

Master's Dissertation

In

By Sakshi Shaha

Supervised by Dr Paul Hanley

National College of Ireland

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Abstract

This study will explore the impact of digital marketing on consumer purchase behaviour in Ireland which will mainly be focused on Sustainability

Social media is one of the biggest addictions in today's generation which is impacting people's lives in many ways. As the global fashion industry is under scrutiny over the environmental impact it is important for us to understand what are the factors which drives consumers towards purchasing sustainable fashion product.

This research will examine how digital marketing strategies which includes social media campaigns, online review and business engagement will influence consumer behaviour and their thoughts about sustainability in fashion industry in Ireland.

To test the hypothesis if digital marketing has an impact on consumer behaviour a total of 124 samples were used. Respondents were asked to answer questions about 4 aspects which included social media, pre and post purchase consumer behaviour and sustainability. SPSS has been utilized to analyse the data.

The results suggested that there is a statistically relationship between social media and consumer purchases. The findings revealed that digital marketing significantly shapes consumers thoughts and actions towards sustainable products.

This research will highlight the critical role of digital marketing in promoting sustainable fashion in Ireland. It can be seen that by leveraging social media and direct engagement brand can significantly influence consumer's decision making process.

National College of Ireland



Project Submission Sheet

Student Name: SAKSHI SHAHA

Student ID: 23154501

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Module: DISSERATATION

Lecturer: DR. PAUL HANLY

Submission Due

Date: 10TH AUGUST 2024

Project Title: The Impact of Digital Marketing on Consumer Purchase Behaviour in Ireland in Sustainable Fashion

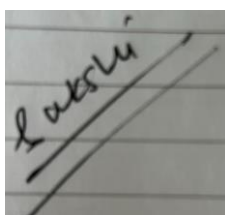
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Date: 08/08/2024

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[MSC INTERNATIONAL BUSINESS]

[Insert Title of your assignment]

Your Name/Student Number	Course	Date
SAKSHI SHAHA / 23154501	MSC INTERNATIONAL BUSINESS	08/08/2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
QUILBOT	PARAPRASING SENTENCES	https://quillbot.com/paraphrasing-tool

CHATGPT	TO GET NEW IDEAS AND FORMS SENTENCES	https://openai.com/chatgpt/
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Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

QUILBOT	
PARAPHRASING SENTENCES	
Can you show me the grammatical errors and form it in a correct way ?	Although there is a growing body of study on social media and consumer behavior, little is currently known about the specific factors that persuade users to purchase sustainable goods on social media platforms.

CHATGPT	
TO GENERATE IDEAS	
Can you give me framework for writing literature review for my topic:	<p>Introduction</p> <ul style="list-style-type: none"> • Background of Research • Purpose of the Research <p>Theoretical Background</p> <ul style="list-style-type: none"> • Digital Marketing in Sustainable Fashion • Consumer Behaviour <p>Literature Review</p> <ul style="list-style-type: none"> • Perspective on Digital Media

	<ul style="list-style-type: none"> • Sustainable fashion and Consumer Behaviour • Compare Analysis <p>Marketing Strategy in Sustainable Fashion</p> <ul style="list-style-type: none"> • Social Media Marketing • Content Marketing • Email Marketing <p>Consumer Purchase Behaviour</p> <ul style="list-style-type: none"> • Influencing purchase Behaviour • Sustainable Fashion <p>Conclusion</p>
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Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence:

[Place evidence here]

Additional Evidence:

[Place evidence here]

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Chapter 1: Introduction:

Green Marketing began in the year 1960's, when there was a sudden raise in environmental concerns which led to ecological marketing. This marketing strategy was often associated with the industry which had the most damaging impact due to which it has been termed as eco marketing, sustainable marketing, ecological marketing and environmental marketing. (Vilkaite-Vaitone, 2022).

According to French Steve (2017), In the coming years, companies will embrace sustainability as a holistic way of doing business, Consumers are very knowledgeable and are very concerned about environment issues due to which their purchase decision is always determined by price however, many consumers will agree to pay a premium price which will align with their value (Ms. Sneha Ravindra Kanade, 2022).

Sustainability is the ability to maintain and be improve the standard of living without causing any damage or depleting the natural resources for the present and future generations (Rzeczycki, 2023). In the recent years, sustainability has become a vital business goal due to which it is important for the business to understand every aspect related to sustainability through which there will be less impact on the business (Silvia Grappi a, 2023). Social media plays a crucial role in this process as it plays a driving force for consumers environmental consumptions behaviour due to which brands are trying to connect consumer perspective and champion their sustainability behaviour (Ahn, 2023).

Social media is a term which was coined by Philip Kotler and Gerald Zaltman in the year 1971, this was the concept which was describing the marketing actions which could have an impact on social behaviour. It refers to the marketing actions which can promote social cause (Leyge, 2024). Social media has turned into a significant tool for the organization to improve their customer interaction and engagement. Companies have begun to provide online a wide range of content which is making sure that they are engaging with them throughout their marketing initiative (Al-Hadda, 2022).

In the recent years, social media platforms have become the most important tool to shape consumer behaviour. There are various theories which explain us about consumer behaviour patterns and decision making (RaiyanRahman, 2023). Theories like theory of planned behaviour suggest that people intentions and actions are influenced by the beliefs, subjective norms and perceived behaviour. The Uses and Gratifications Theory (Katz, Blumer & Gurevitch, 1973) suggests that users actively search out material that satisfies their needs and gratifications in the context of social media, such as entertainment, information, or social connection (ELIHU KATZ, 1973).

Social Media Marketing Activities have provided positive evidence towards consumer loyalty and commitment, using social media for promotional activities can attract online consumers because of efficiently promoting the communication between the buyer and the sellers, which is driving brand awareness and building consumer trust (Prayoga, 2023).

In recent years, Fashion Industry, has been under scrutiny under media, Despite this being 3 trillion industry the negatives of this industry have been exposed which is having a huge impact on companies showcasing their sustainability values for example, Burberry burning unsold clothes and the BBD documentary "Fashion Dirty Secret" (Harpreet Kaur, 2024). All these scandals were exposed due to the increase in the utilization of social media. The research on fashion sustainability has been emerging and currently they suggest that consumers are very inclined towards ethical forms of consumptions (Silvia Grappi a, 2023). Consumer purchase behaviour is a series of actions which people take to meet their actions, needs and wants, there are two main elements, elements which are originated from inside and other are elements which are gained from outside (BEHBAHAN, 2023).

Environmental concerns are always playing an important role in the consumers brains regarding green behaviour, due to which consumers are always altering their buying behaviour which benefits companies who have good environmental program (Ramtiyal, 2023).

It is important for the companies to understand their consumer purchase behaviour as it helps to understand and identify consumer purchase trends, preferences and patterns

which helps company to plan their strategy to attract consumers (Md.ShawmoonAzad, 2023).

The amount of research on social media and consumer behaviour is increasing, but there is still a lack of knowledge about the precise aspects that influence customers to buy sustainable products on social media platforms. Most of the research has concentrated on awareness or general purchasing behaviour with little investigation of the complex relationships between social media marketing and customer pleasure, perceived value, and trust. This research will try to fill the gap and help us to understand how social media affects consumer purchase decisions focusing on sustainability.

As our research is based in Ireland, Sustainability is becoming very important in the fashion industry in Ireland, Consumer are aware about the environmental concerns and they are taking their step towards reducing the environmental impact there are various organizations in Ireland who are promoting sustainability through social media (Coyne, 2023).

Through this analysis, we will try to examine the effects of various digital marketing techniques on consumers' perceptions of fashion sustainability as there is not much research found in this area specifically focusing on Ireland as every country has their own cultural and social believes.

In our research we will first be reviewing the background of green marketing as well as consumer purchase decision and understand different theories being utilized. This will help us to understand and analyse the various factors affecting decision making. We will then be utilizing quantitate analysis to collect data and understand the relationship of both factors. We will then be utilizing quantitate analysis to collect data and understand the relationship of both factors from consumers based in India and Ireland which will provide us with a broader perspective and in dept analysis and we will collect data using questionnaire.

Chapter 2: Literature Review:

2.1 Introduction:

This chapter will help us to investigate about the previous theories with a specific focus on the relationship between Green Marketing and Consumer behaviour in relation to sustainability. This research helps us to understand the following research question: The Impact of Digital Marketing on Consumer Purchase in relation to sustainability in Ireland in the Fashion Industry?

2.2 Background:

Ireland's homegrown clothing industry has evolved over the years, it was once seen as a small scale cottage industry which had rich fabric and different pattern even in Ireland, sustainability is the key, It had also been seen that Ireland used to be the world leader in wool and was exporting all over however, it was seen that Irish wool was not sustainable as it harming the environment (O'Connor, 2024).

It is important for consumers for the brands to be sustainable, due to which green brand are often defined as a specific group of brands who are related to minimize the environmental impact of the brand and their perception is environmentally healthy (DuyguÇinarBaltaci, 2024). In the past few years, greenhouse gases and global warming are causing a global environmental problem which has affected human beings living conditions due which consumers are changing their lifestyles (Tao, 2022).

Sustainability has been compared with the fashion industry for many years. Mostly people will only understand the environmental impact of the fashion however, it is the second most polluting industry globally (Rzeczycki, 2023). In relation to increase the awareness of sustainability, companies have started the process of green marketing which is having a big impact on the consumer purchase behaviour which is increasing company sales.

According to Vikaite- Vaitone, Green marketing has been seen as the key contributor towards the success of any organization. Utilizing this process as clear benefits and it is also contributing towards saving environment and social issues (Ms. Sneha Ravindra Kanade, 2022). On the other hand, when the company begins its process of green marketing, it tries to create a positive impact on the consumer which persuades them to purchase products.

2.3 Digital Marketing:

Digital Marketing has been changing, Utilization of social media is at peak as it has been favoured by the marketers, In the last year few years, social media platforms such as Instagram, Facebook has grown due to which the communication and to obtain information has become easier thus, brands are using these tools as a promotional tool for their brands (Prayoga, 2023).

There two different types of marketing strategies:

- Digital Marketing
- Traditional Marketing

Digital marketing focused on creating and sharing of online materials by utilizing search engine optimization, social media or other online promotion which can benefit the organization (BEHBAHAN, 2023). On the other hand, traditional marketing utilized promoting product through television or telephone, this method was used to reach any people especially the regional audience (BEHBAHAN, 2023).

The Internet has become the fastest growing advertisement medium; Advertisers are spending millions of dollars to showcase their ads on high traffic websites, there have been research which suggested if people read their advertisement online, they will buy the product online (Smith, 2010).

Due to the increasing utilization of digital marketing, consumers are aware about their surrounding and environmental concerns play a vital role in customer's mind regarding their green behaviour usually after purchasing the product, thus, this benefit companies who have green values and companies who utilize green marketing strategies (Ramtiyal, 2023).

The main vision of the circular economy is in which we will be utilizing the resources in moderation and recycle the products with responsibility which will help both business and consumers and it released a new concept called as "green marketing" By this way the effect

of green marketing will generate results which will involve consumption of ecofriendly products and adopt a culture which will be careful about their purchases (Muntean, 2023).

The term “Green Marketing” had first been utilized by the American Marketing Association in the year 1975 (Muddasir Ahamed Khan.N, 2023).

Green Marketing is a form of social, environmental marketing where in the products, services and all the marketing activities have been designed and implemented whose focus is on environment and society in general, it is also the name for the marketing efforts which are mainly aimed at meeting consumer demands (GoranŠKATARIĆ¹, 2021). Sustainable Marketing is an approach which had been proposed by the sociologist Gerard Mermet in the year 2002. It integrates the principle of sustainable marketing (Izabela Kowalik*, 2022). It has been seen that; consumers are now being able to pay a higher price for green products which is allowing organizations to plan their business strategy (Lu, 2022).

Companies nowadays have implemented their corporate social responsibility strategy which will increase their attractiveness towards consumers as well as stakeholders leading to positive emotional orientations and intentions of their purchase decision (Lu, 2022).

Green Marketing is one of the hot issues which are being discussed in today’s world, people have increased awareness due to which people are choosing ecofriendly products due to which companies are facing higher risk for the goods and services they produce it is important for them to be eco-friendly and not harm the environment (Ms. Sneha Ravindra Kanade, 2022).

There are various benefits being associated with digital marketing, as the geography is no longer a barrier, people can connect all the over and business have reached online platforms and have global delivery choice due to which they can enjoy global market and target clients around the world (RISTESKA*, 2023).

There have been many scholars who are trying to study and understand the relationship between greenwashing and various topics such as brand image, green brand loyalty and green word of mouth which has a huge impact on the business. (Leandro Pereira 1, 2021) . It has also been noted that, green consumer behaviour is related to the purchase and the use of products which will have a less amount of impact on the environment for example, biodegradable product (Jebarajakirthy, 2021) . As per the American marketing association they had organized the first workshop based on the ecological marketing in the year 1975 which included various range of actions, including changing the way products can be environment conscious (COSTALES, 2023).

Studies have highlighted that, digital platform utilization like social media have become very important for the growth for marketing strategies, being digitally strong can benefit companies as they can communicate with their consumers regarding their brands, it has also been said that digitization often helps consumers to improve their satisfaction level which is the main goal for any organization as it improves their brand value (Chatterjee, 2024).

There are various ways of Digital Marketing through which consumers can be persuaded, one of ways is through brand awareness, as it acts like memory and recognition. Awareness about the brand is always if often compared to advertisement on social media, The ease of brand awareness will be the ability of consumers to remember brands as a part of their product category, often digital marketing strategies are used to grab consumer attention (Jebarajakirthy, 2023).

In this research, we will be focusing on how sustainability affects consumer behaviour in the fashion industry through utilization of social media. Secondly, we will review and focus on environmental and social problems caused in the fashion industry. Thirdly, Sustainability will also be explored.

2.4 Sustainability in Fashion Industry:

There are different assumptions which suggest that fashion and sustainability are incompatible concept however, fashion is associated with constant changes however, sustainability is often related to improve quality over time Due to which merging both the aspects of fashion and sustainability can be more appealing to consumers especially the new generation who values brand and they try to incorporate the same practices in their daily lives (Harpreet Kaur, 2024).

The role of marketing in the fashion has become very important in recent years, to understand hoe marketing promotes green trends, it is important us to consider the basic implication of the sustainable strategy which is used in green marketing (Lu, 2022). Fashion was one the first industry which had been outsourced production to developed countries which allowed exploitation and environmentally friendly pollution to be hidden (Author, 2023).

Sustainability originates from a French term “soutenir “which means to hold up and support. Later after few years, this term was relocated to the context related to ecology which is the principle of respecting the ability towards the nature (Leandro Pereira 1, 2021).

The basic concept is being based on the simple idea that is dependent on building long term balance between economic, social and environmental goals. It’s the basically the marketing of these products that are said to have so called green benefits or business which have green practices. These green practices include (COSTALES, 2023).

- Sustainability of production
- Elimination of carbon footprint
- Elimination of water pollution
- Recycle ingredient and materials
- Products recycle
- Renewable products
- Environmentally friendly products

In the recent years, the fashion industry has been under critical scrutiny due to which fashion industry has begun to change their consumer perception towards branding their products green (DuyguÇinarBaltaci, 2024).

The growth in the fashion industry, both in revenue and export market. The focus is on European Union, the textile system generator a turnover of 205 billion euro who had a production value of 198 billion (Author, 2023).

The image presented below, showcases sustainability and it showcases a clear visual represented of broadness and the variety of representation of the concept under the analysis (Leandro Pereira 1, 2021).

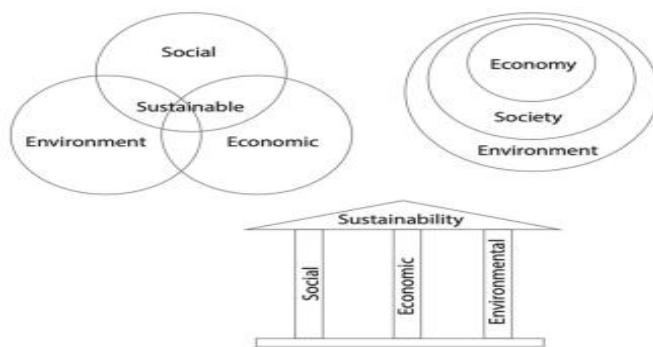


Figure 1. Three ways of sustainability representation.

Fundamental Aspect of Sustainability

If a company decides to implement sustainability, there are two approaches, first pathway is bioeconomy which will be utilizing biobased products such as sugarcane-based polyester and the second pathway is circular economy which will move away from product waste and adopt new patterns which is waste renewable resources (Lam, 2024).

There are various factors which are affecting sustainable purchase behaviour, which is helping the value of brand loyalty, customers are trying to stick with their morals and values (Author, 2023).

What are the factors?

Greenwash perspective: When a company tries to mislead their consumers about their environmentally friendly business practices which is known as greenwashing, this process tries to partially release sustainable facts which can help business to manage their reputation (Ramtiyal, 2023).

Green Word of Mouth: This is the formal exchange of opinions about products and services between two people. This basically will include stories and recommendations about good and bad products (Jebarajakirthy, 2021).

Green Brand Loyalty: When a consumer decides to purchase environmentally friendly goods constantly it has been referred to “green brand loyalty” (Ramtiyal, 2023).

All the factors above, are included in Corporate Social Responsibility which has become a vital tool when any organization run their business due to which consumers have started to become more aware and are expecting from organization (Hashem, 2022).

In the current scenario, the global clothing manufacturing is not sustainable. For example, the cotton cultivation requires very high-water intensity whereas the polyester, a synthetic material is produced from an unsustainable oil furthermore, the manufactures are also discharging the dye in the local water due to which consumers are paying higher prices to purchase sustainable fashion clothing (Tran, 2022). It has been said that less than 1 percent of the textile are being recycled back into forming clothes and 75% of the textile trash is being disposed in landfills globally (Cerchione2, 2023).

There is a theory which has been named as the social exchange theory, which explain us about how complexity of the social constructs is relevant to behaviour of humans, basically this theory suggest that, people interact and will take actions when they have some benefits while costs are not compared for example, individual will expect benefit when they behave in a certain way, the same notion has been applied in relation to consumer behaviour, consumers are ready to build a relationship with the brands if they receive any advantage (Choi, 2023).

In my opinion, Fashion industry has seen tremendous changes and consumers have become more aware which is affecting their decision making. The increasing trend towards environmentally friendly behaviour has increased the demand for green marketing (Ansar, 2020). Consumers nowadays are supporting a system which will encourage disposability and companies who are more concerned towards societal and environment challenges. It has

also been that the fashion industry is under high pressure to comply with sustainability norms (Leandro Pereira 1, 2021).

2.5 Sustainable Consumption Behaviour in Fashion Industry

The field of consumer purchase covers a wide range, It the study of the process which involves individuals or a group who purchase products according to their values and desires (Doroteja Mandarić, 2022).

Consumer satisfaction is the main factor in the fashion industry because of its impact on the environment, Consumer behaviour is often dependent on the continent, culture and the country, On the other hand it has been seen that, European and American consumers are more inclined towards environmental friendly beliefs however, Asian are less inclined (Doroteja Mandarić, 2022).

One of the study showcased that, if the consumers are satisfied with the green product, their purchase intentions and their brand loyalty will increase, if their previous experience of sustainable product is inclined with their values they will have more chances of purchasing sustainable fashion product (Nguyen, 2022).

There is previous research who suggested that consumers are associated with sustainable fashion as well as social aspects such as working conditions, wage equality and labour rights, European countries have international leadership when we discuss about sustainable consumption and practices in production (Doroteja Mandarić, 2022).

It also been seen that, self-expression through clothing is very important for many consumers due to which their motivation to behaving trendy often prevails to their motivation of being sustainable and ethical when they purchase any product other factors include price, value, trends and brand image who are involved in environment friendly activities (Author, 2023).

There are also contrasting views on the topic consumption behaviour which suggest that individual who consume fast fashion are least interested when it comes to environment

issues and they show little concern regarding social issues, In addition for them, lower prices and changing their clothing style will be priority for such consumers (DuyguÇinarBaltaci, 2024).

There are various internal factors which also affects consumer purchase decision, Culture is on the main factor that affects individual's behaviour pattern in sustainable product, various studies have highlighted the concept of individualism and collectivism dimension as the main concept for understanding the variation in between behaviour in different countries (Harpreet Kaur, 2024).

There are various theories and models which have been focused to understand how green brand awareness can affect consumer purchase decision, below we will be discussing about the models:

2.5.1 Theory of Planned behaviour:

If we need to explain about behaviour such as sustainable consumptions, the basic literature tries to explain the theory of planned behaviour (Brandão, 2020). This theory helps us to understand the internal factors which effect the green purchase behaviour in consumers (Skackauskiene, 2022). The TPC is a social-psychological model of the consumer behaviour has set of cognition: attitude towards the behaviour, subjective norms and perceived behavioural control which are the main predictors of individual behaviour (Jebarajakirthy, 2021).

This theory has been used in the studies of e.g. Morren and Grinstein, 2016 to explain the green consumption. However, in this theory they have ignored the main role of pro social motive such as personal values, egoisms and being aware of adverse effects which are the VBN factors, Studies have also utilized the VPN framework to explain consumer pro environmental behaviour. For example, it can be seen that biospheric values determine the organic purchases, altruistic value will help us to understand the willingness to rent green fashion clothes lastly, personal norms tends to influence the purchase of green clothing (Jebarajakirthy, 2023). Hence it can be said that pro social as well logical factors can drive green purchasing behaviour while it raises the possibility of combing TPB and VBN theories.

Hameed 2019 also went ahead and proved that subdimensions of the theory of planned behaviour action will have mediating role which will help to predict environmental conscious behaviour and there are various factors which affect their decision making. (DuyguÇinarBaltaci, 2024).

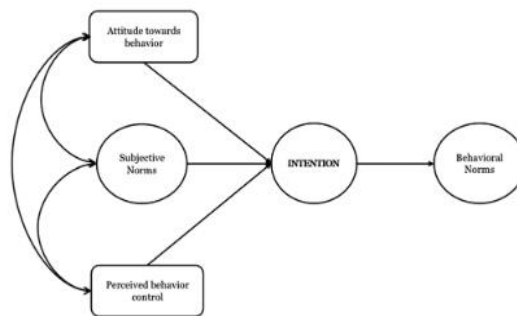


Figure 2. Theory of planned behavior.
Source: Ajzen (1991, p. 182).

Another theoretical background was studied in the theory of planned behaviour, which was proposed by Ajzen 1991, which tried to be integrated societal idea and personal values into behavioural studies. TPB had been developed to enhance the theory of Reasoned Action as it had few limitations (Harpreet Kaur, 2024). This research ideally relies on the combined theoretical framework which compares Theory of Planned Behaviour and Schwartz value theory. These theories focused to explore the correlation between values and the main components of TPB regarding sustainability Furthermore, there has been a positive correlation between attitudes and consumers inclinations to purchase sustainable goods.

2.5.2 Construal Level Theory:

This theory will explain us the connection between mental abstraction and the psychological distance which tend to affect the evaluation, prediction and behaviour (Liberman, 2010).

Psychological distance is defined as the subjective mental formation of how an experience, or an object is perceived to be closer (Jebarajakirthy, 2021). The distance has always been an temporal spatial and social distance, when an event becomes closer to them they tend to use low construal level to showcase object, on the other hand, when they are considering psychologically distant event, people use high level of construal level, All this takes place due to desirability involves evaluating values which is high level construal level whereas,

feasibility tends to focus on way and the method used to finish the task which uses low level of construal level (Lee, 2023).

Previous research has showcased that, CLT can help us to understand the persuasion of communication about sustainability. In the fashion industry they have some limited exploration from a luxury brand printing their advertisement perspectives such as Massara 2020, it is important for the consumers to be persuaded about the factors which help them to make their decisions (DuyguÇinarBaltaci, 2024).

2.5.3 Purchase Behaviour through Machine Learning:

In the past few years, researched have started to utilize machine learning a way through which they can predict consumer purchasing behaviour (Md.ShawmoonAzad, 2023).

Ebrahimi, had used structural equation modelling and unsupervised machine learning tool to understand how social media marketing can impact consumer purchase behaviour For example, They had used a study which was based on five factors: entertainment, customization, interaction , word of mouth and trend, all of these factor affect consumer purchasing behaviour, they had an sampling method and they a survey, lastly after the data had been collected they decided to use machine learning algorithm which had customer data which will help them to analysis and understand the results (Author, 2023).

2.5.4 Cognitive Dissonance theory:

This Theory usually suggests that individuals tend to feel unease after they purchase, they will also try to look for words of advice and comfortable thoughts which will try to ease their doubts which will prove the validity of their purchase, due to which brands try to utilize this strategy to increase their positive perception (BEHBAHAN, 2023).

All the theories suggested above, are used by organization to plan their marketing strategies which will help them to increase their awareness as well as understand their target consumers through which their market share will be increased. Apart from the theories stated above, there are other environmental and social factors which can also help

2.5.5 Greenwashing

There was a study which focuses on the phrase used “greenwashing” which refers to business deceiving consumers about their sustainability practices, due to increase in social media, consumers are preferring organic and sustainable products, Advantages of greenwashing is only temporary and if the consumers receive any information which can break their trust, their brand loyalty will decrease, product purchase will significantly reduce due to which it is important for the companies to prevent greenwashing and try to be transparent with their consumers (Ramtiyal, 2023).

There are many example which explains us about greenwashing, like H&M Loop campaign , Stan Smith Forever, 100% iconic and 50% recycled which ended with plastic logo was found by greenwashing, in the European Union, they have the strictest protocol regarding labelling which suggests that it is important for the company to mention their fibre content and the country of manufacturing so no information is hidden from the consumer (Badhwar, 2024).

Conclusion:

The main purpose of this literature review was to portray relevant academic literature which helped me to analyse in and out of the main concept in this research study. This chapter helped to understand in dept knowledge of the main concept of this dissertation throughout research we have seen that, digital marketing plays a crucial role in determining consumer behaviour and their decision to purchase sustainable products, we discussed about various factors which have a huge impact in the decision-making process and how consumers make their decision psychologically. Further in our research we will be collecting data and understanding the sustainable purchase behaviour in Ireland.

Chapter 3: Research Methodology

3.1 Introduction:

This section will begin from the research question and then discuss all the hypothesis. We will also be discussing about the way through which we collected data and its analytical method through which we can examine the research question.

we will be discussing on the sampling techniques, we will be reviewing about questionnaire design and the pilot study is given. In the last section we will be discussing about ethical consideration and limitation of the research will be discussed.

3.2 Research Aim:

To explore the role of social media marketing in shaping consumer attitudes and purchase intentions towards sustainable fashion brands in Ireland.

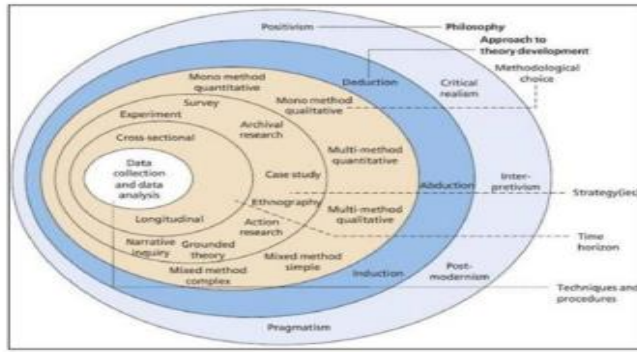
3.3 Research Question:

The Impact of Digital Marketing on Consumer Sustainable Purchase in Fashion Industry of Ireland.

3.4 Research Framework:

This framework will be used in the study to check reliability, validity and credibility in our research design which will include all methods used for the understanding. This model includes many parts which will match during different stage of our research. At each point, the research will try to make a logical point which will check its credibility.

All the inside layers will be focused on collecting data to help us answer the research question it will include methodology, time duration for which the study has been done and will showcase strategies which will help us further discussion. The outside part is focused improving the way our research will be done due to which it is important for us to pick the outside layer before we perform any analysis which will help us to answer our aim (Saunders, 2023).



3.5 Research Philosophy

In the beginning research onion will focus on research ideology of the study. In the Saunders's (2019) they will talk about philosophies which refers to a way of beliefs and ideologies regarding the theories. Throughout the process of this research, researcher will assume about the realities which are seen in the study or about the human information and how can we make people understand and tell other people (Crossley, 2021)

According to Ramsberg (2018) there are two main types of research: Positivism and Interpretivism.

Positivism: Aim of this philosophy is only focuses on having one objective and it will have only its own essence and will be subjected towards universal law. In other study this can only be performed on objectives and they cannot check any personal views (Crossley, 2021).

Interpretivism: This will help us to understand how researcher has given reality to certain areas. This theory is completely opposite to positivism, this theory will try to consider reality into multiple ways (Crossley, 2021).

Lastly this research will utilize positivism approach as it aims to understand the impact of digital marketing on consumer purchases in sustainable industry in Ireland, to understand the results, we will be carrying out empirical research through the data which has been collected.

According to Saunders, Quantitative research is generally being associated with positivism which will enforce the researcher choice for the philosophy been seen.

3.6 Null Hypothesis:

H01: There is no positive relationship between people who research on social media before purchasing a fashion product and the purchase of sustainable products.

H02: There is no significant relationship between Annual Income and consumer purchase behaviour

H03: People with higher levels of education are not more likely to purchase sustainable products that they have liked on social media.

H04: Older age groups are not more likely to purchase sustainable products that they have liked on social media.

H05: People who use Instagram most intensively are not more likely to purchase sustainable products that they have liked on social media.

H06: Females are not more likely to believe in the recommendations by social media users than males.

H07: People with higher income do not post review on social media If they are satisfied with the products.

H08: There is a significant relationship between Gender and Post Purchase Behaviour

H09: The hours spend on social media is not related to purchase sustainable products.

H010: There is no difference in Men and Female decision making for before purchasing sustainable product.

H011: There is no significant relationship between Age and people's post-consumer purchase behaviour

3.7 Alternate Hypothesis:

H1: There is a positive relationship between people who search on social media before purchasing a fashion product and the purchase of sustainable products.

H2: There is a relationship between Annual Income and Consumer Purchase Behaviour.

H3: People with higher levels of education are more likely to purchase sustainable products that they have liked on social media

H4: Older age groups are more likely to purchase sustainable products that they have liked on social media.

H5: people who use Instagram most intensively are more likely to purchase sustainable products that they have liked on social media

H6: Females are more likely to believe in the recommendations by social media user than Males

H8: People with higher income tend to post review on social media if they are satisfied with the products.

H8: There is a significant relationship between Gender and Post Purchase Behaviour

H9: The number of hours social media is related to purchase sustainable products.

H10: There is difference between Male and Female Decision Making before purchasing sustainable products.

3.8 Research Approach

The discussion about research philosophy as well framework will lead us towards approach of the research. Saunders (2009) will explain us about two approaches to study about any subject inductive study and deductive study. It is very important for any researchers to know various ideas available and should be able to identify the one which is most suitable for the research as it will influence future predictions that should be done in terms of data collection, analysis as well as to interpret data (Crossley, 2021).

However, on the other hand, the inductive approach is always constructed on the basis of previous research which has been done prior to any development of the theory on the other hand, deductive approach has been planned based on existing theory according to the

hypothesis which will be formed before planning for data collection which will allow the hypothesis to be tested. Finally, the results received after data collection will help us to evaluate and understand the validity of hypothesis.

In our research we have utilized the inductive approach as it allowed me to explore new aspects with flexibility and depth and, I could relate different independent variables with other dependent variables to check if there could be any relationship found.

3.9 Research Strategy and Design:

Before beginning any kind of research, it is crucial us to know the type of research: There are two types of research: Quantitative research and Qualitative research. Experimental research is a strategy where the researcher will be able to change different variables to observe how independent variable will behave if there is a change other dependent variable which will help us to find the relationship between two variables. The experimental research will be able to assess the research aim of the study (Crossley, 2021).

In this study we have used mono quantitative research as only single data collection was used to collect data which was questionnaire. This was the most suitable type of research methodology which could help us to understand the relationship between digital marketing and consumer purchase in sustainable fashion. Quantitative method allowed me collect data in various forms, and it helped to drive comparison between various factors through this method I could ensure that my data is consistent which helped to analyse my research aim.

3.10 Sample Characteristics and Sampling Techniques:

In this thesis, sample population is both male and female who are aged over 18 years. The age limit chosen for 18 years as they are fully responsible for their purchase decision, and this has been considered for the reliable for this research study. In this research, our focus is on one location and responses from those country was allowed.

There are two types of sampling techniques: Probabilistic and Non- Probabilistic. In probabilistic sampling will represent a group which will help researcher to select few people from the population who they are interested in studying Example, Random Sampling. On

the other hand, non-probabilistic sampling is often focused on selecting one group of people who they are interested Example: Convenience sampling.

In this research we have chosen probabilistic sampling as it allows us to test on a large sample size and different age groups, people with different gender, annual come and it will give us a broader perspective and different perspectives of people.

Negatives and Positives of using Probabilistic Sampling:

Using probabilistic removes any kind of biases which will increase the reliability and validity of the study secondly, this type of sampling can be used in statical analysis as it will allow accurate results, and this sampling technique is very transparent and can be used by other researchers which will increase credibility and validity. On the other hand, there are negatives of using this strategy for example: this sampling is very time consuming and may take time and effort to implement. There also will be problems when it comes to larger sample size as it will be difficult to obtain all the data together which is necessary for random sampling.

According to Sahu (2018) It is the best for the researchers to get many respondents which will help to increase the sample size as well large number of correspondents will help to enhance the reliability of the research (Sarkar & Sahu, 2018). Furthermore, Hair (1998) also suggested that if your research must be reliable, the researcher should get at least 100 responses which will help to analyse the data and achieve desired results.

Sample size identification is very important after choosing the technique Saunder's (2019) tries to emphasize the importance of the confidence level as well as the margin of error will guide us through the number of answers we need for this study (Ezi ApinoP1P, 2024).

3.11 Pilot Study:

The sample study of questionnaire was conducted before it could be utilized to gather data and to improve the Caliber of our research. According to Quinlan (2019) a "pre-test" is a test of data gathering instruments which are designed for the study (Quinlan, 2019).

The primary goal for the pretesting was to understand whether our questionnaire required any changes or adjustments and to understand whether any question in the questionnaire was confusing or could not be understood by the participants.

To test this questionnaire there were 8 participants used who were interested in sustainable fashion as well who used social media on daily basis.

Characteristics of the testers:

- Aged between 18 to 35 years
- 74 were female participants and 26 male participants
- All participants were based in Ireland.
- All the participants chosen utilized social media on regular basis.
- All participants utilized are pursuing a degree in business
- Out of 8 participants, 3 people were interested in sustainable fashion and used to shop through social media on daily basis.

The testers had been sent out questionnaire through different social media platforms like WhatsApp and email and they all were asked to read the question carefully without answering the questions and were asked to identify any confusion or difficulties in understanding this questionnaire and they were also asked for feedback through which I could improve my questionnaire.

Once the testers' finished the review, there were few questions which had errors:

Error 1: Do you agree that you research on social media about sustainable product before purchasing?

Changed: How much do you agree or disagree with this statement: Do you research about sustainable products on social media before purchasing it?

Error 2: Do you shop through social media? If a person said "No" we wanted to finish the questionnaire however in the pilot study, they person could continue if they said "NO"

Changed: We made changes in the Form Settings which helped us to resolve the above issue.

Error 3: We had grammatical errors like few questions had words missing and few spelling were wrong.

Changed: We used Grammarly and made sure our sentence structure was correct.

Resolving above issues made it easier for other people to answer the questions and there were more questions added which could improve the accuracy of our data analysis

Lastly the pretest conducted benefited to design the questionnaire and it allowed the authors to understand the mistakes before it was sent to other participants which allowed to me improve the mistakes and to refine the questionnaire which improved the reliability of our research.

3.12 Research Instrument:

Questionnaire will allow us to collect data from many samples which will have less bias (Saunders, 2019) It has also been seen that, questionnaire are considered to be more convenient than interviews as the participants can take their time to answer wherein they are more comfortable.

Due to this reason, we decided to collect data through questionnaire. Also, the same method was utilized by the papers which were referred, and it seem to be the most appropriate way of data collection which will be discussed further.

The questions used in this research are taken from two different peer reviewed papers: One paper was focused on social media and post and pre purchase behaviour second paper was focused on sustainability. In relation to sustainability, they had utilized a questionnaire which was created through google forms and they used an snowball sampling method and they were recruited with email and social methods. This questionnaire consisted of 15 questions which were demographic, and rests questions were to understand behaviour and attitudes of consumer towards certain aspects of sustainability. Participants in the survey were asked to answer on 5 pointer scale as it was easier for them to analyse the data. The had a sample size of 263 in total. Their hypothesis was to test if there was a strong relationship between the importance of sustainability of fashion brands and decision making. In relation to data analysis, they had used Cronbach Alpha coefficient to calculate the reliability of this questionnaire (Doroteja Mandarić, 2022).

The Second Paper was focused on social media and Pre and Post Purchase Consumer Behaviour:

In this paper, the data had been collected through questionnaire and their main target audience was GENZ. They had used purposive sampling and convenience sampling, and they had 3 parts to their questionnaire: First part was focused on their social media usage and pre and post purchase behaviour. To test the reliability of the scale they had used the Cronbach Alpha test. More about of data was collected from Male than females. In relation to test all the data, they had used the T test which could help them to find relationships between the factors (DEVEL, 2023).

Following the above papers we decided to perform quantitative research. Collection of data was done through creating a questionnaire which had been hosted by google forms. The survey had considered 4 parts which consisted for 27 questions in total.

The first six questions in the questionnaire were demographic data, second part was focused on their social media usages, third part was focused on the consumer purchase through social media lastly, there were questions about their knowledge about sustainability and sustainable fashion.

Except for the demographic questions and two question which required multiple choice answer, all other questions had to be answered on the five pointer Likert scale ranging from strongly agree to strongly disagree.

3.13 Data Collection Procedures:

For this study, we had collected data through primary research wherein we collected 110 responses through online self-administrated questionnaire with a mixture of multiple choice and Likert scale questions. The main objective in the entire study was to understand the relationship between digital marketing and consumers purchase in the sustainable fashion industry in Ireland.

Secondary data also had been used as a source of data collection and had been collected from books, journal article as well as internet sources.

3.13 Questionnaire Design:

The research Instrument used is questionnaire. The current study will include both close and open-ended question.

- First questions were based on socio demographic questions like age, gender, annual come and professional status
- Few questions were asked about social media usage
- Pre and Post purchase Questions
- Sustainability questions

Questions

Label	Values	Measure
Do you agree to take part in this study?	<ul style="list-style-type: none"> • I am happy to be a part. • I don't want to be a part 	
What is your gender?	<ul style="list-style-type: none"> • Male • Female 	
What is your occupation?	Student Unemployed Working	
What is your Age?	<ul style="list-style-type: none"> • Under 18 • 18- 31 • 21-45 • 45 and above 	
Social Media Questions		
What are the biggest challenges faced by your generation?	<ul style="list-style-type: none"> • Economic Instability • Climate Change • Social media • Political Issues • Others 	

Please rate your usage from the below social media platform	<ul style="list-style-type: none"> • Regularly • Few hours a day • Few days a week • Few days a month • Never 	
How many hours would you spend on social media?	<ul style="list-style-type: none"> • Less than 1 hours • 1-3 hours • 4-6 hours • 6 hours and more 	
Do you shop through social media?	<ul style="list-style-type: none"> • Yes • No 	
How much do you agree or disagree with this statement: Do you research on social media before purchasing any Fashion product?	<ul style="list-style-type: none"> • Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree 	
What are the main reason's you do not shop through social media?	<ul style="list-style-type: none"> • Security concerns • Trust Issues • Privacy • Product quality • Customer Service • Experience • Ad's and Promotions • Lack of information • Returns and refund 	

CONSUMER PURCHASE

(PRE- PURCHASE)

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• How much do you agree or disagree with this statement: You can find reliable information on social media about sustainable products you plan to buy?• How much do you agree or disagree with this statement: Recommendations by social media users about sustainable products are valuable?• How much do you agree or disagree with this statement: I will purchase sustainable products that I have liked on social media• How much do you agree or disagree with this statement: You will purchase sustainable product on social media if business contacts you. | <ul style="list-style-type: none">• Strongly Disagree• Disagree• Neutral• Agree• Strongly Agree | |
|---|---|--|

How much do you agree or disagree with this statement: Do you like attending social media campaigns by business?		
Consumer Purchase Behaviour (Post – Purchase)		
<ul style="list-style-type: none"> How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media? How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media? How much do you agree or disagree with this statement: If you are satisfied with the product 	<ul style="list-style-type: none"> Strongly Disagree Disagree Neutral Agree Strongly Agree 	

<p>you bought, do you recommend to other buyers?</p> <ul style="list-style-type: none"> • How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it? • How much do you agree or disagree with this statement Do social media campaigns affect you decision making about sustainable product? • How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction? 		
Sustainability		

<ul style="list-style-type: none"> From the below factor, which is the most important factor when you purchase any product: 	<ul style="list-style-type: none"> Price Product Quality Brand Reputations Recommendation by friends Customer Review Advertisement and Promotion 	
<ul style="list-style-type: none"> How much do you agree or disagree with this statement: Do you prefer to purchase clothing from a sustainable clothing brand? <p>How much do you agree or disagree with this statement: Fashion Brand Sustainability policies affect your decision-making process?</p>	<ul style="list-style-type: none"> Strongly Disagree Disagree Neutral Agree Strongly Agree 	
<ul style="list-style-type: none"> How much do you agree or disagree with this statement: Do you search about companies' sustainable values before purchasing a product? 		

<ul style="list-style-type: none"> How much do you agree or disagree with this statement: <i>sustainability is a marketing gimmick and not a strategy?</i> 		
---	--	--

3.15 Time Horizon:

According to Saunders (2019) the layer from the Research Onion indicates the time period for the research study (Saunders, 2019).

It is defined as the time frame which has been used data collection as well as analysis (Crossley, 2021)

There are two main types of time horizon strategy:

- Cross Sectional
- Longitudinal

For our research we have collected data at one point, due to which we can say that this study utilizes cross sectional time horizon as it will help me to understand the current trends in the market and know consumer behaviour.

3.16 Ethical Considerations:

According to Saunders, he suggests that ethical consideration is very important for any research. It is a set of rules and regulations which are placed on the participants in the study and throughout the process. Also, it is very important for the researchers to be considerate towards participants and their wants. In the survey, I have not asked any personal details like name, email etc so it maintains privacy and will ensure confidentiality. Data collection method in this survey will ensure that the data is gathered and sorted. We also made sure that the aim of the research and basic information about the study are informed before they begun the questionnaire.

Participation in this survey is voluntary. If they want, they can withdraw from the study at any given point and their responses will not be recorded. All the responses will be anonymous. All the data which has been gathered will be analysed and discussed in the thesis. All the data will be deleted according to NCI guidelines.

CHAPTER 4 Statistical Analysis

This section will be aimed at to understand how the data has been analysed. The data has been collected through questionnaire and then analysed used the Statistical Packages for Social Sciences (SPSS).

There was different statistical analysis used to justify our research in the study. We utilized 5 tests:

- Normality Test
- Man, Witney Test
- Descriptive Analysis
- Kruskal Wallis Test

4.1 Normality Test:

This test is utilized to check if our data is distributed by normal distribution. It will usually create a bell curve, and it will depend on the type of test we are performing t test or nova. It is important for the p value should be less which will showcase the data is distributed normally (Rostampou, 2023).

4.2 Man, Witney Test:

This is a test which is known as non-parametric test, and it used to test independent samples and to check if there is a relationship between it often used when the normality test has failed. If the P value is less than 0.05 then the test has failed and there is no significant difference. (Laerd, 2023)

4.3 KRUSKA – WALLIS TEST:

This test is a rank based nonparametric test which is aiming to determine the statistical significance different between 2 or more independent group on a dependent variable which is ordinal or continuous. This test has been seen as an extension of a Witney Test. The acceptance and the rejection of the null hypothesis will be based on the p value thus if the $p \leq 0.05$ then the null hypothesis will be rejected (Laerd, 2023)

4.4 CHI SQUARE TEST:

This test it was used to determine the correlation between two factors. The chi square is generally greater than 0.05 then out hypothesis will be rejected and there will no relationship between both factors. (Laerd, 2023)

5.1 RESULTS:

This section will provide us with the statistical information which was collected through data collections. Firstly, we will showcase the results of the descriptive statistics of the dependent and independent variables which was then followed by the normality test. Based on the results of the normality test, non-parametric test had been performed for univariate analysis. The test performed were Normality Test, Man Witney Test and Kruskal Wallis Test was performed to check our hypothesis.

Hypothesis: Is there a relationship between Digital marketing and Consumer Purchase in Fashion Industry of Ireland.

Dependent Variable: Consumer Purchase as it the outcome we are trying to analyse through this research

Independent Variable: Digital Marketing as it will influence the dependent variable.

5.2 DESCRIPTIVE STATISTICS:

Data can be classified as categorical, which will provide descriptive information about the data set, or continuous, which relates to a measured response. Given that the Likert scale type is linked to the measurable subjective aspects (e.g., strongly disagree, disagree, agree, neutral, strongly agree), making it challenging to compare the outcomes. As a result, the

interval type of these variables is assumed, with equal distances between each option. Since they are regarded as continuous variables, descriptive numbers such as mean, variance, and standard deviation. The study has 4 demographic questions which are related to their Age, Social Status, Income Level and Educational Proficiency. The detailed results of the demographic data are showcased in Appendix A.

A total of 124 responses had been collected out of which there 21 participants suggested they do not utilize social media, and their data has not been collected as they did not meet our criteria.

According to the demographic data below we can see that, 74.8% of our participants were females and remaining 26.40% were males. The majority of our responses were collected from participants aged between 18- 31 years who were either employed (32%) or they were students (40%) and most of these people had an annual income between €25, 000 to €49, 999.

DEMOGRAPHIC VARIBALE	NUMBER	%
GENDER		
MALE	26	26.00%
FEMALE	74	74.00%
AGE		
18 AND BELOW	8	8%
18 - 31 YEARS	52	60%
31- 45 YEARS	21	81%
45 AND ABOVE	19	21%
EDUCATIONAL LEVELS		
EMPLOYED	32	37.60%
SELF EMPLOYED	21	18.40%
RETIRED	1	0.80%
STUDENT	40	34.40%

UNEMPLOYED	6	5.60%
ANNUAL INCOME		
UPTO €10,000	10	10.40%
€10, 000 to €24, 999	17	16.80%
€25, 000 to €49, 999	31	30.40%
€50, 000 to €74, 999	17	14.40%
€75, 000 to €99, 999	3	3.20%
€100, 000 or more	4	4.80%
PREFER NOT TO SAY	18	19.20%

(Descriptive Statistics of Demographic Data)

To understand the impact factors which, affect consumer purchase decision, we performed a descriptive analysis which helped us to understand which factors is important for persuading customers to purchase a sustainable product, We performed a descriptive analysis as this was important for us to understand what factors play a crucial role in purchasing a product.

FACTORS AFFECTING CONSUMER PURCHASE		
FACTRORS	MEAN	STANDARD DEVIATION
PRICE	4.65	0.77
PRODUCT QUALITY	4.52	0.68
BRAND REPUETATION	4.24	0.84
RECOMMENDATIONS BY FRIENDS	4.2	1.04
CUSTOMER REVIEW	4.36	0.91
ADVERTISEMENT AND PROMOTION	3.95	1.08

(Descriptive Statistics for factors affecting consumer purchase)

According to the results, we can see that Advertisements and Promotions affect least for consumers purchasing decision whereas price and followed by the product quality is very important for consumers.

Our research had utilized the Likert Scale variable due to which we calculate the mean and standard deviation for the independent variable which is social media utilization and we also removed standard deviation for consumer purchase which is the dependent variable.

INDEPENDENT VARIABLE	MEAN	STANDARD DEVIATION	Variance
SOCIAL MEDIA PLATFORMS	4.36	1.09	1.19

(Descriptive Statistics for Dependent Variable)

According to the provided data, the dataset has an average value of 4.36, with a mean deviation of 1.09 units between data points. This is further supported by the variance of 1.19, which indicates that the average squared variation from the mean is 1.19 units squared. The stable dataset is indicated by the comparatively low variance and standard deviation, which implies that the data points are somewhat consistent and near the mean. Low deviation of 1.09 suggests that data points are very close to the mean which showcases the consistency in data being collected.

5.3 DESCRIPTIVE STATISTICS FOR QUESTIONNAIRE:

There were different set of questions was used to analyse 4 main aspects: Social Media/ Post/Pre-Purchase Behaviour and Sustainability.

The Below Set of Question helped us to understand, participants behaviour towards social media. Results are added in the Appendix.

Social Media

		Column N %	Count
How many hours would you spend on social media in a day?	None	0%	0
	Less than 1 hour	8%	8
	1-3 hours	57%	57
	4-6 hours	32%	32
	6 hours or more	3%	3
Please rate your usage from the below social media platforms. [Facebook]	Never	19%	19
	Few days a month	16%	16
	Few days a week	13%	13
	Few hours a day	10%	10
	Regularly	42%	42
Please rate your usage from the below social media platforms. [Instagram]	Never	2%	2
	Few days a month	6%	6
	Few days a week	13%	13
	Few hours a day	27%	27
	Regularly	52%	52
Please rate your usage from the below social media platforms. [TikTok]	Never	41%	41
	Few days a month	13%	13
	Few days a week	9%	9
	Few hours a day	8%	8
	Regularly	29%	29
Please rate your usage from the below social media platforms. [Linkedin]	Never	11%	11
	Few days a month	8%	8
	Few days a week	21%	21
	Few hours a day	18%	18
	Regularly	42%	42
Please rate your usage from the below social media platforms. [Twitter]	Never	40%	40
	Few days a month	10%	10

	Few days a week	12%	12
	Few hours a day	7%	7
	Regularly	31%	31
Please rate your usage from the below social media platforms. [Myspace]	Never	50%	50
	Few days a month	18%	18
	Few days a week	9%	9
	Few hours a day	6%	6
	Regularly	17%	17
Please rate your usage from the below social media platforms. [Whatsapp]	Never	5%	5
	Few days a month	5%	5
	Few days a week	9%	9
	Few hours a day	16%	16
	Regularly	65%	65
Please rate your usage from the below social media platforms. [Telegram]	Never	38%	38
	Few days a month	19%	19
	Few days a week	12%	12
	Few hours a day	4%	4
	Regularly	27%	27
Please rate your usage from the below social media platforms. [Others (Not mentioned in the above list)]	Never	62%	62
	Few days a month	7%	7
	Few days a week	5%	5
	Few hours a day	3%	3
	Regularly	23%	23
How much do you agree or disagree with this statement: Do you research on social media before purchasing any Fashion product?	Strongly Disagree	1%	1
	Disagree	2%	2
	Neutral	9%	9
	Agree	65%	65
	Strongly Agree	23%	23
Do you shop using social media?	Yes	100%	100

	No	0%	0
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In the data above we can see that, there is a high level of engagement on Facebook (42%) Instagram (52%) and WhatsApp (65%) and the social media have a high impact on consumers purchase decision. About 65 % of the participants research on social media before purchasing the product which showcases the power of social media marketing.

Pre-Purchase

PRE -PURCHASE		PERCENTAGE	NUMBER
How much do you agree or disagree with this statement: You can find reliable information on social media about sustainable products you plan to buy?	Strongly Disagree	0%	0
	Disagree	1%	1
	Neutral	14%	14
	Agree	68%	68
	Strongly Agree	17%	17
How much do you agree or disagree with this statement: Recommendations by social media users about sustainable products are valuable?	Strongly Disagree	0%	0
	Disagree	3%	3
	Neutral	21%	21
	Agree	59%	59
	Strongly Agree	17%	17
How much do you agree or disagree with this statement: I will purchase sustainable products that i have liked on social media	Strongly Disagree	1%	1
	Disagree	2%	2
	Neutral	18%	18
	Agree	62%	62
	Strongly Agree	17%	17
How much do you agree or disagree with this statement: You will purchase sustainable	Strongly Disagree	2%	2

product on social media if business contacts you.	Disagree	10%	10
	Neutral	20%	20
	Agree	57%	57
	Strongly Agree	11%	11
How much do you agree or disagree with this statement: Do you like attending social media campaigns by business?	Strongly Disagree	3%	3
	Disagree	10%	10
	Neutral	24%	24
	Agree	51%	51
	Strongly Agree	12%	12

The data above suggest that a large amount of people (85%) of the respondent believe that social media can help them to find relevant information about sustainable products about 79% people agree sustainable products they have liked on social media which showcases a direct correlation between social media and consumer purchase behaviour. About 68% people believe that if they contacted by business, they would purchase the sustainable product. 63% like attending social media which showcases effectiveness of campaigns.

POST PURCHASE

POST PURCHASE		PERCENTAGE	NUMBER
How much do you agree or disagree with this statement: If you are satisfied with the products you buy, you will post its review on social media?	Strongly Disagree	3%	3
	Disagree	9%	9
	Neutral	7%	7
	Agree	66%	66
	Strongly Agree	15%	15
How much do you agree or disagree with this statement: If you are not satisfied with the	Strongly Disagree	2%	2

product you bought, do you post its review on social media?	Disagree	8%	8
	Neutral	15%	15
	Agree	59%	59
	Strongly Agree	16%	16
How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend it to other buyers?	Strongly Disagree	0%	0
	Disagree	1%	1
	Neutral	10%	10
	Agree	70%	70
	Strongly Agree	19%	19
How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?	Strongly Disagree	2%	2
	Disagree	5%	5
	Neutral	13%	13
	Agree	57%	57
	Strongly Agree	23%	23
How much do you agree or disagree with this statement: Do social media campaigns affect you decision making about sustainable product?	Strongly Disagree	0%	0
	Disagree	4%	4
	Neutral	17%	17
	Agree	67%	67
	Strongly Agree	12%	12
How much do you agree or disagree with this statement: If the business contacts you after you're positive feedback, does this increase your satisfaction?	Strongly Disagree	0%	0
	Disagree	4%	4
	Neutral	15%	15
	Agree	67%	67
	Strongly Agree	14%	14

The Data above suggests that 81% people like to post review on social media when are satisfied with the products on the other hand 75% people suggest that they will post a review on social media is they are dissatisfied with the product. In regard to recommendation of the products, 88% people will recommend the products if they are satisfied with the product and if they they are dissatisfied with the product 80% would not recommend it. Lastly 79% of people will agree that social media campaigns have a huge impact on their decision making.

Sustainability

Questions		PERCENTAGE	NUMBER
From the below factors, which is the most important factor when you purchase product? [Product Quality]	1-Least Important	0%	0
	2	2%	2
	3-Neutral	5%	5
	4	32%	32
	5-Very Important	61%	61
From the below factors, which is the most important factor when you purchase product? [Brand Reputation]	1-Least Important	1%	1
	2	2%	2
	3-Neutral	14%	14
	4	38%	38
	5-Very Important	45%	45
From the below factors, which is the most important factor when you purchase product? [Recommendation by friends]	1-Least Important	3%	3
	2	3%	3
	3-Neutral	19%	19
	4	21%	21
	5-Very Important	54%	54
From the below factors, which is the most important factor when you purchase product? [Customer Review]	1-Least Important	1%	1
	2	5%	5
	3-Neutral	9%	9
	4	27%	27
	5-Very Important	58%	58

From the below factors, which is the most important factor when you purchase product? [Advertisements and Promotion]	1-Least Important	2%	2
	2	6%	6
	3-Neutral	31%	31
	4	17%	17
	5-Very Important	44%	44
How much do you agree or disagree with this statement: Do you prefer to purchase clothing from a sustainable clothing brand?	Strongly Disagree	0%	0
	Disagree	1%	1
	Neutral	9%	9
	Agree	67%	67
	Strongly Agree	23%	23
How much do you agree or disagree with this statement: Fashion Brand Sustainability policies affect your decision-making process?	Strongly Disagree	0%	0
	Disagree	4%	4
	Neutral	12%	12
	Agree	67%	67
	Strongly Agree	17%	17
How much do you agree or disagree with this statement: Do you search about companies' sustainable values before purchasing a product?	Strongly Disagree	0%	0
	Disagree	10%	10
	Neutral	18%	18
	Agree	58%	58
	Strongly Agree	14%	14
How much do you agree or disagree with this statement: Sustainability is a marketing gimmick and not a strategy?	Strongly Disagree	3%	3
	Disagree	7%	7
	Neutral	20%	20
	Agree	53%	53
	Strongly Agree	17%	17

According to the data above we can see that consumer for product quality, brand reputation customer reviews play an important role during their decision-making process about sustainable product. We can also see there is a strong preference for sustainable

clothing brands as well as brand policies which is also impacting their perspective. However, there a larger amount of people believe that sustainability is a marketing gimmick not an genuine strategy.

5.4 NORMALITY TEST:

Normality test has been used to find if our data had been drawn from normally distributed population. Shapiro- Wilk test had been used to test the hypothesis of normal distribution.

For this study, the normality test had been conducted to check if recommendations by social media users about sustainable products are valuable.

DEPENDENT VARIABLE	SHAPIRO- WILK TEST		
	STATISTIC	df	SIG.VALUE
SOCIAL MEDIA USERS	0.31	100	<0.001

According to the test P value is < 0.001 which is suggests that the data does not follow normal distribution due to which we are performing alternative methods e.g.: nonparametric tests such as Man- Whitney U Test.

Furthermore, A histogram, Normal and Detrended Q – Q plots for the recommendation by social media uses about sustainable products is shown and suggests non normal distribution.

5.5 UNIVARIATE TESTS

Univariate tests were conducted to determine the association with various demographic and independent variables with consumer purchase.

5.6 CONSUMER PURCHASE AND DEMOGRAPHIC VARIBALES

Hypothesis Testing: There is difference between Male and Female Decision Making before purchasing sustainable products.

5.7 MAN, WHITNEY U TEST

This test is a rank based parametric test which had been performed to determine the difference between male and females' decision making before purchasing the products. In this test the dependent variable is consumer purchase and gender in the independent variable. According to the results we can see that P value is 0.306 which is greater 0.05 which tells us that there us no significant difference between males and females decision making.

A p-value of less than ≤ 0.05 indicates a substantial difference between the two groups, providing strong evidence against the null hypothesis.

DEPENDABLE VARIABLE	GENDER	NUMBER	MEAN RANK	SIG VALU	MANN- WHITNEY
CONSUMER PURCHASE	MALE	26	54.92	0.306	847
	FEMALE	74	48.95		

(MANN WHITNEY U TEST)

5.8 KRUSKAL WALLIS TEST

The Kruskal Wallis test was performed was performed on various questions which were related to pre purchase consumer behaviour which are the Dependent Variable, and they were analysed on based on various Independent Variable such as Age, Gender, Professional Status, Annual Income and their time spend on social media. Below are the set of questions used to analyse:

DEPENDENT VARIABLE (PRE PURCHASE QUESTION)
<ul style="list-style-type: none"> How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media?

- How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media?
- How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend to other buyers?
- How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?
- How much do you agree or disagree with this statement: Do social media campaigns affect your decision making about sustainable product
- How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction?

In the below table: You can see the relationship between:

Hypothesis Testing: There is a relationship between Age groups and Post Consumer purchase behaviour

5.9 DEPENDENT VARIABLE AND AGE

	What is your Age?	N	Mean Rank
Q27_new	Under 18	8	41.25
	18-31	52	53.27
	31-45	21	48.10
	45 and above	19	49.47
	Total	100	
Q28_new	Under 18	8	50.50
	18-31	52	53.38
	31-45	21	46.33
	45 and above	19	47.21
	Total	100	
Q29_new	Under 18	8	43.50

	18-31	52	53.12
	31-45	21	51.24
	45 and above	19	45.47
	Total	100	
Q30_new	Under 18	8	41.75
	18-31	52	52.81
	31-45	21	48.60
	45 and above	19	49.97
	Total	100	
Q32_new	Under 18	8	53.75
	18-31	52	55.19
	31-45	21	48.10
	45 and above	19	38.95
	Total	100	
Q31_new	Under 18	8	48.50
	18-31	52	53.31
	31-45	21	49.10
	45 and above	19	45.21
	Total	100	

RELATIONSHIP BETWEEN POST PURCHASE AND AGE

DEPENDENT VARIABLE (POST-PURCHASE QUESTION)	Sig Value	Kruskal Wallis
Q27 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media?		
	0.396	3.151

Q28 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media?	0.548	2.118
Q29 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend to other buyers?	0.17	5.012
Q30 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?	0.49	2.403
Q31 How much do you agree or disagree with this statement Do social media campaigns affect you decision making about sustainable product	0.019	10.001
Q32 How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction?	00.48	2.423

According to the Kruskal Wallis test, If the P value is less than 0.05 it will showcase a statistical significance. However, according to our data we can see that the p value is greater than 0.05 which suggests that none of the questions have statistical difference based on the p value suggested. In conclusion we can see that, all the age groups had no significant different opinions when they were asked questions about their post purchase behaviour. Thus, there is no significant different in Age and their post purchase decision making.

The results indicate that the variables which were focused like —product satisfaction or discontent, the impact of social media campaigns, and company follow-up do not appear to have a major impact on the respondents' attitudes or their behaviour's.

5.10 DEPENDENT VARIABLE AND GENDER

The table below will showcase the relationship between Gender and Post consumer behaviour.

Hypothesis Testing: There is a relationship between Gender and Post Purchase Behaviour

	What is your gender?	N	Mean Rank
Q27_new	Male	26	52.31
	Female	74	49.86
	Total	100	
Q28_new	Male	26	57.23
	Female	74	48.14
	Total	100	
Q29_new	Male	26	46.38
	Female	74	51.95
	Total	100	
Q30_new	Male	26	47.04
	Female	74	51.72
	Total	100	
Q32_new	Male	26	52.31
	Female	74	49.86
	Total	100	
Q31_new	Male	26	49.46
	Female	74	50.86
	Total	100	

RELATIONSHIP WITH GENDER AND POST PURCHASE BEHVAIOUR

DEPENDENT VARIABLE(POST PURCHASE QUESTION)	Sig Value	Kruskal Wallis
Q27 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media?		
	0.587	0.295

Q28 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media?	0.067	3.362
Q29 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend to other buyers?	0.121	2.407
Q30 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?	0.307	1.042
Q31 How much do you agree or disagree with this statement Do social media campaigns affect you decision making about sustainable product	0.587	0.295
Q32 How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction?	0.764	0.09

According to data provided above, we can see that the p value is greater than 0.05 which will indicate not statistically significance in Male and Female behaviour when it comes to post purchase behaviour. However, the closest significance has been seen in Question 28 which suggest that there is a trend between Males and Females will differ depending on how dissatisfaction about a product and they are posting a review on social media.

The results of the study indicate that the variables that were asked about—product satisfaction or discontent, the impact of social media campaigns, and company follow-up do not appear to have a major impact on the respondents' attitudes or behaviours.

5.11 DEPENDENT VARIABLE AND ANNUAL INCOME

Hypothesis Testing: There is a no significant relationship between Annual Income and Post Purchase Behaviour.

The table below suggests the relationship with income and Annual Income.

	What is your annual income?	N	Mean Rank
Q27_new	Up to €10,000	10	45.00
	€10, 000 to €24, 999	17	45.29
	€25, 000 to €49, 999	31	60.00
	€50, 000 to €74, 999	17	45.29
	€75, 000 to €99, 999	3	26.67
	€100, 000 or more	4	60.00
	Prefer not to answer	18	48.89
	Total	100	
Q28_new	Up to €10,000	10	43.00
	€10, 000 to €24, 999	17	42.41
	€25, 000 to €49, 999	31	61.39
	€50, 000 to €74, 999	17	45.35
	€75, 000 to €99, 999	3	29.67
	€100, 000 or more	4	63.00
	Prefer not to answer	18	49.11
	Total	100	
Q29_new	Upto €10,000	10	41.00
	€10, 000 to €24, 999	17	47.18
	€25, 000 to €49, 999	31	56.00
	€50, 000 to €74, 999	17	47.18
	€75, 000 to €99, 999	3	56.00
	€100, 000 or more	4	56.00
	Prefer not to answer	18	50.44
	Total	100	
Q30_new	Upto €10,000	10	35.50
	€10, 000 to €24, 999	17	48.74

	€25, 000 to €49, 999	31	55.66
	€50, 000 to €74, 999	17	48.74
	€75, 000 to €99, 999	3	60.50
	€100, 000 or more	4	48.00
	Prefer not to answer	18	52.17
	Total	100	
Q32_new	Up to €10,000	10	45.00
	€10, 000 to €24, 999	17	42.35
	€25, 000 to €49, 999	31	58.39
	€50, 000 to €74, 999	17	48.24
	€75, 000 to €99, 999	3	60.00
	€100, 000 or more	4	60.00
	Prefer not to answer	18	46.11
	Total	100	
Q31_new	Up to €10,000	10	46.00
	€10, 000 to €24, 999	17	37.47
	€25, 000 to €49, 999	31	57.77
	€50, 000 to €74, 999	17	49.24
	€75, 000 to €99, 999	3	61.00
	€100, 000 or more	4	61.00
	Prefer not to answer	18	49.89
	Total	100	

RELATIONSHIP WITH ANNUAL INCOME AND POST PURCHASE

DEPENDENT VARIABLE (PRE PURCHASE QUESTION)	Sig Value	Kruskal Wallis

Q27 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media?	0.015	15.782
Q28 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media?	0.012	16.392
Q29 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend to other buyers?	0.132	9.82
Q30 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?	0.185	8.803
Q31 How much do you agree or disagree with this statement Do social media campaigns affect you decision making about sustainable product	0.077	11.386
Q32 How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction?	0.04	13.211

According to the data provided above, we can see that the p value in Question 27 and Question 28 the p value is less than 0.05 which showcases a statistical significance. It can be noted that there is a significant relationship between dissatisfaction of the product and posting its review on social media and there is a significant relationship between satisfaction and posting its review on social media. On the other hand, question 32 which explains us about business contacting the consumers we can see that there is a significant relationship as it increases consumer satisfaction if business contacts the consumer.

To understand in which income level can we see significant relationship a Bonferroni correlation was used. Based on the results provided in the Appendix, we can see that in relation to Question 27 and Question 28:

Higher: €25,000 to €49,999, €100,000 or more

These group strongly agree that if they are satisfied with the product, they will post a review on social media.

Lower (Question 27) €75,000 to €99,999

This group will disagree with posting its reviews on social media when are dissatisfied with the product.

In relation to Question 32, The Higher (€25,000 to €49,999, €100,000 or more, and €75,000 to €99,999) the people between this annual group feel strongly that if a business contacts them after purchasing a product their satisfaction increases.

5.12 POST PURCHASE-DECISION AND HOURS SPENT

Hypothesis Testing: There is a no significant relationship between Hours Spend on social media and Post Purchased Decision.

The Kruska Wallis test was performed to check if there is a relationship between consumer purchase decision and their time spending on social media platform. The hours spend (independent variable) and they had 4 categories.

	How many hours would you spend on social media in a day?	N	Mean Rank
Q27_new	Less than 1 hour	8	60.00
	1-3 hours	57	49.47
	4-6 hours	32	49.06
	6 hours or more	3	60.00
	Total	100	
Q28_new	Less than 1 hour	8	56.75
	1-3 hours	57	45.46
	4-6 hours	32	56.75
	6 hours or more	3	63.00
	Total	100	
Q29_new	Less than 1 hour	8	49.75

	1-3 hours	57	49.86
	4-6 hours	32	51.31
	6 hours or more	3	56.00
	Total	100	
Q30_new	Less than 1 hour	8	60.50
	1-3 hours	57	49.97
	4-6 hours	32	49.56
	6 hours or more	3	43.83
	Total	100	
Q32_new	Less than 1 hour	8	53.75
	1-3 hours	57	48.60
	4-6 hours	32	55.31
	6 hours or more	3	26.67
	Total	100	
Q31_new	Less than 1 hour	8	54.75
	1-3 hours	57	46.96
	4-6 hours	32	56.31
	6 hours or more	3	44.33
	Total	100	

DEPENDENT VARIABLE (POST PURCHASE QUESTION)	Sig Value	Kruskal Wallis
Q27 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you post its review on social media?		
	0.411	2.879
Q28 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you post its review on social media?	0.0611	7.353

Q29 How much do you agree or disagree with this statement: If you are satisfied with the product you bought, do you recommend to other buyers?	0.904	0.565
Q30 How much do you agree or disagree with this statement: If you are not satisfied with the product you bought, do you recommend others to not buy it?	0.49	2.419
Q31 How much do you agree or disagree with this statement Do social media campaigns affect you decision making about sustainable product	0.071	7.041
Q32 How much do you agree or disagree with this statement: If the business contacts you after your positive feedback, does this increase your satisfaction?	0.179	4.89

Though certain questions (such Q28 and Q31) are getting close to significance, none of the questions overall demonstrate statistically significant differences between groups at the 0.05 significance level. Although the findings generally show that the differences between groups are not statistically significant for the majority of questions, the Kruskal-Wallis H statistics suggest different degrees of variance. This implies that the grouping variable you are evaluating could not have an impact on individual differences in reactions to these statements.

All the results for this test are present in the Appendix.

5.13 CHI SQUARE TEST:

HYPOTHESIS: There is no significant association between professional status and the likelihood of purchasing sustainable products liked on social media.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	4.202 ^a	4	.379
Likelihood Ratio	4.441	4	.350
Linear-by-Linear Association	4.115	1	.043
N of Valid Cases	100		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .21.			

According to the results above we can see that the Pearson chi- square ($\chi^2 = 4.202$, $df = 4$, $p = 0.379$) which is greater than significance level which is 0.05 it will suggest that there is no relationship between professional status and their likelihood of purchasing the product. However, the Linear-by-Linear Association showcases a value ($\chi^2 = 4.115$, $df = 1$, $p = 0.043$) which is less than significance level however, the test can be performed with a larger sample size hoping to showcase a relationship between factors.

Chapter 6 DISCUSSIONS AND FINDINGS

The main of this study was to find if social media had an impact on consumer purchase decision which was focused on sustainable fashion. One of the main findings in this research was that consumers are increasingly wanting to demand sustainability from the brands as mentioned in our literature according to (Tao, 2022) increasing global warming and greenhouse gas emissions are promoting consumers to change their lifestyle. Our data also suggested that about 90% participants suggested that they would purchase from companies who have sustainable values and consumers in today's generation are actively researching about the brands values before they make their purchase decision.

On the other hand, we also found that, social media is one of the biggest driving forces which making consumers aware about the environmental negative impact which is affecting consumers decisions. Our data also suggested that about 65% participants research about the product before purchasing it. This behaviour in consumers is related to the theory of planned behaviour which we have discussed in our literature above. The theory by Ajzen suggests the individual behaviour are driven by 3 factors: Attitudes Subject Norms and Perceived behavioural control. In our questionnaire we tried to focus on all the 3 aspects,

and we found that: 61% people suggested that good product quality increased their satisfaction and are likely to purchase the products which explains us about the Attitude. Secondly, according to our data 54% people suggested that Recommendation by Friends is very important, and it is related to subjective norms as people are influenced by the society. Lastly 84% people research about sustainability policies before purchasing as they feel that they have control over their choices, and they can purchase products which aligns with their values which is related to the perceived behavioural control.

In relation to our pre and post purchase behaviour, people are engaging with social media users and about 85% people believe that they can find reliable information on social media. In our literature we have discussed about how business is changing their strategies to grand consumers attentions (Ramtiyal, 2023) she explained us about green word of mouth and Greenwashing which is persuading consumers to purchase sustainable products. Greenwashing a strategy which is used by the companies to mislead their consumers about their environmentally friendly behaviour. According to our data we have also seen that, that 79% people will purchase products if they are influenced by the company's marketing strategy which due to which greenwashing is increasing.

In our data we also found that, 70% people believe that sustainability is a strategy and not an marketing gimmick which means that consumers are wanting meaningful and truthful sustainability efforts from the company however, according to (Badhwar, 2024) there are many big companies who are following greenwashing practices due to which is important for the companies to be transparent and true about their strategy if they want to gain consumer trust. Lastly, if company is engaging in false practices, it will impact their pot purchase behaviour as they may write negative reviews.

In our literature we also discussed about cognitive dissonance theory which was explained by (BEHBAHAN, 2023). In our data, we saw that 65% post reviews on social media about the products they have purchased which is aims at confirming their validity and helps them to reduce regret. In relation towards purchase behaviour, companies will try to provide clear and positive information about their products which will reduce negative cognitive dissonance.

We also tried to understand through the entire data if our independent variables such as Age, Gender, Income level and hours spend on social media, and they were all being compared to their post purchase behaviour and it was interesting to understand that out of 4 independent variable, two factors were statistically significant towards consumers' post purchasing behaviour. In our results we found that, income level and hours spend on social media and significant and they show a relationship between people's behaviour after purchasing the products.

Social media plays an important role in both the aspects pre, and post purchase reviews and it has a huge impact on consumer behaviour, and it explains the businesses about the importance of engaging on the platform. According to our research we found that WhatsApp, Instagram and Facebook are the most popular social media platforms which are used by consumers. In related to consumer preferences price (Mean- 4.65) and product quality (Mean-4.52) play the most important role in impacting purchase decision. In our results it was interesting to see that people posting reviews on social media platforms if they are satisfied or dissatisfied with the products which is indicating a high level of engagement when it comes to sharing feedback.

RESEARCH LIMILATION:

In this research we have many limitations. The study has highlighted the basic concept of digital marketing and its impact on consumer purchase in fashion industry however, one of our biggest limitation is the sample size which is 124 if we had a larger sample size and people aged between different age group, we could have been able to find correlations between factors, Secondly our research was based in Ireland which has limited has research, Consumer behaviour and knowledge about green marketing will different according to regions.

As the data was collected through online questionnaire there may have been issues with inaccurate reporting. Participants may also increase their commitment to sustainability or green products due to social pressure.

Chapter 7 CONCLUSION AND RECOMMENDATIONS:

7.1 CONCLUSION

The study has explored the intersection of green marketing, consumer behaviour and digital marketing. The main finding in the research is focusing on significant role of digital marketing which is shaping consumer purchase decision focused on sustainability. The fashion industry has seen as exponential growth in last few years due to which consumer's wants and expectations from their clothing brand has changed. There has been shift towards consumers behaviour which is evident through our research. Consumers are increasingly valuing the environmentally friendly products.

In our research and results we saw that digital marketing is statistically significant with consumer purchase behaviour which is related to sustainable fashion products however, due to a less sample size few assumptions couldn't reach towards statistical significance if we had a larger sample size we could have found some factors which could be significant for example, Relationship of Age with Post Purchase Behaviour and Gender both those aspects did not reach statistical significance.

In our research, we also spoke about theory of planned behaviour and Construal theory of dissonance which helped us to understand the psychological factors which are influencing consumers decision making process.

7.2 RECOMMENDATIONS:

(Quinlan, 2011) suggested that recommendations of the research are the actions that the researchers will recommend based on findings of the research as well as the conclusion learned from the findings. After finishing the research and understanding the limitation there are many areas in which this research can find growth. If some researchers want to study in topic, they can focus on diverse demographic groups which will include people from different age, income level and different geographical location as they will respond different towards sustainability. Researchers can also focus on analysing how consumers differentiate between brands who are greenwashing and are genuinely good. They can perform research on larger number of people which can help them to analyse a greater number of variables through which this research can be enhanced.

7.3 FUTURE SCOPE

Consumer behaviour is very large topic, and it has many aspects like the research can be performed on digital marketing technologies like blockchain, Artificial Intelligence how can that impact consumer behaviour and sustainability which help us to understand how new tools can influence green marketing. There can also be analysis done on how economic factors, such as income levels can influence consumers wants to pay for sustainable fashion understanding these aspects can give us in depth knowledge. Lastly there can also be research people from different cultures which will help us to how to different cultures perceive sustainability as they have different laws and regulations within different cultures. If future research, we can collaborate with brands and digital marketing agencies which can help us to gain real life insights which can make our research form practical.

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Appendix

Demographic Variable:

GENDER (1)

Statistics

What is your gender?

N	Valid	124
	Missing	0

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	27.4	27.4	27.4
	Female	89	71.8	71.8	99.2
	Prefer not to answer	1	.8	.8	100.0
	Total	124	100.0	100.0	

AGE (2)

Statistics

What is your Age?

N	Valid	124
	Missing	0

What is your Age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18- 31	62	50.0	50.0	50.0
	31-45	28	22.6	22.6	72.6
	45 and above	26	21.0	21.0	93.5
	Under 18	8	6.5	6.5	100.0
	Total	124	100.0	100.0	

PROFESSIONAL STATUS (3)

Statistics

Which category describes your professional status?

N	Valid	124
	Missing	0

Which category describes your professional status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doctor	1	.8	.8	.8
	Employed	47	37.9	37.9	38.7
	None of the above	1	.8	.8	39.5
	Retired	1	.8	.8	40.3
	Self Employed	23	18.5	18.5	58.9
	Stay-at-home parent	1	.8	.8	59.7
	Student	43	34.7	34.7	94.4
	Unemployed	7	5.6	5.6	100.0
	Total	124	100.0	100.0	

ANNUAL INCOME: (4)

Statistics

What is your annual income?

N	Valid	124
	Missing	0

What is your annual income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€10, 000 to €24, 999	21	16.9	16.9	16.9
	€100, 000 or more	6	4.8	4.8	21.8
	€25, 000 to €49, 999	38	30.6	30.6	52.4
	€50, 000 to €74, 999	18	14.5	14.5	66.9
	€75, 000 to €99, 999	4	3.2	3.2	70.2
	Prefer not to answer	24	19.4	19.4	89.5
	Upto €10,000	13	10.5	10.5	100.0
	Total	124	100.0	100.0	

APPENDIX B

Man Whitney:

Ranks				
	What is your gender?	N	Mean Rank	Sum of Ranks
How much do you agree or disagree with this statement: Recommendations by social media users about sustainable products are valuable?	Male	26	54.92	1428.00
	Female	74	48.95	3622.00
	Total	100		

Test Statistics ^a	
	How much do you agree or disagree with this statement: Recommendations by social media users about sustainable products are valuable?
Mann-Whitney U	847.000
Wilcoxon W	3622.000
Z	-1.023
Asymp. Sig. (2-tailed)	.306
a. Grouping Variable: What is your gender?	

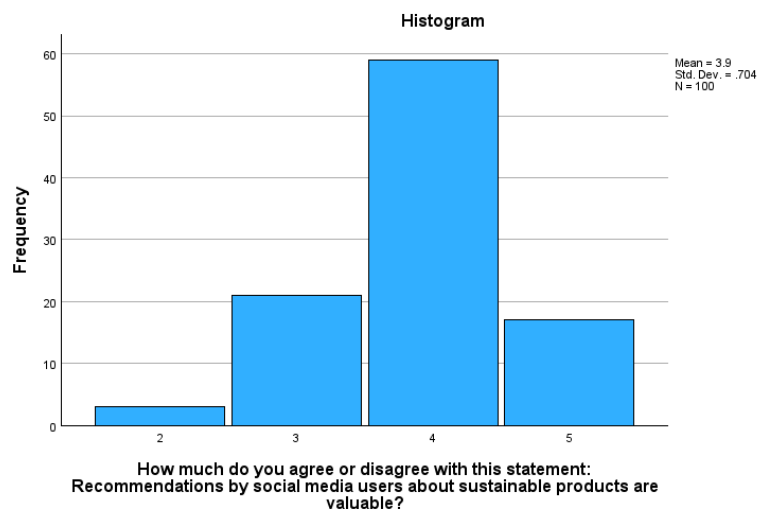
Normality Test

Tests of Normality

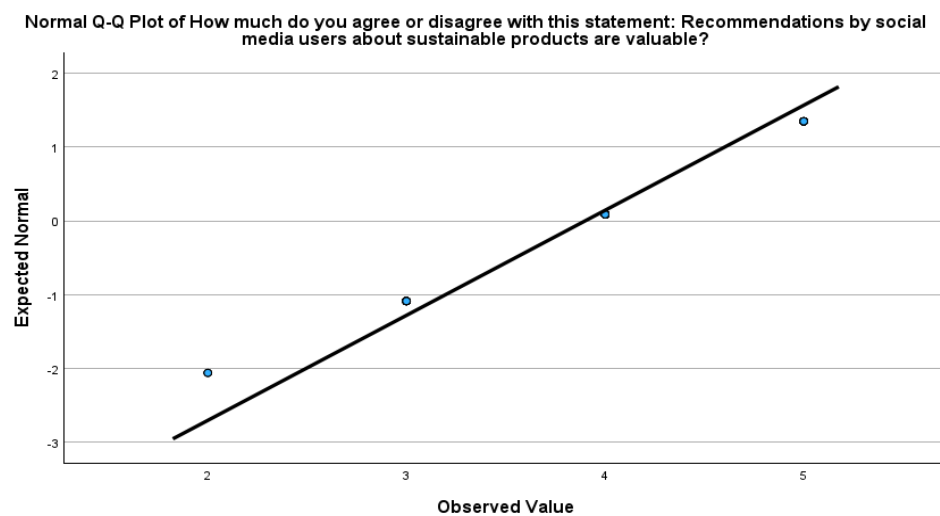
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.

How much do you agree or disagree with this statement: Recommendations by social media users about sustainable products are valuable?	.317	100	<.001	.816	100	<.001
a. Lilliefors Significance Correction						

HISTOGRAM:



Q-Q PLOT



KRUSKA WALLIS TEST:

ANNUAL INCOME

Test Statistics ^{a,b}						
	Q27_new	Q28_new	Q29_new	Q30_new	Q32_new	Q31_new
Kruskal-Wallis H	15.782	16.392	9.820	8.803	11.386	13.211
df	6	6	6	6	6	6
Asymp. Sig.	.015	.012	.132	.185	.077	.040
a. Kruskal Wallis Test						
b. Grouping Variable: What is your annual income?						

Hours Spend on Social Media

Test Statistics ^{a,b}						
	Q27_new	Q28_new	Q29_new	Q30_new	Q32_new	Q31_new
Kruskal-Wallis H	2.879	7.353	.565	2.419	7.041	4.898
df	3	3	3	3	3	3
Asymp. Sig.	.411	.061	.904	.490	.071	.179
a. Kruskal Wallis Test						
b. Grouping Variable: How many hours would you spend on social media in a day?						

GENDER

Test Statistics ^{a,b}						
	Q27_new	Q28_new	Q29_new	Q30_new	Q32_new	Q31_new
Kruskal-Wallis H	.295	3.362	2.407	1.042	.295	.090
df	1	1	1	1	1	1
Asymp. Sig.	.587	.067	.121	.307	.587	.764

a. Kruskal Wallis Test

b. Grouping Variable: What is your gender?

AGE

Test Statistics ^{a,b}						
	Q27_new	Q28_new	Q29_new	Q30_new	Q32_new	Q31_new
Kruskal-Wallis H	3.151	2.118	5.012	2.403	10.001	2.423
df	3	3	3	3	3	3
Asymp. Sig.	.369	.548	.171	.493	.019	.489
a. Kruskal Wallis Test						
b. Grouping Variable: What is your Age?						