The Future Role of Influencing Customer Purchase Decisions through Social Media Engagement

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Abstract: This Instagram influences young consumers decisions to buy fashion items. A valid respondent was obtained using the study's quantitative methodology, which used snowball sampling. Sellers must consider and sustain interaction by producing individualized content, as the results show that it is important for consumer satisfaction but not for purchase decisions. Customer satisfaction and purchasing decisions are also greatly influenced by seller openness communications, which highlight the significance of precise and comprehensive product information. The study also emphasizes how important brand familiarity and proximity are in raising customer happiness, showing that engaging customers requires individualized care and innovative, consistent message content. Additionally, the results show that continuing social media interaction and after-sales support are critical to sustaining consumer satisfaction following a purchase.

1 INTRODUCTION

People may now readily communicate with one another because to the rise of the Internet, using a variety of platforms like social media, chat apps, email, and mobile phones .These days, social media has become quite popular, and many people use it not just because it works well but also because it has become a way of life, particularly among young people like Generation Z. Instagram is currently one of the most widely used social networking platforms instagram was the most popular social media network among Generation Z in 2025, according to the social poll, with medium of Indians using it. Instagram even performs better than other social media sites like Facebook and WhatsApp in terms of user preference. Due to its widespread use and large user base among Generation Z, numerous companies are now attempting to market their goods to this demographic (W. Tissera et al. 2024) However, as many businesses invest a significant amount of money in social media advertising with the goal of boosting sales, brand awareness, and relationship development, other businesses are also targeting this market in an effort to increase competition(Ahmed et al.2024).The majority of people in developing nations like India still conduct business directly through social media users' financial accounts (S.

Ananda et al. 2024), despite the availability of safe platforms like e-commerce for product purchases. This is because, according to earlier research (Basuki et al. 2024) customers have a high degree of trust in social media users, and the total amount of transactions on these platforms exceeds $1-4 billion. However, certain empirical data also revealed that since 2024, the number of digital transaction scams has been steadily rising, exceeding $48 billion globally (de Figueiredo Marcos and J. L. Brás, 2022). In light of this, the study's goal is to investigate social media buying considerations because, on the one hand, the shift in consumer behavior brought about by COVID-19 has led to consumers preferring to shop online over in-store, and on the other hand, many businesses now view social media as an effective medium for reaching potential customers by fostering positive customer engagement. This study is significant because social media-using firms are greatly impacted by this phenomena and must comprehend consumer behavior in order to improve customer experience and obtain a competitive edge.

2 RELATED WORK

The business environment of marketing and customer behavior a radical change Fashion design developed into a potent instrument that has a big influence on corporate operations and is no longer just a medium for interpersonal communication (M. Han and J. Park, 2023). Social media, as opposed to traditional print media, offers a dynamic and interactive setting where businesses may communicate directly with customers, influencing their opinions and intents to buy through persuasive content and focused messaging (M. R. Ndineyi and S. Theerakittikul et al. 2022). The production and distribution of distinctive and captivating material intended to grab users' attention and pique their interest in the goods or services being promoted is the foundation of social media promotion .Businesses can successfully convey their brand messages and value propositions to a worldwide audience by combining aesthetically pleasing imagery, compelling messaging, and interactive features content, overcoming regional limitations and conventional marketing restrictions (J. Nk and R. Raman 2024). Numerous indicators for gauging social media engagement have been identified by earlier research, including both qualitative and quantitative elements like the volume and caliber of user-brand interactions as well as quantitative metrics like the number of followers, likes, and shares research has consistently demonstrated that social media interaction and consumer purchase intention are positively correlated, with higher levels of participation being associated with a higher likelihood of making a purchase (J. Chen et al. 2023). This phenomenon can be ascribed to the immersive nature of social media interactions, which reduce perceived risks associated with online transactions and facilitate decision-making by enabling users to explore products, ask other users for recommendations, and have real-time conversations with brands (T. Lodkaew et al. 2018).

Furthermore, social media interaction influences customer happiness and brand loyalty in addition to direct purchase decisions. Additionally, studies show that elements like relationship closeness, openness (communication), and brand familiarity are crucial in determining how consumers view brands and how likely they are to buy or suggest the items to others(S. Kumar et al. 2024) Businesses can increase customer satisfaction and optimize the lifetime value of their clientele by establishing trust and promoting positive connections through genuine communication and tailored experiences.

Suggest the following theories to be investigated in this study based on the understanding obtained from the evaluated literature that already explains Social media interaction influences the purchase decision influences customer satisfaction positively influences the purchase decision positively influences customer satisfaction has a helpful relationship with the purchase decision positive relationship with the customer satisfaction has a relationship closeness influences the purchase decision has a positive relationship with the purchase decision (PD)(M. S. Arunkumar et al. 2024). customer satisfaction is influenced by relationship closeness and customer satisfaction is influenced by purchase decision .

3 PROPOSED METHODOLOGY

The snowball sampling, a quantitative research strategy that starts with a small number of samples and then grows larger, will be used in this study. Researchers distribute the surveys both locally and online in order to collect the data(K. M, G. Shrimal et al. 2023). The Likert scale pertaining to the respondents' thoughts and evaluations will be used to measure the questions. An interval measuring instrument called the Likert scale has five levels for evaluating scores, the indicator from the prior study to ascertain the relationship between the research variables. Two indicators are used to measure social media interactivity, two indicators are used to measure familiarity, two indicators are used to determine closeness, two indicators are used to determine openness, two indicators are used to determine satisfaction, and two indicators are used to determine purchase intention. With a 10% margin of error and a population of 2.5 million people living in Bandung, the sample size for this study was established using the Slovin algorithm (M. A. Mohammed et al. 2024).

Therefore, the research yields 246 valid sample sizes, with a minimum sample size of 99.99, rounded to 100 respondents. Male and female respondents must meet the following requirements in order to be considered for this study city permanent residents be active on social media or heavy users; and have prior experience buying fashion items on social media(Y. Liu and L. Wang 2024). SMART-PLS software tools will be used to evaluate the acquired questionnaire data in order to assess its validity and reliability and carry out hypothesis testing.

4 RESULT AND ANALYSIS

Demographic information and social media activity are among the variables displayed of the respondent profile. It is evident that the respondents' genders are nearly evenly distributed respondents are men and respondents are women. Regarding the respondents' ages, the majority of our research between the ages of 18 and 30. Our respondents' social media behavior also demonstrates that they have experience making purchases on social media, making purchases on social media per month and completing 3-4 transactions.

Additionally, individuals spend more than minutes a day on social media, indicating that this platform has an impact on their life. This result is consistent with We Are Social's statistics, which indicates that a large number of young people utilize social media to purchase goods or services.

4.1 Test of Validity and Reliability

The validity and dependability of our suggested model. The construct of validity and reliability also demonstrates that all thresholds values, including indicating a suitable outcome for the outer loadings components. This outcome shows how well the constructs measure the desired ideas. Because all of the validity and reliability values are less than 5, the collinearity analysis result, suggests that our indicators in this study do not exhibit problematic levels of multicollinearity within the assessed constructs .This result enhances our comprehension of the connection between the study variables and the analysis's dependability.

This could imply that although brand awareness can increase sales, the quality of the product or service, trust, and the post-purchase experience all have a greater impact on consumer happiness. Being fig 1 transparent in communication as a social media seller aids in both influencing a customer's decision to buy .The results on openness and relationship closeness support the idea that building great relationships with customers and communicating openly are crucial.

Given that open communication is positively correlated with both purchase decisions and customer happiness, it suggests that consumers like brands that are transparent and communicative .Customers are influenced by the intimacy of a relationship and prefer to purchase from brands with which they have a personal connection. However, the fact that it had no discernible impact on customer happiness

suggests that other factors may be more crucial in predicting post-purchase customer pleasure.

These Figure 1 indicate that social media sellers should be transparent and unambiguous about the full product specifications and materials they offer to clients, particularly when doing so in a way that prevents clients from touching or directly viewing the details .Accordingly,

Our research also demonstrates that proximity can affect consumers' decisions to buy by 0.17, indicating that online sellers must also foster intimacy and involvement with their clients. The findings on relationship closeness and openness lend credence to the notion that open communication and fostering strong customer relationships are essential.
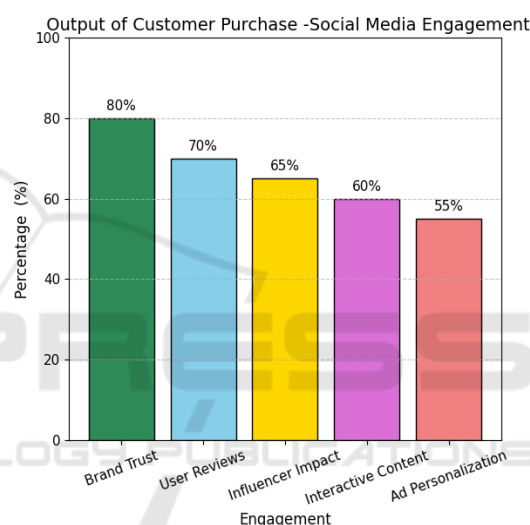

Figure 1: Output of Customer Purchase -Social Media Engagement.

Customers prefer brands that are open and communicative, as evidenced by the favorable correlations found between open communication and both purchase decisions and customer satisfaction .Consumers are swayed by the closeness of a relationship and favor brands that they are personally associated with. Its lack of a noticeable effect on customer satisfaction, however, raises the possibility that other variables are more important in predicting customer satisfaction after a purchase.

5 RESULTS & DISCUSSION

The association between Instagram social media and fashion goods purchases has been examined in this study. All of these findings suggest that social media

merchants should stress how customers' decisions to buy are influenced by openness, familiarity, and intimacy. Social media vendors promote open and honest communication, fostering a sense of intimacy and connection, boosting brand awareness, engaging with clients in real time, and providing excellent post-purchase assistance. Social media sellers can build strong relationships with their customers by encouraging open communication and customizing their approaches to interact with them personally. For instance, they can use social media tools like live streams, interactive stories, and community groups to foster a feeling of community and loyalty among their clientele. Table 1 Shows the Purchase Decisions.

Table 1: Purchase Decisions.

In Shopping and OFF Shopping Portals		
S. No	Branding	Social Media
1	Increasing brand awareness is crucial for influencing customer choices, highlighting the need of trustworthy branding and engaging stories that appeal to the target market.	The connection between happiness and purchase decisions, particularly the significance of after-sales care, demonstrates that the customer journey goes beyond the point of sale.
2	The substantial influence that interaction has on customer satisfaction emphasizes the need for engaging and personalized experiences. Sellers should focus on understanding customers' preferences through data analysis, providing individualized items, and giving recommendations that are particularly pertinent to the customer in order to maintain their interest and satisfaction.	To convert one-time purchasers into devoted clients, post-purchase interaction and efficient customer support are essential. Social media should be used by sellers to stay in touch with clients, get their opinions, and aid in order to enhance the client experience in general

6 CONCLUSIONS

Therefore, it is also advised that fashion companies targeting Generation Z consumers concentrate more on social media interaction and specific information. In the interaction component, merchants might concentrate on promptly and receptively answering messages or inquiries from prospective customers, since this can increase their perceived value. In the Instagram social media comment box, sellers can also invite purchasers to join in on discussions or chats..Furthermore, we advise fashion vendors to reply to reviews or give customers comments. To interact with potential customers, sellers can also use interactive Instagram social media features like polls and Q&A sessions. Additionally, sellers need to give prospective purchasers accurate and comprehensive information in order to satisfy the information factor. Since this is frequently overlooked in practice, fashion goods vendors might publish the precise and comprehensive sizes of their items on Instagram social media. In addition, the information that is presented to potential customers needs to be diverse, which includes using a range of media, including text, images, and videos, to improve their comprehension and appeal. . It should be mentioned that in order to avoid confusing potential customers, the material should also be straightforward.

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