



THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISIONS

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Abstract

Purpose: *This study aims to evaluate how social media marketing strategies influence purchase decisions—Media followers in the fast-fashion industry in Bangkok, with ZARA as the target brand. The conceptual framework considers influencer marketing, user-generated content, social media advertising, online reviews, and promotions.*

Research design, data, and methods: *The study employed a quantitative research design, where a structured set of survey questionnaires was administered to consumers aged 20-35 in Bangkok who had purchased ZARA clothing within the last year. A pilot test with 30 respondents was conducted to assess the clarity and reliability of respondents' understanding of the survey items, followed by a larger survey with 385 valid responses. Reliability results, as measured by Cronbach's Alpha, confirmed that partner variables exhibited high levels of internal consistency. Descriptive statistics and multiple regression analysis were employed to examine the relationships between independent and dependent variables.*

Results: *The results indicate that both social media advertisements and online reviews have a strong and positive impact on purchase decisions, whereas influencer marketing, user-generated content, and promotions do not have a statistically significant effect on these decisions.*

Conclusions: *This study highlights the considerable impact of advertising credibility and peer-generated reviews on fostering consumer trust, engagement, and purchasing behaviors. The implications highlight that ZARA and other fast fashion retailers in Bangkok's competitive market need to invest in higher-quality advertisements and authentic reviews, rather than*



focusing on current or future heavy investment in short-term promotional or influencer marketing.

Keywords: *influencer marketing, user-generated content, social media advertising, online reviews, promotional activities.*

JEL Classification Code: E44, F31, F37, G15



1. Introduction

As a result of living in a digital world, the emergence of social media has changed how people communicate, share information, and engage with brands. This innovation has also significantly influenced consumer behavior, particularly in the fast fashion sector, where trends change rapidly and shoppers often make impulsive purchases (Gamboa & Gonçalves, 2014). Instagram, TikTok, and Facebook serve not only as means of interaction but also as some of the most effective channels for brand marketing and consumer engagement (Chavda & Chauhan, 2023).

ZARA is one of the largest fast-fashion retailers in the world and has utilized social media to raise brand awareness among young consumers (Vázquez-Casielles, Suárez-Álvarez, & del Río-Lanza, 2021). Brands have leveraged marketing strategies to increase brand awareness, including influencer marketing, user-generated content (UGC) strategies, targeted advertising, product reviews, and promotional activities, as these approaches have consistently demonstrated their effectiveness in influencing young adults. Indeed, a meta-analysis of more than 22,000 participants found that influencer credibility is one of the strongest predictors of purchase intention (Ao et al., 2023). Similarly, UGC, such as reviews and product demonstrations, heavily influence the decision-making process among young adults (Pansari & Kumar, 2017).

Bangkok presents a distinctive context for social media research, which can leverage its versatility with a relatively high mobile penetration rate and a youth segment of the population that is frequently exposed to fashion trends. More than 85% of Bangkok residents aged 20 to 35 are native users of social media channels, particularly TikTok and Instagram. This high-level penetration offers young consumers in Bangkok an advantageous context in which to



engage with digital marketing on social media, such as influencer marketing or peer endorsement (Ki & Kim, 2019).

Although ZARA is a significant player in Bangkok's culture, little is known about how these social media marketing elements influence consumer purchasing behaviors in Bangkok. Studies have identified social media marketing in Western and East Asian contexts (Joy et al., 2012; Kim et al., 2021); however, there is a lack of literature dedicated to understanding the cultural or contextual meaning in the Southeast Asian context. The present study aims to fill some knowledge gaps by systematically determining the impact of five social media marketing factors (influencer marketing, user-generated content, social media marketing, online reviews or ratings, and promotional activities) on consumer purchase decisions for ZARA in Bangkok.

2. Literature Review

2.1 Theories Related to the Research

The Stimulus–Organism–Response (S-O-R) Model, developed by Mehrabian and Russell (1974), is one of the most accepted theoretical frameworks for consumer behavior. The model describes how external stimuli can influence an individual's internal states (cognition and emotions) and influence their responses in behavior.

In the context of social media marketing, external stimuli (S) refer to factors such as influencer marketing, user-generated content (UGC), social media advertisements, online reviews, and endorsements, all of which are considered social signals that can attract attention or indicate trust, credibility, and relevance. The organism (O) pertains to psychological states; therefore, consumers' trust, perceived informativeness, and emotional states are associated with the organism. For instance, in this example, an authentic post from an influencer or a positive review from a credible source that establishes trust and confidence in a brand is considered



relevant. The response (R) refers to whether behavioral outcomes exist, for instance, brand engagement, purchase intentions, or purchasing behavior.

The model applies to the context of fast fashion, as consumer buying behavior is often socially influenced and driven by impulse. This model provides an initial preliminary theory of how social media marketing influences ZARA consumers' purchasing decisions in Bangkok.

2.2 Discussion of Variables

This section will address the dependent variable (consumer purchase decisions), the independent variables (five social media marketing strategies) of focus, and their relationships.

2.2.1 Dependent Variable: Consumer Purchase Decisions

A range of complex factors, including psychological, social, and environmental elements influences consumer purchase decisions. Dukic, Clifford, and Atkinson (2024) investigated the influence of influencer marketing on consumer purchase decisions, while Depari (2024) examined the combined effect of social media marketing, service quality, and store atmosphere. In the context of live shopping, Galleguillos-Cortés et al. (2024) found that motivation, participation, and trust are all dimensions that influence consumer decisions.

In fashion, Sudha & Sheena (2017) emphasized the importance of high visibility on social media channels in capturing and holding consumer attention, especially in the fast fashion sector, where trends are constantly changing. Bilgin (2018) and Erkan and Evans (2016) both found that eWOM has a significant influence on purchase decisions, most notably through its impact on brand trust, brand image, and perceived value when considering eWOM content. Overall, these studies suggest that consumer decisions are multidimensional outcomes requiring a systematic examination of social media.



2.2.2 Independent Variables

Influencer Marketing. Influencers induce consumer purchase decisions based on their credibility, transparency, and expertise level (Yadav & Rahman, 2017; Ardley et al., 2022). Influencer campaigns are fundamentally an external stimulus that impacts young consumers in Bangkok towards ZARA.

User-Generated Content (UGC). Through reviews, outfit photos, and unpacking videos, UGC offers genuine peer voices that influence consumers' purchasing decisions. Research has indicated that UGC enhances credibility and is seen as trustworthy amongst fast fashion peers (Zhang, 2023; Mubdir et al., 2024).

Social Media Advertising. Social media advertising, and Instagram and TikTok in particular, is an external stimulus that produces influencers through credibility, informativeness, and visual aesthetics. Rodjanagosol (2024) identified advertising credibility as a factor influencing behavior, while Yadav & Rahman (2017) defined advertising as a tool to enhance consumer brand engagement.

Online Reviews. Online reviews are a mechanism to eliminate doubt in consumer choices when purchasing fashion items. Micro-influencer reviews appear more legitimate (Djafarova & Rushworth, 2017). Phuangthong & Malisuwan (2020) added that local reviews influence credibility for Thai consumers.

Promotional Activities. Promotional activities, such as flash sales, coupons, and seasonal discounts, are mechanisms to stimulate impulse buying behavior, as consumers perceive a sense of urgency. Their research confirmed that culturally relevant promotional activities can influence both short-term sales and long-term brand loyalty (Phuangthong & Malisuwan, 2020).

2.2.3 Relationship Between Variables



Research has confirmed the mediating role of consumers' trust and engagement in the relationship between social media marketing and purchase intentions. Additionally, Poturak & Softić (2019) found that brand equity mediates the influence of social media content on purchase intentions. Supotthamjaree & Srinaruewan (2021) found that brand engagement mediates the relationship between advertising and purchase behavior. Finally, Lou & Yuan (2019) demonstrated that influencer credibility mediates the relationship between branded content and purchase intentions as well. The collective contributions of this research support the S-O-R framework, which posits that social media marketing acts as the stimulus and influences consumers' internal psychological state (organism), ultimately resulting in purchase decisions (response).

2.3 Summary of Previous Studies

The literature suggests that social media marketing influences consumer behavior through its credibility, authenticity, and interactivity. Research on influencer marketing, user-generated content (UGC), advertising, reviews, and promotional marketing may influence consumer brand engagement and trust. However, the majority of the literature demonstrates a reliance on studies conducted in Western and East Asian contexts, with most studies neglecting to mention those conducted in countries in Southeast Asia.

Based on this research, you can contribute localized studies instead of generalized ones on ZARA consumers in Bangkok, thereby filling an essential gap in the literature by examining how social media marketing activities influence purchase decisions in the context of fast fashion in Thailand.

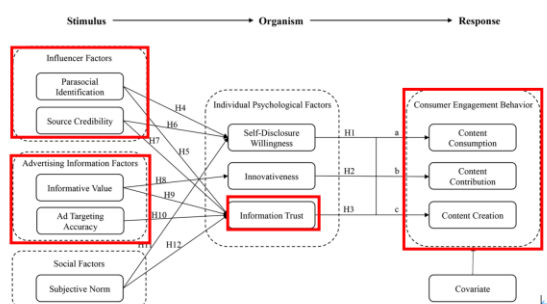
3. Research Framework

3.1 Theoretical Framework

This study follows the Stimulus-Organism-Response (S-O-R) Model by Mehrabian and Russell (1974). This model indicates that consumer behavior is processed in three ways: an external stimulus (S) influences an internal organism (O), which in turn influences a consequent external response (R).

In social media marketing, the external stimuli that are possible include influencer marketing, user-generated content (UGC), advertising, online reviews, and promotional activities. These external signals influence consumers' trust, perception, and feelings (organism) that subsequently create purchase intention and purchase behavior (response).

Figure 1: Stimulus–Organism–Response (S-O-R) Based Influencer Engagement Model



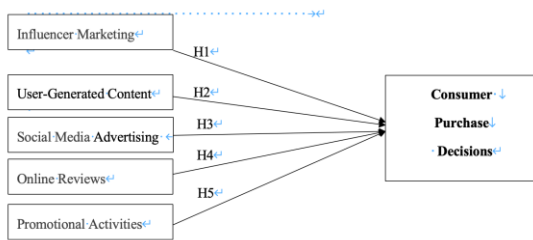
Source: Gu, C., & Duan, Q. (2024).

Exploring the dynamics of consumer engagement in social media influencer marketing: From the self-determination theory perspective. Humanities and Social Sciences Communications, 11(1), 1-17. <https://www.nature.com/articles/s41599-024-03127-w>

3.2 Conceptual Framework of the Study

Based on the S-O-R model and findings from prior literature, this study develops a conceptual framework to examine the effect of five social media marketing strategies on consumer purchase decisions in Bangkok's fast-fashion industry, with a focus on ZARA.

Figure 2: Conceptual framework: Consumers' intention to buy ZARA in Bangkok



3.3 Hypotheses Development

From the conceptual framework, the following hypotheses are formulated:

- H1₀ : Influencer marketing has no significant impact on consumer purchasing decisions.
- H1₁ : Influencer marketing has a significant impact on consumer purchasing decisions.
- H2₀ : User-generated content has no significant impact on consumer purchasing decisions.
- H2₁ : User-generated content has a significant impact on consumer purchasing decisions.
- H3₀ : Social media advertising has no significant impact on consumer purchasing decisions.
- H3₁ : Social media advertising has a significant impact on consumer purchasing decisions.
- H4₀ : Online reviews have no significant impact on consumer purchasing decisions.
- H4₁ : Online reviews have a significant impact on consumer purchasing decisions.
- H5₀ : Promotional activities have no significant impact on consumer purchasing decisions.
- H5₁ : Promotional activities have a significant impact on consumer purchasing decisions.

This framework provides a theoretical and empirical foundation for testing the influence of social media marketing strategies on ZARA consumers' purchasing behavior in Bangkok.

4. Research Methodology

4.1 Research Design

In this research, a quantitative method was used to investigate the effect of social media marketing on consumer buying behaviour toward ZARA in Bangkok. The research framework was based on the Stimulus–Organism–Response (S-O-R) model (Mehrabian & Russell, 1974). The questionnaire had a total of 34 questions, which included two screening questions, 27 items measuring the research variables, and five demographic questions. A pilot test was conducted



to clarify and assess reliability with 30 respondents, and internal consistency was evaluated using Cronbach's Alpha (Cronbach, 1951).

4.2 Population and Sample

4.2.1 Target Population

The target population for this research was 20-35-year-old individuals living in Bangkok who purchased ZARA clothing within the past 12 months and were active social media users (Instagram, TikTok, Facebook). Chaihanchai & Anantachart (2024) mention that Gen Y and Gen Z in Bangkok are among the most active social media users in Thailand, with over 77.8% engaging daily on social media. This demographic group represents ZARA's primary market segment in Southeast Asia.

Reference: Chaihanchai, P., & Anantachart, S. (2024). Unveiling the Uses and Gratifications of Social Media: A Comparative Study of Thai Generation Y Internet Users in Bangkok and Upcountry. *Journal of Mekong Societies*, 20(1), 48–72.

4.2.2 Sampling Unit

The **sampling unit** was each respondent who met the screening criteria (purchased ZARA clothing in the past 12 months and currently resided in Bangkok). Each qualified respondent represented one unit of observation.

4.2.3 Sample Size

A **pilot test was conducted with 30 respondents to validate the** questionnaire items. For the primary survey, the study aimed to collect a **minimum of 385 valid responses** to ensure statistical power. This follows Hair et al. (2010), who suggest that a sample size of 300 or more is generally adequate for multivariate analysis.

Reference: Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis. 7th Edition. Pearson.*



4.2.4 Sampling Procedure

The study used a **non-probability convenience sampling method**. Data were collected through online questionnaires distributed via messaging applications and social media platforms. Screening logic automatically excluded respondents who answered “No” to either eligibility question (regardless of whether they had purchased ZARA in the past 12 months or resided in Bangkok). Only qualified respondents could complete the full questionnaire.

4.3 Sampling Technique

The survey consisted of three parts:

1. **Screening Questions:** (a) Have you purchased ZARA clothing in the past 12 months?
(b) Do you live in Bangkok?
2. **Measurement Items:** 27 items measuring five independent variables (Influencer Marketing, UGC, Social Media Advertising, Online Reviews, Promotional Activities) and one dependent variable (Consumer Purchase Decision), on a 5-point Likert scale.
3. **Demographics:** Gender, age, education, income, and social media usage.

Table 1: Cronbach’s α and Internal Consistency Rules

Alpha Coefficient Range ^a	Strength of Association ^b
$\alpha > 0.9$ ^a	Excellent ^b
$0.8 < \alpha < 0.9$ ^a	Good ^b
$0.7 < \alpha < 0.8$ ^a	Acceptable ^b
$0.6 < \alpha < 0.7$ ^a	Questionable ^b
$0.5 < \alpha < 0.6$ ^a	Poor ^b
$\alpha < 0.5$ ^a	Unacceptable ^b

Source: Adapted from Nunnally (1978).



Table2: The value of Reliability Analysis of each Variable in this Study(n=30)

Variables/Measurement Items ²³	Cronbach's ²⁴ Alpha ²⁵	Strength of Association ²⁶
Dependent variable²⁷		
Consumer Purchase Decisions ²⁸	0.700 ²⁹	Acceptable ³⁰
Independent variable³¹		
Influencer Marketing ³²	0.961 ³³	Excellent ³⁴
User-Generated Content ³⁵	0.930 ³⁶	Excellent ³⁷
Social Media Advertising ³⁸	0.935 ³⁹	Excellent ⁴⁰
Online Reviews ⁴¹	0.930 ⁴²	Excellent ⁴³
Promotional Activities ⁴⁴	0.909 ⁴⁵	Excellent ⁴⁶

Note. Reliability classification is based on the standards presented in Table 1.

4.4 Research Instrument

Data collection was conducted online. Screening Questions were positioned at the start of the questionnaire. to exclude unqualified respondents automatically. Valid respondents then provided demographic details before answering the measurement items. All data were securely stored electronically to maintain accuracy and minimize bias.

4.5 Statistical Treatment of Data

4.5.1 Descriptive Statistics

Descriptive statistics such as mean, standard deviation, and frequency distribution were used to summarize the demographic profile of respondents and responses to each construct.

4.5.2 Reliability Analysis

Cronbach's Alpha values from the pilot test (Table 2) confirmed that all constructs exceeded the acceptable threshold of 0.70, indicating strong reliability of the instrument.

4.5.3 Inferential Analysis



Inferential analysis was conducted to examine the relationships between the independent variables (Influencer Marketing, User-Generated Content, Social Media Advertising, Online Reviews, and Promotional Activities) and the dependent variable (Consumer Purchase Decisions). Multiple regression analysis was performed using Jamovi software, with a significance threshold of $\alpha = 0.05$.

The results showed that Social Media Advertising ($p < 0.05$) and Online Reviews ($p < 0.05$) had significant impacts on consumer purchase decisions, supporting hypotheses H3 and H4. Conversely, Influencer Marketing ($p = 0.084$), User-Generated Content ($p = 0.581$), and Promotional Activities ($p = 0.070$) were not statistically significant, leading to the rejection of hypotheses H1, H2, and H5. The regression model achieved an R^2 value greater than 0.40, indicating that the five predictors together explained a substantial portion of the variance in purchase decisions.

5. Presentation of Data and Critical Discussion of Results

5.1 Reliability Testing

A reliability test was initially performed to assess the internal consistency of the research instrument. Cronbach's Alpha served as the main reliability measure, with a score of 0.70 or higher considered acceptable (Nunnally, 1978). The pilot test ($n = 30$) showed strong reliability, and the subsequent full-scale analysis confirmed that all constructs surpassed this threshold. Specifically, Influencer Marketing ($\alpha = 0.839$), User-Generated Content ($\alpha = 0.851$), Social Media Advertising ($\alpha = 0.853$), Online Reviews ($\alpha = 0.862$), Promotional Activities ($\alpha = 0.849$), and Consumer Purchase Decisions ($\alpha = 0.791$) demonstrated satisfactory reliability. This further confirms sampling adequacy for factor analysis. These results support the robustness of the measurement model and justify further hypothesis testing. "In addition, the



Kaiser-Meyer-Olkin (KMO) values for individual constructs ranged between **0.603 and 0.763**, which all exceeded the acceptable threshold of 0.6. This further confirms sampling adequacy.”

5.2 Demographic Profile of Respondents

The demographic profile was analyzed to understand the background of respondents. The data showed that the sample was predominantly aged between 20–35 years, aligning with ZARA’s target consumer group in Bangkok. Gender distribution and education levels revealed a balanced mix, with a large proportion of university students and young professionals. These demographics reflect ZARA’s customer base in urban Thailand, confirming the suitability of the sample.

5.3 Results

5.3.1 Descriptive Statistics of Variables

Descriptive statistics (mean and standard deviation) were computed for each of the six constructs. Results revealed relatively high mean values for social media advertising and online reviews, suggesting that respondents generally viewed these variables positively. Standard deviations were within acceptable ranges, indicating consistent responses across participants.

Table3: The value of Reliability Analysis of each Variable in this Study(n=385)

Variables/Measurement Items [↗]	Cronbach's [↗] Alpha [↗]	Strength of Association [↗]
Dependent variable[↗]		
Consumer Purchase Decisions [↗]	0.791 [↗]	Acceptable [↗]
Independent variable[↗]		
Influencer Marketing [↗]	0.839 [↗]	Good [↗]
User-Generated Content [↗]	0.851 [↗]	Good [↗]
Social Media Advertising [↗]	0.853 [↗]	Good [↗]
Online Reviews [↗]	0.862 [↗]	Good [↗]
Promotional Activities [↗]	0.849 [↗]	Good [↗]



5.3.2 Regression Analysis

Multiple regression analysis was employed to investigate the impact of the five independent variables on consumer purchasing decisions.

Table 4: Descriptive Statistics of Main Study Variables

Variable [±]	M [±]	SD [±]	Interpretation [±]
Influencer Marketing (IM) [±]	3.82	0.73 [±]	Agree [±]
User-Generated Content (UGC) [±]	3.06 [±]	0.816 [±]	Neutral [±]
Social Media Advertising (SMA) [±]	3.17 [±]	0.756 [±]	Neutral [±]
Online Reviews (OR) [±]	3.94 [±]	0.748	Agree [±]
Promotional Activities (PA) [±]	3.18 [±]	0.758 [±]	Neutral [±]
Consumer Purchase Decisions (CPD) [±]	4.65 [±]	0.607 [±]	Strongly agree [±]

Table 5: Descriptive Analysis of Demographic Data

Variable [±]	Category [±]
Gender [±]	Female: 63.1% [±]
	Male: 28.3% [±]
	Prefer not to say: 8.6% [±]
Age [±]	20-24: 63.4% [±]
	25-29: 29.8% [±]
	30-35: 6.8% [±]
Education [±]	Bachelor's: 65.5% [±]
	Master's: 26.9% [±]
	Ph.D.: 3.4% [±]
Income (Baht) [±]	Lower than Bachelor's: 4.2% [±]
	40,001-60,000: 51.2% [±]
	20,001-40,000: 39.2% [±]
	Above 60,000: 6.0% [±]
Social Media Platforms [±]	Below 20,000: 3.7% [±]
	Facebook: 77.8% [±]
	TikTok: 63.9% [±]
	Instagram: 50.7% [±]
	Twitter/X: 24.8% [±]
	YouTube: 23% [±]
Others: 12.5% [±]	

Results showed that:

- **Social Media Advertising** had a significant positive impact ($p = 0.003$), supporting H3.
- **Online Reviews** also had a significant positive impact ($p = 0.029$), supporting H4.



- **Influencer Marketing, User-Generated Content, and Promotional Activities** were not statistically significant ($p \geq 0.05$), leading to rejection of H1, H2, and H5.

The regression model had an R^2 value above 0.40, indicating that the independent variables explained a substantial portion of the variance in consumer purchase decisions.

5.4 Discussion

The findings of this research offer further understanding of the influence of social media marketing on ZARA consumers purchasing decisions in Bangkok. Frameworks such as Stimulus - Organism - Response (S-O-R) have consistently identified social media advertisement and online feedback/reviews as valid stimuli that lead to consumer trust and confidence, resulting in purchase action. These findings support recent research that has suggested advertisement credibility (Yadav & Rahman, 2017) and genuine and authentic reviews from other consumers (Filieri et al., 2022) as significant influences on consumer decisions in digital marketplaces.

The significant impact of online reviews on consumer confidence also highlights the role of peer consumer credibility in the fast fashion context of Bangkok, Thailand. Young consumers are heavily dependent on review feedback to reinforce claims of quality and authenticity, suggestive of a collective tendency toward social proof. The results, which include reviews, are contrary to global research, which suggests that influencer credibility is more influential (Sudha & Sheena, 2017; Lou & Yuan, 2019). One explanation for this finding is that consumers in Thailand exhibit a high level of skepticism toward paid influencers, preferring to rely on reviews provided by other consumers that seem more credible and trustworthy.

Likewise, the decisive role of social media ads demonstrates that creative and engaging digital ads continue to be a significant antecedent of purchase intention. The fast-fashion industry is highly competitive; thus, consumers are bombarded with an overwhelming number of



promotional messages, making it even more challenging to engage with customers. That being said, ads that provided functional, credible, and aesthetically pleasing information still have the opportunity to overcome digital distractions and ecological pressures on purchase intention.

In contrast, influencer marketing and user-generated content had a non-significant impact. These results were not entirely unexpected, especially when compared to various international studies that highlight influencers as a modern force in influencing purchase intention (Ki & Kim, 2019). Cultural and contextual differences may account for this finding, as consumers in Bangkok may perceive influencer content as overly commercialized and repetitive, leading to advertising fatigue based on their prior experience or knowledge. Promotional tactics also failed to reach significance, which again suggests that while short-term sales promotions may entice impulsive purchases, they do not necessarily build authentic trust and long-term purchase intentions.

Overall, these findings extend prior research by contextualizing consumer behavior within Bangkok's fast-fashion market. They suggest that trust-based mechanisms, such as credible reviews and informative advertisements, are more influential than influencer-driven or purely promotional strategies. This emphasizes the need for brands like ZARA to adopt a more balanced and credibility-centered approach to their social media strategies.

5.5 Summary

This research examined how five social media marketing practices—namely, influencer marketing, user-generated content, social media advertising, online reviews, and promotional offers—affected ZARA consumers' purchase decisions in Bangkok. Using the Stimulus–Organism–Response (S-O-R) framework, the analysis revealed that only social media advertising and online reviews had a significant positive impact on consumer purchase



decisions, while influencer marketing, user-generated content, and promotional offers had no significant effect.

Based on theory, the research contributes to the burgeoning literature on social commerce, with findings indicating that consumers' responses to social media stimuli are influenced by cultural and contextual differences. In a Western or East Asian context, for example, influencer credibility can have a huge impact on purchase decisions. But with Thai consumers, the authors found that consumers relied more on peer reviews and credible signals from advertising. This suggests that trust and credible information can mediate stimuli in the S-O-R process.

From a management standpoint, the results of this study emphasize the need to reallocate marketing resources to developing credible advertising and managing online reviews. ZARA and other fast fashion retailers should invest more resources in improving the quality of their advertising, so that characteristics such as factual information, engagement, and credibility are effectively communicated, thereby helping to build and promote credible and trustworthy consumer reviews. Ideally, we would suggest the opposite: that investing too much in influencers and promotional tactics that are shorter, sometimes called "hype," is probably not going to have much impact on the buying audience in Bangkok.

This research contributes to an understanding of the fashion industry in Bangkok, not as typical marketing language, hype, or "deal of the moment", but by building actual credibility and trust. Although this study focused on only one brand and location, the implications are extremely valuable for academics and practitioners to understand better how social media marketing strategies impact purchasing decisions in the new Dubai influencer, digital, and fast fashion market.

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