



USC RANKING

The Effect of social media on Purchase Intention in The Fashion Industry in Egypt

Kamilia Ashraf Wadie

Teaching Assistant, Faculty of Business and Economics

Misr University for Science and Technology

Asso.Prof.Dr. Ahmed Bahgat El-seddawy

Associate professor

AASTMT Smart Village

Dr. Hisham Ali Abd Elmoati

Assistant Professor

AASTMT Alexandria

المجلة العلمية للدراسات والبحوث المالية والإدارية

كلية التجارة - جامعة مدينة السادات

المجلد السادس عشر - العدد الثالث - سبتمبر ٢٠٢٤

التوثيق المقترح وفقاً لنظام APA:

Wadie, Ashraf Wadie; El-seddawy, Ahmed Bahgat; Abd Elmoati, Hisham Ali. (2024), "The Effect of social media on Purchase Intention in The Fashion Industry in Egypt", *المجلة العلمية للدراسات والبحوث المالية والإدارية، كلية التجارة، جامعة مدينة السادات،* ١٦ (٣)، ٣٦٥ - ٣٨٢.

Abstract

The purpose of this paper is to investigate the impact of social media on purchase intention in the fashion industry in Egypt. According to the related literature, social media is changing the way information is communicated to and from individuals around the world. Individuals can share their knowledge and experiences with one other due to the online social networks provided features and may have an impact on people's behavior in terms of communication and purchasing. In addition, this paper examines the use of social media by fashion brands and how to create consumer relationship. Data was collected by questionnaire with 400 customers in Egypt who used online shopping and tested via stepwise multiple regression analysis. The findings of the paper showed that social media has a positive effect on purchase intention, by using the social media independent variable. Results showed that social media has a significant influence on the Egyptian fashion industry.

Keywords: Social Media, Marketing, Consumers, Interaction, Customer's needs, Fashion, Purchase Intention.

ملخص البحث

تهدف الدراسة إلى التحقق من أثر وسائل التواصل الاجتماعي على نية الشراء في صناعة الأزياء في مصر. إستنادا إلى ما ورد بالأدبيات ذات الصلة، تعمل وسائل التواصل الاجتماعي على تغيير طريقة توصيل المعلومات من وإلى الأفراد في جميع أنحاء العالم. وذلك من خلال الشبكات الاجتماعية عبر الإنترنت والتي تُمكن الأفراد من مشاركة معارفهم وخبراتهم مع بعضهم البعض ومن ثمّ التأثير على سلوكيات التواصل والشراء لدى الأفراد. كذلك، تهدف الدراسة إلى التحقق من طرق استخدام ماركات الأزياء لوسائل التواصل الاجتماعي وكيفية إستغلالها بغرض إنشاء علاقات مع المستهلكين. وبناءً عليه، تم جمع البيانات عن طريق توزيع استبيان لعدد ٤٠٠ عميل في مصر من مستخدمي الإنترنت للتسوق، وأخضعت البيانات لعددٍ من الاختبارات الاحصائية وأبرزها تحليل الانحدار المتعدد التدرجي. وأثبتت نتائج الاختبارات فرضيات الدراسة حيث لوسائل التواصل الاجتماعي أثر إيجابي على نية الشراء، وذلك من خلال استخدام وسائل التواصل الاجتماعي كمتغير مستقل، ومن ثمّ تتضح أهمية التواصل الاجتماعي كأحد المؤثرات على صناعة الأزياء المصرية.

الكلمات المفتاحية: وسائل التواصل الاجتماعي، تسويق، المستهلكين، تفاعل، احتياجات العملاء، الأزياء، نية الشراء.

1. Introduction:

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. (Geeta Gujaria and Mr. Pravin Kamble, 2020). Social media is Internet-based and gives users quick electronic communication of content.(K Srivastava, S Chaudhury and J Prakash,2019).

According to (M. Nick Hajli, 2014), social media have provided new opportunities to consumers to engage in social interaction on the internet to generate content and to network with other users. The emergence of social media has led to a subsequent change in media consumption which is pushing companies and organizations to adopt social media as one of their marketing strategies and public relation tools. (G. Appel, 2020).

Many businesses have already started to consider how to rely on such sites to expand their communications and interactions with users in order to create a sense of intimate and friendly connections and virtual brand communities in response to the fast expansion of virtual community websites. (Kaplan and Haenlein, 2010). Therefore, participation in online communities can result in a high level of consumer cohesiveness, which has an impact on the market. Companies need to identify the components or strategies required to get customers to engage in such communities. (Shih-Chih Chen and Chieh-Peng Lin, 2019). The use of social media for advertising, sales, and e-commerce has made it more than simply a way to keep in touch with friends and family. Through this website, customers may learn more about their preferred businesses, their products, and services.

2. Literature Review

Social media enables open communication, which helps organizations to understand customer needs and motivates them to respond proactively and efficiently to those needs (Farzana Parveen and Sulaiman Ainin, 2016).

M. Nick Hajli (2014) found out that social media have provided new opportunities to consumers to engage in social interaction on the internet. Social media, like online communities, is used by consumers to create content and network with other users. The benefits that businesses stand to earn may also be determined by studying social media. The results of a survey showed how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The findings also show that trust has a significant direct impact on intention to buy.

Wafaa Galal (2016) found that social media is changing the way information is sharing globally by individuals. The rapid use of social media is changing the way firms respond to costumer's needs and wants and increasing the opportunities for firms to market their products and services.

There is still limited research available to answer some of the key issues concerning the extent to which social media tools is being utilized in firms and how it effects in marketing from a business perspective.

Mayank Yadav and Zillur Rahman (2017) mentioned that the evolution of e-commerce sites occurred as a result of how the internet changed the nature of buying during the previous two decades. Customers use social media to discover more about their preferred products and the best price options, in addition to giving them a voice and making it simpler for them to participate and express their ideas internationally. Additionally, social media is a popular route for internet purchasing.

Moses Kwame Kumah (2017) concluded that over the past quarter century there has been a shift from the traditional way of marketing to a new electronic age. This research examines social media's function as an e-commerce platform. The goals of the study are to determine user understanding of and usage patterns for social media tools, to determine whether social media has assisted businesses in cost-cutting, and to look at how customer relationships have been impacted by social media. The goal is to show off social media's numerous benefits as well.

Followed by this (Savita Mehta, Sanjeev Bansal &Teena Baggy, 2017), discovered that social media has quickly spread over the world and has truly become indispensable to daily life. Increased accessibility to the internet via computers and mobile devices, the rapid advancement of transmission technology, and young people's interest with connectedness have all contributed to this spread. Like any other social interaction, social media also has its share of opinion molding and influencing dynamics.

According to Yuchi Zhang, Michael Trusov, Andrew T. Stephen, & Zainab Jamal (2017), the link between customers' online buying behavior and their usage of social networks, if any at all, and the nature of that relationship are crucial questions for marketers as the use of social networks rises. On the one hand, spending time on social networks may encourage social discovery, which refers to the process through which customers learn about items through the relationships they have with other people. Additionally, consistent use of social networks could lead consumers to new information about purchasing that might be more valuable than more time spent on a shopping website. As a result, this process could be linked to shopping increase. On the other side, using social media might take the place of other online pursuits, including shopping. The authors use a special consumer panel data set that follows people's navigation of shopping and social network websites as well as their online purchase activities over the course of a year to examine the association between usage of social networks and online

shopping. The research found that greater cumulative use of social networking sites and purchasing behavior were positively correlated.

Hana Othman ELAydi (2018) aimed at investigating how Facebook's social media marketing has affected brand recognition while taking the moderating influence of age and gender into account. Online communities, interaction, sharing of content, accessibility, and legitimacy are the major six elements that social media marketing companies employ as a tool for their marketing efforts.

Manohar Singh and Gobindbir Singh, (2018) has discovered that social networks have attracted a lot of interest in the past ten years, and as these networks have evolved, it has been much more inexpensive to access sites like Twitter, Facebook, LinkedIn, Instagram, and YouTube. Due to the widespread usage of social networking sites, it is now quite easy for businesses to connect with their customers there. The main objective is to determine the function of social media marketing strategy and evaluate its importance over traditional marketing strategy in building brand names and consumer behavior. As a result of the rise of social media, marketing and advertising methods have shifted from being reliant on mass market media like radio and television to the social platform. All the major brands and organizations today boasts of having large fan base and followers on all major social media platforms like Facebook, Twitter, YouTube, Instagram etc. Social media platforms are not only cost effective but also increase the proximity between the producer and consumer.

Gil Appel, Lauren Grewal & Andrew T. Stephen (2019) stated that social media provided a variety of opportunities for marketers to connect with and engage with customers while enabling individuals to freely communicate with one another.

Cuzi Valerio, Lecoq William and Quere Noemier (2019) observed that the affirmation of social media platforms has significantly impacted customers shopping patterns and the way businesses construct their e-commerce sites. In fact, there is significant online rivalry among businesses promoting their goods and services on social media channels rather than solely spending money on adverts on their online platforms. In order to learn as many things as they can about an e-seller's reputation, pricing, product quality, and customer service, customers also use social media to produce content and network with other users.

Shih-Chih Chen and Chieh-Peng Lin (2019) found that social media has become an important means for online marketing events. Both individuals and businesses construct fan pages on internet platforms and use social media to create commercial prospects. While many previous studies examined social media, very few of them addressed the effects of social media

marketing activities and how they influence consumers' intentions to participate, buy, and continue participating via the mediating effects of social identification, perceived value, and satisfaction.

According to Mangold and Faulds (2019), Although social media marketing is a well-researched topic, it is has become apparent that studies tend to concentrate on defining social media marketing and looking at the elements that influence customer behavior in relation to social networking. Despite the early gains achieved by scholars, this field of study has not advanced much. The knowledge of the long-term promotional benefits shops receive from social media marketing has to be deepened via more research. This review of the literature highlights the need for more study on the benefits of social networking site marketing, especially for small businesses, and analyses the knowledge gaps in social media marketing research.

Ahmed Samed & Hussam Kokash (2019) discovered that the study's objective is to provide a method to characterize the link between consumers' purchase intentions and trust in social commerce. Hence, a suggested model is created based on three concepts: social presence, social commerce information seeking and familiarity with the platform. The model explains how buyer's intent to purchase via social commerce platforms is influenced by information seeking, familiarity, social presence, and trust. Facebook users are given a survey that is created specifically for this study. The results show that trust in a social networking site influences buying intentions favorably. Additionally, trust encourages information seeking, which strengthens purchasing intentions.

According to Swati Anand & Farmaan Ali (2019), marketers work hard to comprehend the many phases in the decision-making process that consumers go through before making a final purchase of the items of their choosing. By identifying the components that are most prevalent in the various customer choice models created by earlier marketing researchers, marketers may enhance their marketing methods. Market models presuppose that the consumer's decision-making process involves a number of phases that the buyer must go through in order to acquire a good or service. When making a purchase decision, not every buyer must go through each of these phases; in fact, certain processes may even be avoided depending on the type of purchase. This study discusses the motives behind the consumer decision-making research, with the goal of supporting firms, improving their marketing strategies, and more effectively convincing clients.

Siti Nurfadila & Setyo Riyanto (2020) stated that social media and the internet are crucial for assisting customers in locating products that interest them. Fashion brands are working hard to have a significant presence on social media channels, frequently through partnering with fashion

influencers. Digital marketing in the fashion sector has changed as a result of influencers' rising prominence and significant influence on customer choices. The influence that media influencers can have on consumer decision-making patterns is examined in this study paper along with the influencer marketing methods employed by the fashion industry.

Dewi and Maria Grace (2022) discussed how social media has an impact on recognition of brands in marketing, which ends up having an impact on consumers' intent to buy in the fashion business. Additionally, it showed that brand marketing on social media may have a considerable impact on consumers' purchase intentions. This affects consumers' intention to make a purchase by raising brand awareness.

Viana Anantasiska and Osly Usman (2022) mentioned that the effect of social media marketing activities, brand image, brand awareness, and brand preference on purchase intentions of young e-commerce consumers. The endogenous variable used in this study is purchase intention while the exogenous variable is social media marketing activities. Brand image, brand awareness, and brand preference are the intermediate factors that play a role. According to the findings, social media marketing initiatives have a positive effect on brand perception, brand recognition, and brand choice. Additionally, brand choice is positively impacted by brand awareness and brand image. Additionally, brand preference influences purchasing intent positively.

Sarah El Shazly (2023) showed that fast fashion brands rely on e-commerce social media platforms to satisfy the needs and wants of customers. Fashion businesses should rely on media interaction, social media sharing, social media credibility, social media relationships, social media specificity, and social visibility in the media in order to build effective social media presences.

3. Research Problem

Reviewing the above related literature, and according to the best of the researcher's knowledge, an investigation absence might be inferred on how internet affects Egyptian consumers' intentions to buy ready-made garments. Specifically, the current study aims at tackling such gap by examining the impact of social media usage on purchasing intentions in Egypt among female and male consumers.

4. Research Objective

This research aims at achieving the following objectives which serve to overcome the research problem:

4.1 Explain the relationship between power of social media and purchase intention.

4.2 Examine the relationship between communications, interactions and

purchase intention.

4.3 Explain the relationship between customers' needs and purchase intention.

4.4 Interaction and Customers' needs have a positive significant effect on Purchase intention moderated by education level.

5. Research Importance

This research has a twofold importance. First, from an academic perspective, this research will work on contributing to the Egyptian marketing literature and to the concept of using social media as a key in purchase intention. Second, results will reflect on important practical implications with regard to applying social media in online shopping enterprises as a key indicator for the effect on consumer's minds about online products and services, since social media is the easiest and cheapest way to meet the customer's needs.

6. Research Model

The following table (1) and figure (1) represents the current research model and variables:

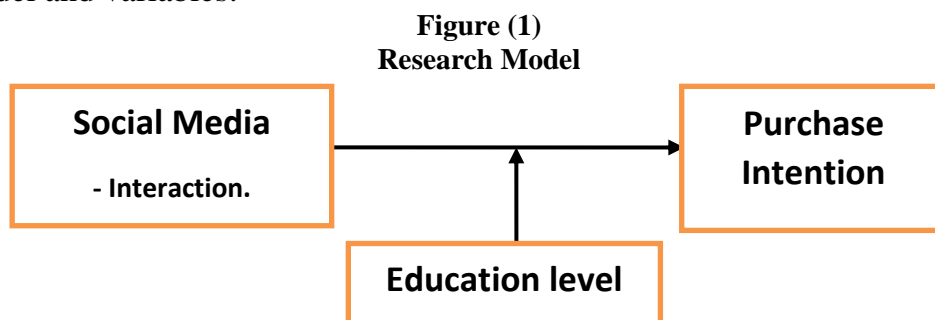


Table (1)
Research Variables

Variable	Type	Dimensions	Previous Studies
Social Media	Independent variable	- Interaction -Customer needs	Moses Kwame Kumah, 2015; Rania and Salah, 2016); Bilgin Y., 2018; Nya Gibson 2018;
Purchase Intention	Dependent variable	-----	Hala Belal, 2016; Bilgin Y., 2018; Nya Gibson, 2018

7. Research Hypotheses

H₁: Interaction has a positive significant effect on Purchase intention.

H₂: Customer's needs have a positive significant effect on Purchase intention.

H₃: Interaction and Customers' needs have a positive significant effect on Purchase intention moderated by education level.

8. Research Methodology

8.1 Research Approach

A hypothetico - deductive method is adopted by the current research providing a useful, systematic approach for generating knowledge to solve basic and managerial problems.

In contrast, deductive reasoning is more limited and centered on confirming or testing hypotheses (Morin et al., 2021). Importantly, the deduction is a process where a reasoned conclusion is drawn using a known fact's logical generalization (Sekaran and Bougie, 2019).

Accordingly, the deduction is centered on establishing inferences through logical examination that claim to be conclusive. Saunders et al. (2015) found the deductive research has many features like; scientific principles, a shift from theory to data, explanation of causal relationships among variables, collection of quantitative data, application of controls to ensure data validity. Concept operationalization ensures clarification. Highly-structured approach. The research remains independent from any human opinion. Selection of enough samples to generalize conclusions.

The predictive research design (PRD) is the best approach to be conductive in the current study, quantitative approach will be used to test the relation between variables.

A questionnaire will be conduct from the samples which will be collected from male and female customers.

8.2 Research Sample

The research population consists of entire group of individuals: Males and Females who have Bachelor's degree, Post graduate or high school. However, when it is not possible to study an entire, a smaller sample is taken using a random sampling technique. Slovin's formula allows a researcher to sample the population with a desired degree of accuracy. Slovin's formula gives the researcher an idea of how large the sample size needs to be to ensure a reasonable accuracy of results (Asra and Prasetyo ,2015). Data were collected by the researcher through Questionnaire.

8.3 Validity Assessment

Bootstrap is an efficient technique to ensure that the variables (or the analytical model) are valid and will produce accurate results Relative Validity (Deng and Ware, 2012). It can be used to test the stability of statistical procedures including the standard error of mean and standard deviation, the goodness of fit is also analyzed through adjusting the confidence intervals of a population parameters. Bootstrapping is a method for deriving robust estimates of standard errors and confidence intervals for estimates such as the mean and standard deviation. It may also be used for constructing hypothesis testing. (Chernick and LaBudde, 2012).

The Bias corrected accelerated (BCa) is the main statistical method of examining the relative validity. BCa is correcting the bias and skewness in the distribution of bootstrap estimates. The BCa interval requires two parameters to be estimated. Firstly, the bias-correction parameter \hat{z}_0 is related to the proportion of bootstrap estimates that are less than the observed statistic. Secondly, the acceleration factor \hat{a} is proportional to the skewness of the bootstrap distribution, the acceleration factor \hat{a} is estimated through random number generators, which involves generating n replicates of the original sample (Wicklin, 2017).

The BCa method is resampling (the original sample) with replacement thousand times to reduce the bias of measurements, then we test the accuracy of the results based on this rotation. So, if the bootstrap technique explains that the results that came out of the random replacement process (a thousand times) are close from the original results. This confirms the relative validity or the accuracy of our data (Chernick, 2011).

The study was applying the bootstrap technique to estimate the standard error (SE) and 95% confidence interval (CI) for the Relative Validity. The results of measured coefficients are demonstrated in table (2).

The results display how the bootstrap readjusting the confidence interval through the standard error. For the dependent variable (Purchase Intention) the standard error of Mean was adjusted from 0.20497 to 0.2076 with bias (0.0051). The standard error of standard deviation was adjusted from 0.20101 with bias (-0.01280). Accordingly, the bootstrap standard error changed little when the sample was rotated. Bootstrap confidence interval is consistent with previous results, whereas, the Mean of the dependent variable was 35.4 and the bootstrap BCa lower confidence level was (34.9725) and the upper confidence level (35.8125). The value of standard deviation was 4.09 and the bootstrap BCa lower confidence level was (3.71) and the upper confidence level (4.46).

Bootstrap ^a		Std. Error	Bias	Std. Error	Statistic		
BCa 95% Confidence Interval							
Upper	Lower	Std. Error	Bias	Std. Error	Statistic		
.	.						
35.8125	34.9725	.2076	.0051	.20497	35.3900	Mean	
4.45942	3.71562	.20101	-.01280		4.09938	Std. Deviation	Interaction
.	.	0	0		400	N	
43.5429	42.3971	.2792	.0078	.27765	42.9800	Mean	

Table (2) Bootstrapping							
6.02471	5.04491	.26464	-		5.55308	Std. Deviation	
.	.	0	.01941		400	N	
31.1093	30.3228	.1831	.0043	.18376	30.7175	Mean	Customers 'needs
4.07596	3.30978	.21350	-		3.67511	Std. Deviation	
.	.	0	0		400	N	Valid N (listwise)

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

This confirms that there is a very slight change in the standard error coefficient for each of the mean and standard deviation, and this conclusion reinforced by the smallness value of the bootstrapped bias coefficient.

For the first independent variable (Interaction) the standard error of Mean was adjusted from 0.27765 to 0.2792 with bias (0.0078). The standard error of standard deviation was adjusted from 0.26464 with bias (-.01941). Hence, the bootstrap standard error changed little when the sample was rotated. Bootstrap confidence interval is consistent with previous results, whereas, the Mean of the first independent variable (Interaction) was 42.9800 and the bootstrap BCa lower confidence level was (42.3971) and the upper confidence level (43.5429). The value of standard deviation was 5.55308 and the bootstrap BCa lower confidence level was (5.04491) and the upper confidence level (6.02471).

For the second independent variable (Customer's needs) the standard error of Mean was adjusted from 0.18376 to 0.1831 with bias (0.0043). The standard error of standard deviation was adjusted from 0.21350 with bias (-.01063). The Mean of the second independent variable (Customer's needs) was 30.7175 and the bootstrap BCa lower confidence level was (30.3228) and the upper confidence level (31.1093). The value of standard deviation was 3.67511 and the bootstrap BCa lower confidence level was (3.30978) and the upper confidence level (4.07596). This confirms that there is a very slight change in the standard error coefficient for each of the mean and standard deviation.

It is clear from the previous results that the size of the bias was limited and small in all the variables of the study and this bias did not exceed any of the upper and lower limits of the confidence intervals for these variables. Consequently, these results indicating that the arithmetic mean and standard deviation fall within the confidence limits after rotation (estimated by the standard error (SE) and 95% confidence interval, which reflects the stability and accuracy of the results and proves the relative validity of the method of measurement.

8.4. Regression

Table (3) Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Customer's needs, Interaction ^b		Enter
a. Dependent Variable: Purchase Intention			
b. All requested variables entered.			

Table (3) shows that variables entered are Customer's needs and Interaction.

Table (4) Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.489	.486	3.48965
a. Predictors: (Constant), Customer's needs, Interaction.				

Table (4) shows that R Square was 0.489 means that the studies of independent variables; Interaction and customer's needs are explaining about 49% from the variance of purchase intention as a dependent variable. Multiple linear regression analysis was applied in this research to investigate the relationship between the independent variables and the purchase intention as dependent variable to signify the unique contribution of studied predictors. For the ANOVA outcomes the F value is representing the significance of the studied equation, and the results indicate that F is (189.666) and is a significant at 0.00.

Table (5) ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4619.395	2	2309.697	189.666	.000 ^b
	Residual	4834.543	397	12.178		
	Total	9453.937	399			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Customer's needs, Interaction						
c. independent variables are called predictors.						

Table (5) shows that the first independent variable (Interaction) B value was 0.188 and t value for 4.058 and it is significant at 0.000. This indicates that interaction has a positive and significant effect on purchase intention.

For the second independent variable (Customer's needs) B value was 0.697 and t value for 9.971 and it is significant at 0.000. This This indicates

that customer's needs have a positive and significant effect on purchase intention.

Table (6) Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.019	1.528		3.94	.000
	Interaction	0.188	0.046	0.214	4.058	.000
	Customer's needs	0.697	0.07	0.527	9.971	.000

a. Dependent Variable: Purchase Intention

Table (6) shows that Interaction has significant level at 0.01. This indicates that the interaction has a positive and significant effect on the Purchase Intention.

Customer's needs have a positive significant effect on Purchase intention. So, Customer's needs have a significant level at 0.01. This indicates that the Customer's needs have a positive and significant effect on the Purchase Intention.

8.5 Testing Hypothesis

Table (7) Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	EL, Customer's needs, Interaction b	.	Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

H1: Interaction has a positive significant effect on Purchase intention.

Table (8) Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.644	2.44657

a. Predictors: (Constant), Customer's needs, Interaction.

Table (8) shows that R Square was 0.646 means that the studies of independent variables; Interaction and customer's needs are explaining about 64% from the variance of purchase intention as a dependent variable. Multiple linear regression analysis was applied in this research to investigate the relationship between the independent variables and the purchase intention as dependent variable to signify the unique contribution of studied predictors.

Table (9)						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4334.826	3	1444.942	241.399	.000 ^b
	Residual	2370.334	396	5.986		
	Total	6705.16	399			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), EL, Customer's needs, Interaction.						

(Table 9) showed that the coefficient of interaction, B value was 0.186 and t value was 5.725 and it is significant at 0.000. Consistently, first hypothesis is statistically accepted.

For the ANOVA outcomes the F value is representing the significance of the studied equation, and the results indicate that F is (241.399) and is a significant at 0.00.

Table (10)						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.353	1.144		5.555	0
	Interaction	0.186	0.032	0.252	5.725	0
	Customer's needs	0.669	0.049	0.6	13.638	0
	Education Level	٦,٢٣	0.183	0.236	٣,٤٠٤	0.024
a. Dependent Variable: Purchase Intention						

H2: Customer's needs have a positive significant effect on Purchase intention. For testing the second hypothesis, B value was 0.669 and t value was 13.638 and it is significant at 0.000. Second hypothesis is statistically accepted.

H3: Interaction and Customers' needs have a positive significant effect on Purchase intention moderated by education level. Table 9 showed that B value was 0.236 for the moderator; education level, t value was 404.3 and it is significant at 0.024. R square for education level alone was 0.157 which explain about 15.7% of the mean variance.

9. Conclusions

This research provides evidence of the relationship between social media variables and Purchase intention in the fashion industry in Egypt. It also proved that education level as a moderator as the personal profiles of customers who do online shopping in the relationship between social media and purchase intention.

The importance of hypotheses shows the positive effect of social media on purchase intention in fashion industry in Egypt. A closer review of the literature leads to the identifications of two independent variables (Interaction, and customer's needs) that are important predictions of purchase intention.

Further, statistical findings provide strong evidence supporting the impact of perceived relevance and informativeness on performance expectancy.

10. Limitations

Collis and Hussey (2014) defined limitation as a situation beyond a researcher's or writer's control, such conditions include; inability, limiting weakness, lack of capacity.

First limitation the study couldn't prove the positive significant between social media as a whole and purchase intention without separated the independent variable social media into three hypotheses and two independents' variables, Interaction and Customer's needs. Second limitation is that most of the respondents and data collected from Instagram and Facebook, data can also be collected from more applications. Third limitation is some of the respondents skipped some of the important questions that was expected to answer by them.

11. Recommended Future Research

A number of future researches emerge from the findings of the current study which can be useful to garments retailers, especially online brands. The findings from the study can help firms understand consumer more:

- In this research, the Egyptian fashion industry was used, therefore future researchers can use other industries like beauty products and accessories.
- The sample of this research is only limited to Egypt context. Future studies may extend the sample size to other regions, so that the topic can be explored from their own point of view.
- A future study could be done from the viewpoint of a male consumer, using the fashion industry as a case study since females represented the majority of respondents.

Recommendation	Objective	Responsible party	Success factors
1-Expand the scope of future research to understand consumer behavior in various industries such as beauty products and accessories, in addition to the garment industry.	Deepen companies' understanding of market dynamics in different sectors and improve marketing strategies to increase product attractiveness and achieve more sales.	Researchers in consumer studies and retail industry, in addition to businesses and investors operating in these industries.	Providing samples representing different cultural and economic contexts and adopting comprehensive research strategies to understand consumer interactions in these different industries, in addition to developing appropriate research tools and directing efforts towards achieving the results derived from the studies.
2-Expand the sample size in future studies to include multiple geographical regions.	Understand variations in consumer behavior and needs in different geographical contexts and guide marketing strategies based on these variations.	Researchers, non-governmental organizations, and businesses interested in understanding consumer behavior in specific regions.	Organizing surveys accurately and using appropriate analytical methods to understand the extracted data, in addition to developing strategies to communicate with consumer samples in different regions effectively.
3-Conduct future studies targeting male consumers in the garment industry.	Understand the perspective of male consumers, identify their needs and preferences, and guide marketing strategies based on these findings.	Researchers and businesses interested in targeting male consumers in the garment industry.	Designing specialized surveys targeting male consumers effectively, analyzing data comprehensively to extract accurate results, in addition to applying the conclusions to the business reality effectively.

References

- Ahmad Samed Al-Adwan and Husam Kokash, (2018) The Driving Forces of Facebook Social Commerce, Al Ahliyya Amman University, Business School, Department of Marketing, Amman, Jordan.
- C. Arul Jothi and A. Mohmad raj Gaffor, (2017) Impact of social media in Online Shopping, School of Management Studies, Bannari Amman Institute of Technology, India.
- Chernick, Michael R (2011). Bootstrap Methods: A Guide for Practitioners and Researchers, Vol. 619. Hoboken, NJ: John Wiley and Sons.
- Chernick, Michael R and Robert A. LaBudde (2012) An Introduction to Bootstrap Methods with Applications to R, 1st Edition, Wiley.
- CHUN CUI SHAN, LIM WAI MENG, TAN REE WEN and TEH EE WEN, (2018), Impact of social media Influencer on Instagram user purchase intention, UNIVERSITI TUNKU ABDUL RAHMAN.
- Curzi Valerio, Lecoq William, Quéré Noémier, (2019) The impact of social media on E Commerce Decision Making Process, International Journal of Technology for Business.
- Deng N, Ware JE Jr: Using bootstrap confidence interval to compare relative validity coefficient: an example with PRO measures of chronic kidney disease impact. Value in Heal 2012, 15(4): A159.
- Gil Appel, Lauren Grewal and Rhonoda Hadi, (2019) The future of social media in marketing, Journal of the Academy of Marketing Science.
- Hana Othman ElAydi, (2018) The Effect of Social Media Marketing on Brand Awareness through Facebook, AAST, Egypt.
- Hyejune Park, (2017) How social media is Transforming the Fashion Consumers: The Effects of “Social” Consumer Attributes on Brand Engagement in Social Networking Sites, Oklahoma State University, USA.
- Kothari C. R. 2005. Research Methodology: Methods & Techniques. 2nd ed. New Delhi: New Age International (P).
- M. Nick Hajli, (2014) A study of the impact of social media on consumers, International Journal of Market Research.
- Mayank Yadav and Zillur Rahman, (2017) Measuring consumer perception of social media marketing activities in e-commerce industry, Department of Management Studies, Indian Institute of Technology Roorkee, Uttarakhand, India.
- Moses Kwame Kumah, (2017), The Role of social media as a platform for e-commerce, university of applied sciences.

- Rania Hussein and Salah Hassan, (2016), Customer engagement on social media: how to enhance continuation of use, The American University in Cairo, Egypt.
- Salkind, Neil. J. (2010). Encyclopedia of research design Thousand Oaks, CA: SAGE Publications Ltd.
- Saunders, M., Lewis, P., and Thornhill, A. (2016) Research methods for business students. 7th edn. Harlow, Essex, England: Pearson Education Limited.
- Shih-Chih Chen, Chieh-Peng Lin (2019) Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction, Technological Forecasting & Social Change.
- Siti Nurfadila & Setyo Riyanto, (2020) The Impact of Influencers in Consumer Decision-Making: The Fashion Industry, University of Jember.
- Swati Anand & Farmaan Ali, (2019) Consumer Decision Making Process Models and their Applications to Market Strategy, India.
- Ullman, David. G. (2010). The Mechanical Design Process. Boston, MA: McGraw-Hill.
- Viana Anantasiska and Osly Usman, (2022), The Effect of Social Media Marketing Activities on Purchase Intention: A Case Study on E-commerce Consumers, Indonesia.
- Wafaa Galal, (2016) Usage and Effectiveness of Social Media Marketing in Egypt Organization Perspective, Jordan Journal of Business Administration.
- Wicklin, Rick (2017) The bias-corrected and accelerated (BCa) bootstrap interval, Research and computational statistics at SAS and PROC IML.
- Yang-Im Lee and Peter R. J. Trim, (2022), Enhancing Marketing Provision through Increased Online Safety That Imbues Consumer Confidence: Coupling AI and ML with the AIDA Model.
- Yuchi Zhang, Michael Trusov, Andrew T. Stephen, & Zainab Jamal, (2017) Online Shopping and social media: Friends or Foes? Journal of Marketing.