

Is Your Purchase Intention Influenced by Irrational Factors? An Investigation of Fashion Industry

Muhammad Tahir Jan¹

*Department of Business Administration, Kulliyah of Economics and Management Sciences,
International Islamic University Malaysia, Malaysia
<https://orcid.org/0000-0001-5680-8496>*

tahirjan@iium.edu.my

Ahmed Mohamed Hamed Aly Abouzaid

*Department of Business Administration, Kulliyah of Economics and Management Sciences,
International Islamic University Malaysia, Malaysia*

Nadeem

*Department of Business Administration, Kulliyah of Economics and Management Sciences,
International Islamic University Malaysia, Malaysia*

Tashpia Hossain

*Department of Business Administration, Kulliyah of Economics and Management Sciences,
International Islamic University Malaysia, Malaysia*

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ABSTRACT

This research paper mainly aims to identify and analyse irrational factors that impact consumers' purchase intention, especially in the fashion industry. The data for this study were collected from 205 consumers of various nationalities via an online self-administered questionnaire. The acquired data were put through a thorough process to establish their relevance and to ensure that the data were ready for further analysis by applying the SPSS & AMOS software. Three irrational factors were extracted from the extant literature, namely, media, social impact, and emotions. These factors are reported to have a positive influence on the consumer's purchase intention. First, a descriptive analysis was undertaken followed by an inferential analysis. Structural equation modelling (SEM) was used to test the fitness of the proposed model and also to test the hypotheses. Two out of the total three hypotheses are supported. In this case, media influence and social influence emerged with a significant positive impact on the consumer's purchase intention. Even though emotions influence resulted in a positive impact, it was not statistically significant and does not relate to the consumer's purchase intention in the fashion industry. The findings of this study have significant contribution to the body of knowledge and practice. Marketing research, in general, and consumer research, in particular, will benefit from the contribution of this research. Similarly, policy makers in the fashion industry may adopt the findings of the present study to devise more effective marketing strategies. Indeed, this research highlights that the consumer's purchase intention is not entirely in response to a particular phenomenon but a multitude of so-called "irrational" factors like media, society, and emotions.

¹ Muhammad Tahir Jan (Corresponding author), Ph.D., Associate Professor.

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1. INTRODUCTION

The consumer's perception and attitude have a great impact on purchase intention. In fact, there may be a likelihood of change in the intention following the price or perceived quality and value of the products. Nowadays the mass media targets the intention of customers' purchasing power influencing their emotions, demand, needs and wants. Researchers reckon that there are six stages before consumers decide to buy products. They include product awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010; Kawa et al., 2013). There is a belief that the purchase intention of a customer greatly depends on the loyalty toward a brand. When a customer is loyal to a particular brand, he or she will buy the product no matter what; even if the price increases or the quality decreases, loyal customers would stick to the brand. So loyal customers are a great asset for companies and help them grow and gain profitability. However, the quality of the product is an important factor determining the purchase intention. Through continuous improvement and by upgrading the product quality, the sales performance of the product could be increased while increasing the customer's satisfaction and loyalty. Also, the packaging of the product plays a role in attracting the customer's attention.

Different aspects and changes in the product packaging can yield higher sales of the product, which may even lead to impulsive purchases. Pricing of products leads to a fair decision to buy the product and satisfy customers within their budget. Promoting the product through advertisement helps to grab the attention of customers and create a bond with them to develop positive responses and at times irrational behaviours from them. Irrational behaviour is not determined through logical conception. The irrational purchasing decision of a customer does not depend on rational considerations like product utility maximization, budget constraints or self-discipline. The irrational purchasing behaviours of consumers are reflected by the effect of framing, preference reversal and so on. This may result in impulsive, compulsive, or excessive buying.

1.1. Objectives of the study

The main objective of the study is to investigate irrational factors which impact the purchase intention. This is broken down into three distinct research objectives (RO) as follows:

RO1: To investigate the impact of media influence on the purchase intention.

RO2: To examine the impact of social influence on the purchase intention.

RO3: To investigate the impact of emotions influence on the purchase intention.

1.2. Research Questions (RQ)

RQ1: What is the impact of media influence on the purchase intention?

RQ2: What is the impact of social influence on the purchase intention?

RQ3: What is the impact of emotions influence on the purchase intention?

1.3. Problem Statement

The discovery of neuroeconomics studies on consumers started with the study of consumer behaviour which relates to rational factors like, price, quality and functionality. Business neuroscience primarily describes feelings in a physiological and biological way (Hubert, 2010).

Neuroeconomics is best defined as an interdisciplinary field that seeks to explain human decision-making, the ability to process multiple alternatives and to act. The human brain is a complex organ and the human decision-making process does not necessarily follow a logical flow of events. On the other hand, science is based on logic but sometimes it needs to rely on emotions and feelings as well. Some neuroeconomics studies have already tried to sketch the correlations of expected utility functions from direct neural measures (Politzer, 2008). Hence, neuroeconomics was born and is defined as the convergence of the neural and social sciences, applied to the understanding and prediction of decisions about rewards, such as money, food, information acquisition, physical pleasure or pain, and social interactions. Many of the aforementioned are irrational factors that move a person in a certain direction or make him/her take a decision. It is, therefore, important that marketers should pay attention to such irrational factors which impact consumer behaviours considerably. Marketers should also capitalize those customers' inclinations to attract their targeted customers' attention.

1.4. Significance of the Study

This study helps business organizations and marketers to recognize their customers' mentality and understand their mindsets in order to establish stronger and a more efficient marketer-customer relationship. The study also assists advertisers to improve marketing strategies. Again, the consumer's needs and wants regarding the current fashion era are more clearly analysed by marketers. This helps marketers to evaluate the relevant factors for their products to be implemented in order to maximize the profit. Simultaneously, this study also helps consumers to think over the internal factors before buying their fashion products. Not only that, consumers can analyse how social media has an impact on their decision while buying a fashion product.

2. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intention is planning in advance to buy certain goods or services in the future, not necessarily to implement the purchase intention as it depends on the individual's ability to perform (Warshaw & Davis, 1985, in Qun et al., 2012). Behavioural attitudes and subjective norms are the two most significant predictors of the purchase intention (Summers, Bellueau, & Xu, 2006). As the expected behaviour theory predicts, attitudes toward an act have a positive impact on behavioural intent (Ajzen & Fishbein, 1980). Past literature finds that consumer satisfaction increases with the level of message quality, which leads to higher purchase intention (Park et al., 2007). The predicted result that the customer expects from a certain good or service of a particular company often influences the decision to buy. Also, a nice, credible source suggestion will assist the consumer to buy an item (Padhy & Sawliker, 2018).

Thus, the behaviour of consumers as regards the purchase depends on the product characteristics such as brand name, price, quality, recreation and innovation awareness, mixed with other choices as well as impulsiveness (Leo et al., 2005). According to Bebbber et al. (2017), the intention to buy is defined as the inclination and the expectation that a consumer will have to purchase a product and/or a service.

In making the decision to consume certain products, buyers may go through many phases. In the first phase which is the purchase decision phase, people intend to fulfil their basic elements of life, which are needs and wants. In phase two, they start to search for details of products either based on their experiences or information from people around them, media and any related sources regarding the products. Finally, they make the decision to buy the products that satisfy their needs and wants.

2.2. Media Influence

Media is one of the marketing tools that marketers use to influence their customers to purchase their products as it gives the massive impact on consumers' attitudes and purchasing behaviours towards the brand. It is the main interest of the brands in building and maintaining a long-term relationship with large numbers of customers. Kaplan and Haenlein (2010, p. 61) define social media as "a group of Internet based applications that are built on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content". Social media is online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content (Richter & Koch, 2007).

In time, a brand comes to represent a promise about the goods that it defines, a promise of quality, efficiency or other value dimensions that can influence the choices made by consumers among competing brands. Padhy and Sawlikar (2018) noted that "Marketing messages are also used to convey the brand identity and relevant information related to its products. Making customers aware that you exist helps drive traffic to your company and generate a buzz in the market. With the advent of the Internet and digital media, the importance of brand awareness has become even more important". Brand awareness is viewed with different dimensions, especially when there is a disparity in advertisements using different marketing tools to influence customer behaviour. The industry pattern observed over the last few decades for consumer goods is of a high level of brand awareness among consumers (Murty et al., 2018). Social media has a powerful marketing influence when it comes to providing information about a product in user comparisons. The influence of content and discussion that takes place in social media drives many businesses that use it as a medium of communication and promotion (Perkasa et al., 2020).

Social cognitive theory explains that the usage of trendy imagery that manipulates context in advertising media campaigns greatly influences consumers' buying behaviour. They tend to share information more to influence their peers into buying apparel from the same brands. The message being transmitted, and the medium used for the transmission, must be viewed as independent of the company's control in order for a customer to be considered interested in a word-of-mouth style conversation (Poturak & Softic, 2019). Word of mouth has gained many new names since the arrival of the information technology and the Internet. For example, electronic word of mouth, which is defined as all informal communication aimed at consumers via Internet-based technology relating to the use or characteristics of specific products and services or their sellers (Poturak & Softic, 2019). The findings of research conducted by Prasad et al. (2019) concluded that conviction mediates the effect of social media use and electronic word of mouth (EWOM) on purchasing decision. The credibility of the firm as a brand influences the relationship between EWOM and the intention to buy in such a way that this relationship becomes substantially stronger if there is more positive recognition for the brand. A study by Lee and Workman (2013) maintains that the 'word-of-mouth' advertising plays a big role in influencing fashion consumers. Finally, a high level of satisfaction is said to lead the satisfied customer to spread positive 'word of mouth' about the product or company (Carpenter & Fairhurst, 2005; Singh & Pandya, 1991). This is caused by their trust in the 'gossiping' role in their daily lives. This role is included in the concept of some social media applications like Instagram and Twitter, where users tend to post their personal opinions about certain brands. By this, their followers tend to believe their statements which greatly impact their decisions on any type of products including fashion products. Based on the above discussion, it is hypothesized that:

H1: Media influence has a positive impact on the purchase intention.

2.3. Social Influence

A person's behaviour is influenced by other people around (Tjokrosaputro & Cokki, 2020). It signifies the importance of the society's influence on a person's purchase decisions. Langley et al. (2012) also agree that consumer intention to buy a new product is influenced by the society. It includes providing information about the product, attesting the goodness or badness of a product, and persuading consumers to buy a product. It clearly means that consumers usually do not buy the product only to satisfy their utilitarian needs but also hedonic needs, which in this case is impressing the society or people around the customers. The aforementioned has also been confirmed by Foxall et al. (1998), who argue that consumers prefer to buy those products which can satisfy their basic product-related needs and also improve their status in the society and/or impress others around them. The theory of planned behaviour (Ajzen & Fishbein, 1991) uses subjective norms to represent the same concept adopted in the present study. The same theory has been tested and validated across many countries and industries. Further, researchers (Persaud & Schillo, 2017) conducted research where data were collected from a fairly large sample of 988 respondents to investigate the social influence on the buying intention. The results strongly attest the positive social impact on the buying intention. Lastly, Tjokrosaputro and Cokki (2020) also found a strong positive and significant social influence on customers' purchase intention. Based on the above discussion from the extant literature, it is, therefore, hypothesized that:

H2: Social influence has a positive impact on the purchase intention.

2.4. Emotions Influence

Marketing and emotions are mutually linked in many aspects. Emotions play an important role in dealing with customers and learning their purchasing nature. Emotions can be rational and irrational. This study focuses on the irrational side of emotions. Normally, evaluations of antecedent conditions inherent in an object or event may occur subconsciously or be temporarily inseparable from emotions. Nonetheless, studies have shown that when instructed to do so, people can cognitively reconstruct the cause of emotion (Smith & Ellsworth, 1985). Clearly, many acts harmful to long-term stability are performed in the grip of fear or anger, but perhaps more often in casual disregard or reckless indifference; yet great achievements of mankind have indeed been forged in emotional states of high intensity, by reasoning or by unreasonable insight. The aforementioned may still be accurate, and it provides a useful starting point for understanding neural mechanisms underlying both rational and irrational behaviours (Freeman, 2005). If the strength of the chaotic background activity overwhelms the search trajectories, then closure is premature, and the selected behaviour is sub-optimal and may seem unreasonable and short-sighted – that is, “emotional” in the colloquial sense of the term (Freeman, 1995, 1999). In a one-way causal chain, emotion was hitched like a truck to cognitive appraisal. How would we know what emotion to have unless followed and guided by cognitive appraisal? We would not necessarily, because keeping emotion alive needs allowing it to be irrational (Marc, 2005).

Soodan and Pandey (2016) argue that consumer responses towards different marketing programs cannot be the same and hence differ in terms of consumer actions which are emotional and always stated as irrational. When there is a “buy one get two” offer in a store, the person who was about to purchase one will mostly have this temptation to buy two instead of one. This is a classic example that the extra they got is not what they needed but that they had fallen prey to such marketing techniques. Situational factors are very relatable for us in our daily lives. Feelings, affections, behaviours and thoughts are some of the emotions based on the situation which leads to the physiological changes and purchase intentions.

Interestingly, in marketing biography, the power of a brand is in its ability to connect with customers' emotions. This is the key to impacting their attitude, which eventually results in enhancing a brand's value and ultimately profitability (Thomson et al., 2005). According to Bowlby (1982), the beginning of emotional connections comes from the idea of behaviourism attachment. Further, impassioned attachment in personality leads to creating strong attachment to others. More than that, from Bowlby's previous research it is found that emotional attachments can come from many factors such as presents (Mick & DeMoss, 1990), collectibles (Slater, 2001) and brands (Park et al., 2010; Schouten & McAlexander, 1995). Incidentally, the latter factor is directly related to this study. However, a customer's attachment might not be active in the power of luxury brand fashion especially in terms of human attraction. Basically, customer behaviourism might impact emotional attachment as well. Therefore, Thomson et al. (2005) believe that emotional attachments are due to love for the brand, the bonding with brands and attractions to brands. All these emotional attachments can be one of the factors for customers to have the power to be bound to the brand and to be loyal to brands as well (Thomson et al., 2005). Adding emotional traits to brand ads will improve customer interaction and distinction, thus improving consumer preference stability (Wang et al., 2019).

As a matter of fact, Park et al. (2010) believe that the value of emotional attachment is a state of impassioned attachment by emotion and can be a key for forecasting real life purchasing, sharing experience of the purchased brand, and evaluating the brand positively. Later, customers will build the imaginary model of concerted branding, emotional attachment and lastly, they may replace the purchase of a brand with the same type of luxury brand. All the elaborations above are contained in the following hypothesis as:

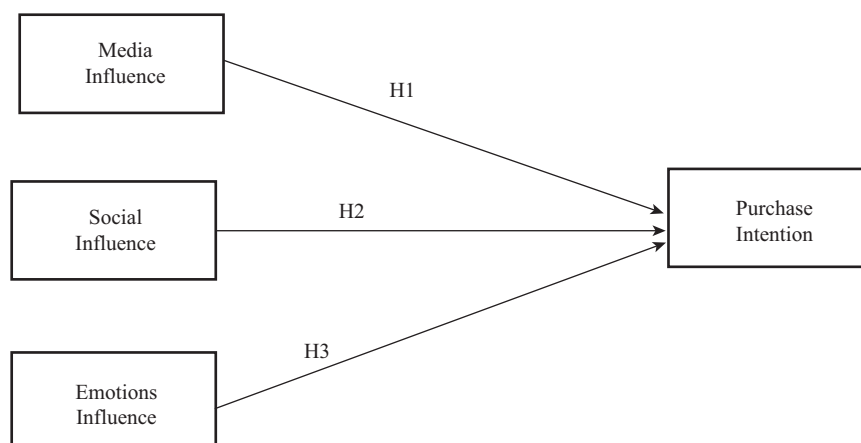
H3: Emotions influence has a positive impact on the purchase intention.

3. THE MODEL

In essence, all the three hypotheses form the conceptual model of the present study (see Figure 1 below). The three factors that form the basis of the respective hypotheses (H1, H2 and H3) have direct influence on the purchase intention. They are media influence, social influence and emotions influence. This study selected irrational factors that have an impact on the purchase intention of consumers. Fashion products were selected to investigate the conceptual framework mainly due to the fact that consumers are easily influenced by media, society, and emotions when it comes to buying fashion products, as evident from the review of the literature above.

Figure 1

The proposed conceptual model



4. RESEARCH METHODOLOGY

4.1 Development of Measures

The questionnaire for the present study was developed based on the adapted measures from previous established studies. It was divided into two main sections. The first section of the questionnaire was to collect data on respondents' profile, and the second section was to collect data on the variables of the study: in this case, the three independent variables, namely, media influence, social influence, and emotional influences, and a dependent variable which is purchase intention. In the case of the present paper, items for media influence and social influence are adapted from Shephard et al. (2016), for emotional influence the questions are adapted from Mirza and Abbasi (2016). Lastly, items measuring purchase intention are adapted from Goyal et al. (2013) and Makgosa (2010). Appendix A is provided for the constructs with their measures.

4.2. Population and Sample

The population of the study comprises general consumers of fashion products who have experience of buying products online. In terms of the level of education, the target consumers are of varying educational levels such as high school, diploma, bachelor's degree, master's degree and others. Gender wise, responses were sought from both genders whose ages range from under 25 to more than 50 years old. The study involved 205 respondents who are consumers of fashion products.

Profile of Respondents

Data collected for this study were analysed using descriptive statistical techniques. According to the collected data as shown in Table 1, more than half or 55.6% of the respondents were females, i.e. 114 out of 205 of the total respondents, whereas only 91 (44.4%) male respondents participated in the survey. The respondents' age is divided into five groups which are (<25), (25–30), (36–45), (46–55) and (>56). The majority (82%) of the respondents are youths under 25 years old while the second largest group at 16.6% are those within the 25-30 years age group. This corresponds to the education levels of these two groups, i.e. 66.3% hold a bachelor's degree and high school certificates. This means that the respondents are appropriate because these people are the ones who are fashion-conscious and therefore are the targeted groups of this study. Also the data that were obtained from them depict reliable responses because they are educated and within the vulnerable age groups, hence the hypotheses pertaining to fashion and social, emotions and media influences on them are likely to be true.

Table 1
Demographic Structure (I)

Demographic Variables		Research Sample (n = 205)	
		Number of Respondents	Percentage (%)
Gender	Female	114	55.6
	Male	91	44.4
Age	<25	168	82.0
	25–35	34	16.6
	36–45	2	1.0
	46–55	0	0.0
	>56	1	0.5
Education	High School	36	17.6
	Diploma	13	16.3
	Bachelor's degree	136	66.3
	Master's degree	16	7.8
	Others	4	2.0

As mentioned, the questionnaire was sent to respondents irrespective of their geographical location, the obtained results also attest the same. In this case, respondents from around 16 countries replied to the survey, but the majority of them are from Malaysia (35.1%), followed by Bangladesh (27.3%) and Egypt (12.7%). Other fewer responses were received from Middle Eastern and South-East Asian countries. It also shows that the results of the present study are influenced mainly by Malaysian, Bangladeshi, and Egyptian respondents, and could be one of the limitations of this study. At the same time, the study can also be considered an avenue for possible research in those countries with fewer responses. Table 2 presents the results of respondents from all the countries.

Table 2
Demographic Structure (II)

Demographic Variables	Research Sample (n = 205)		
	Number of Respondents	Percentage (%)	
Respondents' Nationalities	Algeria	1	0.5
	Australia	1	0.5
	Bangladesh	56	27.3
	Cambodia	7	3.4
	Egypt	26	12.7
	India	16	7.8
	Jordan	2	1.0
	Libya	1	0.5
	Malaysia	72	35.1
	Qatar	1	0.5
	Saudi Arabia	2	1.0
	Syria	1	0.5
	Thailand	11	5.4
	Yemen	6	2.9
	Eritrean	1	0.5
Myanmar	1	0.5	

4.3. Sampling Techniques

A non-probability convenience sampling technique was considered the most appropriate for the present study. In this method, the researchers collect maximum useable responses conveniently using either hard-copy or soft-copy questionnaire distribution methods. Due to many benefits offered by the soft-copy online survey method, the present study also adopted the same. First, a self-administered questionnaire was created using Google Forms and then the link was shared using multiple platforms. A total of 250 questionnaire links were sent to respondents mainly using Whatsapp and Facebook. Out of the total distributed questionnaires, a fairly high number (i.e., 205) was received back and used for the purpose of data analyses.

5. ANALYSIS AND FINDINGS

5.1. Attribute of the Questionnaire

Firstly, it is necessary to ensure the stability and consistency of the research instrument (questionnaire) and its reliability. Therefore, it is essential to conduct the reliability test before proceeding with further analyses. The psychometric properties of the questionnaire were estimated by calculating Cronbach's alpha reliability coefficient and the item-to-total correlation. According to Sekaran (2003), Cronbach's alpha value ranges from 0 to 1 where a value that is closer to 1 refers to its greater stability and consistency. However, for basic research, the threshold value of 0.60 was set by the researchers (see Nunnally, 1978). Table 3 shows that the result of Cronbach's alpha for the instrument used in the current study attains an alpha value of 0.935. Referring to

Sekaran's guideline, therefore, the questionnaire employed by this study is within the consistency and stability level.

Table 3

Reliability statistics of the questionnaire

Cronbach's alpha	Cronbach's alpha based on standardized items	No. of items
0.935	0.935	37

The next step was to establish the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and conduct Bartlett's test of sphericity. Table 4 shows the results of the tests where the KMO measure of sampling adequacy was 0.884, indicating that the present data are suitable for factor analysis. The result of Bartlett's test of sphericity was also significant at $p < 0.001$, indicating a sufficient correlation between the variables.

Table 4

The KMO and Bartlett's Tests

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		.885
	Approx. Chi-Square	2431.058
Bartlett's Test of Sphericity	df	231
	Sig.	.000

5.2. Exploratory Factor Analysis (EFA)

Next, EFA with Varimax rotation was performed to examine unidimensionally the dependent and independent variables in determining the possible underlying factors. All those items which did not satisfy the criteria of above 0.5 loading and below 0.35 cross-loading were deleted. Table 5 presents the results of EFA.

Table 5
Exploratory Factor Analysis

Items ² (Variables)	Rotated Component Matrix			
	Components			
	Factor 1 Purchase Intention	Factor 2 Media Influence	Factor 3 Social Influence	Factor 4 Emotions Influence
P02	.814			
P01	.803			
P03	.763			
P07	.716			
P05	.679			
P06	.642			
P13	.598			
P09	.553			
P08	.528			
M05		.852		
M02		.740		
M03		.730		
M06		.716		
M01		.532		
S01			.775	
S05			.735	
S04			.731	
S06			.711	
S02			.681	
E05				.754
E02				.583
E04				.567
Initial Eigenvalues	7.961	3.053	1.539	1.215
% of Variance	21.788	15.196	14.588	11.011
Cumulative %	21.788	36.984	51.572	62.538

The above table with the results of EFA clearly indicates a very clean four-factor structure, attesting a strong conceptualisation of the variables. The next step followed was a confirmatory factor analysis (CFA).

5.3. Reliability Test of the Individual Factors

After obtaining a clean EFA result, the individual factors were tested for reliability. This is to ensure that each extract construct is reliable and has acceptable consistency to take it further

² Codes with their subsequent items used in this study are provided in Appendix A.

for conducting CFA. The results clearly show that all the independent and dependent variables extracted are reliable with the Cronbach's alpha value ranging from 0.794 to 0.888. The results are presented in Table 6.

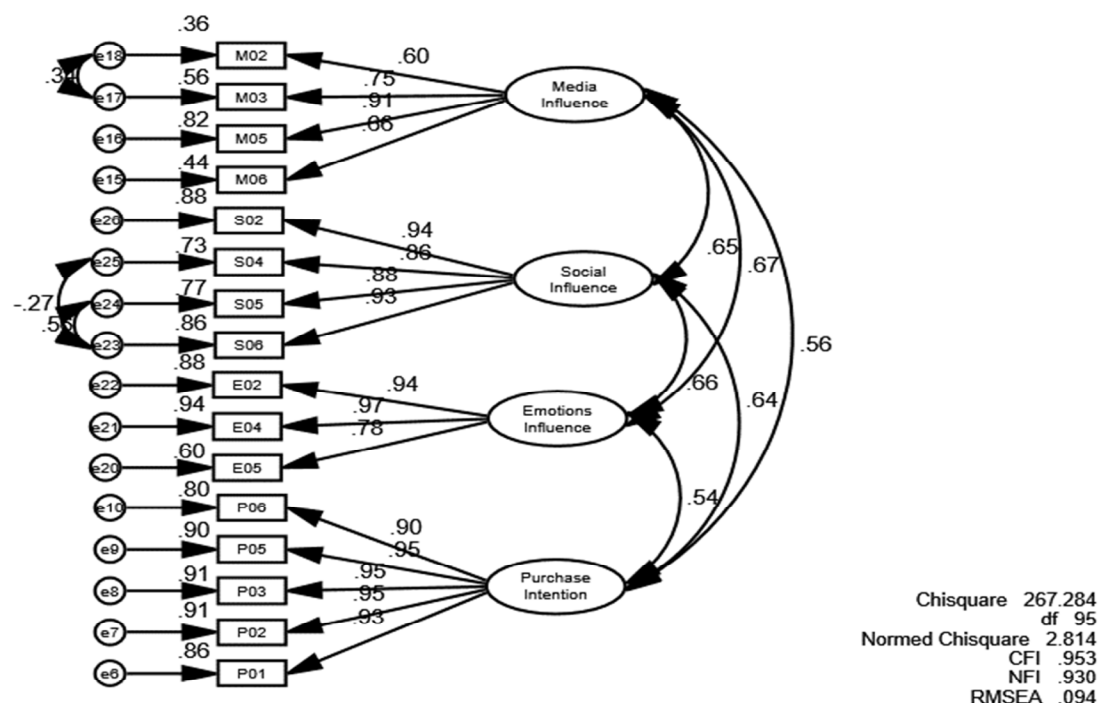
Table 6
Reliability Coefficient of the Extracted Factors

Factor	Number of Cases	Number of Items	Cronbach's Alpha
Purchase Intention	205	9	.888
Media Influence	205	5	.831
Social Influence	205	5	.837
Emotions Influence	205	3	.794

5.4. Confirmatory Factor Analysis (CFA)

As this study adopted a two-step structural equation modelling (SEM) technique, it is important to fit the proposed model in the measurement stage followed by full-fledged fitness. In this case, CFA using AMOS software was undertaken with Maximum Likelihood Estimation (MLE). The fitness of the measurement model was observed keeping in mind fit indices of chi-square (c^2), normed chi-square (c^2/df), the comparative fit index (CFI), the normed fit index (NFI), and the root mean square error of approximation (RMSEA) (Byrne, 2010; Hair et al., 2010; Kline, 2011). Figure 2 highlights the measurement model.

Figure 2
Measurement Model



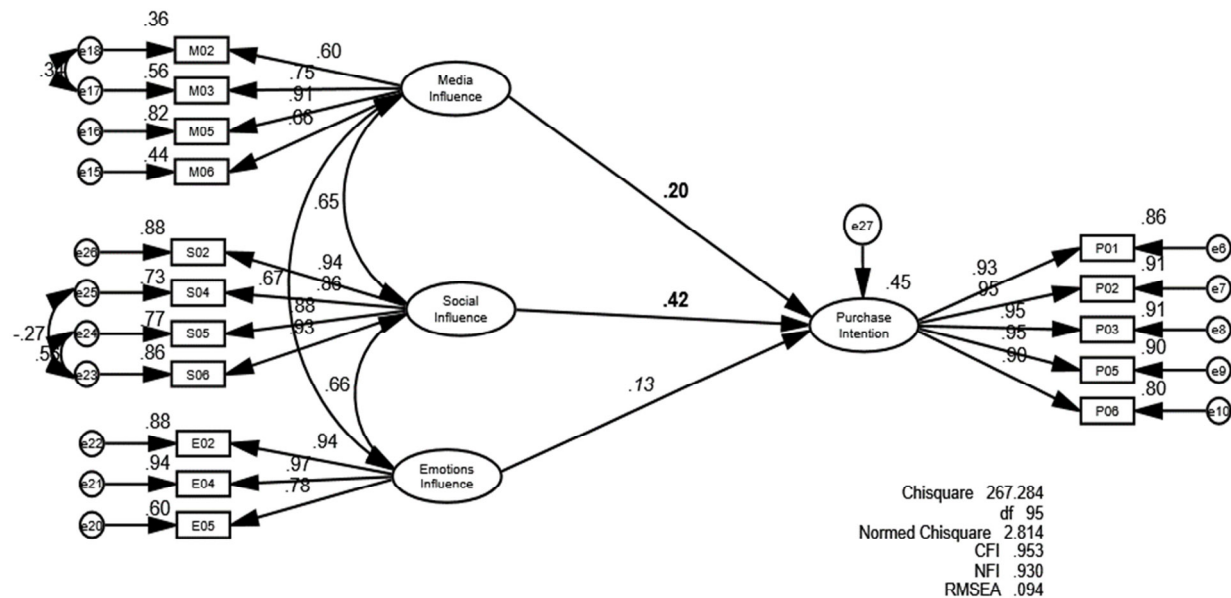
The above measurement model clearly shows acceptable results with normed chi-square (c^2/df) of 2.814 (which is below the acceptable value of 5.0), CFI value of 0.953 and NFI value of 0.930 (which is above 0.9), and RMSEA value of 0.094, which is also considered acceptable (MacCallum et al., 1996).

5.5. Full-Fledged Structural Modelling

In this step, first the full-fledged structural model was tested for fitness along with testing the proposed hypotheses. The result of the final structural model is depicted in Figure 3.

Figure 3

Final Structural Model



The above final model resulted in acceptable values, in this case, the normed chi-square value of 2.814, CFI value of 0.953, NFI value of 0.930, and RMSEA value of 0.094. Further, the hypothesis testing was also one of the crucial parts of data analyses. The envisaged hypotheses were tested using the criteria of p value less than 0.001. The results show that two (2) out of three (3) hypotheses were supported keeping in mind both statistical as well as practical significance. Detailed result of hypothesis testing are provided in Table 7.

Table 7

Estimates of the Hypothesised Model

Structural path	Hypothesised Relationship	Std. Reg. Weight	S. E.	C. R.	P
Media influence → Purchase intention	H1 ^S	.202	.157	2.186	.029
Social influence → Purchase intention	H2 ^S	.419	.085	4.886	***
Emotions influence → Purchase intention	H3 ^{NS}	.131	.113	1.513	.130

Statistic	Suggested	Obtained
Chi-square significance	≥ 0.05	0.000
Normed chi-square (CMIN/df)	≤ 5.00	2.814
Comparative fit index (CFI)	≥ 0.90	0.953
Normed fit index (NFI)	≥ 0.90	0.930
Root mean error square of approximation (RMSEA)	≤ 0.08	0.094

S = Supported, NS = Not Supported *** = $p < 0.001$

The above results of hypothesis testing show that H1 (Media has a positive impact on the purchase intention) emerged with positive significant results, both statistically and practically. In this case, the standardized regression weight of 0.202 is above the threshold of 0.2 and p value of 0.029 is below the cut-off value of 0.05. Similarly, H2 (The society has a positive impact on the purchase intention) can also be supported with standardized regression weights of 0.419 and p value less than 0.001. This particular hypothesis emerged with a strong causal impact both statistically and practically. The last hypothesis (H3: Emotions have a positive impact on the purchase intention) could not be supported based on the result. However, it should be noted that it also emerged with a positive impact, though not significant.

6. CONCLUSION

The primary purpose of this study was to fathom how media, society, and emotions impact customers' purchase intention and if they take their decisions within a rational process or irrationally. In this study, the subjective factors like emotions, societal values and norms, and sensational media representations in the fashion industry were reviewed and investigated. Thorough quantitative analyses were carried out to analyse all the data collected from 205 respondents. Consequently, it is evident that social and media factors have stronger impacts on purchase intentions of customers in the fashion industry. Interestingly, social influences play a vital role in the consumer's purchase intention, as the results suggest. This is congruent with the findings of Nelson and McLeod (2005) and Tjokrosaputro and Cokki (2020), who emphasized the importance of society and peers for the consumer purchase intention.

Remarkably, the outcome of this study confirmed that there are "irrational factors" which impact purchasing intentions. This includes general public influences and sentiments prevalent in the community, and also marketing by companies using various media, particularly social media. The results of the present research are of prime importance for companies in general and more specifically for companies dealing in fashion products. Perhaps, there are irrational factors that influence peoples' purchase intention, and these companies need to consider these factors for further converting the purchase intention to the purchase decision.

As with any research, there are also some limitations in the present study. For example, this research is quantitative structured research, ignoring personalized responses from the respondents due to the closed-ended structured questionnaire, as used in the present study. Perhaps, qualitative in-depth interviews or focus groups can address this limitation. Further, as evident from the results, the obtained data are from the respondents of many countries. As much as it is considered the strength of this study, it can also be a limitation, because in many countries, the researchers could successfully obtain only one or few complete responses (see Table 2). Lastly, even though the obtained responses are acceptable for data analyses, more useable responses should have been targeted.

This research also suggests that future researchers may adopt the model of the present study and analyse it by collecting data from only one country. This model can also be used by researchers to test it in other industries, especially the hospitality industry. Lastly, future researchers may adopt a qualitative approach, like interviews or focus groups, to validate the findings of the present research.

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APPENDIX A

CODES AND ITEMS USED IN THE STUDY

CODES	PURCHASE INTENTIONS / ITEMS
P01	I was satisfied with my online shopping
P02	I like online shopping
P03	Online shopping web sites are a fit means to buy products
P04	I buy fewer products from certain companies
P05	I take some of my purchases to other businesses that offer better prices
P06	I encourage relatives or friends to buy certain brands or products
P07	I would recommend brands or products to someone who seeks my advice
P08	I would complain to employees if I see a problem with the company's service or product
P09	I switch to a competitor if I experience a problem with the company's service or product
P10	I will continue to buy products from certain companies even if they increase prices
P11	I will pay more for products even though I could buy them cheaper elsewhere
P12	I will complain to external agencies if I experience problems with a company's service or product
P13	I would complain to other customers if I experience a problem with company's service or product
CODES	SOCIAL INFLUENCE / ITEMS
S01	It is important to me that my clothes are of the latest style
S02	A person should try to dress in fashion
S03	I usually dress for fashion
S04	An important part of my life and activities is dressing stylishly
S05	I usually have one or more outfits that are of the very latest fashion
S06	I often try the latest hairstyles when they change
CODES	EMOTIONS INFLUENCE / ITEMS
E01	I buy any clothes depending on my satisfactions
E02	I would buy clothes when I am inspired
E03	I am always excited when it comes to new fashion
E04	I want to feel like I am exploring a new world when it comes to a new collection
E05	I want to be offered new experiences
CODES	MEDIA INFLUENCE / ITEMS
M01	I am influenced by advertisement on television
M02	I am influenced by advertisement on a billboard
M03	I am influenced to buy clothes which are displayed in a store
M04	I am influenced to buy clothes worn by persons on television programs
M05	I am influenced to buy clothes worn in music videos
M06	I am influenced to buy clothes featured in a catalogue
M07	I am influenced to buy clothes featured in a magazine
M08	I am influenced to buy clothes recommended by a sales associate
M09	I interact with social media a lot in terms of seeking information regarding the fashion industry
M10	The platform of social media has an impact on my purchase decision
M11	Social media platforms enhance the relationship between consumers and the fashion industry
M12	My purchase decision is solely based on the aspect of social media
M13	My purchase decision is associated with how well developed the social media platform of the fashion industry is for delivering proper information