

## **Impact of Social Media Marketing on the Buying Intention of Fashion Products**

**By**

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### **Abstract**

This study aimed at resolving the effect of social media marketing on buying intention from online fashion stores in Jordan. The target population is young Jordanian Facebook users between 18 and 35 years old reached 1501000 people (Department of Statistics, 2021). The non-probability sampling technique by Snowball Method. The recommended sample size was 386 which increased to 515. The quantitative method is the most appropriate of this study and is also part of descriptive research. The questionnaire is tool of collecting the primary data and the Five Points Likert Scale used. The questionnaire was designed via Google Drive and distributed to the target sample using whatsapp and other social platforms. The study concludes a positive direct relationship of the sub-independent variables: Usage, Online Rewards & Incentives, and Online Credibility with the buying intention from online fashion stores. The results indicate the variations effects of sub-variables on buying intention. There is no effect on usage, while rewards & incentives and online credibility are weakly affected the buying intention from e-fashion stores via Facebook.

**Key Words:** SMM, Buying Intention, Usage, Online Rewards, Online Credibility, Fashion Industry, Youth People, Facebook, Jordan.

### **Introduction**

The global crisis in 2008 caused many financial and psychological threats for retailers worldwide (Mohr, 2013). Financially, it was difficult to persuade new innovators and early adopters to buy their preferences from fashion products to compensate for the lack of demand from the riches. The figures show their market share is up to 60% of the fashion industry (Christians, 2011). Psychologically, poor planning for future fashion seasons has arisen; Sales in most major global stores have collapsed in Neiman Marcus, Saks Fifth Avenue, and Nordstrom (Mohr, 2013).

The information shows that the mood of consumers in Paris's "fashion capital" has become critical and cautionary, with the fear of the future and threats of spending on fashion products by the poor (Kapferer, 2012). The source of fear and anxiety refers to the continuing global financial crisis for the next several years, which requires re-planning the purchasing decision on Luxuray's welfare products by riches and elites. Riches consumers focused on the prices and quality of fashion products with competitors (Godey et al., 2016). In addition, Competition among fashion designers has affected consumer interests and the mechanism for selecting the quality and quantity of products (Lutz, 2012). Cutting purchases and increasing hedging were the most critical decisions by consumers (Ahmad, Salman & Ashiq, 2015).

Under these circumstances, global fashion stores have contemplated looking for innovative solutions, tools, and strategies to exist the crisis. The changeable economic conditions, consumer trends, and urbanization movements in several developing countries were necessary to observe (Lutz, 2012). As a result, there is a firm conviction among the world's fashion leaders that a positive transformation of marketing thinking is needed. Encouraging the interest of retailers and global fashion designers in devising new marketing strategies, accessing markets, and attracting new customers (Tufekci & Wilson, 2012).

In 2009, the producers of luxury brands and retailers in the world exploited modern technologies, and social media emerged as innovative marketing with the ability to rapidly spread and reach customers, encouraging them to interact (Rituraj & Junaid, 2019). Interaction increases awareness, engagement, brand recollection level, and buying incentives (Sheela & Sneha, 2017). Technical developments have imposed social media as an effective tool in triggering customer relationships and winning fashion customers (Geissinger & Laurel, 2016). According to the preliminary results, social media followers expressed themselves and their tastes (Kurutz, 2011), shared ideas and global fashion events, and explained their opinions. It also enabled them to comment, evaluate products, and get instant feedback from anywhere (Grubor, Djokic & Milovanov, 2017).

Social media has provided new communication, interaction, and dialogue between the company and customers. It merged entertainment and perceived trust (Farook & Abeysekara, 2016). It diversified sources of access to information such as social networks, forums, site blogs, social blogs, microblogs, wikis, budgets and photos, video, and social references (Kaplan & Heinlin: 2010). It also facilitated social media in building and shaping online relationships (Golden, 2011). It becomes part of the creative process that begins with content formation (Evans, 2010). Specialists emphasize that social media has increased engagement, openness, conversation, and connectivity among users in the virtual community. Social media also helped users obtain individual profiles and cookies, communicate their thoughts, feelings, interests, and preferences, and link them to friends and fans (Trusov et al., 2009).

Finally, social media became one of the most prominent communication tools of the twenty century because of its active role in the success and continuity of businesses, shaping new enterprise visions and policies, and building the foundations of survival and continuity in competitive markets (Singh & Taneja, 2010). Social media has changed the marketing approach (Hawi & Samaha, 2017). Social media maximize using available resources and product development that fulfill customers' needs (Golden, 2011). Social media has also changed business performance when obtaining feedback, suggestions, and customer evaluations. In the end, It established relationships and products innovatively and proactively, improved content and organizational function, and value to customers. It promotes relationship management in a suitable way for the business model and stakeholders (Marketingpower.com, 2022).

Social media has emerged in direct contact between businesses and end users (Kaplan & Heinlin, 2010). It built a lucrative relationship between consumer and brand, facilitated dialogue and respect for the brand (Brands, 2010), and accelerated eWOM (Trusov et al., 2009). These tools developed consumers' skills to become opinion leaders and market influencers (Kolhar et al., 2021). As a result, there has been a rise in the impact on marketing activities and purchase decisions (Ahmed et al., 2017). Over time, these means have become part of the consumer's lifestyle, a means of communication and access to feedback, and consumer interaction (Cuming, 2008).

## Research Significance

- This study indicates how social media marketing affects buying intention via online fashion stores.
- The study will present n implications to policymakers and regulators in the commercial and government sectors about using social media to improve growth in the fashion sector. It also contributes to the orientation of government policies toward the IT and marketing fields.

## Literature Review

### *Fashion Industry in Jordan*

Studies classify Jordan as an emerging market, with a population reaching 10.8 in 2023 (Department of Statistics, 2023). Jordan has 40% of the migrant and displaced population from Arab countries in Syria, Iraq, Yemen, and Palestine, In addition to non-Arab ethnicities from Chechnya and Circassia. Syrian refugees reached 1.2 million and 750 thousand Egyptian workers (Department of Statistics, 2021). Demographics show that young people under 30 years old are 63% of the population (Department of Statistics, 2023). Generation Y is confident and psychologically different in nature. It is always looking for fashion products, caring for global fashion, following influencers and fashion celebrities worldwide, and looking for tradition and simulation (Hutchinson, 2017).

At the economic level, Jordan is a small country in terms of population and area and lacks natural resources. The size of the economy is relatively open-free compared to the economies of surrounding countries, especially the Gulf area. Jordan's economy is ranked 89th globally, mainly based on commercial services, tourism, and some key industries such as fertilizers and pharmaceuticals. Jordan has several natural resources making it the third country in phosphate and potash internationally (Investment Commission, 2021). Jordan suffers from structural economic problems such as public debt reaching \$50 billion or 106.5% of GDP, a trade balance deficit accounts for 20.4% of GDP, and a budget deficit accounts 9.6% of GD in 2020 (Jordan Economic Forum, 2020). During the coronavirus pandemic, economic problems have intensified, and most economic indicators have declined. Economic growth and investment fell by 3.6% and 3%, workers' remittances shrank by 9.7%, and unemployment rose to 24.7% (CBJ, 2020). In these circumstances, there is a need for innovative and comprehensive solutions; Based on the reality and requirements of economic and social modernization. Jordan is optimistic about the future of medical tourism, uranium exports, shale, trade, and ICT (Investment Commission, 2021).

The local fashion market is one of the growing markets, ranked seventh globally in growth indicators, with retail sales reached to \$15 billion in 2019 (AT Kearney Global Retail Index, 2019). Jordan's fashion market has a limited number of electronic retailers like Fordeal, Jollychic, Noon Shpoing, Vova, and Dokanati. The physical market is crowded by 10700 small random fashion stores (clothing, shoes, and accessories). It employs 57 thousand of Jordanian and Syrian workers (www.alghad.com, 2022). In 2018, e-commerce was estimated at \$300 million through 1.8 million e-shoppers for fashion products (Beaufort, 2018). In 2020, local fashion market indices deteriorated due to government policies and COVID-19 constitutes, and collapsed the clothing and shoes sector by 60% (Amman Chamber of Industry, 2021). The purchasing power has also deteriorated, consumer spending has shrunk, and the liquidity of the middle social class has decreased (Ministry of Finance, 2020).

Jordan is at the heart of a region riddled with political and cultural problems and conflicts. However, it has a median score in the political risk index (51.5% from 100%). Market Saturation's in retail trade averaged 60%. Thus, the local market has surplus demand for many industries and products. Jordan's fashion industry is arguably one of the most promising investment opportunities in the local economy. Industrial effectiveness increases when combined with social media marketing activities. Many Arab and foreign traders and investors look for the Jordanian market as a focal point for entering other markets, especially the US market, the Arab Gulf countries, and the Iraqi market.

Despite the long distance between the Jordanian market and the centers of the global fashion industry: global fads and updates have affected local consumer tastes. The tradition of celebrities and influencers attracts young Jordanians (Rituraj & Junaid, 2019). Jordan's fashion market is based on simplicity and low cost (Nalls, 2013). Nowadays, population and economic conditions are responsible for the growing products that fulfill the multiple and different needs of the market. It can be said that the diversity of customs and traditions, national events, and ethnic and religious backgrounds in the Jordanian market; produced the demand for fashion products. Products include Al-Shamagh (Red Kofiya), National Shirts, Islamic Headscarves, Swimwear and Sports, and Heritage dresses in Jordan. For young people, the local market is interested in clothes, shoes, and accessories for health, beauty, and food.

Psychoanalysis shows that Jordanian society is religious commitment, as well as the distinct modern characteristic that is hard-wired in the way of dress, especially in public places, streets, and malls. Jordan's fashion industry, therefore, combines the values of religious commitment with the requirements of modern life. Here, the literature points to four key factors that have helped the fashion industry's evolution in several global markets: the digital impact, the globalization of fashion, the universality of e-commerce markets, and the openness of local markets (Kontu & Vecchi, 2014). The current study, therefore, confirms that Jordan's fashion industry is a complex social phenomenon; they contain conflicting motives such as an individual's personal identity, the privacy of society, traditions, rebellion against society, living conditions, and religious commitment. In conclusion, the fashion industry remains a diverse, flexible, and professional craft: it seeks to satisfy the needs and desires of different segments of consumers. The Jordanian consumer determines options for accepting or rejecting fads according to his tendencies, desires, and values.

### ***The Importance of SMM in the Fashion Industry***

Studies confirm that SMM has caused many positive effects on buying decisions and pushed consumers toward the fashion industry (Alalwan et al., 2017). SMM has reduced working time, and production costs and product design has become simple and ongoing the world fashion movement "Fashion Fast" (Kohli, Melewar & Yen, 2014). As a result, key performance indicators improved profits and share of the market. The SMM in the fashion industry has played a role in attracting followers, sharing information, promoting brand awareness, and shifting the consumer role to research, exploration, and information collection (Leung & Stahura, 2015). Studies add that SMM's diverse communication mix enhances consumer personality, combining advertising and entertainment into one container that can be shared with others (Villarroel et al., 2018).

Studies have shown that SMM in the fashion industry enabled users to rate products and contact brands (Labrecque, 2014). Besides knowing the factors affecting consumer behavior, the buying decision, satisfaction, market coverage, and the users' recommendations about the content (Park & Kim, 2003). We also add that SMM has targeted consumers accurately, fashion market segmentation effectively, and gotten feedback from global fashion

viewers and followers (Kohli, Melewar & Yen, 2014). SMM is an educational style for audiences and fashion lovers and resolves brand problems (Xiang & Gretzel, 2010). In sum, SMM developed the user experience, understanding of information, and reducing the inconsistency with the brand (Kim & Ko, 2012). It Promotes communication and expands social engagement between friends and followers of fashion products (Fortis, 2015).

SMM has become more mature and visible in businesses and is a crucial component of customer attraction strategies. SMM increases promotions, marketing intelligence, sentiment research, public relations, marketing communications, and product management (Tanuri, 2010). Fashion blogs have impacted buying three top fashion products in the world: casual clothing, occasions clothing, and fitness clothing (Hutchinson, 2017). In another study, Facebook and Pinterest, Instagram, Tumblr, and Twitter were the most used websites by consumers to buy professional clothes (Rituraj & Junaid, 2019). In fact, SMM built CRM with fashion stores, manufacturing and retaining consumers, improving brand image, and enhancing loyalty (Coon, 2010). SMM can legitimize the casual look of youth clothing and improve selling and marketing indicators.

Finally, SMM is a marketing motive for shaping purchasing intentions (Dehghani & Tomer, 2015), raising awareness, and realizing brand loyalty (Guede, Curiel, & Antonovica, 2017), and brand equity enhancement (Zahoor & Qureshi, 2017). We add that SMM is a tool that has improved the business reputation and behavioral intentions for customers (Keh & Xie, 2008) and affected post-purchase behavior (Mangold & Faulds, 2009). Finally, SMM provided fashion stores further opportunities to create, compose and publish positive stories and experiences (Kumar et al., 2013), build positive communication, and improve customer relationship management (Malthouse et al., 2013).

According to the above, the research hypothesis can be formulated as follows:

- HO<sub>1</sub>: There is a Statistical Effect of Social Media Marketing on the Buying Intention From e-Fashion Stores at the 5% Statistical Significance, and Sub-Hypotheses Can be Derived as Follows:
  - HO<sub>11</sub>: There is a Statistical Effect of Using Social Media Marketing on the Buying Intention From e-Fashion Stores.
  - HO<sub>21</sub>: There is a Statistical Effect of Online Incentives and Rewards on the Buying Intention From e-Fashion Stores.
  - HO<sub>31</sub>: There is a Statistical Effect of Online Credibility on the Buying Intention From e-Fashion Stores.

## **Measurement and Sampling**

### ***Measurement***

The quantitative method is the most appropriate of this study. It based on collecting and numbering data, implementing statistics and conclusions (Creswell, 2013). The current study is also part of descriptive research. The questionnaire tool of collecting the primary data and the Five Points Likert Scale used (Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree) . The questionnaire was designed via Google Drive and distributed to the target sample using whatsapp and other social platforms.

### ***Sampling***

The target population is young Jordanian Facebook users between 18 and 35 years old, estimated at 30% of the population in Jordan for 2021 reached 1501000 people (Department

of Statistics, 2021). The non-probability sampling technique by Snowball Method. The five online stores in the fashion market in Jordan: Fordeal, Jollychic, Noon Shopping, Vova, and Dokanati were units of analysis according to the pilot study. The recommended sample size was 386 which increased to 515. The initial sample reached 100 active users, and 65 of them responded to the call of invitation. Each one nominated other names of acquaintances and friends with the same qualities and characteristics. The researcher announced via Facebook for volunteers to the study. The withdrawing and selecting process for 55 days at a rate of 10 respondents per day from 25-10-2021 until 10-1-2022. The collection process focused on the events and holidays such as Christmas, Black Friday, end-of-year offers, and regular weekly website discounts.

## **Descriptive Statistics and Testing Data**

### ***Data Description***

Independent Variable: Social Media Marketing, and includes the following sub-variables:

- Social Media Usage: It consists of 5 items. The level of responses was moderate. The arithmetic mean (3.091) and standard deviation (1.158). This means that the level of social media usage by young shoppers in Jordan is moderate. This result was according to 39.3% of responses. The confidence interval between  $1.933 \pm 4.249$ .
- Online Discounts and Rewards: It consists of 6 items. The level of responses were between high and medium. The arithmetic mean (2.7) and standard deviation (1.182). This means that the level of discounts and rewards via social media is moderate, with 25.8% approval of responses. The confidence interval between  $1.518 \pm 3.882$ .
- Social Media Credibility: It consists of 5 items. The level of responses was moderate. The arithmetic mean (2.929) and standard deviation (1.133). This means that the level of credibility via social media is moderate. That result according to 31.5% of the responses. The confidence interval between  $1.796 \pm 4.062$ .

Dependent Variable: Buying Intention from e-fashion stores. It consists of 6 items, and the arithmetic mean (3.352) and standard deviation (1.0768). This means the buying intention of young shoppers via social media is moderate. This result according to 46.8% of the responses. The confidence interval between  $2.2752 \pm 4.4288$ .

### ***Testing Data***

Cross Loading (Individual Item Value) measures the distribution of items to other latent variables in the Measurement Model, and the statistical rule says the acceptable value is higher than 0.7 (Fornell & Lacker, 1981). All Items have values over 0.7, so it is accurate and statistically accepted. Cronbach's Alpha is a measure of internal consistency between Scale Items, and it is statistically accepted since values between the permitted level of 0.7 - 0.95 (Hair et al., 2014) and there is an internal consistency between scale items. Construct Reliability is a more comprehensive measure of internal consistency between scale items (Brunner & Süß, 2005), and the composite reliability value is an indicator, as discussed earlier. The Average Variance Extracted test measures the size of the variability in the measurement construct, so it aims to see how many explained differences in the underlying construct or latent variable (Henseler, Ringle, & Sarstedt, 2014). The minimum value is 0.5, and values above 0.7 are considered very well. AVE values are higher than 0.5 for all variables in the construct and they are statistically acceptable.

**Table 1: Results of Composite Reliability, Average Variance Extracted, and CR**

Construct	Items	Individual Item Validity	CR	AVE	Cronbach's Alpha	VIF
X (Usage)	X1	0.783	0.897	0.636	0.856	2.492
	X2	0.798				
	X3	0.826				
	X4	0.834				
	X5	0.744				
W (Rewards and Incentives) Eigen Value	W1	0.795	0.927	0.680	0.905	2.253
	W2	0.853				
	W3	0.819				
	W4	0.859				
	W5	0.861				
	W6	0.754				
A(Online Credibility)	A1	0.845	.9250	0.711	0.989	2.676
	A2	0.862				
	A3	0.849				
	A4	0.849				
	A5	0.821				
M (Buying Intent )	M1	0.882	0.933	0.701	0.934	
	M2	0.887				
	M3	0.855				
	M4	0.877				
	M5	0.854				
	M6	0.842				

Table 2 shows collinearity, which explains the correlation between independent variables and the rate of correlation accompanied by difficulty in incorrectly regression parameters (Montgomery, Peck & Vining, 2012). PLS-SEM calculates the variance inflation factor (VIF), its starts from 1, and there is no upper limit. The statistical rule says that the value of VIF below (5) means that the collinearity problem is not serious. A value higher than (5) means that collinearity is highly substantial. A value exceeding 10 means a very dangerous level, and regression estimates are inaccurate (Frost, 2020). Table 1 shows VIF and 5. This means that the collinearity level among the independent variables in the study is not serious

**Table 2: Fornell Larcker Criterion & VIF**

Items	Usage	Rewards & Incentives	Online Credibility	Buying Intent	VIF
Usage	0.798				<b>2.492</b>
Rewards & Incentives	0.611	0.824			<b>2.253</b>
Online Credibility	0.593	0.651	0.843		<b>2.676</b>
Buying Intent	0.511	0.537	0.720	0.866	

## Research Results

Path analysis is a method of decomposition relationships between latent (independent) variables and measuring their impact. Statistical indicators to examine model fit are standardized beta and t-statistics (Coffman & MacCallum, 2005). The P-value less than 0.05 (Probability of Errors) is statistically acceptable and explains the direct relationship between

the two variables. The standardized beta is also an indicator of the direction of the relationship, and the indication (-) means a negative relationship between the two variables. Table 2 below (2) shows the positive direct relationship between the sub-independent variables: Usage, Online Rewards & Incentives, and Online Credibility with the buying intention from online fashion stores. The effect of SMM sub-variables on Buying Intent when Significant  $P_0 < 0.01$  proved. On the other hand,  $f^2$  is the complementary test of the P-value (Fidler et al., 2005), which measures the impact of the independent variable IV on the dependent variable DV (Kline, 2004). Results indicate the variations effects of SMM sub-variables on buying intention. There is no effect on usage, while rewards & incentives and online credibility are weakly affected the buying intention from e-fashion stores via Facebook.

**Table 3: Path Direct Effects of First Hypotheses**

H	Relationship	Std. Beta	Std. Error	T-Value	P-Value	Decision	$f^2$	Decision
H <sub>11</sub>	Usage BI	0.121	0.005	23.499	0.00	Supported Positive Relationship	0.001	No Effect
H <sub>21</sub>	Online Rewards & Incentives BI	0.162	0.006	27.907	0.00	Supported Positive Relationship	0.003	Small Effect
H <sub>31</sub>	Online Credibility BI	0.162	0.006	27.891	0.00	Supported Positive Relationship	0.12	Small Effect

Significant at  $P_0^* < 0.01$ .      Significant at  $P_0^{**} < 0.05$ .

The  $R^2$  Coefficient of Determination is a statistical measure for explaining variation in the DV because of the IV, and many researchers use it for path analysis (Hair et al., 2014). Table 3 indicates the  $R^2$  determination coefficient test in online buying intention due to the variation in SMM components. The structural model explained 58.71% of the differences among the variables ( $R^2 = 0.587$ ). According to the statistical rule, the SMM has a high power to explain the differences in online buying intention BI. The positive relationship between SMM and OBI proved (Beta= 0.145, P- Value= 0.00). Effective prediction depends on the  $R^2$  coefficient OF determination and the  $Q^2$  indicators. According to the results of Blindfolding, Predictive Relevance is the measure of predicting the deleted part in the model to be calculated.  $Q^2$  shows the possibility of restructuring data collected by the structural model and performance indicators (Chin, 2010). The statistical rule says the existence of Predictive Relevance if the value of  $Q^2$  is higher than 0.00. Accordingly, table 3 shows that differences in online buying intention ( $Q^2=0.438$ ) due to SMM are accepted, which means A high predictability of the online buying intention. Finally, Smart-PLS calculates the value of The Goodness of Fit test to evaluate the general model performance (Measurement Model and Structural Model) (Wetzels et al., 2009). Table 4 below shows GOF test results, and we find high predictability of the general model (Measure & Structure).

**Table 3: Other Statistical Measures**

Construct	Measure	Value	Result
Buying Intent	$R^2$	0.587	<b>Large Power of Explanation</b>
	$Q^2$	0.438	<b>Large Predictive Relevance</b>
	GoF	0.864	<b>Large Goodness of Fit.</b>



### ***Discussion and Recommendations***

The study aimed to measure the effect of SMM on BI from online stores by young Jordanians. SMM has influenced BI from online fashion stores for about 46.8% of Jordanian youth. The SMM enables high prediction of buying intention among young Jordanians in fashion stores via Facebook. The sub-independent variables were statistically accepted and positively correlated with Buying Intent. The study concludes that SMM has a highly positive effect on BI, and Online Credibility was the significant factor. While usage and Rewards & Incentives were found to have weak effects on BI from e-fashion stores.

The current results are consistent with the previous studies about the effect of SMM on BI. After reviewing the marketing literature, there was a lack of studies correlated among independent sub-variables with BI. The SMM has a positive impact on BI in most studies reviewed. Studies consider BI a stage before a final purchase decision and illustrate the consumer's willingness to buy or not (Wells, Valacich, & Hess, 2011). Therefore, buying intention is a predestining factor of consumer behavior and highly affected final purchase. Theoretically, buying intention is defined as behavioral motives and signals that show people's willingness to do something (Tung et al., 2017). The e-buying intention illustrates the desire to purchase the recommended products and make future purchase (Seo & Jin-Woo, 2018).

Studies showed the development of buying intention based on the recommendations of others in social media (Binwani & Ho, 2019). The consumer searches and gathers information about other experiences, monitors elements of the external environment, evaluates purchasing behavior, thinks about it, and makes the necessary comparisons (Cheung, Pires & Rosenberger, 2020). BI leads to improve behavioral intent and develops a purchasing plan (Grubor et al., 2017). BI represents the future impression of the purchase decision (Vineyard, 2014) and assesses the buying options daily to best purchasing practices (Budyastuti & Iskandar, 2018).

Some studies suggest that BI formulation is based on product quality, brand image, and marketing communication (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Other studies add that social platforms such as Facebook, Instagram, YouTube, and Whatsapp provide valuable information on products and brands, create consumer preferences and shape their buying intentions (Pütter, 2017). Therefore, social media generating content may affect purchasing behavior (Kapoor et al., 2018) and the brand reputation (Kim & Ko, 2010).

The easing use of social media is supposed to impact online marketing. However, the current study statistically failed to prove the positive relationship between usage and BI at e-fashion stores in Jordan. Weakness in customer engagement can be explained by weak attractiveness, credibility, conveying meanings, and alignment of products available in e-fashion stores. So resolve and diagnose the effect of social media on buying intention as required (Lim et al., 2017). The current study also failed to illustrate the incentives and promotional rewards of BI. There are no sufficient practical studies about the relationship between online incentives and BI. So, the discussion of this result is adaptable according to marketing communication theory. Rewards and promotional incentives consist of direct financial privileges such as quality, convenience, value expression, exploration, and entertainment (Alam & Faruqui, 2009). Unfortunately, these tools were not designed innovatively in Jordan's e-fashion stores.

Empirical studies show that the effectiveness of electronic equivalents requires a competitive environment and mature markets with short-term seasonal products (Huang, Chang, Yeh & Liao, 2014). Measuring the impact of price reduction is one of the most complex tools via social media platforms (Gong, Smith & Telang, 2015). Despite the proliferation of e-

vouchers, Jordan's e-fashion stores have not successfully exploited this marketing tool. Studies agreed that the low effectiveness of e-vouchers is because of poor consumer knowledge, poor impact on consumers, poor skills, and poor enough promotion (Blazevic et al., 2013). On the other hand, promotional gifts failed to promote purchasing behavior at e-fashion stores, and no clear promotional plans. Fashion stores in Jordan believe that promotional gifts will destroy frequent purchases and sales. The results also indicate that loyalty programs are integrated and structured marketing too. It is a marketing system of purchasing behavior and profitable relationships (Babu & Sultana, 2017). In fact, the failure of loyalty programs in Jordan's e-fashion stores is due to weakness in rewards structure and program implementation, the urgency of immediate results, and poor data and consumer databases (Al-Nsour, 2022). It is necessary to say that the experience of e-fashion stores in implementing sales competition is weak due to scarcity and inefficiency in enhancing purchasing intentions (Tanveer et al., 2021). Online rewards and promotional incentives are necessary to win customers (Suh & Youjaj, 2008). It is crucial in difficult economic circumstances and recessions, despite promising fashion stores in Jordan (Suh & Youjaj, 2008).

Finally, the credibility of SMM has got important in influencing the buying intention and explaining a large proportion of the variations. Social media is a way to gather information, reviews, ratings, customer opinions, electronic advertising messages, price details, product features, and additional services (Grifoni, Ferri, & Guzzo, 2017). The information via social media build BI (Mauri, 2013). SMM information takes the form of photos, texts, and videos (Ismail, 2017). The high accuracy and validity of these sources affect the credibility of social networks more on the intention of e-purchasing than the physical market (Ismail, 2017). Social media credibility increases consumer interest in checking and testing the product and affects the buying intention (Lin, 2014).

Credibility of information is the criteria for product acceptance, part of the marketing communication strategy, and an incentive to build customers' wishes and persuade them to purchase (Frolova, 2014). The message credibility via social media allows for assessing electronic products before purchase, decreasing purchasing risks, and improving decision-making (Ayeh, Au, & Law, 2013). It has also significantly affected attitudes and intentions in electronic fashion stores (Cheung, Sia & Kuan, 2012). Ultimately, the communication message credibility includes positive reviews of the brand, the online consumer experience, and positive feelings towards e-shopping (Bhattacharjee, 2001). The practical evidence is consistent with the current results, which showed that the credibility of the communication message affects the BI and successful e-marketing communication strategies (Ismail, 2017).

## **Conclusion**

Academic contribution and the implications of further research into SMM are still governed by several more complex applied issues than theoretical considerations, despite a lack of literature that attempted to understand online marketing behavior and how to link it with psychological variables such as purchasing intentions, for example. Nowadays, few theories and marketing communication models support the theoretical results of the current study. The lack of theoretical backgrounds requires other academic fields, so the research results are not only for SMM but also can be used to develop and test the applied hypotheses in this study.

Some researchers said theoretical contribution goes beyond adding or deleting relevant variables (Corley & Gioia, 2011). Some literature suggests a broader view of the contribution,

and its idea revolves around the impact of new changes on the existing theoretical basis (Cingel & Krčmar, 2014). The contribution of this vision stands out within two dimensions: originality and usefulness. Originality is improvements in the theoretical framework (Glaser, Strauss, Strutzel, 1968). The current study has an integrated framework that addresses the relationship between SMM (and its three components) and other psychological and behavioral variables. The three variables of SMM had multiple hierarchical effects on variables, interpreting effects between them, and increased complexity and understanding in the e-marketing process.

According to the broad review of theoretical literature, the study contributes to a framework combining contradictory evidence and theories in one place. Communication, marketing, technical and advertising theories were used for this purpose. Further information can be found (Al- Nsour, 2022), (Mahliza, 2020), (Laksamana, 2018), (Lee and Chen Yu, 2018), (Babu & Sultana, 2017), (Hassanein Head, 2007), (Ndubisi&Moi, 2005), and (Meyer, 2004). The benefit of this addition is part of gathering evidence and clashing studies. This reduces the conflict in understanding, interpreting, and linking variables. In addition to providing cognitive and theoretical frameworks interrelated with other filed of sciences, and employing variables in place.

Many studies must involve certain theoretical benefits. This benefit is often appreciated by the personal judgments of the reader. However, in his view, the practical application of the theory was a scientific contribution and how the implementation of this theory by companies and communities (Corley & Gioia, 2011). Therefore, the theoretical benefit of this study is to apply the communication and marketing theories, promote theoretical knowledge, and validate in a new sector and market. It provides knowledge and practices in the fashion industry about generation y in Jordan. Multicultural, civilization, and economic privacies of other markets promote and confirm theoretical validity (Mintzberg, 2005). The consistency between theory and practical contribution to organizational and community growth.

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