditional marketing methods. Social media has altered the communication medium between consumers and advertisers. **(Yeo, S.F., Tan, C.L., Lim, 2020)** found that social media is a computer technology that enables the exchange of information, expertise, and many forms of expression through virtual communities and online platforms. Current social media platforms offer a range of standalone and integrated social media features. Social media services will provide a significant challenge. User-generated content, including text postings, comments, digital photographs, videos, and data produced from online interactions, is crucial for the functioning of social media platforms. **(Saeed, Charni and Khan, 2020)** found that companies have utilized social networking for marketing purposes. Social media services like SnapChat, Instagram, YouTube, Twitter, and Facebook are considered new mediums for user communication. Social media enables people to

identify brands. Social media encompasses all marketing methods. **(Ziyadin *et al.*, 2019)** found that billions of people incorporate the Internet, social media, mobile applications, and other digital communication tools into their daily routines. The current Internet usage rate among adults is approximately 87%, reaching nearly 100% for specific demographic categories, including those with higher education and income levels. Youth, the upcoming cohort of mass consumers, exhibit similar elevated levels. Individuals are increasingly dedicating a greater amount of time to using the Internet. In the UK, the amount of time adults spend online has increased by almost 100% in the last ten years, with an average of 20.5 hours per week. Social media plays a significant role in this expansion: globally, over 2 billion individuals utilize social media, with Facebook boasting around 1 billion active users daily. Social media is widely used as a successful tool to enhance organizations' marketing objectives, particularly in areas such as consumer engagement, customer relationship management, and communication. **(Kumar and Sharma, 2019)** found that social media plays a significant role in contemporary life. According to statistics from Statista by J. Clement for 2020, there are 3.6 billion social media users worldwide, which accounts for around 45% of the global population.This demonstrates the increasing utilization of social media channels. Social media is frequently utilized for staying informed about current events and receiving updates on trends, and it has evolved into an interactive platform for connecting with friends and family.Social media sites generate revenue by displaying targeted ads to their users and receiving payment from advertisers, as there is no direct fee for using these networks. Social networking platforms generate revenue by displaying ads to consumers. Social networking services typically offer a vast amount of user data and information. **(Vijay Durga Prasad and Praveen, 2019)** found that social networking is evolving rapidly and has become a crucial part of our everyday lives. It is projected that there will be approximately 2.77 billion social network users worldwide in 2019, up from 2.46 billion in 2017. In 2017, 71% of Internet users utilized social networks, and this percentage is projected to rise. Facebook is the first social network to reach 2.2 billion monthly active users. Instagram, the photo-sharing app, boasts 1 billion active users. Over 2 billion Internet users utilize social networks. Printerest is the quickest independently launched website, attracting 10 million unique users monthly. Twitter boasts over 555 million users and receives 5,700 new tweets per second. **(Alalwan, 2018)** found that social networking is becoming more prevalent in all areas of our lives. Customers are more actively involved with popular social media platforms like Facebook, Google+, Snapchat, YouTube, and Twitter. This significantly alters the dynamics of our connections with friends as well as private and governmental institutions. Social media platforms provide a new space for individuals, groups, and authorities to engage in commercial, social, political, and educational interactions, exchanging information, ideas, products, and services. **(Singh, N., 2016)** found that the apparel and clothing industry is currently ranked top, with customer expenditure on clothes and clothing increasing daily. Studying the evolving behaviour of consumers is crucial. In the last ten years, the fashion sector has experienced significant structural transformations. The Indian customer has experienced a significant change. A decade or two ago, Indian consumers tended to save most of their income, buy only essential items, and rarely splurge. The Indian consumer is now spending more than ever due to increased income, access to credit cards, exposure to Western shopping culture, and a desire to enhance their standard of living. Organized retail, offering a wide range of products in several malls and supermarkets, is contributing to their addiction. Customers' preferences often shift in accordance with changes in fashion trends. Apparel fashion significantly influences apparel consumer behaviour. As lifestyles evolve, fashion in India is getting increasingly varied, similar to Western countries. Technology, ideas, and lifestyles are advancing simultaneously and rapidly. Companies and brands that formerly produced repetitive products have expanded their product lines, introducing new attractive styles, shapes, and forms each season. **(Chaturvedi, Gupta and Hada, 2014)** found that social media has been defined variably by various professionals, researchers, and organizations. Turban E defines social media as online platforms and technologies used by people to communicate thoughts, experiences, images, videos, music, insights, and perceptions with each other. Social networking is a component of social media.

Jaclyn Cabral explained that social media serves as a framework that users can customize to enhance its functionality and usefulness. This resource is deep and extensive and is often used to sustain relationships. Andreas Kaplan and Michael Haenlein define social media as a collection of Internet applications that are founded on the principles and technology of Web 2.0, enabling users to create and share their own content. **(Lee, 2013)** found that the rise of Web 2.0 is a significant advancement in the field of commerce. Social media is an outgrowth of Web 2.0 that promotes user-generated content and allows users to exchange material within networks.This recent technological revolution has significantly transformed traditional marketing methods and ushered marketers into a new era. Social media is expected to change the interactions that marketers have with retailers, distribution networks, and consumers in the new marketing era. The current era is characterized by an abundance of information, which customers receive in large volumes daily. According to McKinsey (2011), firms produce a significant volume of digital "exhaust data" as a result of their business operations and interactions with individuals. Social networking platforms, cellphones, and other consumer gadgets have enabled billions of people worldwide to increase the volume of big data.

3. Objectives
The specific objective of this research are as follows:
- To find the effect of social media advertising corporate reputation on the consumer buying behaviour in fashion industry in Uttar Pradesh.
- To find the effect of attitude toward social media advertising on the consumer buying behaviour in fashion industry in Uttar Pradesh.
- To find the effect of artificial intelligence driven social media advertising on the consumer buying behaviour in fashion industry in Uttar Pradesh.

4. Hypotheses
The null hypotheses are as follows:
- H01: There is no significant effect of social media advertising corporate reputation on the consumer buying behaviour in fashion industry.
- H02: There is no significant effect of attitude toward social media advertising on the consumer buying behaviour in fashion industry.
- H03: There is no significant effect of artificial intelligence driven social media advertising on the consumer buying behaviour in fashion industry.

5. Methodologies
This research study utilized many approaches including reliability analysis, validity analysis, exploratory factor analysis, confirmatory factor analysis, path analysis, measurement model analysis, and structural equation modeling. Both the Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted separately on the chosen factors/latent variables as part of the process of developing the scale and standardizing the tool. Cronbach's alpha was employed to assess the reliability. Construct validity can be assessed by three methods: the multi-trait multi-method matrix, item to total score correlation in a scale, and factor analysis. Factor analysis was employed to establish the validity of the data and to reduce its complexity. of this study, the researcher examined the link between the items and the total score of a scale, using a factor analysis approach. The validity of each item in the scale was assessed by calculating the correlation between the item and the total score using corrected item total correlation (CITC). The items with a strong correlation were considered valid, whereas the ones with a weak correlation (below 0.300) were excluded from the scale. The exploratory factor analysis was conducted utilizing the principal component analysis. The Kaiser-Meyer-Olkin (KMO) measure of sample adequacy and the percentage of variation were computed using principal component analysis. A confirmatory factor analysis was used to establish

the concept for subsequent examination of both the measurement model and the structural model. All the necessary model fit indices (GFI, AGFI, TLI, CFI, NFI, RMSEA) were utilized to assess the adequacy of the model. Each construct obtained the least CMIN/DF under both the measurement model and structural model. The exploratory research design was employed to develop the hypothesis, while a descriptive research strategy was utilized to test the hypothesis. The null hypothesis was examined by doing path analysis using SEM (Structural Equation Modeling). The data entry, coding, value labeling, and inferential analysis tasks were performed using the IBM SPSS 23.0 program, together with the AMOS 23.0 add-on version. A predetermined significance level of 5% was established for the acceptance or rejection of the null hypothesis.

6. Data

The researcher employed a web-based survey questionnaire to gather primary data from the three districts of Uttar Pradesh, namely Lucknow, Kanpur, Varanasi, and Prayagraj, via snowball sampling. The sample size consisted of 490 participants. Out of a total of 600 (150 responses from each district) responses, only 490 responses were deemed complete and accurate, resulting in a response rate of 81.66%. The socio-economic, demographic, and geographic questions were measured using a nominal scale, whereas the construct and items questions were measured using a 5-point Likert scale. The Likert 5-point scale was employed, with a rating of 1 indicating strong disagreement and a rating of 5 indicating strong agreement. All the other responses were within the range of 1 to 5. The 3 point was seen as a response indicating neutrality or a lack of agreement or disagreement.

7. Measurements of variables

Reliability and validity analyses were conducted on each construct. Principal Component Analysis (PCA), Exploratory Factor Analysis (EFA) was conducted separately on the chosen construct as part of the process of developing a scale and standardizing a tool. For the final evaluation, confirmed that the minimum alpha value was 0.700, the minimum corrected item-total correlation (CITC) values were above 0.300, and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy value was above 0.500. These criteria and bench mark were used to pick the final items in the different constructs. Confirmatory factor analysis (CFA) was used to assess the model fit indices for each construct to determine the best fit. The standardized regression weight of each item under multiple constructs was also examined, ensuring that it exceeded 0.300.

7.1 Social Media Advertising- Corporate Reputation (SMACR)

Social media advertising plays a critical role in shaping corporate reputation by directly influencing how a company is perceived by its audience. Through targeted campaigns, companies can engage with consumers, communicate brand values, and address concerns in real-time, thus building trust and credibility. Positive social media interactions can enhance a company's reputation by fostering transparency and authenticity, while negative feedback or poorly managed campaigns can damage public perception. In a digital age where brand image is constantly under scrutiny, the way a company handles its social media presence significantly impacts its overall corporate reputation. Social Media Advertising Corporate Reputation (SMACR) construct was measured using the following four statements as SMACR1.1 I believe in social media advertisement of companies that are concerned about their customers., SMACR1.2 I believe in social media advertisement of companies I recommend to my friends and relatives., SMCR1.3 I believe in social media advertisement of companies that can be generally be trusted., and SMCR1.4 I believe in social media advertisement of companies that I am satisfied with my overall experience.

7.2 Attitude Toward Social Media Advertising (ATSMA)

Attitude toward social media advertising refers to individuals' overall perception and evaluation of advertisements presented on social media platforms. This attitude is shaped by various factors,

including the relevance, entertainment value, informativeness, and perceived intrusiveness of the ads. A positive attitude is often associated with engaging, personalized, and value-driven content, which enhances user experience and fosters brand affinity. Conversely, excessive, or irrelevant ads can lead to a negative attitude, where users perceive the ads as disruptive or manipulative, reducing their effectiveness and potentially harming the brand's image. Attitude Toward Social Media Advertising (ATSMA) construct was measured using the following four statements as ATSMA1.1 I consider social advertising a good thing., ATSMA1.2 I like social media advertising., ATSMA1.3 I consider social media advertising very essential., and ATSMA1.4 I would describe my overall attitude toward social media advertising very favorably.

7.3 Artificial Intelligence Driven Social Media Advertising (AIDSMA)

Artificial Intelligence (AI)-driven social media advertising leverages AI technologies to optimize and personalize advertising efforts on social platforms. By analyzing vast amounts of user data, such as behaviour, preferences, and engagement patterns, AI enables companies to create highly targeted and relevant ads that resonate with specific audience segments. AI-driven advertising also allows for real-time optimization, predictive analytics, and automated ad placement, ensuring that ads are shown to the right users at the right time for maximum effectiveness. This approach enhances user experience, increases ad performance, and provides valuable insights into consumer behaviour, helping brands achieve more efficient and impactful advertising outcomes. Artificial Intelligence Driven Social Media Advertising (AIDSMA) construct was measured using the following four statements as AIDSMA1.1 AI-driven recommendations on social media significantly influence my fashion-related purchase decisions., AIDSMA1.2 The personalized advertisements generated by AI algorithms on social media platforms affect my perception of fashion brands positively.,AIDSMA1.3 I trust AI-powered product recommendations on social media platforms when considering fashion purchases., AIDSMA1.4 The use of AI in social media advertising enhances my overall shopping experience in the fashion industry., and AIDSMA1.5 I believe that AI technologies employed in social media advertising contribute to shaping current fashion trends and styles.

7.4 Consumer Buying Behaviour (CBB)

Consumer buying behaviour towards social media advertising in the fashion industry is significantly influenced by the visual appeal, personalization, and social influence of ads. Social media platforms provide an interactive and visually rich environment where consumers can easily discover trends, receive personalized fashion recommendations, and engage with influencer endorsements. This creates a seamless path from product discovery to purchase, as fashion ads often leverage aspirational content and peer validation to drive consumer interest. Additionally, the immediacy of shoppable posts and user reviews further influences purchasing decisions, making social media a powerful tool in shaping consumer behaviour and driving sales in the fashion industry. Consumer Buying Behaviour (CBB) construct was measured using the following four statements as CBB1.1 I usually buy products that are advertised on social media., CBB1.2 I like to buy products that are promoted on advertisements on social media., CBB1.3 I buy the products that are promoted on social media., and CBB1.4 I plan to purchase products that are promoted on social media. The SPSS summary results of reliability and factor analysis are as follows:

Table 1: Summary of Reliability Statistics & Factor Analysis

Construct	Cronbach's Alpha	KMO Test	% of Variance	No. of Items	Results
Social Media Advertising Corporate Reputation (SMACR)	0.807	0.692	64.644	4	Good
Attitude Toward Social Media Advertising (ATSMA)	0.896	0.798	76.825	4	Excellent

| Artificial Intelligence Driven Social Media Advertising (AIDSMA) | 0.880 | 0.749 | 70.330 | 5 | Excellent |
| Consumer Buying Behaviour (CBB) | 0.753 | 0.689 | 61.355 | 4 | Good |

Source: SPSS 23.0 output

According to the table 1, all the selected four constructs have passed the reliability and factor analysis conditions parameters. All the four constructs that is Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB) are further tested and reconfirmed their reliability and internal consistency by the Confirmatory Factor Analysis. The Confirmatory Factor Analysis (CFA) was used by the AMOS 23.0 version addon feature of the SPSS 23.0 version software of IBM (International Business Machine). The Cronbach alpha value, KMO, and % of variance is (0.807, 0.692, 64.644%; 0.896, 0.798, 76.825%; 0.880, 0.749, 70.330%; and 0.880, 0.749, 70.330 %) respectively for the four constructs that is Social Media Advertising Corporate Reputation (SMACR- 4 items), Attitude Toward Social Media Advertising (ATSMA-4 items), Artificial Intelligence Driven Social Media Advertising (AIDSMA-5 items), and Consumer Buying Behaviour (CBB-4 items). The results and figure of Confirmatory Factor Analysis (CFA) are as follows:

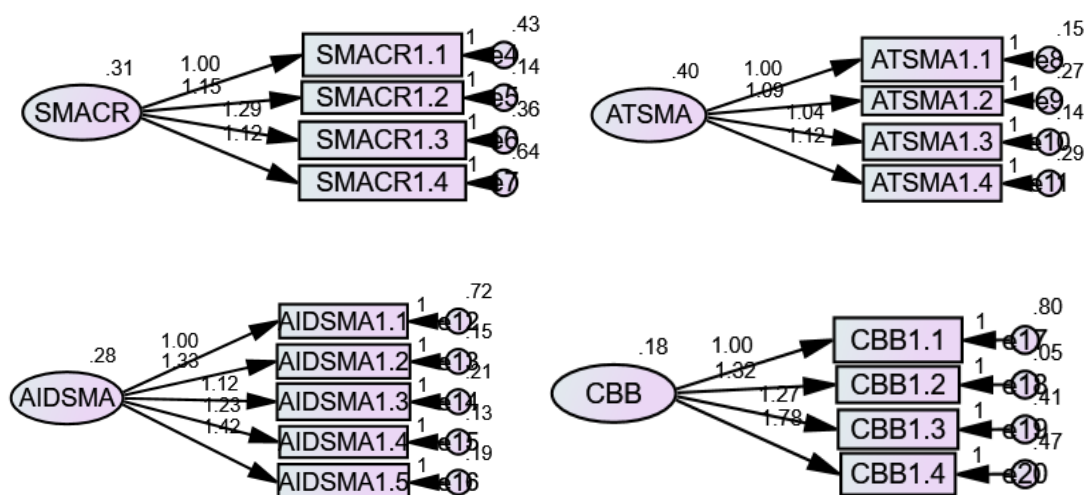## 7.5 Confirmatory Factor Analysis (CFA)

Figure 1: Confirmatory Factor Analysis (Unstandardized results)

The figure depicts that Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB) are latent variables. The three independent (SMACR, ATSMA, AIDSMA) and one dependent (CBB) latent variables are shown. The items (questions) are represented by the rectangular shape and the latent variable are represented by the oval shape. The acceptable range of GFI, AGFI, TLI, CFI, and NFI should be near to 0.9, CMIN/DF should be in between 2 to 3, and RMSEA values should be below 0.05, hence all the model fit indices show that the CFA model is a good fit model. From figure 1, it is clear that all the results of confirmatory factor analysis were acceptable and that this construct is used in further statistical analysis of the measurement model and structural model.

Source: AMOS 23.0 output

According to the Figure 1, the all the four constructs that is Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence

Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB) have passed the confirmatory factor analysis.

8. Findings
8.1 Measurement Model
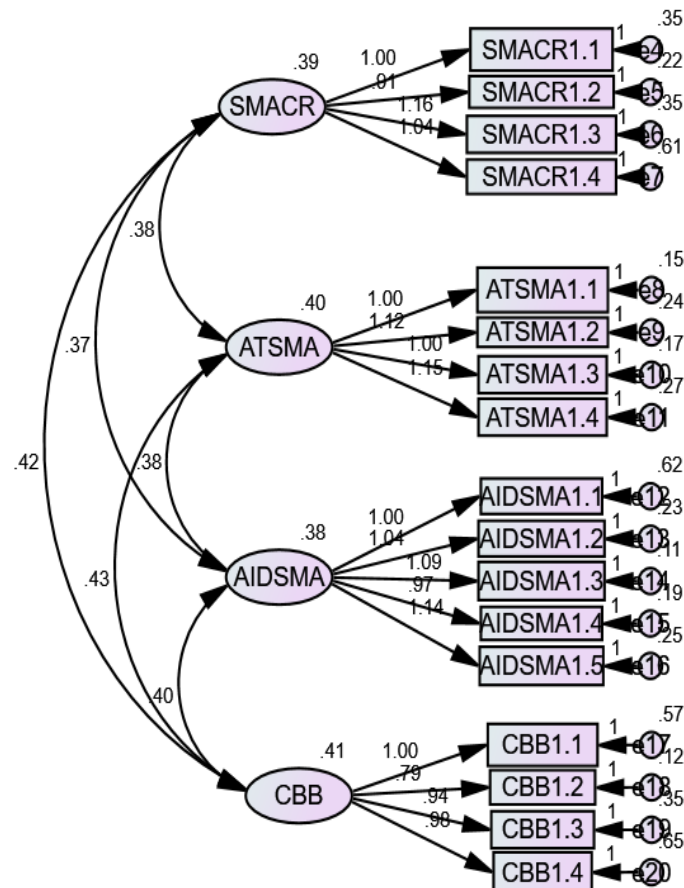The measurement model is the association of five constructs.

Figure 2: Measurement Model

The figure depicts that the measurement model has four constructs named Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB). The acceptable range of GFI, AGFI, TLI, CFI, and NFI should be near to 0.9, CMIN/DF should be in between 2 to 3, and RMSEA values should be below or near to 0.05, all the model fit indices are near the acceptable range hence resulting a good fit model.

Source: AMOS 23.0 output
According to the figure 2, the measurement model shown that all the constructs named Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB) have passed the discriminant validity parameters.

8.2 Standardized Regression Weight
The standardized regression weight of each item under the three constructs was calculated using the measurement model. All estimates were above the acceptable value (0.300).

Table 2: Standardized Regression Weights

Direct Path			Estimate
SMACR1.1	<---	SMACR	.724
SMACR1.2	<---	SMACR	.772
SMACR1.3	<---	SMACR	.773
SMACR1.4	<---	SMACR	.640
ATSMA1.1	<---	ATSMA	.853
ATSMA1.2	<---	ATSMA	.823
ATSMA1.3	<---	ATSMA	.837
ATSMA1.4	<---	ATSMA	.815
AIDSMA1.1	<---	AIDSMA	.616
AIDSMA1.2	<---	AIDSMA	.799
AIDSMA1.3	<---	AIDSMA	.898
AIDSMA1.4	<---	AIDSMA	.807
AIDSMA1.5	<---	AIDSMA	.816
CBB1.1	<---	CBB	.644
CBB1.2	<---	CBB	.825
CBB1.3	<---	CBB	.712
CBB1.4	<---	CBB	.614

Source: AMOS 23.0 output

According to the table 2, it is clear that all the items under each construct has a standardized regression weight above 0.300, which is acceptable for further statistical analysis under structural equation modeling.

8.3 Structural Model
The structural equation model is a combination of factor analysis and regression analysis. In this model, the simultaneously hypothesis testing is possible among the different constructs. There are four constructs in this model.
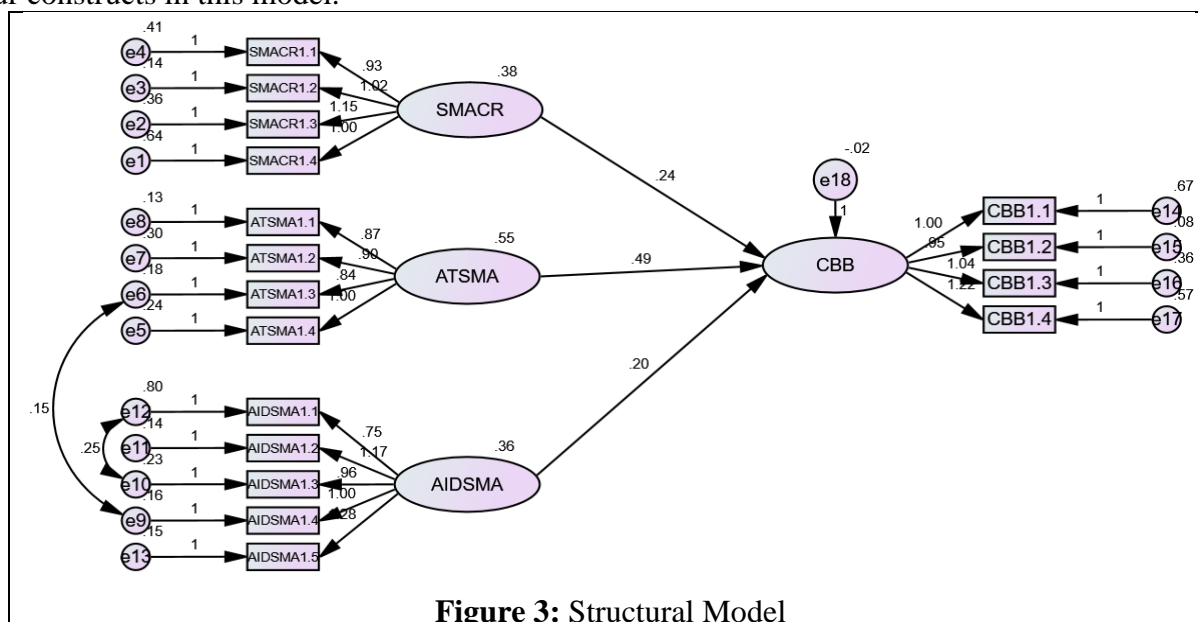

Figure 3: Structural Model
Source: AMOS 23.0 output

Table 3: Unstandardised Regression Weights

Direct Path			Estimate	S.E.	C.R.	P	Hypothesis Results
CBB	<---	SMACR	.241	.032	7.633	***	H01 Rejected
CBB	<---	ATSMA	.493	.048	10.184	***	H02 Rejected
CBB	<---	AIDSMA	.200	.026	7.680	***	H03 Rejected

*Note- *** = 0.000 (Significant at 5%)*
Source: AMOS 23.0 output

According to the table 3, and figure 3, it is clear that the p value is (*** = 0.000), which is less than 0.05. Hence, all the three null hypotheses H01, H02, H03 are safe to reject, therefore it can be concluded that there was a significant effect of social media advertising corporate reputation, attitude toward social media advertising and artificial intelligence driven social media advertising on the consumer buying behaviour in fashion industry in Uttar Pradesh. If one unit increase in the social media advertising corporate reputation than there is an increase of 0.241 unit in the consumer buying behaviour, if one unit increase in the attitude toward social media advertising than than there is an increase of 0.493 unit in the consumer buying behaviour, and if one unit increae in the artificial intelligence driven social media advertising than there is an increase of 0.200 unit in the consumer buying behaviour of the fashion industry in Uttar Pradesh.

9. Discussion

Based on the data in Table 1, all four selected constructs have met the criteria for reliability and factor analysis requirements. The reliability and internal consistency of the four constructs, namely Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB), were further assessed and confirmed using Confirmatory Factor Analysis. The Confirmatory Factor Analysis (CFA) was conducted using the AMOS 23.0 version, which is an addon function of the IBM SPSS 23.0 version program. The Cronbach alpha values, KMO values, and percentages of variance for the four constructs are as follows: Social Media Advertising Corporate Reputation (SMACR- 4 items) has a Cronbach alpha value of 0.807, a KMO value of 0.692, and accounts for 64.644% of the variance. Attitude Toward Social Media Advertising (ATSMA-4 items) has a Cronbach alpha value of 0.896, a KMO value of 0.798, and accounts for 76.825% of the variance. Artificial Intelligence Driven Social Media Advertising (AIDSMA-5 items) has a Cronbach alpha value of 0.880, a KMO value of 0.749, and accounts for 70.330% of the variance. Consumer Buying Behaviour (CBB-4 items) also has a Cronbach alpha value of 0.880, a KMO value of 0.749, and accounts for 70.330% of the variance. Based on Figure 1, all four constructs, namely Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB), have successfully undergone confirmatory factor analysis. Based on Figure 2, the measurement model demonstrates that the constructs Social Media Advertising Corporate Reputation (SMACR), Attitude Toward Social Media Advertising (ATSMA), Artificial Intelligence Driven Social Media Advertising (AIDSMA), and Consumer Buying Behaviour (CBB) have successfully met the discriminant validity criteria. Based on the information presented in Table 2, it is evident that all the items within each construct have a standardized regression weight more than 0.300. This level of weight is considered adequate for conducting additional statistical analysis using structural equation modeling. Based on the information provided in Table 3 and Figure 3, it is evident that the p-value is statistically significant (*** = 0.000), as it is lower than the threshold of 0.05. Therefore, all three null hypotheses H01, H02, H03 can be confidently rejected, indicating a significant impact of social media advertising on corporate reputation, attitude toward social media advertising, and artificial intelligence-driven social media advertising on consumer buying behaviour in the fashion

industry in Uttar Pradesh. An increase of one unit in corporate reputation of social media advertising results in a 0.241 unit increase in consumer buying behaviour. Similarly, a one unit increase in attitude towards social media advertising leads to a 0.493 unit increase in consumer buying behaviour. Additionally, a one unit increase in artificial intelligence driven social media advertising results in a 0.200 unit increase in consumer buying behaviour specifically within the fashion industry in Uttar Pradesh.

10. Conclusion

Based the data analysis and interpretation, it was concluded that the corporate reputation of social media advertising, the attitude towards social media advertising, and the artificial intelligence-driven social media advertising had a substantial impact on the buying behaviour of consumers in the fashion industry in Uttar Pradesh. **(Romano, 2023)** supported the significant effect of social media adverting on the consumer buying behaviour in the fashion industry. If there is an increase of one unit in the corporate reputation of social media advertising, then there is an increase of 0.241 units in the consumer buying behaviour. If there is an increase of one unit in the attitude toward social media advertising, then there is an increase of 0.493 units in the consumer buying behaviour and if there is an increase of one unit in the artificial intelligence driven social media advertising, then there is an increase of 0.200 units in the consumer buying behaviour of the fashion industry in Uttar Pradesh. **(Baffa, Maiyaki and Baffa, 2023)** also found the similar results,

Statements and Declarations
Ethical consideration
The ethical consent was obtained by explicitly informing each respondent at the outset of the questionnaire that any information provided would not be utilized for commercial purposes, both during the research and after its publication. All the social media users of fashion products have provided their consent for this survey.

Consent to participate
The participants have given their written consent to take part in the study by checking the filling the check box statement "I agree to take part in the survey"

Consent for publication
An informed consent for publication was provided by the participant(s) or a legally authorized representative.

Declaration of conflicting interest
The authors declare that they have no competing interests.

Data availability
The main data were gathered by a web-based survey questionnaire employing snowball sampling, with a sample size of 490. The preceding studies were accurately referenced in the manuscript. The previous studies on the customer buying behaviour and social media advertising of the fashion industry in Uttar Pradesh utilized the Harvard reference style referencing.

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