



**UNDERSTANDING CONSUMERS' ENGAGEMENT AND
ADOPTION OF SOCIAL MEDIA MARKETING IN FASHION
INDUSTRY IN SAUDI ARABIA: INSIGHTS THROUGH THE LENS
OF THE THEORY OF PLANNED BEHAVIOR**

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Abstract:

This study explores the adoption of social media marketing activities by the fashion industry, examining context through The Theory of Planned Behavior. As social media continues to dominate as a pivotal marketing arena, understanding consumers' engagement across various platforms becomes imperative for marketers and researchers alike. This research aimed to ascertain if the Theory of Planned Behavior could effectively elucidate as well as predict consumers' engagement with social media marketing activities beyond a single platform. Conducting a non-probability convenience sampling method, the study involved 656 participants above 18 years old residing in Saudi Arabia. An online survey gathered data, subsequently analyzed through regression analyses. Results revealed that attitude emerged as the most influential factor in predicting behavioral intent to be involved with social media marketing activities, tracked closely by subjective norms. Intriguingly, perceived behavioral control did not significantly predict this behavioral intent. Furthermore, the intention to engage demonstrated a strong association with actual engagement. The implications suggest a strategic focus for social media marketers: influencing attitudes and subjective norms to heighten engagement across diverse social media platforms. Additionally, the study indicates a shift towards the Theory of Reasoned Action as a more appropriate predictive model for engagement, excluding perceived behavioral control. These insights offer valuable guidance for businesses seeking to optimize their social media, and marketing strategies across various platforms within the Fashioned industry.

Keywords: social media marketing, the theory of planned behavior, consumers' engagement, multiple social media platforms, behavioral intentions, attitudes

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1. Introduction

In recent years, the surge of social media platforms has revolutionized modern marketing strategies. These platforms offer businesses an array of opportunities to connect, engage, and analyze consumer behavior across diverse online spaces. Social media has transcended the confines of a single platform, becoming a multifaceted landscape where businesses craft tailored content, run targeted ads, and glean invaluable insights into consumer behavior. The Theory of Planned Behavior (TPB) has been instrumental in understanding consumer engagement within this expansive realm, particularly in predicting behavioral responses towards social media advertising.

The pervasive influence of social media platforms in shaping modern marketing strategies is undeniable. In recent years, these platforms have evolved into dynamic landscapes, offering businesses multifaceted avenues to engage, connect, and decipher consumer behavior. The transformative potential of social media marketing activities (SMMA) across various platforms has prompted a thorough exploration of their impact on consumer behavior, particularly within the context of the casual dining fashion industry in emerging nations such as Saudi Arabia (KSA).

A substantial body of literature has observed the extensive reach and potential of SMMA. Facebook, as a pioneer in this realm, has exemplified the power of social connections in marketing endeavors. Studies by Curran, Graham, and Temple (2011) as well as Maurer and Wiegmann (2011) emphasized the significance of organic and paid advertising strategies on Facebook, underscoring the platform's role in connecting brands with their target audiences. However, as social media platforms diversified as well as expanded, a focus on understanding consumer responses to SMMA across multiple platforms became imperative.

The Theory of Planned Behavior (TPB), pioneered by Ajzen (1991), emerged as a robust context for comprehending behavioral responses within the social media marketing domain. Its applicability to predicting consumer engagement with social media advertising, as demonstrated by Alhabash et al. (2018), set the stage for a broader exploration of this theory in the context of various social media platforms.

Studies examining consumer behavioral intentions have shed light on the intricate connections between SMMA and consumer responses. Research by previous scholars such as Amelia & Hidayatullah, (2020) and Choi, Seo, & Yoon (2017) emphasized the substantial impact of SMMA on consumer behavioral intentions, highlighting a correlation between heightened engagement. However, gaps persist, particularly concerning the nuanced relationships between SMMA and consumer behavioral intentions in the casual dining fashion industry within developing economies. Existing studies have showcased varying findings, with some suggesting a substantial influence of SMMA on behavioral intentions, while others indicate inconclusive or insignificant relationships Torres, Augusto, & Wallace (2018). Such inconsistencies underscore the need for a more in-depth exploration of the associations between these variables, specifically in the unique framework of fashion social media followers in KSA. Existing

studies have showcased varying findings, with some suggesting a substantial influence of SMMA's on behavioral intentions (Alalwan et al., 2020), while others indicate inconclusive or insignificant relationships (Tahir et al., 2021). Such inconsistencies underscore the need for a more in-depth exploration of the associations between these variables, specifically in the unique context of Fashioned social media followers in KSA. In order to address these gaps and bolster the understanding of SMMA's impact, this empirical study aims to comprehensively investigate the influence of SMMA's among Fashioned social media followers in KSA.

This research endeavor seeks to leverage The Theory of Planned Behavior as a guiding outline to unravel the complex dynamics among SMMA's and consumer responses in the context of the fashion industry in KSA. By exploring the multifaceted relationships between social media marketing activities as well as intentions of consumer behavioral, this study's objective is to provide valuable insights essential for fashioned industry operators in KSA to make informed marketing decisions and optimize their engagement strategies in the realm of social media.

2. Literature Review

2.1 Fashion Industry

The fashion industry in Saudi Arabia has experienced significant growth, evident from a noteworthy surge in sales amounting to US\$394 million in 2020. Forecasts project an annual revenue growth rate of 4.5% by 2024, with a market volume increase of US\$469 million by the same year. Apparel emerges as the dominant category in the fashion retail landscape of Saudi Arabia, boasting a market volume of US\$261 million (Statista, 2020).

Al Nefaie, Khan, and Muthaly's (2019) study highlights the rapid expansion of Saudi Arabia's fashion sector, coinciding with a substantial rise in social media consumers. Reports indicate a 50% increase in social media, consumers within Saudi Arabia's fashion realm in 2017, projected to soar to 70% by 2021. Despite this surge in social media usage, revenue growth from Social Media Marketing (SMM) witnessed a decline from 23% in 2016 to approximately 20% in 2017, primarily attributed to a decrease in video advertising. Anticipated data for 2021 signals a projected 9% drop in revenue growth from SMM.

Factors contributing to this decline involve the limited market expertise and international exposure of SMEs in Saudi Arabia. This hinders their ability on the way to craft effective SMM strategies within the fashion sector (Hnell & Ghauri, 2016; Gazzola, 2020). It's imperative for companies in Saudi Arabia's fashion retail sector to identify critical factors essential for developing SMM strategies that influence consumers' purchasing decisions.

This research aims to assess the influence of social media marketing on the buying behavior of consumers within the fashion industry of Saudi Arabia. In recent times, businesses have increasingly focused on leveraging technological means to build competitive brands, presenting a resourceful image in their particular sectors as per

Hsiao and Chen's study (2016). Effective management of brands as well as branding through technology are crucial mechanisms for the success of business when allied with trends in the market (Kotler & Pfoertsch, 2007).

In the fashion industry, the product comprises intangible traits, signs, symbols, and encryptions that convey a persuasive image regarding the quality of the product and its distinctiveness according to Jin and Cedrola's study (2017). Utilizing digital technologies which include online platforms and media, proves beneficial in attracting fashion consumers (Kalbaska & Cantoni, 2018). Cultural influences significantly impact the identity of brand image, particularly in the fashion sector, shaping how companies trade fashion items (Gazzola, 2020).

2.2 Digital Marketing

Digital marketing, a pivotal strategy for companies, has become increasingly significant, evolving in response to the preferences of consumers and technological advancements (Muniesa & Giménez, 2020). This approach harnesses digital as well as communication technologies in order to promote products and services across multiple digital platforms, encompassing mobile phones, applications, and display advertising (Deepak, 2018). Recent surveys, like the one conducted by Jena (2017), underscore a notable shift in consumer behavior, with a considerable segment of the population favoring online purchasing over traditional shopping methods. This paradigm shift presents an opportunity for companies to tailor their strategies for marketing to cater to this digital-leaning audience.

As landscape of SMM campaigns involves recognizing demographic influence which includes gender, age, and cultural values within specific regions (Das, 2016). These elements significantly shape the framework and effectiveness of SMM initiatives. Moreover, as highlighted by Goel (2016), marketing firms evaluate digital marketing based on various components including target audience segmentation, technology integration, content creation, social media incorporation, workforce skills, and budget allocation. The adaptability and cost-effectiveness of digital media have emerged as advantageous factors for companies aiming to optimize their advertising expenditure while reaching a wider audience.

Research indicates that the dynamic nature of digital marketing requires constant adaptation and innovation. The integration of advanced analytics, artificial intelligence, and personalized marketing strategies has become instrumental in enhancing consumer engagement and driving conversion rates (Smith et al., 2021). Personalization, in particular, has gained prominence due to its ability to create tailored experiences, resulting in higher consumer satisfaction and brand loyalty.

Additionally, the COVID-19 pandemic has accelerated the digital transformation in marketing strategies. With lockdowns and restrictions prompting a surge in online activities, companies swiftly pivoted to digital platforms to maintain consumer connections and drive sales (Jones & Lee, 2021). This transition showcased the resilience

and potential of digital marketing, prompting organizations to reassess their long-term marketing strategies with a more pronounced focus on digital channels.

The evolution of digital marketing continues to shape consumer behavior and business strategies. The intersection of technological advancements, changing consumer preferences, and global events underscores the need for companies to remain agile and adaptive in their digital marketing activities.

2.3 Social Media Marketing and Fashion Industry

"Social media" denotes the creation of freely accessible online content for a broad audience. Borgan (2010) characterizes social media as a modification in focus of people toward online social schmoozing platforms, encouraging exploration, sharing, and information acquisition. The inception of social media dates back to 1986 (Storey et al., 2014), originating from the emergence of marketing search and overall trend in commercial circles urging companies to enhance their online presence, prejudiced by global IT innovations. Over time, this marketing approach has proven highly stimulating for the corporate sector. Social Media Marketing (SMM) techniques have significantly aided business promotional strategies, ushering in a noteworthy transformation across various industries such as fashion, healthcare units, construction companies, groceries, and utility providers (Zhang & Wang, 2019). In the past decade, social media platforms such as Twitter, Facebook, as well as Instagram have increased immense popularity across diverse demographics.

Businesses across industries are increasingly leveraging marketing through social media to bolster their operations (Kim & Ko, 2012). The considerable value of social media marketing-related business assets has demonstrated their effectiveness in influencing the performance of the company (Muniesa & Gimenez, 2020). Multiple research highlights SMM as the most cost-effective and straightforward means of brand promotion, yielding positive outcomes. Internet stands out as a highly successful scientific development benefiting a widespread spectrum of marketable fields (Kumar, 2011). Establishing an online system that simplifies consumers' access to desired products stands as an excellent concept. While choosing a suitable social media platform for marketing, it's essential to prioritize consumer convenience. Commonly known platforms such as Twitter, Facebook, YouTube, Instagram, and Snapchat facilitate creation as well as application of strategies through social media, enabling a vast consumer base to make swift purchases.

In the fashion industry's digital landscape, especially within social media marketing strategies, digital technologies hold a significant role. They facilitate the dissemination of information, elevate brand recognition, and contribute to understanding fabric and apparel businesses according to Kalbaska and Cantoni (2018) and Muniesa (2020) study. According to Permatasari and Cantoni (2019) connection among textile heritage and trends adoption in the fashion industry encompasses both tangible and intangible elements that incorporate cultural practices and social knowledge. Social media's function is pivotal in defining a brand's value and expanding

its visibility among a wide audience in a cost-effective manner. Lipiainen and Karjaluoto (2015) highlight specific methods that aid in shaping a brand's unique identity through social media incorporation. Within the extravagance fashion domain, Kim and Ko (2012) introduced five constructs which include entertainment, engagement, fashion awareness, customization, and word of mouth that enable luxury brands in order to anticipate consumer purchasing behavior, albeit with varying degrees of accuracy.

2.4 The Theory of Planned Behavior and Social Media Marketing

The TPB, an extension of Theory of Reasoned Action (TRA) suggested by Fishbein and Ajzen in 1975 and further refined by Ajzen in 1991, expands on TRA by introducing perceived behavioral control (PBC) to comprehensively explain behaviors that aren't entirely voluntary. Individuals develop either positive or negative attitudes toward a behavior based on their beliefs about that behavior, perceive subjective norms about behavior from their beliefs about what others think, and evaluate their control over those behaviors based on their beliefs about their capabilities (Ajzen, 1991, 2006). Attitude, subjective norms, and PBC collectively impact behavioral intentions to BI. BI acts as a predictor of actual behavior, indicating the extent of effort an individual is willing to put into performing a behavior; stronger intent correlates with a higher probability of enacting behavior (Ajzen, 1991, 2006). The TPB proposes that a favorable view of social media marketing, coupled with perceived encouragement from peers (subjective norms) and a strong belief in one's control over-involvement (perceived behavioral control), increases intention to take part in social media marketing (behavioral intent). Consequently, this intention anticipates the actual execution of behaviors like commenting, liking, or sharing social media advertisements.

2.5 Application of TPB in Diverse Contexts

Since its development, TPB has been effectively applied across several domains to comprehend and predict human behavior (Ajzen, 1991; Truong, 2009). Its generalizability across contexts has been demonstrated by Hagger et al. (2007) and Rosenthal (2015), albeit with varying influences of attitude, subjective norms, and PBC on behavioral intent, contingent upon the specific context of the application (Ajzen, 1991; Ho et al., 2015).

Moreover, earlier research has successfully employed TPB in novel contexts, including newer technologies and online services as suggested by Hsu & Chiu (2004), Leng et al., (2011). Notably, the theory of perceived behavior variations has predicted the adoption and constant use of online services which includes video platforms, e-commerce, as well as social networking sites as quoted by Baker and White (2010), including continued engagement on social media platforms like Facebook (Al-Debei, Al-Lozi & Papazafeiropoulou, 2013). Specified its efficacious application in numerous online as well as social media contexts, TPB emerges as a suitable framework for investigating social media marketing, offering insights into consumer behavior and engagement patterns.

2.6 Attitude in TPB

Attitude antecedent of behavioral intent in TPB (Ajzen, 1991), reflects an individual's evaluation of a behavior as positive or negative (Mahmoud, 2013). It forms from behavioral beliefs those beliefs that are outcomes of performing behavior and subjective outcome evaluations, considering an individual's value assigned to expected outcomes (Ajzen, 1991). In the realm of social media marketing, attitude development draws from the perceived outcomes and evaluations associated with engaging in marketing activities on these platforms.

Instrumental beliefs as well as experiential or affective beliefs influence attitude formation (Ajzen & Driver, 1992). Instrumental beliefs weigh the utilitarian benefits or cost-effectiveness of performing a behavior, while experiential beliefs assess emotional gratification derived from behavior (Ajzen & Driver, 1991). Thus, perceived usefulness or enjoyment value shapes the perceived importance of behaviors (Ho et al., 2015). For this study, attitude is defined as consumers' evaluation of the positive and negative of engaging with social media advertising.

Earlier research has consistently found a strong association between attitude and behavioral intent across various online contexts according to Al-Debei et al., (2013); Baker & White (2010); Heirman & Walrave, (2012), and Leng et al., (2011). Hence, this can be postulated that a positive attitude towards engaging with social media advertising will increase the likelihood of forming an intention to engage with such advertising.

H1: Attitude towards Engaging with Social Media Advertising Predicts Intent to Engage with Social Media Advertising

Subjective Norms in TPB

Subjective norms, rooted in social pressures, reflect an entity's perception of prevalence and approval or disapproval of a behavior among others (Ajzen, 1991; Ho et al., 2015). These customs emanate from normative beliefs and inspiration to comply with these beliefs, influenced by both personal which includes friends as well as family and societal referents (mass media) (Yanovitzky, Stewart & Lederman, 2006). Subjective norms in this study refer to the perceived social expectations (personal and societal) regarding engaging with advertising on social media.

Past TPB-based research consistently demonstrates a positive association between subjective norms and behavioral intent (Al-Debei et al., 2013; Crespo & Del Bosque, 2008; Heirman & Walrave, 2012; Potgieter & Naidoo, 2017; Truong, 2009). Therefore, it is postulated that positive subjective norms surrounding engagement through social media advertising will augment the likelihood of forming an intention to engage with advertising.

H2: Subjective Norms of Engaging with Social Media Advertising Predict Intent to Engage with Social Media Advertising

Perceived Behavioral Control in TPB

Perceived behavioral control pertains to a person's perceived aptitude to execute a behavior, influenced by beliefs that are controlled as well as perceived power of influencing factors (Ajzen, 1991, 2006). PBC directly impacts behavioral intent; studies show a direct link between strong PBC and the formation of behavioral intent as per research by Al-Debei et al., (2013). Thus, it is hypothesized that stronger perceived control over engaging through social media advertising will heighten the probability of forming an intention to engage through such advertising.

H3: Perceived Behavioral Control of Engaging with Social Media Advertising Predicts Intent to Engage with Social Media Advertising

Behavioral Intention and Behavior in TPB

Behavioral intention is a direct precursor to behavior in TPB framework (Ajzen, 1991; Ho et al., 2015). This study measures consumers' behavioral intentions regarding engagement with social media advertising. Past research consistently supports the association between behavioral intent and behavior in social media contexts (Al-Debei et al., 2013; Baker & White, 2010; Leng et al., 2011). Therefore, it is anticipated that intention to engage with social media advertising will significantly predict actual engagement with such advertising.

H4: Intent to Engage with Social Media Advertising Predicts Actual Engagement with Social Media Advertising

This study is conceptually framed in Figure 1.

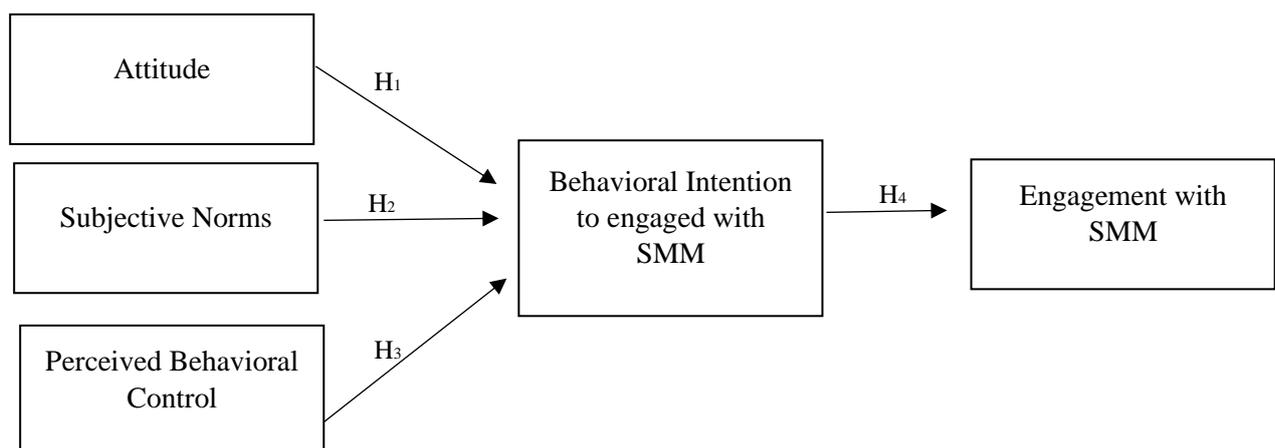


Figure 1: Conceptual Framework

3. Methodology

The research methodology adopted a survey-based approach by utilizing Google Forms for an online questionnaire due to constraints posed by COVID-19 pandemic, aiming to investigate purchasing decisions influenced by social media among followers of the

Saudi Arabian fashion industry. This questionnaire encompassed demographic queries and inquiries about social media's impact on purchasing behavior. A total of 656 responses were collected through random sampling from social media consumers in Saudi Arabia via email and various platforms. Reliability checks (Cronbach's $\alpha > 0.7$) were applied to ensure the questionnaire's consistency and reliability across demographics, social media usage, attitude, subjective norms, perceived behavioral control (PBC), intent, and past behavior measures. Survey items, measured on a 7-point Likert scale, were adapted from established scales and previous TPB studies, pretested for any potential issues or errors, and administered following ethical clearance protocols. Attitude was gauged through six items reflecting consumers' perspective on engaging with social media advertising, evaluating it based on attributes like wisdom, favorability, positivity, and pleasantness. These items were adapted from earlier TPB studies in online contexts but tailored to social media settings (Chang & Zhu 2011; George 2004; Truong 2009; Wang & Sun 2010). Subjective norms were evaluated with 4 items that are altered to fit the framework of social media advertising, drawn and adjusted from various studies (Al-Lozi 2011; Chang and Zhu 2011). Measuring perceived behavioral control involved five items adjusted from prior research on social media settings to assess consumers' control over engaging with social media ads (Al-Lozi 2011; Truong 2009). Behavioral determined was assessed through 2 items, specifically tailored to evaluate consumers' intentions related to social media advertising engagement within a specified time frame (Al-Lozi 2011; Truong 2009). Past behavior was examined through five items, capturing diverse engagement actions like 'liking' and 'commenting' on social media ads, derived from multiple studies in the field (Curran et al. 2011:28; Cvijikj & Michahelle 2013; Logan 2014).

3.1 Data Analysis

3.1.1 Validity Test

The assessment of validity involves two critical measures. Convergent validity is deemed acceptable when the loading factor value equals or exceeds 0.3, while discriminant validity relies on the Average Variance Extracted (AVE) value, considered valid if it reaches or surpasses 0.5. The results of the convergent validity test are presented in the following figure.

The loading factor values, representing the strength of relationships between observed items and underlying constructs, vary across different statements within the study. For attitude statements, values range from minimum (0.949) to maximum (0.963), indicating varying degrees of association between these statements and the attitude construct being measured.

Table 1: Outer Loading

	Attitude	Behavioral Intention to engaged with SMM	Perceived Behavior Control	Engagement with SMM	Subjective Norm
A1	0.949				
A2	0.963				
A3	0.951				
BIS1		0.987			
BIS1		0.988			
BIS1		0.981			
BIS1		0.988			
PBC1			0.988		
PBC2			0.985		
PBC3			0.984		
SN1					0.974
SN2					0.983
SN3					0.982
ESM1				0.950	
ESM2				0.890	
ESM3				0.912	

Moving on to the subjective norm statements, the loading factor values span from 0.974 as the lowest to 0.983 as the highest. These values suggest the varying levels of influence these statements have on capturing the subjective norm construct within the study.

Regarding perceived behavioral control statements, loading factor values range between 0.984 and 0.988. This variation showcases the differing degrees of association between the items related to perceived behavioral control and its underlying construct. Furthermore, the behavioral intention to engage with SMM statements exhibit loading factor values ranging from 0.981 to 0.988. These values highlight the varying strengths of association between the intention to shop online statements and the intended construct.

Lastly, for engagement with SMM statements, the loading factor values vary between 0.890 and 0.950. These numbers signify the differing strengths of association these statements hold with the construct of online shopping behavior. Below following figure 2 shows SmartPLS output.

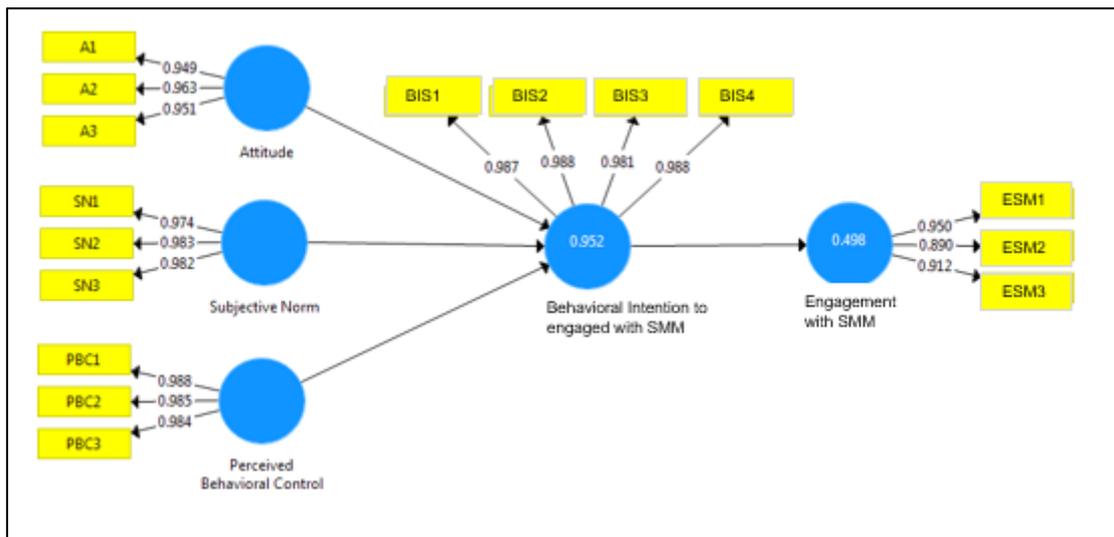


Figure 2: SmartPLS Output for Validity Test

Once convergent validity testing is completed, the assessment continues to evaluate discriminant validity by examining Average Variance Extracted (AVE) values. As outlined in Table 2, each variable demonstrates an AVE value exceeding 0.5. This outcome indicates that all statement items possess discriminant validity, signifying their ability to measure distinct constructs without significant overlap.

Another critical aspect assessed in the analysis is the reliability of the instruments employed, gauged through Alpha Cronbach analysis. This method calculates the average of various ways of dividing scale items to determine the consistency or reliability of measurement. In Table 2, Alpha Cronbach values for each variable surpass 0.7. This implies a significantly high level of internal consistency among statement items within each variable, establishing their reliability for measuring the intended constructs reliably and consistently.

Table 2: Average Variance Extracted and Cronbach's Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.951	0.951	0.968	0.910
Behavioral Intention to engaged with SMM	0.990	0.991	0.993	0.972
Perceived Behavior Control	0.986	0.986	0.991	0.972
Engagement with SMM	0.906	0.912	0.941	0.942
Subjective Norm	0.979	0.979	0.986	0.960

3.2 Hypothesis Testing

Here are the results derived from Structural Equation Modeling (SEM) using Partial Least Squares (PLS) analysis in this research investigation.

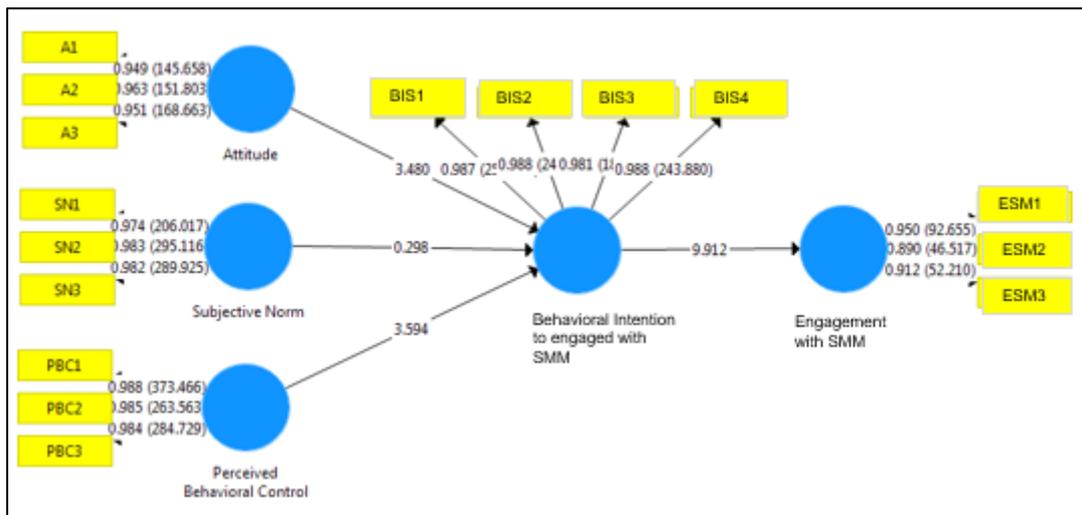


Figure 3: SmartPLS Output

Table 3 presents compelling statistical evidence regarding the influence of various factors on the intention to engage with SMM. The p-values derived from the hypotheses shed light on these effects. For instance, a p-value of 0.001 (which is less than the conventional threshold of 0.05) in hypothesis 1 shows a significant impact of attitude on intention to engage with SMM. Conversely, hypothesis 2 with a p-value of 0.000 (less than 0.05) strongly suggests the presence of a subjective norm on engagement with SMM.

Moving on to hypothesis 3, the p-value of 0.766 (greater than 0.05) suggests that there isn't a substantial impact of a perceived behavioral control effect on intention engaged with SMM. This significant result implies a considerable influence of perceived control on individuals' inclination towards engaging with SMM. Finally, hypothesis 4's p-value of 0.000 (also less than 0.05) signifies a clear impact of intention to engage with SMM on actual engagement with SMM behavior. This statistical finding indicates that an individual's intention to engage with SMM significantly shapes their subsequent behavior in the engaged with SMM shopping realm.

Table 3: Hypothesis Testing Summary

Hypothesis	t-value	p-value	Conclusion
1	3.480	0.001	Significant
2	3.594	0.000	Significant
3	0.298	0.766	Insignificant
4	9.912	0.000	Significant

4. Discussion

The research delves into consumer engagement and adoption of social media marketing, particularly in the setting of the fashion industry. Through the lens of The Theory of Planned Behavior (TPB), the study reveals some intriguing insights. Results show a significant link between attitudes and subjective norms of consumers of social media and

their inclination to be involved with social media promotions. This aligns with prior research across social media and online contexts, indicating that attitudes and subjective norms strongly influence actual behavior.

However, a surprising discovery emerges: Perceived Behavioral Control (PBC) doesn't significantly impact on intention to engage with advertising through social media. This contrasts with earlier findings and suggests that consumers' proficiency in using platforms like Facebook might not heavily influence their engagement with ads. Consequently, researchers suggest that Theory of Reasoned Action (TRA) might be more applicable in this scenario as it does not include PBC as a predictor. This insight is crucial for social media marketers, highlighting the importance of understanding and impelling attitudes and subjective norms to predict consumer engagement with social media advertising.

Further analysis underscores the dominance of attitude as the most influential factor shaping the intention to engage through social media advertising. This echoes previous research emphasizing the pivotal role of attitude in determining behavior in social media and online contexts. This study offers a pivotal recommendation for marketing activities on social media, marketers should focus on reshaping consumer's attitudes towards promotion proceeding on social media platforms. Strategies should revolve around portraying social media advertising as beneficial, positive, and favorable for consumers. Enhancing the overall consumer experience through interactive and enjoyable features could also boost positive attitudes towards ads.

Subjective norms, while significant predictors of engagement, pose a challenge for direct influence by marketers. Hence, the emphasis shifts towards improving attitudes and crafting optimized advertisements to drive engagement thereby influencing 'Friendvertising' consumer engagement that shapes subjective norms surrounding social media advertising. Moreover, this study suggests that advertisements incorporating competitive elements, encouraging sharing, or tagging other consumers, could leverage both attitudes and subjective norms to enhance engagement.

This study advocates for a comprehensive approach by social media marketers. Crafting entertaining, interactive advertisements and understanding and influencing consumer attitudes and subjective norms could effectively boost engagement with social media advertising in the fashion industry.

4.1 Managerial Implications and Limitations

The study highlights the relevance of The Theory of Planned Behavior (TPB) and more so, Theory of Reasoned Action (TRA) in understanding consumer engagement with social media advertising. Marketers can leverage these models to optimize advertisements across brands and industries. Adopting insights from the study, advertisers can tailor advertisements on social media platforms to encourage engagement. Strategies focused on positively influencing consumer attitudes toward advertising can be prioritized to enhance entire engagement. The distinction between paid and organic advertisements on platforms like Facebook might not be as clear to

consumers as perceived. Therefore, adopting a holistic approach to social media advertising rather than compartmentalizing paid and unpaid ads is essential. Marketers should focus on the cumulative impact of advertising strategies, understanding that initial paid engagements can evolve into organic impacts over time.

The study acknowledges potential bias due to the usage of the nonprobability convenience sampling method. Future research should consider more diverse sampling methods for better representation. Further investigations should explore additional predictors influencing consumer engagement with social media advertising. This includes content types, post media types, timing of posts, and factors like peer influence, privacy concerns, as well as perceived invasiveness of advertisements.

5. Conclusion

This study contributes to understanding consumer engagement with social media advertising by highlighting the applicability of behavioral theories like TPB and TRA. Future research should aim for more diverse sampling methods and explore additional predictors while adopting a holistic approach to social media advertising. Extending the application of TRA model to other social media advertising platforms which includes Instagram, Twitter, as well as LinkedIn can provide broader insights into consumer behavior and engagement. Research should delve deeper into various factors influencing engagement, including content type, timing, and consumer perception, to refine advertising strategies across diverse platforms. Managers can leverage these insights to refine advertisement strategies across various platforms, emphasizing attitude formation and a comprehensive approach to advertising strategies.

Conflict of Interest Statement

The author declares no conflicts of interest.

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INSIGHTS THROUGH THE LENS OF THE THEORY OF PLANNED BEHAVIOR

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