

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil analisis dan pembahasan penelitian yang telah dijelaskan, kesimpulan yang dapat diambil oleh penulis adalah sebagai berikut:

1. Iklan sosial berpengaruh secara positif terhadap perilaku pembelian konsumen.
2. Faktor individu berpengaruh secara positif terhadap perilaku pembelian konsumen.
3. Citra merek berpengaruh secara positif terhadap perilaku pembelian konsumen.
4. Iklan sosial berpengaruh secara positif terhadap citra merek.
5. Faktor individu berpengaruh secara positif terhadap citra merek.
6. Citra merek memediasi iklan sosial terhadap perilaku pembelian konsumen.
7. Citra merek memediasi faktor individu terhadap perilaku pembelian konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang diperoleh, maka implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. Menginvestasikan lebih banyak sumber daya dalam strategi iklan sosial untuk meningkatkan perilaku pembelian konsumen.
2. Memperhatikan faktor individu dalam merancang strategi pemasaran dan penjualan.

3. Meningkatkan upaya untuk membangun citra merek yang positif agar dapat memengaruhi perilaku pembelian konsumen.
4. Fokus pada penggunaan iklan sosial untuk memperkuat citra merek yang menguntungkan.
5. Memperhatikan faktor individu dalam upaya untuk memperkuat citra merek.
6. Menyadari peran penting citra merek sebagai mediator antara iklan sosial dan perilaku pembelian konsumen, sehingga memperkuat citra merek dapat meningkatkan efektivitas iklan sosial.
7. Memahami bahwa citra merek juga dapat berperan sebagai mediator antara faktor individu dan perilaku pembelian konsumen, sehingga memperkuat citra merek dapat meningkatkan pengaruh faktor individu terhadap perilaku pembelian.

5.3 Keterbatasan Penelitian

Menurut temuan penelitian, ada sejumlah kendala penelitian yang harus diperhitungkan untuk studi masa depan. Beberapa kekurangan dari penelitian tersebut adalah sebagai berikut:

1. Khusus untuk variabel iklan sosial terdapat beberapa dimensi yang tidak diuji pengaruhnya secara satu persatu terhadap variabel dependent.

2. Penelitian ini hanya menggunakan data pada satu tahun terakhir yang menimbulkan kemungkinan penelitian mungkin sudah tidak relevan untuk kondisi mendatang karena perubahan waktu.

5.4 Saran Penelitian Kedepan

Berdasarkan penelitian yang telah dilakukan, berikut merupakan saran yang dapat diberikan oleh peneliti untuk penelitian selanjutnya:

1. Sebaiknya penelitian kedepan menguji pengaruh dimensi dari iklan sosial secara satu persatu ke variabel independen sehingga didapatkan gambaran lebih dalam tentang pengaruh dimensi iklan sosial. Saran untuk penelitian selanjutnya diharapkan dapat menambahkan variabel diluar pengalaman berkunjung seperti variabel kualitas promosi, potongan harga, tempat, dan lain-lain.
2. Diharapkan dapat menambahkan jangka waktu yang lebih panjang dalam penelitian selanjutnya.

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LAMPIRAN

Lampiran I Kuesioner Penelitian

Pendahuluan

Perkenalkan saya Chatarina Debby, mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta (UAJY). Saat ini saya sedang melakukan penelitian untuk tugas akhir skripsi dengan judul Strategi Digital Marketing dan Perilaku Konsumen Terhadap Keputusan Pembelian Kaos Polo Ozzy Clothing

Saya mohon kesediaan Saudara/i untuk meluangkan waktu mengisi kuisisioner penelitian ini. Adapun kriteria untuk mengisi kuisisioner ini adalah sebagai berikut:

1. Apakah kamu pernah melakukan pembelian produk di Ozzy Clothing?
2. Apakah kamu menjadi *follower* dari media sosial Ozzy Clothing?

Saya berharap kesediaan Anda dalam membantu mengisi kuisisioner ini. Semua data yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas kesediannya dalam berpartisipasi mengisi kuisisioner ini saya ucapkan terimakasih.

BAGIAN I: PERTANYAAN FILTER

1. Apakah anda pernah melakukan pembelian produk di Ozzy Clothing minimal 1 kali dalam 1 tahun terakhir?
 - Ya
 - Tidak
2. Apakah anda menjadi *follower* dari media Instagram sosial Ozzy Clothing selama 1 tahun terakhir
 - Ya
 - Tidak

BAGIAN II: PERTANYAAN DEMOGRAFI

1. Jenis kelamin
 - Laki-Laki
 - Perempuan
2. Usia:
 - Pendapatan per bulan
 - <1.000.000 – 1.999.999

- 2.000.000 – 5.000.000
 - >5.000.000
3. Nama:

BAGIAN III: KUESIONER PENELITIAN

No	Iklan Sosial (Informatif)	STS	TS	N	S	SS
1.	Iklan sosial media Instagram Ozzy clothing adalah sumber informasi pakaian yang baik					
2.	Iklan sosial media Instagram Ozzy Clothing memberikan informasi terbaru tentang merek fashion					
3.	Iklan sosial media Instagram Ozzy Clothing adalah sumber informasi pakaian yang nyaman					
4.	Iklan sosial media Instagram Ozzy Clothing memberikan informasi lengkap tentang merek fashion					
5.	Iklan sosial media Instagram Ozzy Clothing memberikan informasi yang bermanfaat tentang merek fashion					
No	Iklan Sosial (Hiburan)	STS	TS	N	S	SS
1.	Iklan sosial media Instagram Ozzy Clothing itu menyenangkan					
2.	Iklan sosial media Instagram Ozzy Clothing memberikan hiburan					
3.	Iklan sosial media Instagram Ozzy Clothing membuat saya senang					
4.	Iklan sosial media Instagram Ozzy Clothing merangsang imajinasi saya					
5.	Iklan sosial media Instagram Ozzy Clothing memberikan kelegaan dari kehidupan yang penuh tekanan					
No	Iklan Sosial (Kredibilitas)	STS	TS	N	S	SS
1.	Iklan sosial media Instagram Ozzy Clothing dapat dipercaya					
2.	Saya merasa klaim yang dibuat dalam iklan sosial media Instagram Ozzy Clothing dapat dipercaya					
3.	Iklan sosial media Instagram Ozzy Clothing dapat dipercaya					
4.	Iklan sosial media Instagram Ozzy Clothing meyakinkan saya secara positif					
5.	Iklan sosial media Instagram Ozzy Clothing itu tulus					
No	Iklan Sosial (Privasi)	STS	TS	N	S	SS
1.	Saya khawatir informasi pribadi saya di sosial media Instagram Ozzy Clothing dapat disalahgunakan (R)					
2.	Saya khawatir perilaku penggunaan online saya diketahui orang lain saat saya menggunakan sosial media Instagram Ozzy Clothing (R)					
3.	Saya khawatir detail penggunaan sosial media Instagram Ozzy Clothing saya mungkin diketahui oleh pengguna lain (R)					

4.	Saya khawatir teman-teman saya akan mengetahui tentang <i>like</i> yang saya lakukan pada iklan sosial media Instagram Ozzy Clothing (R)					
5.	Saya khawatir bahwa pihak yang tidak dikenal dapat mengakses informasi pribadi saya di sosial media Instagram Ozzy Clothing (R)					
No	Iklan Sosial (Kemudahan Pengguna)	STS	TS	N	S	SS
1.	Sosial media Instagram Ozzy Clothing dapat dipahami untuk berinteraksi dengan orang lain					
2.	Saya merasa, sosial media Instagram itu fleksibel untuk berinteraksi dengan orang lain					
3.	Saya merasa, sosial media Instagram Ozzy Clothing mudah untuk melakukan apa yang ingin saya lakukan					
4.	Saya merasa mudah menjadi ahli dalam penggunaan sosial media Instagram Ozzy Clothing					
5.	Saya merasa, menggunakan sosial media Instagram Ozzy Clothing itu mudah					
No	Iklan Sosial (Konten)	STS	TS	N	S	SS
1.	Saya sering mengikuti isi iklan sosial media Instagram Ozzy Clothing					
2.	Isi iklan sosial media Instagram Ozzy Clothing menggambarkan fungsi merek pakaian fashion					
3.	Isi iklan sosial media Instagram Ozzy Clothing sangat berharga					
4.	Isi iklan sosial media Instagram Ozzy Clothing bermanfaat					
5.	Isi iklan sosial media Instagram Ozzy Clothing meningkatkan emosi saya untuk membeli					
No	Faktor Individu (Market Maven)	STS	TS	N	S	SS
1.	Ketika berada dalam kelompok pertemanan, saya biasanya menyarankan mereka untuk membeli merek Ozzy Clothing					
2.	Menurut saya, saya adalah orang yang modis					
3.	Saya sering merekomendasikan merk Ozzy Clothing kepada teman-teman saya					
4.	Saya memperkenalkan merek Ozzy Clothing baru kepada teman-teman saya					
5.	Saya suka membantu orang dengan memberikan informasi merek Ozzy Clothing					
No	Faktor Individu (Stabilitas)	STS	TS	N	S	SS
1.	Saya berbelanja di Ozzy Clothing setiap saat					
2.	Saya berbelanja pakaian di Ozzy Clothing selama beberapa tahun					
3.	Selama beberapa tahun saya berbelanja pakaian di Ozzy Clothing					
4.	Saya lebih suka menjadi pelanggan di Ozzy Clothing					
5.	Saya lebih suka membeli merek Ozzy Clothing yang sudah saya gunakan sebelumnya					

No	Faktor Individu (Berpikiran Terbuka)	STS	TS	N	S	SS
1.	Saya biasanya percaya pada merek Ozzy Clothing					
2.	Saya menemukan kesalahan pada merek Ozzy Clothing (R)					
3.	Saya membiarkan diri saya mudah diyakinkan oleh argumen penjual saat membeli merek Ozzy Clothing					
4.	Saya tidak merasa ragu untuk menggunakan merek Ozzy Clothing					
5.	Saya menganggap diri saya sebagai orang yang berpikiran terbuka terhadap merek Ozzy Clothing					
No	Faktor Individu (Menyenangkan)	STS	TS	N	S	SS
1.	Saya memiliki minat artistik pada merek Ozzy Clothing					
2.	Saya memiliki imajinasi aktif dalam merek Ozzy Clothing					
3.	Saya seorang pembeli merek Ozzy Clothing yang rendah hati					
No	Faktor Individu (Materialisme)	STS	TS	N	S	SS
1.	Membeli merek Ozzy Clothing memberi saya kesenangan					
2.	Saya suka memiliki merek Ozzy Clothing dalam hidup saya					
3.	Saya suka memiliki merek Ozzy Clothing untuk mengesankan orang					
4.	Semua hal tentang Ozzy Clothing penting bagi saya yang saya miliki					
5.	Saya akan merasa lebih baik jika memiliki merek Ozzy Clothing yang belum saya miliki					
No	Citra Merek	STS	TS	N	S	SS
1.	Merek Ozzy Clothing memberi saya eksklusivitas					
2.	Merek Ozzy Clothing menarik perhatian orang					
3.	Merek Ozzy Clothing memberi saya suatu kehormatan atau wibawa					
4.	Merek Ozzy Clothing memiliki kualitas tinggi					
5.	Merek Ozzy Clothing kredibel					
6.	Merek Ozzy Clothing memiliki nilai bagus					
7.	Merek Ozzy Clothing sudah mapan					
No	Perilaku Pembelian Konsumen	STS	TS	N	S	SS
1.	Saya sering membeli merek Ozzy Clothing tanpa perencanaan					
2.	Saya sering membeli merek Ozzy Clothing untuk kesenangan					
3.	Saya membeli merek Ozzy Clothing dengan sekelompok teman					
4.	Saya membeli baju Ozzy Clothing yang unik					
5.	Saya membeli barang-barang Ozzy Clothing dengan tren terkini					
6.	Saya bersedia membayar harga yang lebih tinggi untuk merek Ozzy Clothing					
7.	Membeli merek Ozzy Clothing akan meningkatkan persepsi saya					

Kuesioner Google Form

Strategi Digital Marketing dan Perilaku Konsumen Terhadap Keputusan Pembelian Kaos Polo Ozzy Clothing

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Strategi Digital Marketing dan Perilaku Konsumen Terhadap Keputusan Pembelian Kaos Polo Ozzy Clothing

Saya mohon kesediaan Saudara untuk meluangkan waktu mengisi kuisisioner penelitian ini. Adapun kriteria untuk mengisi kuisisioner ini adalah sebagai berikut:

1. Apakah kamu pernah melakukan pembelian produk di Ozzy Clothing?
2. Apakah kamu pernah melihat konten iklan media sosial dari Ozzy Clothing?
3. Apakah kamu menjadi *follower* dari media sosial Ozzy Clothing?

Saya berharap kesediaan Anda dalam membantu mengisi kuisisioner ini. Semua data yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas kesediannya dalam berpartisipasi

Pertanyaan Filter

Apakah anda pernah melakukan pembelian produk di Ozzy Clothing minimal 1 kali dalam 1 tahun terakhir?

Ya
 Tidak

pertanyaan filter

Apakah anda pernah melihat iklan Ozzy Clothing pada sosial media Instagram minimal 1 kali dalam 1 tahun terakhir?

Ya
 Tidak

pertanyaan filter

Apakah anda menjadi *follower* dari media Instagram sosial Ozzy Clothing selama 1 tahun terakhir

Ya
 Tidak

Pertanyaan Demografi

jenis kelamin

Laki-laki
 Perempuan

usia (ex : 23)

pendapatan per bulan

<1.000.000
 1.000.000 - 2.000.000
 >2.000.000

Nama

Iklan Sosial (Informatif)

Iklan sosial media Instagram Ozzy clothing adalah sumber informasi pakaian yang baik

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing memberikan informasi terbaru tentang merek fashion

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing adalah sumber informasi pakaian yang nyaman

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing memberikan informasi lengkap tentang merek fashion

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing memberikan informasi yang bermanfaat tentang merek fashion

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan Sosial (Hiburan)

Iklan sosial media Instagram Ozzy Clothing itu menyenangkan

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing memberikan hiburan

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing membuat saya senang

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing merangsang imajinasi saya

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing memberikan kelegaan dari kehidupan yang penuh tekanan

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan Sosial (Kredibilitas)

Iklan sosial media Instagram Ozzy Clothing dapat dipercaya

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa klaim yang dibuat dalam iklan sosial media Instagram Ozzy Clothing dapat dipercaya

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing dapat dipercaya

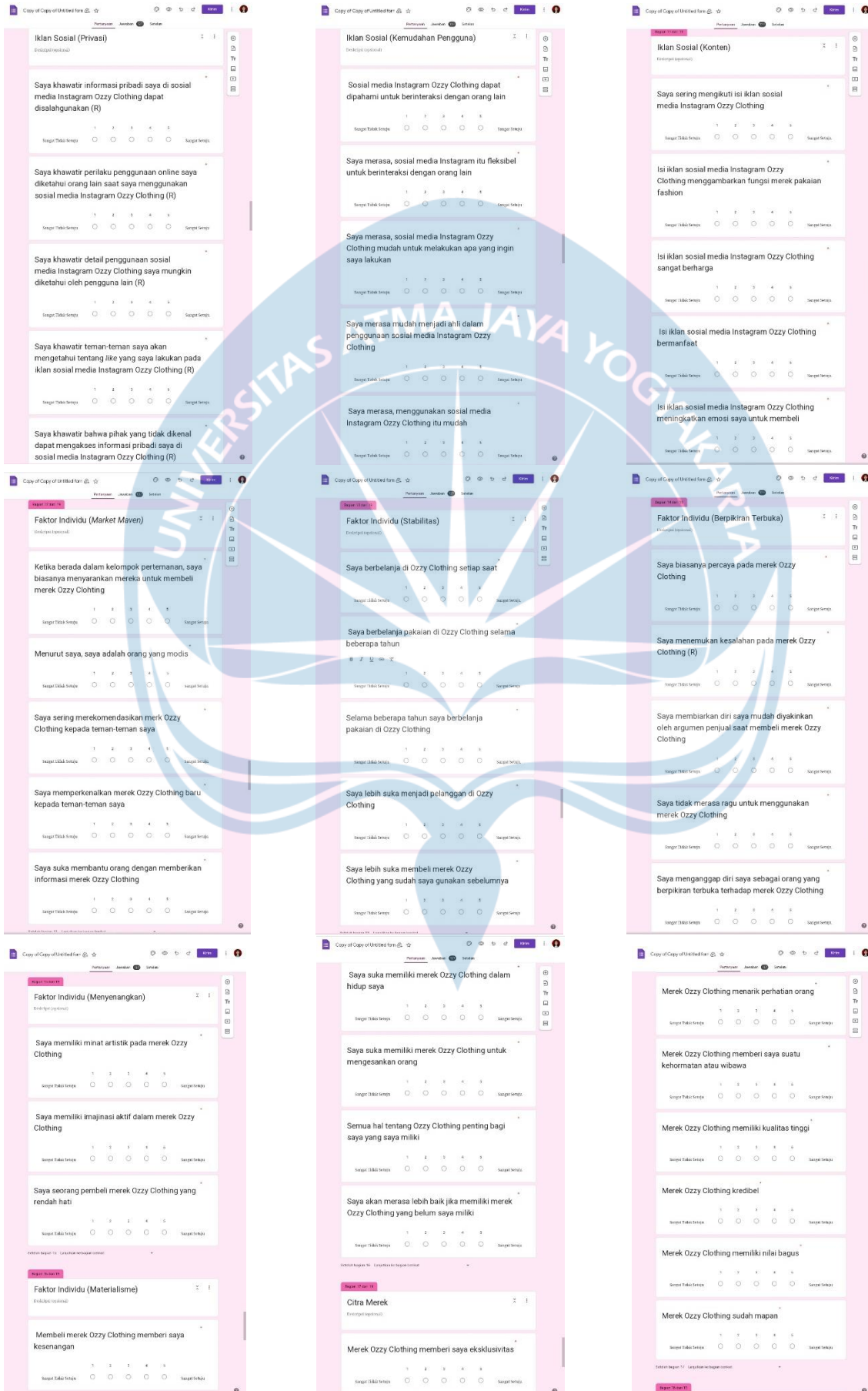
Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Iklan sosial media Instagram Ozzy Clothing meyakinkan saya secara positif

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

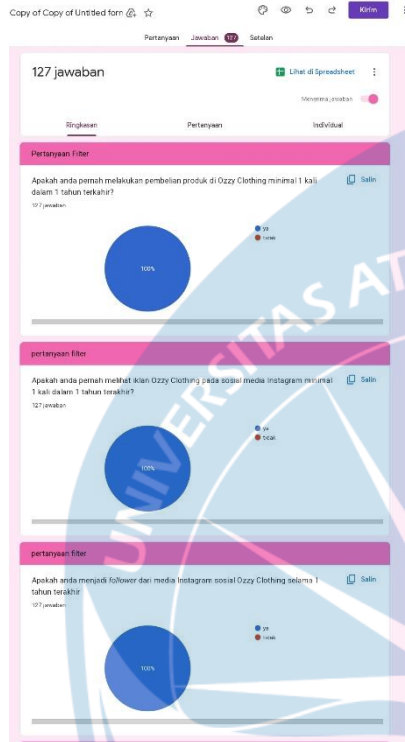
Iklan sosial media Instagram Ozzy Clothing itu tulus

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

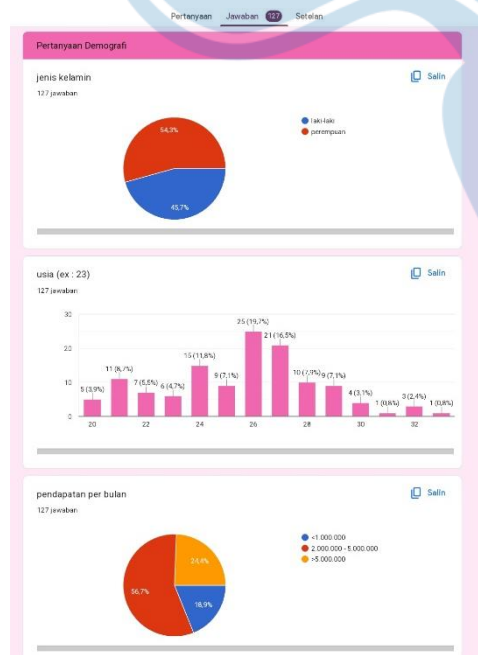


Lampiran II Data Jawaban Responden

Pertanyaan Filter



Pertanyaan Demografi



Pertanyaan Variabel

No.	I1	I2	I3	I4	I5	H1	H2	H3	H4	H5	K1	K2	K3	K4	K5	P1	P2	P3	P4	P5
1	4	4	5	4	4	4	4	4	4	4	4	4	5	4	5	4	4	3	4	5
2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	3	5	4	4	5	4	5	4	3	4	5	4	3	5	4	4	3	3
4	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5	4
5	4	4	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5	4	4	4
6	4	5	5	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	5	5
7	4	5	5	5	5	4	5	5	5	4	4	4	5	5	5	5	4	4	5	5
8	4	4	5	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	4	5
9	5	4	4	5	5	5	5	4	4	5	5	4	5	5	5	4	4	5	4	4
10	4	5	5	5	4	4	5	5	5	5	5	4	5	5	4	4	5	4	5	5
11	4	3	3	3	4	3	3	4	3	3	4	3	3	4	3	3	3	4	3	3
12	4	3	3	3	4	3	3	3	4	4	4	3	3	3	4	4	4	4	3	3
13	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5	5
14	4	4	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5	4	4	4
15	4	5	5	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	5	5
16	4	5	5	5	5	4	5	5	5	4	4	4	5	5	5	5	4	4	5	5
17	4	4	5	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	4	5
18	5	4	4	5	5	5	5	4	4	5	5	4	5	5	5	4	4	5	4	4
19	4	5	5	5	4	4	5	5	5	5	5	4	5	5	4	4	5	4	5	5
20	4	3	3	3	4	3	3	4	3	3	4	3	3	4	3	3	3	4	3	3
21	4	3	3	3	4	3	3	3	4	4	4	3	3	3	4	4	4	4	3	3
22	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5	5
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126	5	4	4	5	5	5	5	4	4	5	5	4	5	5	5	4	4	5	4	4
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No	KP1	KP2	KP3	KP4	KP5	KI1	KI2	KI3	KI4	KI5	MM1	MM2	MM3	MM4	MM5	S1	S2	S3	S4	S5
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9	5	5	5	3	4	4	5	5	4	5	5	4	4	5	5	5	5	4	4	5
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109	2	2	1	1	1	2	2	2	2	2	2	2	2	2	1	2	2	2	1	1
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126	5	5	5	5	4	4	5	5	4	5	5	5	4	5	5	5	5	4	4	4
127	5	4	4	5	5	5	5	5	4	5	4	5	4	5	5	5	5	4	4	5

No	BT1	BT2	BT3	BT4	BT5	M1	M2	M3	MA1	MA2	MA3	MA4	MA5	CM1	CM2	CM3	CM4	CM5	CM6	CM7
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9	5	4	5	5	5	4	4	5	5	5	4	4	5	5	5	4	5	5	4	4
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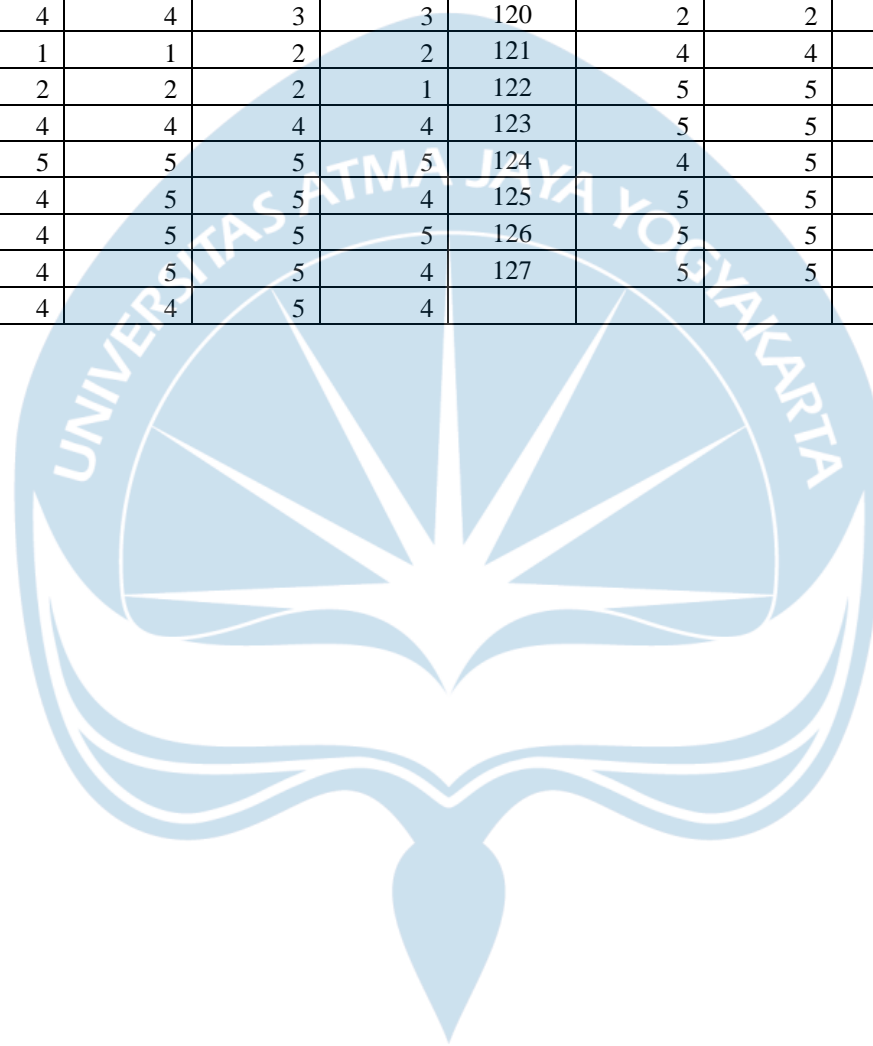
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No	PPK1	PPK2	PPK3	PPK4	PPK5	PPK6	PPK7	No	PPK1	PPK2	PPK3	PPK4	PPK5	PPK6	PPK7
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Lampiran III Hasil Analisis SEM PLS

Matriks Outer Loadings

Outer loadings - Matrix				
	Citra Merek	Faktor Individu	Iklan Sosial	Perilaku Pembelian Konsumen
BT1		0.848		
BT2		0.857		
BT3		0.884		
BT4		0.846		
BT5		0.878		
CM1	0.930			
CM2	0.949			
CM3	0.916			
CM4	0.926			
CM5	0.950			
CM6	0.905			
CM7	0.911			
H1			0.879	
H2			0.594	
H3			0.890	
H4			0.833	
H5			0.860	
I1			0.806	
I2			0.879	
I3			0.893	
I4			0.906	
I5			0.877	
K1			0.727	
K2			0.891	
K3			0.915	
K4			0.872	
K5			0.886	
KI1			0.787	
KI2			0.809	
KI3			0.705	
KI4			0.787	
KI5			0.786	
KP1			0.802	
KP2			0.853	
KP3			0.852	
KP4			0.828	
KP5			0.855	
M1			0.845	
M2			0.861	
M3			0.854	
MA1			0.861	
MA2			0.845	
MA3			0.869	
MA4			0.888	
MA5			0.828	
MM1			0.844	
MM2			0.893	
MM3			0.844	
MM4			0.893	
MM5			0.916	
P1				0.896
P2				0.891
P3				0.801
P4				0.875
P5				0.891
PPK1				0.911
PPK2				0.954
PPK3				0.920
PPK4				0.883
PPK5				0.903
PPK6				0.949
PPK7				0.918
S1			0.885	
S2			0.835	
S3			0.816	
S4			0.832	
S5			0.890	

Cross Loadings

Discriminant validity - Cross loadings									
	Citra Merek	Faktor Individu	Iklan Sosial	Perilaku Pembelian Konsumen					
BT1	0.751	0.848	0.724	0.762	M1	0.707	0.845	0.720	0.725
BT2	0.711	0.857	0.707	0.715	M2	0.773	0.861	0.736	0.789
BT3	0.738	0.884	0.721	0.734	M3	0.777	0.845	0.840	0.809
BT4	0.718	0.846	0.703	0.701	MA1	0.776	0.861	0.820	0.800
BT5	0.740	0.878	0.721	0.746	MA2	0.758	0.845	0.802	0.788
CM1	0.930	0.820	0.889	0.927	MA3	0.768	0.869	0.831	0.796
CM2	0.949	0.855	0.895	0.906	MA4	0.823	0.888	0.822	0.856
CM3	0.916	0.862	0.807	0.844	MA5	0.723	0.828	0.762	0.741
CM4	0.926	0.818	0.891	0.929	MM1	0.725	0.844	0.712	0.717
CM5	0.950	0.852	0.892	0.907	MM2	0.697	0.856	0.678	0.701
CM6	0.905	0.849	0.797	0.832	MM3	0.708	0.844	0.701	0.705
CM7	0.911	0.861	0.806	0.846	MM4	0.749	0.893	0.739	0.749
H1	0.884	0.861	0.879	0.883	MM5	0.796	0.916	0.802	0.810
H2	0.847	0.837	0.894	0.897	P1	0.803	0.851	0.896	0.831
H3	0.876	0.865	0.890	0.899	P2	0.879	0.870	0.891	0.890
H4	0.830	0.784	0.833	0.811	P3	0.700	0.759	0.801	0.697
H5	0.849	0.814	0.860	0.822	P4	0.728	0.746	0.875	0.795
I1	0.705	0.760	0.806	0.705	P5	0.790	0.778	0.891	0.814
I2	0.732	0.753	0.879	0.797	PPK1	0.907	0.876	0.867	0.911
I3	0.783	0.780	0.893	0.810	PPK2	0.897	0.867	0.882	0.954
I4	0.791	0.813	0.906	0.815	PPK3	0.840	0.815	0.860	0.920
I5	0.864	0.859	0.877	0.884	PPK4	0.865	0.838	0.858	0.883
K1	0.733	0.722	0.727	0.718	PPK5	0.887	0.878	0.857	0.903
K2	0.781	0.803	0.891	0.786	PPK6	0.894	0.863	0.880	0.949
K3	0.801	0.789	0.915	0.805	PPK7	0.838	0.803	0.851	0.918
K4	0.779	0.791	0.872	0.789	S1	0.760	0.885	0.739	0.753
K5	0.819	0.823	0.886	0.831	S2	0.715	0.835	0.680	0.716
KI1	0.830	0.787	0.832	0.814	S3	0.680	0.816	0.649	0.699
KI2	0.849	0.809	0.855	0.824	S4	0.711	0.832	0.674	0.718
KI3	0.715	0.705	0.715	0.699	S5	0.781	0.890	0.761	0.795
KI4	0.766	0.787	0.876	0.772					
KI5	0.792	0.786	0.909	0.800					
KP1	0.782	0.802	0.898	0.804					
KP2	0.863	0.853	0.870	0.868					
KP3	0.873	0.852	0.874	0.866					
KP4	0.839	0.828	0.885	0.882					
KP5	0.867	0.855	0.878	0.877					

Construct Reliability and Validity (Cronbach & AVE)

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Citra Merek	0.973	0.974	0.977	0.859
Faktor Individu	0.987	0.974	0.988	0.713
Iklan Sosial	0.983	0.990	0.984	0.756
Perilaku Pembelian Konsumen	0.970	0.970	0.975	0.847

R-Square Adjusted

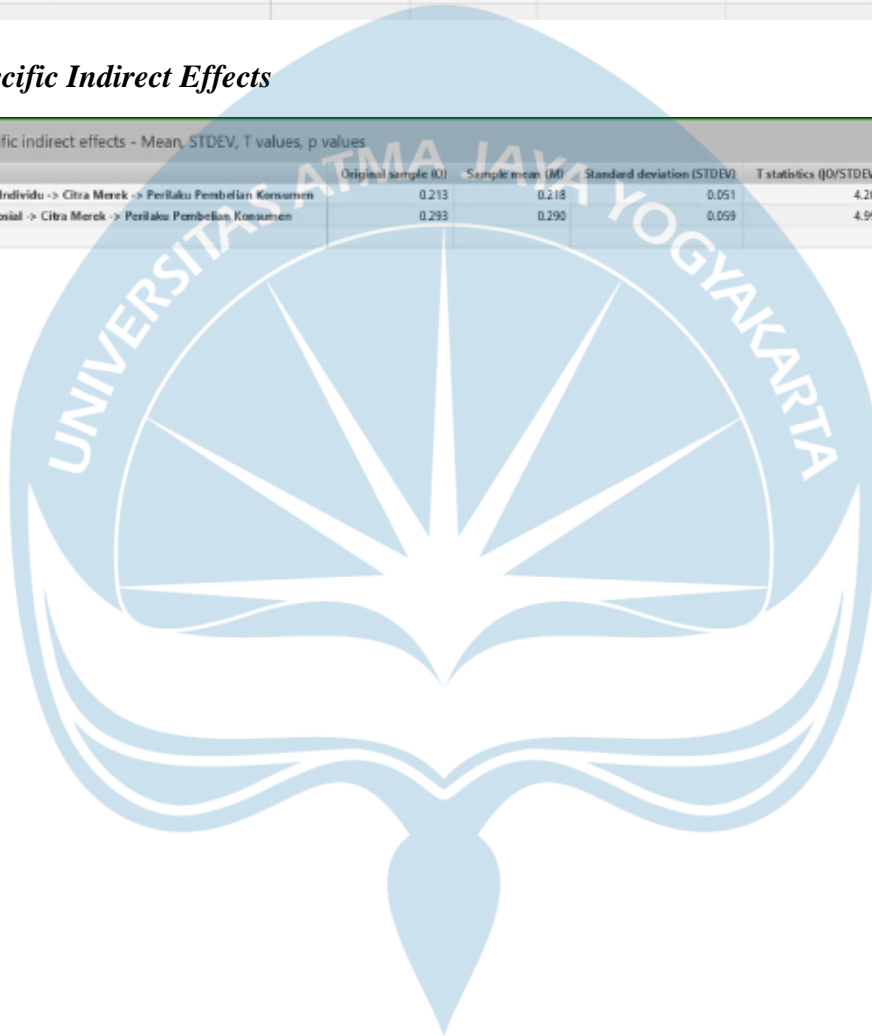
R-square - Overview		
	R-square	R-square adjusted
Citra Merek	0.874	0.872
Perilaku Pembelian Konsumen	0.939	0.938

Path Coefficients

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Citra Merek -> Perilaku Pembelian Konsumen	0.531	0.535	0.079	6.698	0.000
Faktor Individu -> Citra Merek	0.401	0.408	0.072	5.580	0.000
Faktor Individu -> Perilaku Pembelian Konsumen	0.153	0.150	0.062	2.455	0.014
Iklan Sosial -> Citra Merek	0.551	0.543	0.074	7.445	0.000
Iklan Sosial -> Perilaku Pembelian Konsumen	0.309	0.308	0.075	4.097	0.000

Specific Indirect Effects

Specific indirect effects - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Faktor Individu -> Citra Merek -> Perilaku Pembelian Konsumen	0.213	0.218	0.051	4.207	0.000
Iklan Sosial -> Citra Merek -> Perilaku Pembelian Konsumen	0.293	0.290	0.059	4.999	0.000





Original Research

Evaluating the Influence of Social Advertising, Individual Factors, and Brand Image on the Buying Behavior toward Fashion Clothing Brands

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Abstract

This study intends to evaluate the influence of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward the fashion clothing brands along with mediation of brand image. Using the convenience sampling technique, data was collected from 288 respondents. Questionnaires were self-administered and data was analyzed via Smart PLS-SEM. Social advertising, individual factors, and brand image are significantly related to the buying behavior of Malaysian consumers toward fashion clothing brands. Social advertising and individual factors have also a positive significant relationship with the brand image. Moreover, brand image mediates the relationship between social advertising, individual factors, and buying behavior. This study provides interesting insights about Malaysian consumers by evaluating the influence of social advertising, individual factors, and brand image on their buying behavior toward the fashion clothing brands along with the mediating role of brand image. These useful insights would enable marketers to develop more influential advertising strategies. By assimilating social advertising, individual factors, and brand image literature, the main contribution of this study is the analysis of social advertising, individual factors, and brand image among Malaysian consumers in enhancing the buying behavior toward the fashion clothing brands and building brand image among communities. Precisely, this study has evaluated the influence of some unique characteristics of social advertising (such as informative, entertainment, credibility, ease of use, privacy, and contents), individual factors (such as market maven, stability, open-minded, agreeable, and materialism), and brand image on the buying behavior of Malaysian consumers.

Keywords

social advertising, individual factors, technology acceptance model, theory of reasoned action, consumer buying behavior, fashion clothing brands

Introduction

In the last two decades, the prevalent usage of social media marketing has massively changed the style of doing business around the world. It has provided the opportunity for two-way communication, become a part of everyday life, and reduced consumers' anxiety around the globe (Alalwan et al., 2017; Dwivedia et al., 2021). It has gained wide popularity among advertising communities, and became one of the world-leading marketing platforms to share real-time business information (Coursaris et al., 2016; Eze et al., 2021; Vinerean et al., 2013; Yadav & Rahman, 2017). For instance, Facebook had 2.5 million advertisers, more than 50 million small businesses in 2016, and earned \$ 5.4 billion in 2014 (Alalwan et al., 2017; Thornhill et al., 2017). Likewise, 88 % of businesses are using Twitter for marketing purposes around the world (Dwivedia et al., 2021). Gradually, the active users of social media have reached 2.95 billion in 2019 and are expected to cross 3.43 billion in 2023 (Dwivedia

et al., 2021). It has emerged as an internet-based advertising platform, highly dynamic, exciting, and convey message to millions of people in seconds. At the same time, it has caught researchers' attention to understand consumers' responses and strategies of building a brand (Ertugan, 2016). It has enabled businesses to connect with their customers in a personal way, enhance brand awareness, and influence consumers' attitudes in a positive manner (Dwivedia et al., 2021). Therefore, the concept of social advertising has emerged as a

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new trend of marketing around the world due to this interesting mechanism (Rehman, 2019). Social advertising is the process of gaining traffic toward social networking sites via content to attract audience attention (Esther et al., 2015; Rehman, 2019). It is the newest internet-based digital advertising system and has gained popularity around the globe (Hadija et al., 2012; Rehman, 2019).

Moreover, studies (Akayleh, 2021; Ertemel & Ammoura, 2016) have assessed the influence of social advertising on the buying behavior of consumers in various cultural contexts but less focused to examine on the buying behavior of Malaysian consumers toward fashion clothing brands. Likewise, studies (Kumar, 2014; Lixandriou et al., 2021) have examined the impacts of personal factors on the buying behavior of consumers in a variety of settings but less focused to examine on the buying behavior of Malaysian consumers toward fashion clothing brands. In addition, studies (Gupta et al., 2021; Zhang, 2015) have evaluated the influence of brand image on the buying behavior of consumers in different communities but less focused to examine on the buying behavior of Malaysian consumers toward fashion clothing brands. Similarly, studies (Dehghani & Tumer, 2015; Elsemnas et al., 2015; Hafez, 2021; Rehman et al., 2014) have assessed the impacts of social advertising on the brand image in numerous backgrounds but less focused to examine among Malaysian consumers toward the fashion clothing brands as well as amid mediation of brand image. Similarly, Filieri and Lin (2017) have assessed the impacts of personal factors on the brand image but less focused to examine among Malaysian consumers toward the fashion clothing brands as well as amid mediation of brand image. Besides, Okazaki and Taylor (2013) have explored the theoretical foundation of social media advertising to identify future research directions and noted three theoretical perspectives (networking capabilities, brand image transferability, and personal extensibility) in reaching targeted customers via social networking sites to enhance behavioral responses. The study has advocated this conception in various cultural settings to get a better understanding of the knowledge area. However, despite significant attention to buying behavior in literature, the prior studies have been less focused to evaluate the influence of social advertising, individual factors, and brand image on buying behavior in the Malaysian context. The academic researchers have also ignored so far in providing real help to the advertisers of fashion clothing brands and attracting literature attention specifically in this part of the world. Therefore, this study has noted a gap of knowledge to evaluate the influence of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward the fashion clothing brands along with amid mediation of brand image based on the theory of reasoned action and technology acceptance model. Hence, the researchers are theoretically approaching to find the answers to the following questions. Firstly, to what degree do social advertising, individual factors, and brand image influence

the buying behavior of Malaysian consumers toward fashion clothing brands? Secondly, to what extent do social advertising and individual factors influence the brand image among Malaysian consumers toward the fashion clothing brands? Thirdly, does brand image mediate the relationship between social advertising, individual factors with the buying behavior of Malaysian consumers toward the fashion clothing brands?

To achieve these objectives, we had needed to conduct a study in the fashion clothing sector of Malaysia to clarify the answers to the above-raised research questions. Hence, this study contributes to the relevant literature by evaluating the influence of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward fashion clothing brands. It also evaluates the influence of social advertising and individual factors on the brand image among Malaysian consumers toward the fashion clothing brands. This study contributes by assessing the mediating role of the brand image between social advertising, individual factors, and the buying behavior of Malaysian consumers toward fashion clothing brands. This study contributes in the context of the theory of reasoned action and technology acceptance model in the development of a theoretical framework. This study also merges the literature of social advertising, individual factors, brand image, and the buying behavior of consumers based on the findings from the emerging economies and validating the proposed research model. The application of PLS-SEM in the proposed research model is also a novel contribution. However, this study starts with an introduction followed by a literature review to explain the conceptions of defined constructs along with the theoretical framework. The methodology is in third, while results are plainly explained in the fourth section of this study. Discussion, implications, and conclusions are presented in the last part of this study.

Theoretical Background

Theory of Reasoned Action and Technology Acceptance Model

The development of a solid theoretical framework provides a base to the entire research process, a complete structure to understand the philosophical, epistemological, methodological, and analytical approach of a research study (Grant & Osanloo, 2014). It "guides research by relying on a formal theory... constructed by using an established, coherent explanation of certain phenomena and relationships" (Eisenhart, 1991). However, the theoretical framework of this study is based on the theory of reasoned action and the technology acceptance model. The theory of reasoned action examines the relationship between attitude and behavior during purchase action (Ajzen & Fishbein, 1980). It was developed by Fishbein and Ajzen in 1975 (Yusop, 2021). While, the technology acceptance model (TAM) has developed by Davis

(1986) to motivate users in using technology (Hussein, 2017). Therefore, this study is based on the theory of reasoned action and technology acceptance model as the consumers buying behavior is always influenced by external (social advertising) and internal (brand image and individual factors) factors (Familmaleki et al., 2015). The informative, credible, and secure social advertising can convenience consumers toward buying and perceive advertising messages in a positive manner. Likewise, the consumer's personal characteristics and feelings toward brands can play an integral role in the actual purchasing. Therefore, the combination of the technology acceptance model (external source) and theory of reasoned action (internal factors) can put a greater influence on the consumers' actual buying.

Social Advertising

Social media gave birth to the concept of social advertising and emerged as a new trend of marketing (Rehman, 2019). Social advertising is the promotion of a business through social networking sites and is widely accepted around the world. Due to its wide fame, companies are now revising their marketing strategies to communicate with consumers in a personal way (Rauniar et al., 2014). This revolution of social advertising has drastically changed the pattern of promotion and brought businesses to a new era (Rehman, 2019). Specifically, in Malaysian society, it has become a wide advertising platform both on the individual and business level. Evidently, Parveen (2012) has investigated the websites of 860 Malaysian companies and noted 817 companies of various sectors using social media for marketing purposes. The tradition of social advertising has continued in Malaysia, became a part of life in society, and changed the sphere in all aspects of life (Ohajionu & Mathews, 2015).

Dimensions of Social Advertising

Informative. It is the ability to provide required information that can influence the audience's perceptions (Blanco et al., 2010). Social advertising provides timely, relevant, updated, completed information and is a convenient, useful source of product information's that can develop a positive attitude toward a business (Aydin, 2016; Lee & Hong, 2016; Logan et al., 2012). It motivates to search further information, influence positively, and is a valuable inducement (Bauer et al., 2005; Padmanabhan & Anand, 2015; Tsang et al., 2004).

Entertainment. Social advertising is perceived as a good source of entertainment that enhances audience attention due to its amazing features, interest toward brands, and brings new opportunities. Social advertising is a source of entertainment, enjoyment, happiness, pleasure, excitement, imagination, and providing relief from a stressful life (Logan et al., 2012; Soares & Pinho, 2014). It enhances

the value of ads and influences attitude, brings satisfaction, causes enjoyment, provides release from emotional stress and increases loyalty with brands (Aydin, 2016; Thong et al., 2006; Xu, 2006).

Credibility. The credibility of social advertising is the consumer's trust in advertisement and "the extent to which the consumer believes or trusts in the media or advertising claims" (Yaakop et al., 2012). It is the trustworthy, honest, believable, sincere, convincible, and promotional campaign of brands that increases the trust of the audience and enhances the consumer's response toward advertisements (Clinton et al., 2008; Dinh & Mai, 2016). Social advertising provides reliable information to improve customer services objectives (Boateng & Okoe, 2015).

Ease of use. Social networking sites have caught a considerable attention of societies due to their wide and easy usage. Ease of use is considered an important factor of Facebook advertising (Alraja et al., 2020). Rauniar et al. (2014) have praised Facebook as a flexible, easy to use, and easy to become skillful of its usage, one can do what he/she wants to do, and an understandable source to share knowledge and gain useful information. It is a belief of consumers that a particular system is free of efforts, and has an impact on attitude to accept the usage of technology, social media, online websites, e-commerce websites, and online shopping (Sago, 2013; Sahney et al., 2013).

Privacy. Users have an interest in the privacy issues of social advertising and stay active while sharing images, status, hobbies, usage behavior, usage detail, liking contents and advertisement, as the misuse of information and access of unknown parties to profile can create social problems for its users (Lee & Hong, 2016; Tan et al., 2012; Yaakop et al., 2012, 2013). Privacy is the ability to control the physical, interactional, psychological, and informational access to self or one's group in social advertising (Jung, 2017). Due to the reasons, social networking sites provide privacy settings to hide profile information that can increase the confidence of users and develop trust among consumers (Sahney et al., 2013; Yaakop et al., 2013).

Contents. Advertisers are using content to build a brand, entertain users, enhance engagement, and influence consumers' attitudes toward ads (Gaber & Wright, 2014). The contents of Facebook ads can increase the value of posting, user's interactions, engagement, enhance attitude and emotions toward brands, create loyalty, and users interestingly follow it (Kim & Johnson, 2016; Kirik et al., 2015; Liesse, 2014). It is a new trend in social advertising and the "marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action" (Steimle, 2017).

Individual factors. Individual factors are the unique characteristics of consumers; such as their decision style, habits, interest, feelings, beliefs and opinions, age, gender, background, occupation, economic conditions, lifestyle, personality, psychological characteristic, buying behavior, self-concept, culture, and others key factors that persuade their buying behavior (Kaur & Hundal, 2017; Khaniwale, 2015; Sahney et al., 2013; Yakup & Jablonsk, 2012). Due to the reasons, advertisers emphasize different strategies to get a better understanding of the buying behavior of consumers as behavior is always influenced by internal and external factors (Familmaleki et al., 2015). Notably, (Gendel-Guterman & Levy, 2013; Rehman, 2019) have noted the impact of market maven, stability, personal involvement like functional, economics, and symbolic on the store brand products purchase intention among Israeli consumers and a positive correlation among defined constructs, while (Rehman, 2019; Roy et al., 2016) have noted a positive correlation between agreeable, extroverted, open-minded, and stable with the fashion shopping at Indian cloth market. In addition, Rasool et al. (2012) have noted materialism as a direct influential factor on consumers' consumption behavior. Materialistic consumers show the identity of ownership, are often depressed, lonely, and have lower self-esteem, more conscious toward luxury goods, and commitment to buying (Dittmar, 2005; Hudders & Pandelaere, 2012). However, some important individual factors are discussed below.

Market Maven. Market mavens are the informative leaders among consumers who possess expertise and knowledge about the market, categories, and varieties, innovativeness, quality, design, price, sale points, availability, warranty, usage, features, and characteristics that may be relevant to their needs and advocate other consumers about products. They are motivated consumers and willing to help others, feel pleasure to share information's, stylish, decide for the group while buying and recommend products, possess social norms and willing to skillfully use them, and introduce new brands, encourage other consumers using words of mouth (Gendel-Guterman & Levy, 2013; Goldsmith et al., 2003). Market mavens are eager to share the marketplace information and experience with others and play an influential role in shaping the buying pattern of other (Fitzmaurice, 2011). Market mavens perceive themselves as smart buyers, enjoy the market while shopping, are highly social and interactive, and recall many brands (Goldsmith et al., 2003).

Stability. Stability is the consumer's loyalty to brands that buy the same product from the same or different store. Stable consumers are loyal to brands, and display a positive attitude toward them as regular shopping adopts the habit of buying, increases confidence and familiarity with the store brand, and reduces anxiety (Gendel-Guterman & Levy, 2013). The habit of repetition is the central point for advertisers, as stable consumers often buy selected brands from their selected shop

(Wood & Neal, 2009; Ying & Yao, 2010). The consistency of buying shows the consumer's stability with brands, often sensitive to change it and advertisers need little consultancy (Danner et al., 2008).

Open-minded. The term open-minded is the factor of a personality trait that can affect the pricing strategies of brands, can easily agree with the argument of sellers, don't care about prices, sharply change their mind toward the stylish brand, and do not feel any hesitation in its usage, fashion-minded, creative, innovative, informed, imaginative, open to accept new ideas, having an interest in fashion goods, adventure-seeking, curious by nature, willing to take risks, seeking a new experience, being curious, intelligent, sense of intellectual curiosity, seeking variety, artistic, and sophisticated taste, positively influence compulsive buying behavior (Roy et al., 2016; Ying & Yao, 2010). However, Leong et al. (2017) have noted that open-minded consumers generally have trust and also find deficiencies in Facebook commerce.

Agreeable. The term agreeable is the personality notion of consumers who are perceived as kind, sympathetic, cooperative, and trusting other people in an optimistic and easy way. It is the consumer quality to trust in others, behave friendly, be selfless, and be sensitive to others (Leung & Bozionelos, 2004). It is the vital element of personality characteristics, as agreeable consumers have active imaginations and artistic interest in buying, can affect and develop brand loyalty, spend more money on fashion brands, and show humble, gentle, cooperative, and reasonable behavior in buying fashion brands (Tommassel et al., 2015; Leong et al., 2017; Matzler et al., 2006; SIGMA Assessment Systems, 2000; Ying & Yao, 2010).

Materialism. This term has caught significant attention in the literature and is a belief in "material, self-existent things," and a complex, multi-faceted phenomenon (Srikant, 2013). Materialism is the importance of things in one's life, and a set of values that influence the specific aspects of consumer behavior to acquire burdensome debt for life consumption (Goldsmith & Clark, 2012). Materialistic consumers get pleasure in buying, like luxury in life, want to impress people, things have value for them, and feel better of having things (Richins & Dawson, 1992).

Brand Image. Brand image is the extensively used term in marketing and derived from the old Norse word brand, "meaning burn," and "a name, term, sign, symbol, design, or combination of them, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors or perception of a brand in the minds of persons [. . .]. It is what people believe about a brand—their thoughts, feelings, expectations" (American Marketing Association; Lee et al., 2000). It is "the consumer's general perception and impression of a

brand, and the perceptions of a product total attributes" (Herzog, 1963; Newman, 1985). However, studies have shown interest in assessing the influence of brand image on the buying behavior of consumers. Evidently, Kumar et al. (2009) have assessed the direct and indirect effects of individual self-concept, product orientation variables, and brand-specific variables on the purchase intention of Indian consumers toward foreign and local brands, while Horvath and Birgelen (2015) have associated the role of the brand with the behavior and purchase decisions of Netherland compulsive and non-compulsive buyers.

Consumer buying behavior. The consumer is the one who consumes goods and services, while consumer behavior is the "totality of consumer decision with respect to the acquisition, consumption, and disposition of good, services, time and ideas by (human) decision-making units" (Durmaz, 2014; Gautam & Jain, 2008). Buying behavior is the process of searching, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy needs and wants (Narayanan, 2014). It is the mental, emotional and observable process where consumers search for, purchasing, consumption, how they buy, what they buy, when they buy, and why they buy in a particular time period or in a specific context (Aggrawal, 2010). However, understanding the inner motives and buying behavior of consumers is important for advertisers to formulate better marketing and promotional strategies (Rehman, 2019). Advertisers are often keen to understand the buying behavior of consumers for the formulation of interesting promotional strategies (Pelau, 2011; Rehman, 2019).

Hypothesis development. Advertising is an effective source to pursue consumers' selection, enhance emotions to buy the advertised products (Arshad et al., 2014). Ertemel and Ammoura (2016) have noted that social media advertising has an influence on consumers buying behavior in the fashion retail industry in Turkey. Rehman et al. (2014) have evaluated the influence of Facebook advertising on the buying behavior of young consumers in Pakistan and noted that Facebook advertising has a positive significant relationship with the buying behavior of young consumers. Taha et al. (2021) have evaluated the impacts of social media on the Slovakian and Italian consumers buying behavior during the Pandemic of COVID-19. Akayleh (2021) has also examined the influence of social advertising on buying behavior among Saudi Arabian consumers. Leung et al. (2017) confirmed that Facebook advertising has a positive significant relationship with the purchase intentions of customers. Therefore, we hypothesize in this study that;

H1: Social advertising has a positive relationship with the buying behavior of Malaysian consumers toward fashion clothing brands.

Notably, individual factors (demographic and psychological) have a considerable effect on the buying psyche of

consumers (Khaniwale, 2015). Evidently, Familmaleki et al. (2015) have noted that cultural (culture, sub-culture, and social class), social (group, family, role, and status), personal (age, occupation, income, lifestyle, personality, and self-concept), and psychological factors (motivation, perception, learning, belief, and attitude) can influence the decision making process and consumers buying behavior in a significant way. Lixandriou et al. (2021) have analyzed the impacts of personality traits in online buying behavior. Whereas Nwagwu and Famiyesin (2016) have assessed the mobile advertising acceptance among Nigerian consumers with the intention of entertainment, informativeness, credibility, personalization, and ubiquity along with the effects of consumer's personal factors. Therefore, we hypothesize in this study that;

H2: Individual factors have a positive relationship with the buying behavior of Malaysian consumers toward fashion clothing brands.

Several studies have examined the influence of brand image on the consumer's buying behavior, as consumers often prefer to buy branded products (Fennis & Pruyn, 2006; Fianto et al., 2014; Riaz, 2015). Bian and Moutinho (2011) have examined the role of brand image, product involvement, and knowledge on the consumer's behavior to buy counterfeit products. Brand image has an influence on consumer buying behavior (Zhang, 2015). Sugiyartia and Mardiyono (2021) have examined the effects of brand image on the consumer's buying interest. Likewise, (Chovanova et al., 2015) have examined the effects of brand image on consumers' buying behavior. Therefore, we hypothesize in this study that;

H3: Brand image has a positive relationship with the buying behavior of Malaysian consumers toward the fashion clothing brands.

Online advertising facilitates in comparison of brands (Chaffey, 2007), and has significant effects on consumer response (Lee & Staelin, 1994). Specifically, social advertising is a useful mechanism to develop a brand image as consumers respond positively toward social media advertising of a brand (Boateng & Okoe, 2015; Humphrey et al., 2017). Social advertising is a useful mechanism to secure and build branding (Dib & Alhaddad, 2015). It has significant effects on brand image and awareness (Godey et al., 2016). Adetunji et al. (2019) have noted a positive significant relationship between social media advertising content and the brand image. Social advertising has a significant influence in enhancing the brand reputation (Karamian et al., 2015). Therefore, we hypothesize in this study that;

H4: Social advertising has a positive relationship with the brand image among Malaysian consumers toward the fashion clothing brands.

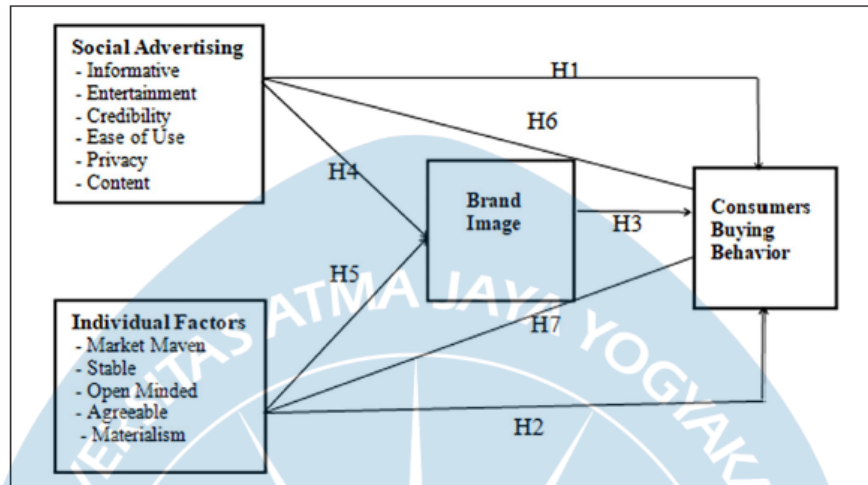


Figure 1. Proposed research framework.

Notably, there are several factors and limitations behind the buying decision and brand selection among consumers. Such as, social factors (reference group behavior, lifestyle, habits, family, role, and status) have considerable effects on the brand selection and buying decision of consumers (Kotler & Armstrong, 2009). Hanzae and Rouhani (2013) have investigated the effects of personal factors such as age, gender, material status, income level, and household size on the luxury brand perception among Iranian consumers. As personal factors have an influence on buying branded goods (Filiari & Lin, 2017). In addition, market maven and age have a considerable role in the selection of clothing brands among Nigerian consumers (Alooma & Lawan, 2013). Therefore, we hypothesize in this study that;

H5: Individual factors have a positive relationship with the brand image among Malaysian consumers toward the fashion clothing brands.

Various researchers have examined the mediating role of brand image, such as, (Shabbir et al., 2017) has examined the mediating role of brand image, country of origin, brand awareness, brand loyalty in a different context. Hameed (2013) has examined the effects of advertising on brand loyalty along with mediating role of store image, perceived quality, and customer satisfaction. Adetunji et al. (2019) have examined the mediating role of the brand image between social media advertising contents and consumers'

behavioral intentions in Malaysia. Farid (2021) has empirically assessed the mediating role of the brand image between social media marketing activities and brand equity in the fashion wear industry in Egypt. Ismail (2017) has examined the impacts of social media marketing activities on brand loyalty along with the mediating role of value consciousness and brand consciousness among Malaysian users. Therefore, we hypothesize in this study that;

H6: Brand image mediates the relationship between social advertising and the buying behavior of Malaysian consumers toward fashion clothing brands.

In addition, Liua et al. (2017) have examined the effects of brand image, brand loyalty, brand awareness, and perceived quality on consumers' brand attitude and purchase intention. The study has determined the moderating effects of brand performance and brand attitude on the relationship between brand image, brand loyalty, brand awareness, and perceived quality with the purchase intentions. Yunus et al. (2016) have examined the mediating role of the brand image between e-WOM, brand awareness, and purchase intentions, while John and Senith (2013) have examined the effects of demographic factors on purchasing branded products in the retail market. Yakup and Jablonsk (2012) supported that consumers' demographic and psychological factors have an impact on the buying psyche of consumers (Figure 1). Therefore, we hypothesize in this study that;

Table 1. Instruments of the Study.

Constructs	Dimensions	Number of items	References
Social advertising	Informative	5	Logan et al. (2012); Lee and Hong (2016)
	Entertainment	5	Logan et al. (2012); Soares and Pinho (2014)
	Credibility	5	Prendergast et al. (2009); Dinh and Mai (2016); Huq et al. (2015)
	Privacy	5	Lee and Hong (2016); Tan et al. (2012)
	Ease of Use	5	Rauniar et al. (2014)
Individual factors	Contents	5	Kirik et al. (2015); Kim and Johnson (2016)
	Market Maven	5	Gendel-Guterman and Levy (2013); Feick and Price (1987); Goldsmith et al. (2003)
	Stability	5	Gendel-Guterman and Levy (2013); Ying and Yao (2010)
	Open minded	5	Leong et al. (2017); Haran et al. (2013); Rodriguez (2011)
	Agreeable	5	Leong et al. (2017); SIGMA Assessment Systems (2000)
Brand image	Materialism	5	Richins and Dawson (1992)
		7	Bian and Moutinho (2011); Saaksjarvi and Samiee (2011); Sasmira and Suki (2015)
Buying behavior of consumers		7	Wang and Tsai (2017); Park et al. (2006); Anselmsson et al. (2014)

H7: Brand image mediates the relationship between individual factors and the buying behavior of Malaysian consumers toward fashion clothing brands.

Methodology

Sample and Data Collection

This study has applied a quantitative approach to collect data through self-administered questionnaires from the shoppers of fashion clothing brands (using mall intercept approach) in the State Johor which is the second major populated state in Malaysia. The sample size of this study was based on G-Power software as recommended by Hair et al. (2014), in PLS-SEM studies. The result of G-Power has revealed that 129 is the minimum sample size to establish a relationship among the defined constructs. However, this study has distributed 384 questionnaires using convenience sampling techniques (as inline studies of Enehasse & Sağlam, 2020; Ismail, 2017; Sama, 2019; have applied a convenient approach for data collection) but only 288 respondents participated. A convenience sampling technique was employed, which represents the non-probability sampling technique, and was the most appropriate method for data collection in this study. They were the users of fashion clothing brands, had the experience of buying, and observed social advertising. It was clear to the respondents that data will be used only for research and publication purposes.

Instruments

This study has adopted and adapted all the instruments of the defined constructs (as shown in Table 1). The questionnaire was included the demographic information of the consumers and the important factors of the selected constructs. The wordings of the questionnaire, its order, format, and appropriateness were refined accordingly. All the questions

were close-ended and respondents were given the option to mark what suits them the best. All the items are measured from the range; strongly disagree to strongly agree based on the 5-points Likert scale. The questionnaire was thoroughly checked by high experts in the relevant fields to verify the content and face validity. The experts selected the most accurate and valid items of each construct, and multi-construct them to collect useful information, while the remaining items were deleted accordingly. A pilot study has been conducted to achieve the objective of items reliability, instrument accuracy, mean, skewness and kurtosis, and factor loading analysis. The items with low factor loading were deleted and then started a data collection with the most reliable scale.

Technique

This study has examined the collected information's using smart partial least square structural equation modeling to find results. PLS-SEM systematically validates the relationship, deal with complex research frameworks in a single click, and is preferable in predictive studies (Hair et al., 2006; Kabra et al., 2017; Rehman et al., 2017). Therefore, PLS-SEM was the best option to examine the relationship among defined variables.

Results

This study has applied descriptive statistics to sketch the demographic information of the respondents. Table 2 provides the demographic details of the respondents in terms of gender, age, income, etc. Respondents included 45.5% males while 54.5% females. In terms of age, 31.9% of consumers were from the group of 18 to 21 years of age, 26.3% were from 22 to 25 years of age, 22.2% were from 26 to 30 years of age, 19.4% were from 31 to 35 years of age. In terms of income, 64.6% of consumers were from RM 2,000 and

Table 2. Demographic Information's of the Respondents.

Demographic variable		Frequency	Percentage
Gender	Male	131	45.5
	Female	157	54.5
Age (years)	18-21	92	31.9
	22-25	76	26.3
	26-30	64	22.2
	31-35	56	19.4
Income	RM 2,000 group	186	64.6
	RM 2,001-4,000 group	74	25.7
	RM 4,001-6,000 group	28	9.7
Education	Diploma/inter	147	51
	Bachelor	84	29.2
	Master	57	19.8

below income group, 25.7% consumers were from RM 2,001-4,000 income group, 9.7% consumers were from RM 4,001-6,000 income group. In terms of education, 51% were with Diploma/inter, 29.2% with bachelor, and 19.8% with master degree.

This study has applied the PLS-SEM technique to validate the constructs and proposed research model by assessing factor loadings, composite reliability, and average variance extracted (AVE). In PLS-SEM, a two-stage analytical procedure (Ringle et al., 2015) was applied to examine the measurement and structural model to analyze results. In the measurement model, this study has assessed the convergent validity and observed that all the values of factors loading (>0.7), composite reliability (>0.7), and AVE (>0.5) as shown in (Table 3) were greater than recommended values. However, Fornell and Larcker (1981) criteria were applied to examine discriminant validity and the results are summarized in (Table 4). The results indicate that the diagonal values are greater than the correlation between that construct and other constructs in corresponding rows and columns which support the discriminant validity. Further, the HTMT approach was applied to verify the results of discriminant validity (Table 5). HTMT is a recent technique and alternative of cross-loading to validate the discriminant validity. In addition, the variance inflation factor (VIF) was applied to examine multicollinearity among constructs. The results of (VIF) have ensured that there are no issues of multicollinearity among the constructs.

In the structural model, this study has applied bootstrapping procedure (through PLS-SEM) to test the developed hypothesis. The results revealed that social advertising ($\beta = .148$, $t > 1.645$, $p < .05$), individual factors ($\beta = .601$, $t > 1.645$, $p < .05$), and brand image ($\beta = .189$, $t > 1.645$, $p < .05$), have a positive significant influence on the buying behavior of consumers toward the fashion clothing brands. Likewise, social advertising ($\beta = 0.593$, $t > 1.645$, $p < .05$), and individual factors ($\beta = .324$, $t > 1.645$, $p < .05$), have

also a positive significant influence on the brand image among Malaysian consumers toward the fashion clothing brands (Table 6). Notably, results revealed that individual factors have strong positive significant while social advertising and brand image have a weak positive significant influence on the buying behavior of Malaysian consumers (Figures 2 and 3). Hence, individual factors have much better results as compared to social advertising and brand image to enhance the buying behavior of consumers toward the fashion clothing brands. Likewise, social advertising has a strong positive significant influence on the brand image as compared to individual factors among Malaysian consumers toward the fashion clothing brands (Figure 4). Precisely, informative, entertainment, credibility, ease of use, privacy, and contents are demonstrating positive influence in social advertising with various degrees as shown in figure (Figure 5). It has been noted that credibility has a greater positive influence in social advertising as compared to other factors. In the same way, market maven, stability, open-mindedness, agreeable, and materialism are demonstrating positive influence with various degrees as shown in figure (Figure 6). It has been noted that materialism has a greater positive influence as compared to other individual factors in the context of buying fashion clothing brands. In addition, brand image mediates the relationship between social advertising and the buying behavior of Malaysian consumers. Similarly, brand image mediates the relationship between individual factors and the buying behavior of Malaysian consumers (Table 7). Therefore, the results have supported all the hypotheses of this study.

Results indicate that the values of Q-Square are greater than zero which shows that the path model's predictive relevance exists in this study. Therefore, on the basis of results, it can be inferred that social advertising provides good, updated, complete, and beneficial information of fashion clothing brands to Malaysian consumers and is a convenient source to stimulate consumers' imagination, provides entertainment and relief from a stressful life. It is a source of credible and trustworthy information to positively convince Malaysian consumers toward the fashion clothing brands and consumers can feel secure in the usage of social media. It is a flexible source of interactions and Malaysian consumers can easily use it to get interesting information about fashion clothing brands. It can also be said that advertisers can use valuable and attractive content in social advertising to enhance the emotions of Malaysian consumers toward fashion clothing brands.

In the same way, it can be said that Malaysian consumers are more fashionable, prefer to buy in a group of friends, highlight new features of brands to others. Market maven often decides and recommends to others, introduces new brands, and provides interesting information about fashion clothing brands. The honest advice of opinion leaders can enhance the buying behavior of Malaysian consumers and

Table 3. Confirmatory Factor Analysis, Composite Reliability, and AVE Values.

Construct	Items	Factor loadings	Composite reliability	AVE
Social advertising	1. Social advertisement is a good source of fashion clothing information	0.834	.930	.726
	2. Social advertisement provides updated information of fashion clothing brands	0.806		
	3. Social advertisement is a convenient source of fashion clothing information	0.764		
	4. Social advertisement provides complete information of fashion clothing brands	0.774		
	5. Social advertisement provides beneficial information of fashion clothing brands	0.705		
	1. Social advertisement is exciting	0.829	.849	.618
	2. Social advertisement provides entertainment	0.773		
	3. Social advertisement makes me happy	0.890		
	4. Social advertisement stimulates my imagination	0.777		
	5. Social advertisement provides relief from a stressful life	0.777		
	1. Social advertisements are believable	0.790	.863	.643
	2. I feel that the claims made in social advertisements are credible	0.771		
	3. Social advertisements are trustworthy	0.908		
	4. Social advertisements convince me positively	0.913		
	5. Social advertisements are sincere	0.788		
	1. I am concerned that my private information on social media may be misused	0.783	.902	.654
	2. I am concerned that my online usage behavior might be known to others while I use the social media	0.823		
	3. I am concerned that my social media usage details might be known to other users	0.840		
	4. I am concerned that my friends might learn about my liking in the social media advertisement	0.768		
	5. I am concerned that the unknown parties may have access to my private information on social media	0.770		
	1. Social media is understandable to interact with others	0.793	.879	.638
	2. I think, social media is flexible to interact with others	0.827		
	3. I think, social media is easy to do what I want to do	0.834		
	4. I think, it's easy to become skillful in the usage of social media	0.790		
	5. I think, it is easy to use social media	0.782		
	1. I often follow the contents of social advertising	0.828	.861	.732
	2. The contents of social advertising describe the functions of fashion clothing brands	0.836		
	3. The contents of social advertising are valuable	0.762		
	4. The contents of social advertising are beneficial	0.785		
	5. The contents of social advertising enhance my emotions to purchase	0.780		
Individual factors	1. I usually decide for others, when I am in a group to buy fashion clothing brands	0.721	.872	.683
	2. I think, I am a fashionable person	0.809		
	3. I often recommend fashion clothing brands to my friends	0.731		
	4. I introduce new brands of fashion clothing to my friends	0.804		
	5. I like helping people by providing information of fashion clothing brands	0.907		
	1. I do fashion shopping in the same store every time	0.746	.921	.673
	2. I do fashion shopping in a big mall every time for several years	0.833		
	3. For several years I have been doing fashion shopping in the same supermarket	0.720		
	4. I prefer to be a customer of specific brands of fashion clothing	0.764		
	5. I prefer to buy fashion clothing brands repeatedly that I used before	0.700		
	1. I generally trust in the fashion clothing brands	0.802	.879	.618
	2. I find faults in fashion clothing brands	0.820		
	3. I allow myself to be easily convinced by seller arguments while buy fashion clothing brands	.912		
	4. I don't feel any hesitation in using stylish clothing brands	0.769		
	5. I consider myself as an open minded person toward fashion clothing brands	0.817		
	1. I have artistic interest in fashion clothing brands	0.785	.874	.741
	2. I have active imagination in fashion clothing brands	0.913		
	3. I am a cooperative buyer of fashion clothing brands	0.734		
	4. I am a humble buyer of fashion clothing brands	0.780		
	5. I am a gentle buyer of fashion clothing brands	0.903		
	1. Buy fashion clothing brands give me pleasure	0.713	.794	.652
	2. I like to have luxury clothing brands in my life	0.901		
	3. I like to have fashion clothing brands to impress people	0.885		
	4. All the things of fashion clothing have importance for me that I have	0.816		
	5. I will feel better to have fashion clothing brands which I don't have	0.855		

(continued)

Table 3. (continued)

Construct	Items	Factor loadings	Composite reliability	AVE
Brand image	1. Fashion clothing brands bring me exclusivity	0.819	.903	.747
	2. Fashion clothing brands attract the attention of people	0.779		
	3. Fashion clothing brands bring me prestige	0.861		
	4. Fashion clothing brands have high quality	0.795		
	5. Fashion clothing brands are credible	0.822		
	6. Fashion clothing brands have good value	0.827		
	7. Fashion clothing brands are well established	0.783		
Buying behavior	1. I most often buy fashion clothing brands without planning	0.541	.880	.812
	2. I most often buy fashion clothing brands for enjoyment	0.717		
	3. I most often buy fashion clothing brands with a group of friends	0.691		
	4. I always buy unique fashion dress	0.809		
	5. I always buy fashion clothing goods of latest trends	0.834		
	6. I most often willing to pay a higher price for fashion clothing brands	0.742		
	7. Buy fashion clothing brands would improve the way I am perceived	0.761		

Table 4. Discriminant Validity .

Construct	Social advertising	Individual factors	Brand image	Buying behavior
Social advertising	0.907			
Individual factors	0.272	0.886		
Brand image	0.514	0.691	0.894	
Buying behavior	0.389	0.376	0.485	0.876

Table 5. Heterotrait-Monotrait Ratio (HTMT).

Construct	Social advertising	Individual factors	Brand image	Buying behavior
Social advertising				
Individual factors	0.465			
Brand image	0.397	0.592		
Buying behavior	0.438	0.537	0.573	

Table 6. Results of the Structural Model Analysis (Hypothesis Testing).

Hypothesis	Relationship	St. Beta	Sample mean	SD	t-Value	Decision	R ²	F ²	VIF	Q ²
H1	SA → CBB	.148	0.327	0.094	2.689	Supported	.389	0.025	1.702	0.265
H2	IF → CBB	.601	0.412	0.013	3.432	Supported	0.153	1.863		
H3	BI → CBB	.189	0.310	0.056	2.868	Supported	0.072	1.538		
H4	SA → BI	.593	0.280	0.561	2.781	Supported	.605	0.030	1.673	0.402
H5	IF → BI	.324	0.219	0.093	2.584	Supported	0.363	1.762		

play a pivotal role in building brand image among communities. It can also be inferred that Malaysian consumers prefer to buy a specific brand from a big mall or a supermarket in a repeated manner. The stability in buying from a same-store, big mall, and specific brand shows the habitual characteristics of Malaysian consumers toward the fashion clothing brands. The stability and repetition in buying a specific brand

can indicate its image among Malaysian consumers. It is assumed that Malaysian consumers have trust in fashion clothing brands and feel open-minded toward its usage.

Malaysian consumers are open-minded and can easily trust in the fashion clothing brands, are able to find faults in the products, can be easily convinced by sellers, and do not feel any hesitation in the usage of stylish fashion clothing

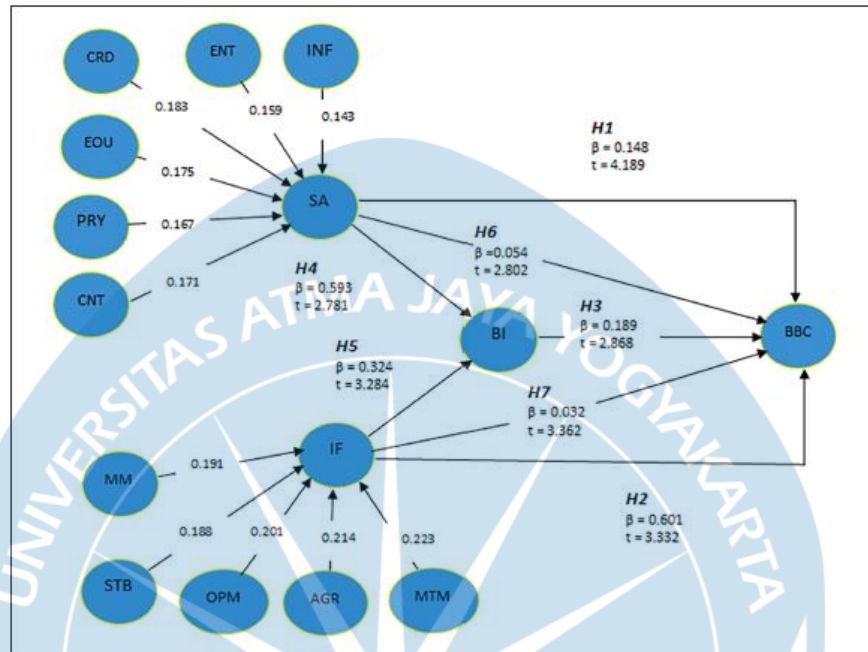


Figure 2. Structural models.

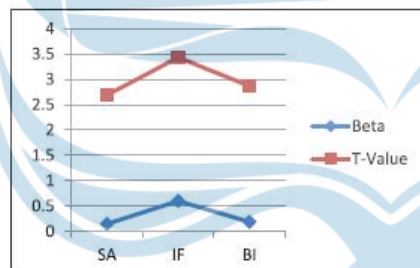


Figure 3. Effects on buying behavior.

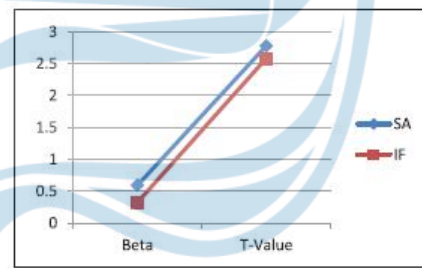


Figure 4. Effects on brand image.

brands. Trust in fashion clothing brands can improve the brand image among Malaysian consumers. Therefore, on the basis of results, it can be inferred that Malaysian consumers are more humble, gentle, and cooperative buyers of fashion brands, have artistic interest and active imagination toward

them. The artistic interest in the fashion clothing brands can enhance their buying behavior toward it, while active imagination can improve the brand image among them. It can also be said that Malaysian consumers can gain pleasure, impress people, and feel better while using fashion clothing brands.

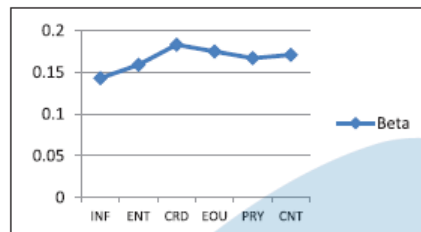


Figure 5. Factors of social advertising.

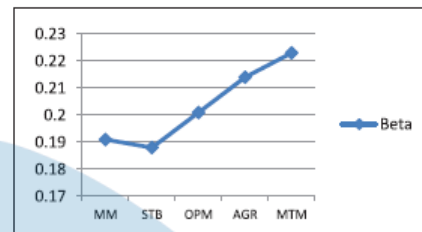


Figure 6. Individual factors.

Table 7. Results of Indirect Effects (Hypothesis Testing).

	Relationship	St. Beta	SM	SD	t-Value	CILL	CIUL	Decision
H6	SA × BI → CBB	.054	0.433	0.072	2.802	0.015	0.072	Supported
H7	IF × BI → CBB	.032	0.402	0.217	3.362	0.032	0.148	Supported

Note. CILL = confidence interval lower level; CIUL = confidence interval upper level.
 $p < .05$.

The pleasure and positive feeling can enhance the buying behavior of Malaysian consumers toward the usage of fashion clothing brands. They can impress people with the usage of luxury products and increase the value of the brand among them. It can be concluded on the basis of results that fashion clothing brands are more credible, well established, have high quality and good value, bring prestige, and attract people's attention. Therefore, it is appraised to the marketing professional to focus on the features of social advertising, individual factors, and brand image in developing promotional and brand-building strategies for fashion clothing brands that could successfully accomplish business objectives.

Discussion

The purpose of this study was to evaluate the influence of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward the fashion clothing brands along with the mediating role of brand image. Results revealed that social advertising, individual factors, and brand image have positive significant effects on buying behavior. Social advertising and individual factors have also positive significant effects on the brand image among Malaysian consumers. In addition, brand image mediates the relationship between social advertising and the buying behavior of Malaysian consumers. Brand Image also mediates the relationship between individual factors and the buying behavior of Malaysian consumers toward fashion clothing brands. The results of the study have important implications for marketing research and contributed to the body of knowledge. Hence, the tactics in social advertising

such as informative, entertainment, credibility, ease of use, customer's privacy, and attractive contents have the advantage to achieve marketing objectives of the fashion clothing brands. Likewise, understanding the consumer's characteristics such as market maven, consumer's stability, open-mindedness, agreeable, and materialism have the advantage to develop market fit strategies to achieve marketing objectives and satisfy customers of fashion clothing brands. Specifically, brand image is an important aspect of marketing strategies to precisely fulfill the business objectives.

The managerial impeding of this study was to find the answers of raised research questions and evaluate the relationship among defined constructs. However, the results of PLS-SEM have cleared the relationship among defined constructs and provided answers to the raised research questions. Further, this study is in line with Dehghani and Tumer (2015) who have examined the effectiveness of social media advertising in enhancing the purchase intentions of consumers in Cyprus. The study has investigated four constructs that are social media advertising (Facebook), brand equity, brand image, and purchase intentions of consumers. This study is in line with the sense of social media advertisement, brand image, and its influence on the purchase intention of consumers. This study is also in line with Elseminas et al. (2015) who have empirically investigated the effects of Facebook advertising in enhancing the purchase intention of consumers. The study has inspected five constructs that are social media advertising, brand equity, brand image, word of mouth, and purchase intention. This study is in line in the sense of social media advertising and brand image influence on the purchase intention of consumers. However, the results of this study are

unique as compared to other studies due to the identification of factors influencing consumers buying behavior and brand building strategies. This study is also in line with Akayleh (2021) who examined the influence of social media advertising on consumer behavior among Saudi Arabian consumers. However, the results of this study are unique due to the complexity of the theoretical framework. This study is also in line with Majeed et al. (2021) who evaluated the effects of social media advertising on the consumer's purchase intentions along with the mediating role of brand equity in Ghana's fashion industry. This study is in line with the sense of social media advertising's influence on the purchase intentions of consumers in the fashion clothing sector. This study has an association with Ying et al. (2021) who examined the impacts of social media on the consumers buying behavior in Sarawak, but the results of this study are unique due to methodological procedure. This study has linkage with Rehman et al. (2017) who evaluated the impacts of personal factors (market maven, stability, open-minded, and agreeable) on the buying behavior of Pakistani consumers. This study is inline in the sense of fashion clothing brands and methodological procedure. This study has a connection with Roy et al. (2016) that inspected the impacts of demographic and personal characteristics on fashion shopping proneness at the Indian cloth market and observed 46% influence on shopping proneness due to personal factors. The study has observed a positive relationship between agreeable, extroverted, open-minded, stable, and fashion shopping. Guterman and Levy (2013) have assessed the consumers' personal involvement in the store brand buying proneness in Israel and noted that personal involvement, economic involvement, symbolic involvement, functional involvement, market maven, and stability tendency have a positive correlation with the store brand buying intention. The study has a connection in the context of personal involvement in buying intentions. However, the findings of this study are contextually unique as compared to the above inline studies due to the theoretical framework.

Implications of the Study

Practical Implications

These findings imply that the firms can focus their efforts on social advertising, individual factors, brand image, and the combination of these variables would be an interesting marketing strategy to enhance the buying behavior of consumers toward the fashion clothing brand. The tactics in social advertising, understanding individual factors, and promoting the brand to create an image would be a helpful marketing strategy for greater market response in a competitive environment. Regular advertising and two-way communication through social media can increase the confidence of both parties, understanding the personal factors of consumers is helpful to create brand loyalty and image among various communities. By developing two-way communication and

understanding the personal factors of consumers, firms can develop some unique selling strategies that better suit the consumers of fashion clothing brands which may lead them to be perceived as a market leader and a top brand among communities. The informative and credible advertisement through social media can provide the opportunity of entertainment, make clear the business message in targeted customers, can positively enhance their buying behavior, and build brand image in targeted communities. The brand image inspires consumers toward buying in a specific community, can lead to getting an advantage over competitors, and enhance commitment with a brand. Precisely, this study contributes to the prior literature by evaluating the relative importance of various features in social advertising to enhance the buying behavior of consumers toward fashion clothing brands. So, the advertisers can add the most influential features in developing advertisements for building brand image. The results are helpful for marketing and advertising agencies to develop more influential advertisements as per the consumer's beliefs and characteristics to convey a more effective message in a personalized way. Social advertising also allows marketing practitioners to employ novel advertising techniques to engage customers with fashion clothing brands and enhance buying behavior. The study has noted that Malaysians are widely focusing on their personal characteristics (internal factors) while making a purchase decision as compared to external factors (social advertising). Therefore, marketers need to widely focus on the consumers personal factors when formulating marketing strategies.

Theoretical Implications

This study merged the literature of social advertising, individual factors, brand image, and consumers' buying behavior based on the findings from the emerging economy and validated the proposed research model in the Malaysian context. The application of PLS-SEM in the defined context is also a novel contribution in the relevant literature. This study has extended the Theory of Reasoned Action and Technology Acceptance Model by developing a theoretical framework and subsequently validated it with data collection and analysis. The validated model contributes to the literature and enhances the systematic understanding of the characteristics of social advertising, individual factors, brand image, and the influence of these factors on the Malaysian consumers buying behavior toward the fashion clothing brands. This study extends the theory of reasoned action in the context of motivational factors of consumers' beliefs in social advertising that can enhance the subjective norms among them to buy the fashion clothing brands. This study extends the theory of reasoned action in the context of factors (suggestions, comments of friends, and audience in social advertising can enhance the subjective norms among consumers toward buying) that influence the Malaysian consumers buying behavior toward the fashion clothing brands in the State Johor.

Conclusion and Future Directions

This study intends to evaluate the influence of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward the fashion clothing brands along with amid mediation of brand image in the defined context. The results of the study have encouraged by providing empirical evidence that effective social advertising strategies in the relation of individual factors and brand image play a greater role to enhance the buying behavior of consumers toward the fashion clothing brand. The results of the study have contributed to the prior literature by testing the underlying instruments and developing hypotheses. Ultimately, it is believed that the findings of this study will contribute to the theoretical literature and deliver valuable information to the fashion clothing brands in formulating more influential advertising strategies, and improving the brand image in targeted communities. It will guide the marketing practitioners to design more significant communication strategies to induce customers. However, while interpreting results, readers should know about the scope and the boundary line of collected data. To get a better understanding of the analysis, future studies can examine the moderating role of gender and education in the defined context based on the theory of planned behavior. Further, this study was only limited to fashion clothing brands and evaluated only a few constructs of the theory of reasoned action and technology acceptance model and future studies can examine other fashion brands and include the remaining constructs of the theories (such as subjective norms, etc.) among the defined constructs in various cultural context.

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