



'The Impact of Instagram Advertisement on the Purchase Intention Among Irish Millennials in the Fast Fashion Industry'

Research Thesis

Course: MSc. Marketing

Student: Aditya Ghimiray

Student number: 23122161

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ABSTRACT

Consumer behaviour has been impacted by social media websites' constantly growing popularity and charm in a variety of ways, primarily in the dynamic domain where fashion and technology meet. The objective of this thesis is to review and analyse the delicate and complex relationship between a popular social networking site Instagram and the influence it has on the purchasing habits of the Irish Millennial population. Instagram is quickly becoming one of the most popular channels for fashion advertising, therefore it is critical for businesses competing for market share to understand how it affects their target audiences.

This study uses a quantitative research design for which an online survey was conducted. Questionnaire was shared with 100 Irish Millennials participants between the age of 20 to 45 years old. The effects of Instagram features like stories, posts, reels, shopping bags, logos and brand names on purchasing behaviour, the limiting impact of demographic characteristics, and the mediating effects of social pressure and influencer credibility are few of the study concerns that needs to be looked into.

By looking into such areas, this thesis aims to offer insight and a different perspective into the broad understanding of digital marketing ideas in relation to the fashion sector and consumer behaviour patterns in the crowded universe of Instagram. In doing so the study found a strong link between Instagram usage and purchasing behaviour. Additionally, the possibility of purchasing fast fashion doubles when a consumer interacts with an Instagram post. Regression analysis established that the relationship between Instagram use, interest in fashion, and willingness to purchase.

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Student Number: 23122161

Degree for which thesis is submitted: MSc. Marketing

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CHAPTER 1 – INTRODUCTION

1.1 RESEARCH BACKGROUND

The steady rise in popularity and appeal of social media has had a notable effect on consumer behaviour, particularly at the exciting intersection of fashion and technology. This thesis aims to investigate the delicate link between popular social media platform, Instagram and the fast fashion sector purchasing patterns of Irish millennials.

Social media has become more acknowledged in recent years and essential marketing components influencing the products, services or the company's success (Hawkins and Vell, 2013). This has been further supported by Tharejaa, U. et al. (2021) where they say that with millions of conversations occurring on several social media networks like Facebook, Instagram, YouTube and many more, has quickly made social media one of the primary platforms for customer engagement. They further add that social media has established itself into a person's daily life and has developed into an opportunity for direct connection between businesses and their customers. According to Wineberg (2009), social media marketing is an integrated process that aims to promote products and services on social media platforms. Compared to traditional forms of marketing, social media marketing has the ability to address a significantly large consumer base, due to its wide reach beyond country borders. As per a report the average internet consumption for a millennial is about 253 minutes per day, which is the highest among all age groups (Content Science, 2023). The above study reveals almost the millennial population is the most social media users in terms of service minutes.

Researchers and marketing experts have both been interested in the effects of social media on brand marketing. Nowadays social media have become a crucial part for consumer involvement and participation, brand recognition, marketing strategies and overall business performance. Facebook, Instagram, X, TikTok, Snapchat, YouTube, LinkedIn, and social media platforms have become an essential component of any marketing campaigns (Sushma et.al, 2023). These platforms enable businesses the ability to connect with worldwide audience and potential customers, raise brand visibility, and have meaningful conversations with their consumers (ibid, pp. 19). Social media platforms also enable companies to create and publish interesting, relevant, and aesthetically pleasing content. By developing a consistent and engaging brand message that resonates across various social media channels, companies may expand their reach and improve their interaction with their current customer base (ibid, pp. 19). However, social media comes with a certain set of challenges and concerns for the businesses. One might say that it might take a lot of time and effort to manage the accounts and create interesting content on a regular basis. Furthermore, social media platforms undergo continuous evolution and update, demanding business to stay informed about the changes on algorithms, patterns and best tactics in order to preserve their relevance (ibid, pp 19).

Instagram is highly popular among millennials; users between the age of 18 and 24 make up 34% of the user base, followed by those between the age of 25 and 34, who account for 31.2% of all users (Embedded Social, 2023). Because Instagram offers multiple image choices with less word's captions, it is seen to be ideal for fashion companies and their extremely technologically sound

millennial customers, who spend a lot of hours on the platform (Park et al., 2021). According to Statista (2024), there were 1.21 billion monthly active users in 2021, accounting for almost 28% of all internet users worldwide.

Notably among young adults, Instagram's use and popularity have increased quickly (Romero Saletti et al., 2022). With this social platform people may post videos, and photos either publicly or privately. Other people on the platform can watch, like, and comment on the posted content. Users may also choose to add certain filters to the pictures that they wish to post (Lee, 2023). Millennials also have a strong demand for collaboration, co-creation and honest feedback from their peers, and they are drawn to the quickness element of the digital environment (Duggan, 2021).

Instagram has been closely associated with the fashion industry since the beginning of its launch (Tang and Raheem, 2023). This is one of the industries that contributes considerably to the global economy (McKinsey and Company, 2019). As a result, fashion brands find Instagram to be especially interesting, as they have comparatively higher number of followers and interactions than brands associated with other industries (Ibrahim and Aljarah, 2023).

1.2 GAPS IN LITERATURE

These days, a lot of businesses use Instagram as a platform for marketing everyday products and services. A noticeable lack of study has been done on studying how Instagram advertisements affect Irish millennials purchase intentions in the fast fashion sector, despite the fact that the body of literature on social media marketing and consumer behaviour is steadily increasing. Furthermore, many academics have investigated how various social media sites effect the purchase intention of the consumers, very few have looked into the impact that Instagram makes on such decisions.

Millennials account for 72% of daily Instagram usage. In 2020 millennials were expected to spend over \$1.4 trillion, with 57% of them finding fashion trends on social media platforms (Loeb, 2020). With such amazing global data, it makes it worthwhile to look into the Irish context. Addressing this gap would enhance our understanding of Instagram's impact and may provide valuable data on specific factors influencing the Irish millennials' purchase decision in the fast fashion sector.

1.3 RESEARCH JUSTIFICATION AND RATIONALE

The most successful companies in online communication are the ones that sell fast fashion (Bonilla-Quijada et al., 2024). Users of social networking sites often are interacting with other users and obtaining brand information (Gaber et al., 2021; Gutierrez et al., 2023). Users can provide thoughts, reviews or opinions using the social media platforms to create content.

These interactions have the power to shape customer behaviour and support the development and maintenance of brand identity (Bhattacharya, 2023). These interactions with clients and

customers provide a variety of concerns that need to be constantly watched over since they cannot be effectively controlled may spread quickly (Xue et al., 2023).

From a more informed perspective, social media has shown to be an inexpensive information exchange platform that anyone can use to learn, teach, share, create, promote, and improve on the main concept being communicated, whether they are governments, organizations, businesses or any other kind of entity (Dwivedi et al., 2015). Multimedia content is important, especially for fashion companies on Instagram (Jones and Lee, 2022). These fashion companies' interaction with consumers are significantly impacted by their images, which are the primary component of the post's content.

There is a significant group of individuals with considerable purchasing power who were born between 1977 and 1994 (Paul, 2001). Known as Millennials or Generation Y, this group has been estimated to make up 20% - 25% of the world population (US Census Bureau, 2011). Businesses are attempting to figure out how to appeal to and keep the value that comes with this market (Cui et al., 2003). They are independent, highly educated, confident, technologically sound, materialistic, and especially open to new goods and services (Merrill, 1999; Farris et al., 2002). Their projected purchasing power in the US alone is upwards of \$600 billion dollars (Gronbach, 2000).

As to a recent survey, online influencers and the individuals that millennial consumers follow on social media platforms like Facebook and Instagram have a significant influence on them. They have a far bigger everyday influence on Instagram users' shopping decision. They are the generation that uses social media the most frequently and is most likely to shop online (Loeb, 2020).

Ireland as a nation has not been well researched due to its small size. Therefore, the researchers' goal was to put together helpful information relating to the impact that Instagram has on the purchasing behaviour on the fast fashion industry of the Irish millennials.

1.4 AIM AND OBJECTIVE FOR THIS RESEARCH STUDY

This study is based on the questions that emerged from the gaps in the literature. This study attempts to figure out any specific impact that Instagram advertising has on the purchasing intentions of Irish millennials with a focus on fast fashion. A more thorough understanding of the influence of Instagram advertising on the customer's purchasing decision has been made possible by the questions serving as the study objective.

As a result, the following significant questions have emerged and need more investigation in this field:

1. To what extent does Instagram impact Irish millennial consumers who choose to purchase fast fashion?
2. Which Instagram features such as Reels and Stories has a role in the appeal and exposure of fast fashion among Irish millennials?

3. Does the utilization of brand names and logos in the marketing materials have an impact on user engagement and purchase decision?
4. To what extent do influencers influence the Irish millennial consumers in purchase decision about fast fashion?

To achieve the answer to these questions the researcher undertook a quantitative primary research and data collection process. This was conducted with the help of online surveys using Google Forms which was aimed at collecting data from 150 participants but was successful in getting responses from 100 participants. The collected data was then analysed using SPSS where the aim is to identify a positive relationship between the objectives of the research and the data. The findings derived from this analysis was used to recommend suggestions for future research and contribute to the existing literature.

1.5 STRUCTURAL OVERVIEW OF THE RESEARCH STUDY

Chapter 1 – Introduction: In this chapter start by discussing the background of the research to be conducted. It further introduces the gaps within the existing literature which led the researcher to dive deeper into this topic. The later stage of this chapter gives an overview of the justifications and rationale for research, and also the overall aims and objectives that has been described supported by research questions.

Chapter 2 – Literature Review: This chapter gives a detailed overview of the existing literature surrounding Instagram as a marketing platform, Millennials as consumers, Fast fashion industry within Instagram and factors influencing purchase decision of the consumers. Various angles of each topic have been looked into and presented in a way which gives the reader a full overview of the contribution the researcher is trying to make towards the existing literature.

Chapter 3 – Methodology: This chapter outlines the quantitative research philosophy, approach and design. Further it dives into the details of the data collection method, analysis and the ethical considerations taken into account for this research.

Chapter 4 – Findings and Analysis: The data collected is investigated in detail and results have been shown here in this chapter such as descriptive results, correlation and regression. Each result has been carefully explained and also limitations to the data analysis has been clarified.

Chapter 5 – Discussion: This chapter emphasises on the review of the overall findings from the data analysis by relating it back to the research questions. It also discusses the tactical and theoretical implications of this research.

Chapter 6 – Conclusion and Recommendations: This chapter gives a closing thought on the research objectives and the questions. The research concludes by sharing some thoughts on recommendations and scope for future research.

CHAPTER 2 – LITERATURE REVIEW

2.1 INTRODUCTION:

This literature review aims to summarise the current studies on the influence of Instagram advertisements on the fast fashion sector purchasing intentions of millennials. This review seeks to uncover key factors influencing purchase intentions and to highlight any gaps in understanding by studying various theoretical frameworks and marketing methods. This study will focus on three major areas including Instagram as a marketing platform, millennials as consumers, and factors affecting the buying decisions of consumers over social media platforms.

2.2 THEORETICAL FRAMEWORK

The study used social influence theory to determine the influence of Instagram advertisements on millennials' intention to buy from the fast fashion industry. The theory holds special importance for the study because it helped to identify how social media which includes a large group of influencers and peers affects buyers' purchase decisions or behaviour. The theory supports the idea that social situations and the behaviour of others directly influence individual attitudes, beliefs, and behaviour (Lim, 2022). Previously many researchers conducted research that used social influence theory to identify how consumer decisions and behaviour are influenced by social groups like family, celebrities, influencers, and peers. According to Smith, Louis, and Schultz (2011), social influence theory describes the way environmental cues and external information influence the thoughts and decisions of an individual. The social influence theory used in this study is the contextual foundation that can help to understand how Instagram advertisements influence and shape buyers' behaviour while buying fast fashion.

Applying the theory of Social Influence on the research topic includes evaluating how the social perceptions and interactions on Instagram influences the decision of purchasing. The components of Social Influence theory can be applied in context of:

Social Norms:

The advertisements on the Instagram reflects the current fashion trends. When advertisements are seen repeatedly by the people through the posts, it establishes a strong social norm in context of what can be considered to be fashionable (Dantas and Abreu, 2020). Additionally, the repetition develops an urgency sense to comply with the trends. On the other hand, high numbers of comments, shares along with likes on the advertisements establishes the idea that these products are socially acceptable and popular.

Reference Group:

Influencers serve as the key reference group. When the influencers endorse a brand, their followers also perceive the brands as desirable and trendy. The viewers or Irish millennial who follow these influencers mimic the purchasing behaviour of these influencers (Copeland and Zhao, 2020). Additionally, the peers also serve as the potential reference group. When

individuals see their peers to promote or wearing certain brands of fast fashion on Instagram, they also follow the trend to be fit into their social group.

Informational Social Group:

The posts and stories of Instagram often feature testimonials and reviews from the users along with the influencers. In order to make informed purchasing decisions, Irish Millennial depend on the information along with trusting other's experiences. The advertisements which reflect detailed information on fast fashion's style, fit and quality can help in enhancing the purchase intention and reducing uncertainty.

Normative Social Influence:

Irish Millennial in order to gain recognition and approval from their social group might purchase the items of fast fashion from the advertisements on Instagram. Their purchasing intention, in this term can be encourages by their desire of being appreciated, liked and having positive comments. On the other hand, the social rejection and missing out fear of the Irish Millennial can motivate them to buy the products of fast fashion which are popular among the influencers that they follow.

2.3 INSTAGRAM AS A MARKETING PLATFORM

2.3.1 Growth and popularity

Instagram in terms of popularity has emerged as one of the most popular social media platforms across the globe. Instagram is ranked as the most popular social media platform used by businesses after Facebook. As per a report, it is expected that by 2025 there will be 1.44 billion active monthly users of Instagram (Statista, 2023). The statistics suggests the popularity of this social media platform across users. Instagram as a social media platform has gained popularity among domestic or private users because it allows a user to easily share their lives with people across the globe, just by uploading pictures, stories, or videos. Reportedly a user usually spends an average of 12 hours per month or 30 minutes a day on Instagram (Bagadiya, 2024). This global data is an indication that Instagram holds a strong place in the social media market. However, it is not only popular for private users but also popular among businesses that use Instagram as a platform to connect with their target customers. At present, there are more than 200 million businesses that are promoting their service or product through Instagram (Bagadiya, 2024). This means a lot of businesses across the world found Instagram as a useful platform for service and product marketing. Another study revealed that as of January 2023, almost 80% of marketing professionals across the globe have integrated Instagram into their digital marketing campaigns (Dencheva, 2023). Marketers are considering adding Instagram to their digital marketing campaign primarily because the app has a global audience base from different generations. Reportedly 32% of global Instagram users are aged between 18 to 24years and also makes the highest audience segment in terms of age followed by audience between the ages of

25 to 34 years (Dixon, 2024). This means Gen Z and the millennials are the top two audience groups of Instagram in terms of usage. Instagram has the highest audience in India followed by the US and Brazil. Reportedly in India, the total number of Instagram audiences is a total of 362 million (Statista, 2024).

However, the primary goal of Instagram was not the same as the founders launched this App to help people share their lives by sharing pictures. Instagram was launched in the year 2010 by cofounders Kevin Systrom, and Mike Krieger (Bruner, 2016). On the very first day, the number of Instagram users went from 0 to 25,000 and continued to grow. Further, it is reported that the number of Instagram users reached 1 million just within two months after it launched (Blystone, 2024). This was possible as Instagram kept on updating to fix glitches and added new features which made it popular among personal users. In the year 2012, the biggest competitor of Instagram, Facebook which is currently known as Meta bought Instagram for \$1 billion (Rusli, 2012). This acquisition was considered a move by Facebook to remove its major competitors and strategy for business expansion. A report by Bloomberg revealed that in the year 2022, Instagram generated 30% of Meta's total revenue (Wagner and Nylen, 2024). It implies that Instagram has seen growth as a social media platform for the last few years and contributed to generating ad revenue for Meta.

2.3.2 Tools and Features

During the initial days, Instagram was just a phone and video-sharing App used for personal purposes (Medium, 2016). However soon it emerged as one of the most useful social media platforms used by businesses. There are a total of five major tools that are used by Businesses to connect with the target audience and grow the business. All the major features and tools are discussed below:

Reel: Reel is one of the most popular tools of Instagram and it allows users to create attractive videos with the help of effective lyrics and filters. With the help of this tool, corporate users can make a reel about their product or service using the latest music and share it on Instagram to educate and attract a target customer group. The best feature of this tool is that it allows the business to interact with a target audience in the comment sections (Anderson, 2020). As per a report, a reel has the potential to reach 22% more audience than a standard video posting (Ruby, 2022). This means by positing a reel as part of product or service marketing, a business can reach more audience than just positing normal videos. Samsung once featured J Hope from the BTS in a reel for its product promotion and that reel went viral with a total view of over 316 million (Instagram, 2023). However, recent data revealed there is a decline of almost 50% in Reel's reach in 2023 compared to 2022 (Dixon, 2023). This could be because of recent changes in Instagram's algorithm which AI gets to decide which post should reach which audience. However, to resolve this issue business accounts can use the hashtag feature which can help businesses to reach more followers and non-followers' audiences (Cook, 2020). Hashtags were originally developed to raise awareness about social issues, later they became popular among social media users to search for a particular topic in social media (Ta'amneh and Al-Ghazo,

2021). Overall Instagram reels are a great tool used by businesses to influence consumer behaviour and decision making.

Instagram Live: Instagram Live is a revolutionary tool that allows businesses to interact with the target audience in real time (Instagram, 2020). This means during Live; a business can directly communicate with the audience in real-time. This tool also allows business users to go live with the popular creator, product user, or business partner. Also Live can be a great opportunity for small businesses to directly sell their products to customers (Utari, 2021). Also, users can directly shop from Instagram by simply clicking on the “SHOP” tab. Overall “Live” helps businesses with easy interaction and hassle-free sales of products or services.

Instagram Story: Instagram stories became very popular among business accounts as it is the easiest way to interact with customers. Business generally uses stories to inform customers about new product launches. Instagram story is the best tool to share the production story with customers (Instagram, 2024). It means stories can be a useful tool for businesses to remain transparent about product quality or service policy. Overall stories are tools that can help to influence customer buying decisions.

2.3.3 Influencer marketing

Influencer marketing refers to a form of marketing or product advertisement in which a business uses popular social media influencers (with higher followers) to promote their products and brands (Ozuem and Willis, 2022). Freberg et al. (2011) defined social media influencers as independent third-party endorsers who are capable of influencing audience attitudes with the help of different social media. The primary objective of influencer marketing is to reach the fan or follower base of a particular influencer by featuring him or her in product promotion (Campbell and Farrell, 2020). According to popular influencer marketing agency Linqia, 86% of the brands used influencer marketing for product promotion in 2017, and 92% of them found an effective result (Ozuem and Willis, 2022). This data certainly suggests a positive return on investment for businesses by using influencer marketing. Belanche et al. (2021) conducted a study involving 372 followers of a top fashion influencer from the UK and the study revealed that greater influencer-consumer resemblance generates a more favourable customer attitude towards a sponsored product along with higher purchase intention and product recommendations. Hence influencer marketing has evolved into a useful tool for product promotions. Reportedly the “global influencer marketing” market became \$21.1 billion market as of 2023 and has grown three times since 2019 (Dencheva, 2023). This indicates a growth in terms of businesses using social media influencers for product or brand promotion.

One of the key advantages of influencer marketing is that it can educate customers about new products or services and their usage. It means influencer marketing can be a useful tool for promoting a product that requires usage understanding. Agustian et al. (2023) opined that influencer marketing can be a great tool for businesses to build brand awareness and develop trust for products or services. Further, the study revealed that this happened as influencers have a

large audience who remain engaged with social media (Agustian et al., 2023). This means customers are more likely to buy products when that product or service is recommended by trusted influencers. For example, fashion influencers with extensive knowledge of fast fashion may be asked to promote fast fashion brands. Although, in many cases, influencers may not have the relevant expertise of a product they are assigned for promotion, however in those situations, influencers rely on the trust and loyalty they have developed with their followers of the fan community (Mathew, 2018). Influencer marketing is an effective tool for all types of businesses however it is more effective for SMEs (Dahnil et al., 2014). SMEs benefit from the influencer marketing tool because they have limited products or services available and that makes it even more convenient for influencers (Agustian et al., 2023). Overall, influencer marketing can be a great tool for developing brand awareness among customers and influencing their overall purchase decisions.

2.3.4 Advertising strategies - Paid media and Earned media

Businesses can adopt two strategies including paid media and Earned media, when it comes to social media advertising. Paid media is a popular form of advertising where businesses pay broadcasters or media channels to broadcast their brand message (Xie, Neill and Schauster, 2018). Businesses use paid media by purchasing ad inventory to reach a greater number of customers. There are two types of paid pricing models and those are Cost Per Click (CPC) and Cost Per Mille (CPM). In the CPC model businesses pay for the amount for each click they receive irrespective of the impression (Najafi Asadolahi and Fridgeirsdottir, 2013). On the contrary, in the Cost Per Mille model, a business pays per thousand ad views, and this model is more used for displaying banners and native advertising. According to Jayson, Block, and Chen (2018), the biggest advantage of paid media is that it allows businesses to reach more target customers than by using their personal promotion channel. However, ad saturation remains the biggest issue in paid media as users often feel annoyed with the overflow of ads in their social media feeds (Silvira and Riswanto, 2024). This means as businesses use paid media, they must ensure that customers do not receive excessive ads in their social media feeds for positive effect.

Earned media refers to the authentic recognition and coverage gained for a brand through third-party sources (Xie, Neill and Schauster, 2018). According to Xie, Neill and Schauster (2018) earned media is more credible because it comes from independent sources, audiences, or influencers who speak about a brand without being paid for product promotion. This means, that earned media is an organic way to develop brand awareness. Han (2024) conducted a study and found, that earned media is more effective advertising as personal recommendations can be effective in influencing customers buying decisions. Hence both paid and earned media are effective advertising strategies to influence buyers' perception of products and their buying decisions.

2.3.5 Brand awareness and engagement

Instagram is a great tool for developing brand awareness and ensuring better customer engagement. Reportedly as high as 90% of Instagram users follow one business account on Instagram (Bagadiya, 2024). This suggests that opening an Instagram account business can increase the likelihood of customer engagement for brands. Further, a similar report revealed that over 150 people use Instagram every month to directly interact with a business (Instagram, 2019). Instagram advertisements are a great driver of developing brand awareness. Studies conducted revealed that Instagram has positively helped a business to build strong brand awareness (Yoo, 2023; Brambilla et al., 2022; Prameswari, 2022). Overall businesses are using Instagram to build a strong customer base and engage more buyers for their products.

2.3.6 User-generated content and co-creation

User-generated content in simple term is content created by general users that can relate to a particular brand (Santos, 2022). UGC is featured by Instagram and it allows businesses to associate with the content that they are tagged in. There are several benefits of UGC including authentic content for the product, better engagement with the community, and helping buyers to make a more informed purchase decision (Instagram, 2024). Business often uses user-generated content to influence customer buying decisions.

2.4 MILLENNIALS AS CONSUMERS

2.4.1 Characteristics of Millennials

In this current evolving market landscape, it is of utmost importance for any company to understand, identify and prioritize its target audiences. One population demographic that keeps on shaping consumer buying trends and spending habits is the millennials. Therefore, current businesses are more focused on acquiring this dynamic demographic of millennial consumers due to their buying potential and market awareness. However, to understand the impact of millennials on today's market consumption, it is important to first understand what we actually mean by the term "Millennials". Millennials are the segment of the population that are born between 1981 and 1996; hence, the age range of today's millennials is from mid-20s to the mid-40s which is a substantial and diverse segment of the whole population (Prakash and Tiwari, 2021). Millennials are the most technologically perceptive amongst all age groups as they grew alongside the birth and evolution of the Internet, e-commerce, and social media innovations (Nawaz, 2020).

2.4.2 Millennials and Social Media

The advent of modern digital technologies and their easy access has led to a significant increase in social media consumption to stay connected to a wider spectrum of users. As per a report the average internet consumption for a millennial is about 253 minutes per day, which is the highest among all age groups (Content Science, 2023). The interface of interaction and connecting with the whole world, and this notion holds for millennials as well. The above study reveals almost the millennial population is the most social media users in terms of service minutes. As per another study, 72% of millennials (almost three-quarters) have acknowledged that their social media usage has significantly increased in the past year (Life in Motion, 2024). Millennials for gradually engaging with more businesses on platforms like Facebook, Instagram, and Twitter. The purchase decisions of millennials are mostly triggered by seeing ads on social media, watching videos, and reading product reviews over the internet.

Such extensive use of social media by Millennial makes them one of the major buyers for businesses across all social media platforms. The generation of Millennial is mostly in the workforce and therefore have high purchasing power. This makes the Millennial as the adequate choice for the brands. However, it is essential that businesses need to focus heavily content of quality to engage the Millennials who are brand-conscious in nature.

2.5 THE FAST FASHION INDUSTRY ON INSTAGRAM

2.5.1 Overview of the fast fashion industry

Fashion brands that are capable of producing a high volume of clothing within a minimum time are known as fast fashion brands (Camargo, Pereira and Scarpin, 2020). Fast fashion brands became popular in the era of digitalization as social media has dramatically helped many fashion brands increase their visibility, improve customer engagement, and attract more customers for business (Bhardwaj and Fairhurst, 2010). Fast fashion brands heavily rely on different social media platforms including Instagram for promoting their brands and products. Reportedly there are millions of fast fashion brands that are using Instagram to build brand awareness and customer engagement. According to Djafarova and Rushworth (2017), Instagram became a popular platform for fast fashion brands because of its ability to reach a large target audience, strong userbase, and the usefulness of available features. This means fashion brands are likely to receive success on Instagram because of the fastest-growing audience on the platform. Research revealed one in every three Instagram users used this social media platform to buy clothes that they saw in an Instagram post (Colvin, 2017). Interestingly fashion brands have 230 % more followers than average users who do not post regularly on Instagram (Marketing Week, 2016). Many fast fashion retailers post their products using photos, videos, and Instagram stories and share company links that can be used by customers for shopping purposes. This process makes it easy for users to shop for fast fashion without being afraid of digital fraud. A study was

conducted on four major fast fashion brands including Zara, H&M, Mango, and Forever 21 and the study revealed all these four fast fashion brands have experienced an increase in the number of average likes, and videos have converted into more customer engagement (Martinicorena-Goñi and Aramendía-Muneta, 2023). This means Instagram is an effective tool used by fast fashion brands for product promotion.

2.5.2 Players in this industry

Fast fashion brands that hold the maximum share within the industry include Zara H&M and Shein. According to the latest report in Shein outgrew Zara and H&M to become the number one fast fashion brand in the global market (Reuters, 2023). Shein which mainly relies on online sales through social media has generated about \$23 billion in revenue, in 2022, across the globe (Masters, 2023). The report further revealed that Shein holds almost one-fifth of the global fashion market. However, Zara is outperforming Shein in terms of Instagram followers as at present Shein has only 32.7 M followers, whereas Zara has 61.8 million followers which is almost double that of Shein (Instagram, 2023b). At present H&M has 38.3 M Instagram followers which is also lower than Zara. Therefore, in terms of followers on Instagram Zara is leading the industry. Apart from these some of the leading global fast fashion brands are Zara, H&M, Marks & Spencers, Urbanic, UNIQLO, and Forever 21 (Smith, 2022).

2.6 FACTORS INFLUENCING PURCHASE INTENTIONS ON INSTAGRAM

2.6.1 Visual appeal and content quality

Several studies have been conducted that confirmed that the visual appeal of a website can directly impact and affect the behavioural intention of customers (Tseng and Lee, 2019). The study further revealed that online advertisements that include visually catching elements, such as details that grab attention, creative elements, and emotional elements can positively influence buyers' buying behaviour (Tseng and Lee, 2019). Supporting a similar idea Asnawati and Wahyuni (2018) revealed that visually appealing websites are capable of triggering impulsive purchase decisions of customers. As per the study impulsive buying behaviour refers to buyer behaviour where the customer purchase is unplanned and gets triggered (Asnawati and Wahyuni, 2018). Therefore, businesses are investing more on visual appeal to influence customer buying behaviour.

There are several research conducted to identify the importance of content quality in social media marketing and most researchers found a positive correlation between quality content and positive customer engagement (Moran, Muzellec and Johnson, 2020; Onofrei, Filieri and Kennedy, 2022; Shahbaznezhad, Dolan and Rashidirad, 2021). Al-Qudah, (2020) defined content quality as an individual's understanding of the accuracy, timeliness, completeness, and relevance of content shared on the social media page of a brand. The study further reveals that all these

factors have a significant impact on the purchase behaviour of customers as customers are more likely to buy from companies that share quality content on their social media platforms. Overall quality content can influence purchase intention and overall customer decision-making process.

2.6.2 Interactivity and engagement

Social media engagement can greatly influence consumer behaviour (Bozkurt, Gligor and Babin, 2021). Social media engagement refers to the measurement of all interactions between customers with a brand. Various indicators in Instagram measure customer engagement with the brand. Higher interactivity with the customer can help with better customer engagement. There are various benefits of better customer engagement and some of the benefits are having better brand loyalty, greater brand awareness, better customer experience, better customer retention, and many more. Considering the various benefits of interactivity and customer engagement more brands are using this strategy to grow business through social media platforms (de Oliveira Santini et al., 2020). Engagement with customers can also influence customer purchase intention and positive engagement with customers generates a positive impression on customers. According to Wismiarsi et al. (2024) influencer marketing is a great way to directly interact with customers and engage with them. The study further revealed that a positive interaction with the influencer can increase the likelihood of product purchase compared to just an interaction with the brand through websites.

2.7 CONCEPTUAL FRAMEWORK REPRESENTATION

Figure 2.1 shows the representation of all the variable that are under investigation in this research. This model will help with answering the research question that has been presented by the researcher in the Introduction.

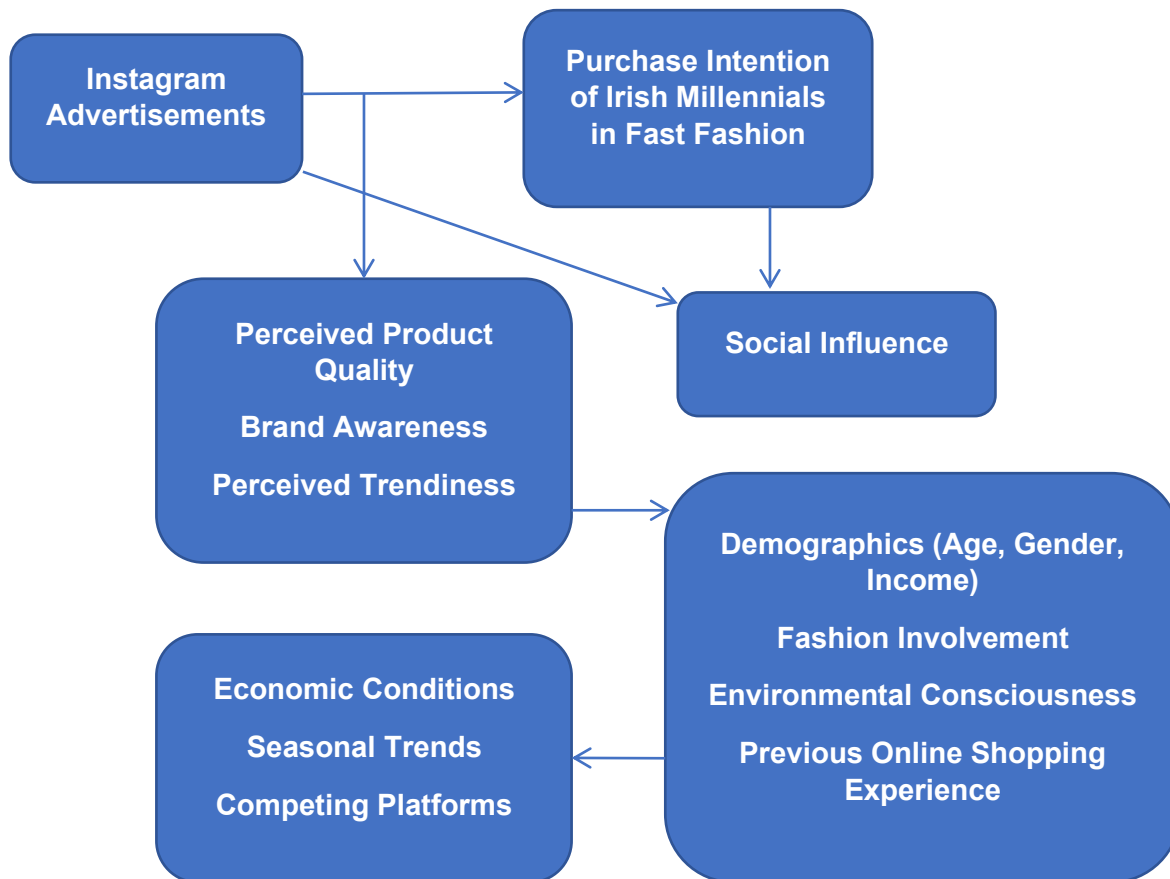


Figure 2.1: Conceptual Framework (Source: Self-created)

2.8 CONCLUSION

Based on the above review of literature it can be found that Instagram can be used as a powerful marketing tool for fast fashion brands. The review of existing literature revealed that Instagram became a strong social media platform of modern times for various reasons including its popularity, vast audience reach, and presence of vast features and tools. Some of the successful tools that have been identified from the above review are reels, stories, and live. All these tools can be used by business customers to interact and engage more customers with the brand. Marketers can use all these advantages to reach the target audience to develop brand awareness. Also, from the above review of literature, it can be identified that millennials are the biggest user group on Instagram and they have a strong buying capacity. This suggests more fast fashion

brands are using Instagram to reach millennials who can be potential buyers for their fast fashion brands. The above review also suggests while doing marketing through social media, businesses must understand and focus on the value of visual appeal, content quality, and interaction with users as all these factors directly influence customer buying behaviour. While the data revealed that visual appeal can trigger impulsive buying behaviour among customers, quality content can also help to develop brand awareness and product awareness among customers.

CHAPTER 3 – METHODOLOGY

3.1 INTRODUCTION

The chapter will discuss the tools, techniques and methods used for this research. According to Sileyew (2019), the methodology is an important part of research that provides justification for the choice of data. The methodology section justifies the significance of a data type within a study. In this study, a quantitative approach has been considered. The quantitative study has methodologically investigated and measured the relation between Instagram and consumer purchasing intention among Irish millennials from the fast fashion industry. The following subsections have justified the use of a quantitative approach along with a positivist philosophical paradigm, deductive approach and descriptive design in the study.

The structure of the methodology chapter has been developed following Saunders Research Onion. The research onion is a tool used for the organization of a study. The tool helps in the categorization of the different stages of a research methodology (Dissanayake, 2023). In other words, the tools provide clarity on the systematic steps followed for constructing a research methodology. According to the research onion research can be experimental, action, survey interview, case study and systematic literature review-based studies. The current study is survey-based research. Thus, the following sections have justified the choice of the research method and the idea behind the study.

3.2 RESEARCH PHILOSOPHY

Research philosophy provides supportive ideas and beliefs to a research study. As per the views of Bergmann (2023), research philosophy provides support to the basic structure of research. Research philosophy determines the cause-effect relation of a social phenomenon. It is possible to understand the interrelation between societal perspective and social events. Different philosophical paradigms are used in research including positivism, interpretivism and pragmatism. The current study utilized a positivist philosophical paradigm. According to Maksimović and Evtimov (2023), positivist philosophy identifies knowledge to be objective, self-governing and independent. In other words, positivist philosophy believes that existing and proven knowledge is the truth behind any social phenomenon. The philosophical paradigm also emphasizes the effect of existing knowledge in shaping social perceptions. These are some basic characteristics of positivist philosophy.

The study focused on establishing a relationship between Instagram advertisements and customer purchase intention. It was assumed that Instagram advertisements might have a certain impact on the purchase intention of Irish customers in the fast fashion industry. In order to justify this belief, positivism philosophy has been utilized. The positivist philosophical paradigm emphasises truth and reality which is independent of the perception of an observer. In this case, observers are the Irish customers of fast fashion brands. The positivist philosophy supports the belief that Instagram advertisements have a significant impact on these customers. In order to justify this notion, a quantitative research method was finalized for this study. Therefore, it can be stated that the positivist philosophical paradigm shaped the research method of the study.

The study primarily focused on Irish Millennial customers to understand the impact of social media advertisements. There is a need to obtain direct and decent data on customer purchases through social media in Ireland. Based on this aspect the philosophical paradigm identified primary data to be the most useful source of information. Quantitative research is conducted by collecting data from a large study population (Ghanad, 2023). An effective data collection method is necessary to obtain data from a large target population. Based on this aspect the philosophical paradigm identified the primary quantitative data collection method to be the most useful for the study.

Research can be conducted using interpretivism as a philosophical paradigm. Despite its advantages, the interpretivism philosophy establishes the impact of social perception on an event (Pervin and Mokhtar, 2022). However, in this research, the focus was to understand the effect of Instagram advertisements on customer purchase intention. Based on this factor positivist philosophical paradigm was the most appropriate method. Therefore, it can be stated that the philosophical paradigm has helped in justifying the different aspects of the study. Most significantly the philosophical paradigm structured the different methods used in the study.

3.3 RESEARCH APPROACH

The research approach is defined as the systematic method of collecting and analysing data in a research study (Kankam, 2019). The research approach shows the key process used for effective data incorporation in a study. Research utilizes a deductive, inductive or abductive approach based on its unique objectives. In this study deductive approach has been used. According to Fife and Gossner (2024), the deductive approach is a logical method of selecting the most appropriate information for a study. The deductive approach prioritizes existing theories to identify hypotheses and understand common patterns in data. These are some key characteristics of the research approach.

The objective approach was a necessary method of the study for certain reasons. Primarily the study focused on understanding the impact of social media advertisements on customer purchase intention in the fast fashion industry of Ireland. The basic idea was to understand the existing perception regarding customer purchase intention and social media advertisements. Based on this aspect the deductive approach helped to finalize primary quantitative data for the study. Furthermore, the study specifically focused on Irish customers and their purchase intention for

fast fashion brands on social media. It was necessary to understand the common aspects and responses of Irish customers regarding the effects of social media advertisement. In this regard, the reductive approach justified the use of primary data for the research. With the help of the deductive approach, it was possible to justify statistical analysis as a method. The analytical method helped in identifying common aspects in the responses of the study participants. The deductive approach also helped in justifying the main hypotheses of the study. In other words, the method helped in justifying the interrelation between key variables of the study. Based on the aforementioned aspects, the deductive approach was an essential method of the study.

3.4 RESEARCH DESIGN

It is necessary to identify an appropriate design to construct a research study. Asenahabi (2019), stated that research design provides the appropriate structure for a study that helps in justifying the unique objectives. Design also dictates the most appropriate data collection and analysis method for the research study. Research can be conducted utilizing quantitative or qualitative design. In this study, a quantitative design has been used to support the research. Quantitative research design is used for studies focusing on events in the social world (Kittur, 2023). The quantitative study allows objective and numerical analysis of information. This provides information regarding the perspective of a target population towards a social phenomenon.

Quantitative research design was essential for the study based on various aspects. Primarily the study aims to understand the perspective towards social media advertisement. It was necessary to gain an understanding of the key customers of social media fast fashion brands for this purpose. The study required a structure to support the effective dissemination of large quantities of data. Based on this aspect quantitative design was effective. Quantitative research deals with large sample sizes (Andrade, 2020). A quantitative research design is necessary to structure the study for gathering objective-focused responses. Based on these aspects quantitative research design helped in understanding the perspective of Irish participants regarding social media advertisement.

The current research focused on establishing a relationship between social media advertising customer purchase intention and the fast fashion industry. It was necessary to gather information from a large sample size to support the study. Qualitative research design might have been a limitation in this aspect. It might be difficult to gather responses from a variety of participants using qualitative research design (Busetto et al., 2020). On the contrary, quantitative research design enabled effective collection of information from the eligible sample population. It was possible to structure a study that prioritizes the perception of a large number of study participants (Khan et al., 2023). The quantitative research design simplified the process of data collection in the study. The research design was also effective in establishing adulation between the main aspects of the study.

Quantitative research design is highly regarded because of its advantages over other methods. According to Taherdoost (2021), quantitative design enables gathering precise information from a large data set. The method helps in the effective generalization of information from a large

study population. This increases the quality and integrity of a research study. Furthermore, quantitative design allows accurate analysis of obtained data. The data trend can be represented in the form of statistical or numerical information. It is possible to learn to work with large sample sizes utilizing quantitative design in a research study. Based on the aforementioned factors quantitative research design has been selected in the current study.

3.5 DATA COLLECTION STRATEGY

Data collection is an important part of the research study. According to Mwita (2022), an appropriate data collection method is necessary to gather accurate information complying with unique research objectives. Primary data can be collected from quantitative and qualitative sources. Strategies might include interviews or surveys. In order to gather information according to the unique study objectives, a primary quantitative data collection strategy has been followed in this research. The study utilized an online survey as the key strategy of data collection. The questionnaire has been used as the instrument for data collection. Google Forms has been used as the platform for online survey data collection for the study.

The data of the study has been collected using an online survey method. As per the views of Wu et al. (2022), surveys are used as a method of primary research to collect effective data from a large cohort. In this study, the main focus was to understand the impact of Instagram advertising on purchase intention among the Irish millennial population of the fast fashion industry. It was necessary to understand the impact of social media from the perspective of social groups. In this case, the target social group is the Irish Millennial population. Obtaining information from a large cohort held in understanding variations in the perspective of Irish millennials regarding fast fashion and social media. The interview could have been used as a strategy in the study. However, it would have limited information from a large subset of the population (Cairns-Lee et al., 2021). It would also be difficult to understand variations in the responses of the target population of the study. Based on these aspects, the survey was an essential and effective strategy for the current research study.

The study has been conducted by recruiting human participants. 100 participants were recruited for the study. The target population was the Irish millennial generation from ages 25 to 40, using Instagram and being involved in the fast fashion industry. The participants were chosen through a random sampling method. According to Cash et al. (2022), sampling is an essential step in the data collection process of research as it allows the selection of the most eligible subset of a target population. Sampling also reduces the time and cost of conducting primary quantitative research. Random sampling is a probability sampling method where a subset of a target population is selected at random (Noor et al., 2022). This sampling method can reduce the scope of bias in a research study. Furthermore, there is a better chance of selecting a population subset that has similar characteristics to the target population. The initial target population of the study was 150 participants. However, following a random sample method 100 individuals were selected as a sample population for the study.

The data was collected from the study participants following a series of steps. The primary step is to develop structured interview questions. The questionnaire contained two demographic and twelve descriptive questions. The question where clothes ended and utilized Likert scales for measurement of responses. The Likert scale is a rating tool used to identify behaviour, and attitudes and monitor the opinions of a study population (Jebb et al., 2021). The scale ranges from 'strongly disagree' to 'strongly agree' responses. The questionnaire of the survey contained questions with multiple choice answers. This helped in the effective measurement of responses of Irish participants to social media on fast fashion. A Google Form was created using the questionnaire of the study. The next step in the data collection process was the recruitment of the participants. Online channels such as Instagram and Facebook were used to identify ideal participants for the study. Certain inclusion-exclusion criteria were considered such as individuals aged 25 years and above, belonging to Ireland and having experience in the fast fashion industry were selected for the study. Hundred search participants were identified through the online channels. They were then sent Google form links for the survey. Participants were sent consent forms and Google form links through email. The responses were gathered after receiving consent from the participants. The data collection started on 10th July 2024 and ended on 24th July 2024 and resulted a total of 100 participants.

3.6 DATA ANALYSIS METHOD

An effective analytical method is necessary in a research study in order to interpret obtained data. As stated by Kotronoulas et al. (2023), data analysis is essential in research to understand trends and make informed decisions regarding the results of data collection methods. Data in a research study can be analysed utilizing themes or by testing hypotheses. In this study, the survey data has been analysed utilizing statistical methods. As per the views of Mishra et al. (2019), statistical analysis is an effective process of interpreting large quantities of data. The statistical analysis has been conducted using SPSS as a tool. SPSS is the abbreviation for Statistical Package for the Social Sciences. The statistical tool has been used to identify trends in the responses of hundred participants of the survey.

The current study focused on the impact of Instagram advertisements on the purchase intention of Irish customers in the fast fashion industry. The survey strategy enabled the collection of information regarding the study topics from a hundred participants. However effective dissemination of the responses was necessary to justify the unique objectives of the study. In this regard, statistical analysis was selected as the data analysis method for the study. According to Johnson et al. (2020), statistical analysis enables visualization of the data trends in a large data set. In other words, statistical analysis provides visual aids to understand the differences in the responses of participants. This improves the analytical quality of a large data set. In this study, statistical analysis increased clarity on differences in the opinion of the Irish Millennials regarding the impact of Instagram advertisement on the fast fashion industry. Based on this aspect statistical analysis was an important process in the study.

According to Cooksey (2020), statistical analysis has seen effective summarization of large quantities of data. The statistical analysis process allowed the identification of demographic differences in the study population. This helped in specifying gender and age differences among fast fashion customers in Ireland. SPSS analysis reduces the complexity of analysing large quantities of information in research. Different methods including correlation and regression analysis helped in justifying the relation between the key variables of the study. The key variables of the study were Instagram advertising, customer purchase intention, fast fashion and motivation. Relation between these variables could be established utilizing correlation and regression analysis. SPSS analysis also improved the utilization of the survey data. All information obtained through the survey responses could be analysed and presented in the form of tables and graphs for effective visualization (Rahman and Muktadir, 2021). These are some key advantages of utilizing SPSS as a statistical tool for statistical data analysis in research.

Frequency analysis is also an alternate way of analysing primary quantitative data. However, frequency analysis provides limited information regarding the interrelationship of different variables of a study (Janse et al., 2021). However, in this study, a hypothesis-based analysis was necessary to establish a relationship between social media advertising customer purchase intention and the fast fashion industry in Ireland. In this case, statistical analysis was the most effective process of data analysis. The process utilized a frequency analysis method to identify common trends in the responses of 100 participants. Moreover, statistical analysis using SPSS provided accurate numerical information about the interrelationship between key variables. This increased data management and utilization in the study. Based on the aforementioned aspects, the statistical analysis method using SPSS as a tool was critical for the current study.

3.7 ETHICAL CONSIDERATIONS

According to Taquette and Souza (2022), ethical guidelines are the key principles followed in a research study to improve its reliability and credibility. The present research has been conducted using primary quantitative research methods. The research has been conducted obtaining data from the human population through a survey process. The study has followed ethical guidelines of conducting a primary study that involved the human population.

The National College of Ireland's guidelines were followed in conducting the data collection of the study. The primary focus was to avoid any sensitive questions in the survey. The participants were recruited in the study after collecting informed consent from them. Voluntary participation of the participants was prioritized for data collection. Anonymity was an important ethical consideration in the study. Confidentiality of the information was also duly followed (Badampudi et al., 2022). The consent contained information regarding the aim objectives and key methodology of the research. This was an ethical punctuation to improve transparency about the research study.

The most important ethical considerations for studies utilizing primary data are consent and privacy. According to Xu et al. (2020), in primary research, consent allows participants to make informed decisions. Informed decisions through consent increase the integrity and reliability of

the study for the participants. Therefore, the study has primarily focused on gathering informed consent from the participants. Privacy was another factor critically focused as an ethical consideration of the study. Privacy ensures the protection of the important personal information of the participants in a primary study (Adarmouch et al., 2020). Based on this aspect privacy of the gathered information was a necessary ethical consideration. An intricate process was followed to maintain the privacy of the survey responses. The data was stored in the cloud storage of a password-protected personal computer in an encrypted format. The data was selectively accessible to the research personnel. This process ensured the protection of the personal information of the participants of the research.

CHAPTER 4 – FINDINGS AND ANALYSIS

4.1 INTRODUCTION

The objective of the current research is to establish the effect of the usage of Instagram on consumers' purchase intentions of fast fashion. Specifically, it examines how consumers' reported purchase intentions are related to their usage frequency of Instagram and the engagement they have with fashion related content on the same platform.

4.2 DESCRIPTIVE RESULTS

- Age of respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-24	15	15	15	15
25-29	28	28	28	43
30-34	26	26	26	69
34-39	20	20	20	89
40-45	11	11	11	100
Total	100	100	100	

Table 4.2.1: Age Source: Self-Created)

Age
100 responses

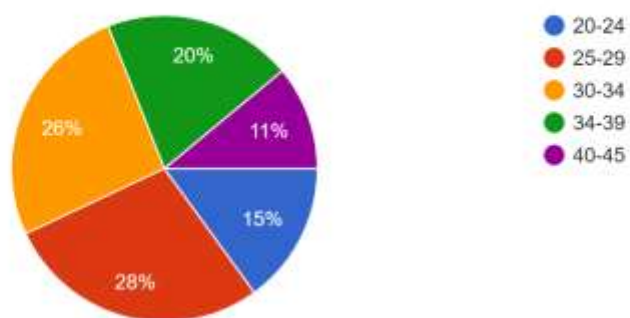


Figure 4.2.1: Age Group (Source: Self-created)

- Gender of respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	54	54	54	54
Female	46	46	46	100
Total	100	100	100	

Table 4.2.2: Gender (Source: Self-Created)

Gender
100 responses

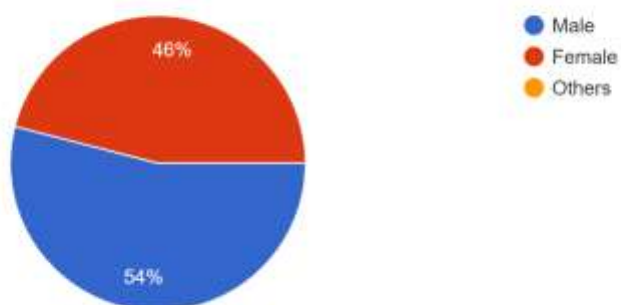


Figure 4.2.2: Gender Division (Source: Self-created)

The sample size for the survey was 100 respondents. Age distribution denotes that the highest age bracket was that from 25-29 years at 28%, followed by those aged 30-34 years at 26%, aged 20-24 years at 15%, 34-39 years at 20%, and 40-45 years old at 11%. When considering the gender of the sample, there were 54% males and 46% females.

- Instagram usage patterns

What is your Instagram usage frequency?
100 responses

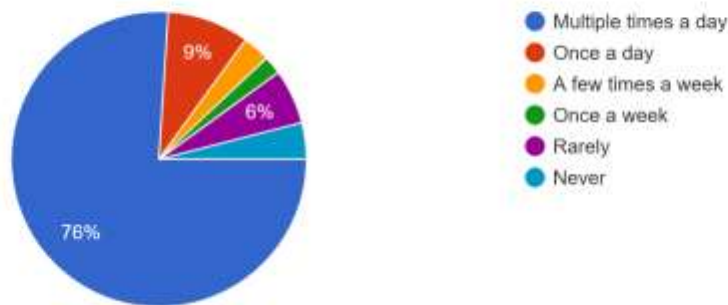


Figure 4.2.3: Instagram Frequency (Source: Self-created)

The frequency of use of Instagram varied quite significantly among the participants, with a mean of 6.14 on a scale from 3 to 11. The standard deviation was 1.87, which also demonstrates that there is indeed significant variation in the extent of usage within the sample. This could mean that while as much as Instagram has become an exceedingly common social media platform, there are still major differences in how it is used by any one person.

4.3 ANALYSIS OF INSTAGRAM'S IMPACT ON PURCHASE INTENTIONS

- Relationship of usage of Instagram and purchase intentions

In support of this, the correlation analysis shows a statistically significant positive relationship between the usage frequency of Instagram and purchase intention: $r = 0.335$, $p < 0.01$. These findings suggest that the more frequently one uses Instagram, the higher purchase intentions are found among the respondents. The more time consumers spend on the website, the more exposure they are likely to have to products, advertisements, and social influencer content, which all combine to build stronger purchasing motivations.

4.4 INFLUENCE OF SPECIFIC INSTAGRAM FEATURES

- Fashion engagement with the content

The survey data also provides evidence of a strong positive relationship between engagement with fashion content on Instagram and purchase intentions: $r = 0.337$, $p < 0.01$. The average respondents indicated an engagement level of 50.81 on a scale of 35-74. Thus, fashion content on Instagram will turn out to be really important in influencing purchasing behaviours. As previously established by other studies, attention-grabbing and trend-oriented content can easily raise consumer interest and buying.

4.5 CORRELATION ANALYSIS

- Correlation Analysis – Relationship between Instagram usage frequency and purchase intentions among consumers

		Instagram usage frequency	Purchase intentions
Instagram usage frequency	Pearson Correlation	1	.335**
	Sig. (2-tailed)		0.001
	N	100	100
Purchase intentions	Pearson Correlation	.335**	1
	Sig. (2-tailed)	0.001	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.5.1: Correlation (Source: Self-Created)

- Correlation Analysis – Relationship between engagement with fashion content and purchase intentions

		Purchase intentions	Engagement with fashion content
Purchase intentions	Pearson Correlation	1	.337**
	Sig. (2-tailed)		0.001
	N	100	100
Engagement with fashion content	Pearson Correlation	.337**	1
	Sig. (2-tailed)	0.001	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.5.2: Correlation (Source: Self-Created)

The correlation analysis evaluated the relationships between the key variables:

- The use frequency of Instagram and purchase intentions, $r = 0.335$, $p < 0.01$
- The engagement with fashion content and purchase intentions, $r = 0.337$, $p < 0.01$

The results indicate that both higher Instagram usage and higher engagement with fashion content relate to stronger consumer purchase intentions. However, correlation does not necessarily imply causation; further analysis is therefore needed to allow inference of the predictive power of these variables.

4.6 REGRESSION ANALYSIS

- Regression Analysis – The predictive power of Instagram features on purchase intentions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	0.232	0.217	1.65481
a. Predictors: (Constant), engagement with fashion content, purchase intentions				

Table 4.5.3: Model Summary (Source: Self-Created)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.417	2	40.208	14.68	.000 ^b
	Residual	265.623	97	2.738		
	Total	346.04	99			
a. Dependent Variable: Instagram usage frequency						
b. Predictors: (Constant), engagement with fashion content, purchase intentions						

Table 4.5.4: ANOVA (Source: Self-Created)

- Regression Analysis – Statistical significance and coefficients of the regression model

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.251	1.146		0.219	0.827
	Purchase intentions	0.122	0.055	0.211	2.229	0.028
	Engagement with fashion content	0.092	0.023	0.369	3.901	0
a. Dependent Variable: Instagram usage frequency						

Table 4.5.5: Coefficient (Source: Self-created)

A multiple linear regression test was carried out to establish the degree of predictive ability for purchase intentions from the usage metrics of Instagram and fashion content engagement. The overall regression model was statistically significant: $F = 14.683$, $p < 0.001$, explaining 23.2% of the variance in purchase intentions, $R^2 = 0.232$.

In the results, both the usage frequency of Instagram ($\beta = 0.211$, $p < 0.05$) and engagement with fashion content ($\beta = 0.369$, $p < 0.001$) appeared as significant positive predictors. This may imply that the higher the frequency of use of Instagram and the greater the engagement with fashion-related content on the platform, the stronger the motivations to purchase among consumers when controlled for other factors.

The regression model can thus be expressed as:

Purchase Intentions = $0.251 + 0.122$ Instagram Usage Frequency + 0.092 Engagement with Fashion Content

This tells that for every increase of one unit of frequency of Instagram use, there is a corresponding increase in purchase intentions of 0.122 units; at the same time, an increase in one unit in engagement with fashion content is associated with a 0.092 unit increase in purchase intentions, all other things held constant.

4.7 OVERVIEW OF THE FINDINGS

The findings indicate that for sure Instagram plays a very significant role in consumer purchasing behaviour. Either way, frequency of use and degree of engagement one has with fashion-related content on the platform seem to be key drivers of purchase intentions. These insights have important implications for brands and marketers seeking to leverage social media platforms like Instagram to promote their products and drive sales.

4.8 LIMITATIONS OF DATA ANALYSIS

Though this study offers several insights into the relationship between Instagram usage and purchase intentions, there are some limitations that need to be admitted. First, even though the sample size was adequate for this analysis, it does not represent a bigger population. Second, the cross-sectional nature of data may further obstruct the establishment of cause-effect relations. In the future, studies could use longitudinal designs or experimental methods to shed further light on the dynamics between Instagram engagement and consumer purchase behaviour.

The current study was confined only to the fashion segment, and the impact of Instagram may vary across other product categories. The research will grow further if it is extended to other consumer goods and services as well. Along with that, in-depth qualitative research directed toward discovering the underlying psychological and behavioural mechanisms by which the usage of social media makes an impact on purchase decisions will go well with the quantitative findings and provide a richer insight into this phenomenon.

CHAPTER 5 – DISCUSSION

5.1 INTRODUCTION

In the following portion of this chapter, the researcher will discuss the primary highlights of the key findings. This chapter will begin with understanding whether the result of the finding aligns with the proposed research questions in the first chapter of this research. Following this, there will be a thorough explanation of the key findings, and they will be compared and contrasted against the second chapter (Literature Review) of this research. This will help to understand whether the previous knowledge published by scholarly articles agrees with the primary findings of the researcher. Lastly, the research implications, limitations and scope for future research will also be discussed later in this chapter.

5.2 LINKING WITH RESEARCH QUESTIONS

Research Question 1: To what extent does Instagram impact Irish millennial consumers who choose to purchase fast fashion?

According to the findings of the research it was possible to highlight the fact that Instagram has a big influence on Irish millennials and the way they decide to make a purchase regarding any commodity in the fast fashion category. The SPSS analysis highlighted that the purchase intentions of Irish millennials and the way they use Instagram have a moderately positive link. The correlation study highlighted that $r = .335$, $p = .001$. Previously a similar finding became highlighted during the literature review. The review highlighted that social media websites like Instagram can impact consumer behaviour. Additionally, the SPSS analysis also highlighted that the average purchase intention score came out to be 10.07. This further strengthens the fact that Instagram is impactful for Irish millennials regarding their purchases made in the fast fashion product category. Additionally, the average Instagram usage frequency came out to be 6.14,

which indicates consistent engagement. Thus, the findings are capable of answering the first research question.

Research Question 2: Which Instagram features such as Reels and Stories have a role in the appeal and exposure of fast fashion among Irish millennials?

The findings of the SPSS analysis highlight that modern digital marketing features like Instagram Reels and Stories are capable of promoting fast fashion products among the Irish millennials. During the analysis, it became evident that there is a strong correlation (mean = 50.81) between the consumption of social media platforms like Instagram as well as how the millennials are involved with contents that talk about fashion products, especially fast fashion ($r = .337$, $p < .001$). The primary findings also correlate with the knowledge that was highlighted during the literature review. Previous studies highlight that these features have become popular among marketing professionals and business originations because of their appeal and instant reach among millennials, especially among the residents of Ireland (Anderson, 2020; Dixon, 2023). Thus, both the findings of the SPSS analysis as well as the literature review answer the second research question.

Research Question 3: Does the utilisation of brand names and logos in marketing materials have an impact on user engagement and purchase decisions?

Previously in the Findings and Analysis chapter (Chapter 4), the primary data highlights that both consumer participation as well as their purchase decisions could be strongly influenced with the help of social media platforms like Instagram. The literature review highlights that to do this, marketing professionals and content creators make use of brand names and logos in advertisements (Copeland and Zhao, 2020). Additionally, from the SPSS analysis, it became evident that purchase intentions and Instagram usage frequency have a positive association ($r = .335$, $p = .001$). This information further strengthens the suggestion that Irish millennials are more engaged with well-known fast fashion brands. Similarly, the literature review also highlighted that brand identity can have a significant impact on consumer behaviour (Smith and Taylor, 2020). Brand exposure could be increased with the help of logos and brand names. When transitions are able to do this efficiently, they are capable of drawing attention and fostering trust among Irish millennials. Thus, the research findings address the third research question.

Research Question 4: To what extent do influencers influence Irish millennial consumers in purchase decisions about fast fashion?

According to research findings, this became evident that when Irish millennials decide to buy any product related to the fast fashion category, they are substantially influenced by Instagram influencers. The research findings from the SPSS analysis helped to highlight the fact that there is a strong connection ($r = .369$, $p = .000$). It is understood that the frequency of Instagram usage

and Irish millennials' engagement with fashion material are connected. Furthermore, the findings of the SPSS analysis also align with the previous literature analysis. During the literature review chapter, this became evident that business organisations with their effective marketing techniques using Instagram influencers are capable of impacting consumer behaviour (Johnson and Park, 2021). Irish millennials follow these influencers for the latest trends and make their purchase from the fast fashion industry. Thus, the research findings helped answer the fourth research question.

5.3 EXPLANATION OF KEY FINDINGS

As the research approaches its conclusion, the research findings are capable of shedding light on the impact of Instagram on the Irish millennial. This research highlights that Irish millennials are influenced by social media platforms like Instagram and make their purchases from brands that specialise in the fast fashion category. The SPSS analysis further strengthened the information highlighted in the literature review chapter. $r = .335$ and $p = .001$ highlight that the purchase intentions of these selected groups of individuals and their Instagram usage frequency are positively connected. Thus, it could be concluded that the likelihood of millennials buying fast fashion increases at the same time when they use more Instagram. This is also true with the literature analysis. Research conducted by Smith (2020) highlighted that social media influencers are capable of impacting the behaviour of Irish millennials, especially in the fast fashion product category.

The β value of .369 and p-value of .000 highlight that there is a significant correlation that connects Instagram usage frequency and fast fashion content. Instagram Reels and Stories are two examples of modern digital marketing tools that can be used to market fast fashion items to Irish millennials. Furthermore, the literature review also highlights similar information. Research conducted by Anderson (2020) and Dixon (2023) highlighted that features like Instagram Reels and Stories are capable of visually engaging Irish millennials and increasing the appeal and exposure of fast fashion products to Irish millennials.

This research also found that Irish millennials get attracted by brand names and logos when they are used in marketing promotion with the help of social media platforms like Instagram. The SPSS analysis highlighted the fact that purchase decisions made by Irish millennials are significantly impacted by brand-related content ($\beta = .211$, $p = .028$). This aligns with the information highlighted by the literature review. Research conducted by Copeland and Zhao (2020), Lee and Kotler (2019) as well Smith and Taylor (2020) highlighted that brand visibility and brand recognition are some of the most influencing factors that attract Irish millennials to purchase fast fashion goods. Brand names and logos could help to boost brand visibility. Transitions have the potential to garner attention and establish trust among Irish millennials when they can effectively accomplish this.

Finally, the research highlighted that social media personalities like Instagram influencers are capable of spreading the latest fashion trends and influencing the Irish millennials to follow them. This significantly impacts their purchase decision. The results of the SPSS study supported

the notion that there is a significant correlation ($r = .369$, $p = .000$). It is recognised that there is a relationship between Irish millennials' use of Instagram and how often they interact with fashion content. Moreover, the results of the SPSS analysis are consistent with the earlier literature review. It was made clear in the literature review chapter that companies can influence consumer behaviour through their use of Instagram influencers in marketing campaigns (Johnson and Park, 2021). Irish millennials shop from the fast fashion industry and follow these influencers for the newest trends.

5.4 RESEARCH IMPLICATIONS

5.4.1 Practical Implications

As the research slowly advances toward its conclusion, based on the research findings it could be said that this research is important from the perspective of the fast fashion industry and digital marketing professionals. This research highlighted that Instagram could be used as a powerful social media platform by these organisations in the fast fashion industry and their respective employees in the digital marketing department. Instagram has proven to be a powerful platform that could be used to target millennials for any fast fashion-related product. Furthermore, these marketing professionals should put more focus on generating content that would be suitable for Instagram reels and stories. Additionally, they could collaborate with social media influencers. Instagram influencers have proven to act like magnets and draw the attention of millennials when it comes to products related to the fast fashion industry. Furthermore, the research findings also highlighted that business originations could take the help of these Instagram influencers to set a new market trend in the fast fashion category. Millennials follow Instagram influencers to keep themselves updated about the latest trends. Additionally, this research also highlighted that brand recognition and brand image is important for attracting Irish millennials. Therefore, content creators and marketing professionals are required to highlight the logos of the brands to attract more customers towards their brand.

5.4.2 Theoretical Implications

The findings of this research align with the concept highlighted by theoretical frameworks like the Social Influence Theory. The SPSS analysis that highlights the strong correlation between Instagram usage and purchase intentions directly aligns with the theory of Social Influence (Qayyum et al. 2024). This theory states that the environment or their social surroundings are capable of greatly influencing how individuals behave. Thus, it could be said that the content Irish millennials watch on Instagram regarding fast fashion products is greatly capable of influencing their purchasing behaviour.

The current fashion trends are reflected in the Instagram ads. From the perspective of what can be deemed stylish, advertising that is frequently viewed by users through postings creates a strong social norm. Furthermore, as influencers promote a brand, the brands are viewed as desired and fashionable by their followers. Watchers or Irish millennials who subscribe to these

influencers imitate their buying habits. Peers are also a possible reference group in addition to that. People copy trends to fit in with their social circle, especially when they witness their peers wearing or promoting fast fashion labels on Instagram.

5.5 CONCLUSION

This chapter highlighted that the research findings of the SPSS analysis align with the knowledge gathered from the literature review. It was found that Irish millennials are greatly influenced by social media networking websites like Instagram regarding their purchasing decision and fast fashion items. Furthermore, Instagram influencers, the time they spend on this social media site, brand logo highlighted in the video content play a significant role in their purchasing decisions. Furthermore, it was also highlighted that this group of consumers follow influencers to keep themselves updated with the latest fashion trends. This could be used by marketing professionals to boost their sales. and promote their product in the fast fashion industry.

CHAPTER 6 – CONCLUSION AND RECOMMENDATIONS

6.1 LINKING WITH RESEARCH OBJECTIVES

Objective 1: To assess the extent to which Instagram advertising influences the purchasing decision of Irish millennials in the fast fashion sector

The study found a high correlation between Irish millennials' Instagram use and fast fashion purchases. Instagram advertising influences their choices. At 0.01 significance, the Pearson correlation value of 0.335 indicates a very high connection. This suggests that Instagram advertising with greater contact leads to more purchases. The regression study also suggests that planning to buy and responding to fashion content are major Instagram use indicators. The Beta value of 0.369 and p-value of less than 0.001 indicate that the interaction was more relevant. The data demonstrate Instagram advertising's impact on behaviour. They show that Instagram advertising methods like celebrity recommendations and tailored content might influence Irish millennials' buying decisions. The study found that millennials' urge to acquire fast fashion goods increases when they engage with Instagram postings about it. This illustrates that Instagram influences this generation's rapid fashion purchases.

Objective 2: To identify which Instagram features such as Reels and Stories, contribute to the appeal and visibility of fast fashion among Irish millennials

The study shows how Instagram features like Reels and Stories make quick fashion more enticing and popular among Irish millennials. Although this study did not specifically focus on features like Reels and Stories, the substantial correlation ($r = 0.335$, $p < 0.01$) between Instagram usage and purchase plans suggests that engaging with Instagram content positively impacts buying behaviour. The significant impact of fashion content engagement (Beta = 0.369,

$p < 0.001$) implies that features like Reels and Stories, which increase content visibility, are crucial for millennials' attention. These features allow fashion goods to be shown in dynamic and innovative ways, making them more apparent and desirable. Instagram Reels and Stories may influence fast fashion purchases by promoting high reaction rates and rapid content changes. The study suggests that these Instagram characteristics might make quick fashion more visible and appealing to Irish millennials.

Objective 3: To evaluate the effect of brand names and logos in marketing materials on user engagement and purchase decisions

The study shows how brand names and visuals in marketing materials increase user engagement and purchase decisions, notably in Instagram advertisements. The correlation ($r = 0.335$, $p < 0.01$) between Instagram usage and purchase intentions suggests that frequent engagement with Instagram content increases the urge to purchase. This indicates that effectively integrating brand names and visuals in marketing materials can change customer behaviour. The regression investigation confirms that enjoying fashion content strongly correlates with Instagram usage (Beta = 0.369, $p < 0.001$). Interesting content, likely including well-known brand names and logos, makes users want to use the site. Instagram advertising with creative graphics and easy-to-remember titles is more likely to grab and hold viewers' attention, which influences their purchases. Marketing materials with well-known brand components make individuals feel like they know and trust the brand, which increases engagement. The positive correlation between Instagram use and buying plans shows that more participation motivates consumers to buy. Therefore, focusing on well-known brand names and logos in Instagram advertising may boost user engagement and buy choices, especially in fast fashion. The study shows how significant these variables are for marketing initiatives that engage Irish millennials, grab their attention, and alter their purchases.

Objective 4: To determine the influence of social media influencers on the purchasing decisions of Irish millennials regarding fast fashion

The research investigation shows that social media impacts Irish millennials' fast fashion purchases. The correlation ($r = 0.335$, $p < 0.01$) between Instagram usage and willingness to buy indicates that viewing more Instagram material increases the likelihood of a purchase. Instagram influencer marketing affects behaviour. Regression research found that interest in fashion material significantly impacts Instagram usage (Beta = 0.369, $p < 0.001$). This suggests that engaging and strong content is crucial to engagement. Social media influencers who share information about fashion goods and companies regularly may increase engagement by providing engaging content and connecting with their audience. Endorsements often boost a brand's credibility, which might influence buyers. Instagram usage is directly tied to fashion content engagement. This reveals how well influencers influence consumers to make a purchase. Corporations may be able to persuade Irish young people to buy fast fashion through the use of people. Working with celebs on Instagram increases user engagement and millennial buy intent,

according to the study. Thus, social media users influence how this demographic swiftly acquires fashion.

6.2 OVERALL SUMMARY

The purpose of this research was to examine the impact of Instagram adverts on the fast fashion industry's purchase decisions among teens in Ireland. The study investigated how Instagram features, business names, logos, and social media stars impact customers. The study discovered a substantial correlation between Instagram use and purchases. Moreover, engagement with Instagram content increases the chance of buying fast fashion. The correlation between Instagram usage, interest in fashion, and desire to purchase was confirmed by regression analysis. This suggests these criteria accurately predict Instagram usage. The research shows that Reels on Instagram and Stories make rapid fashion more desirable and popular. These elements enable vibrant, engaging material that consumers desire to read. Brand names and graphics in advertising materials also influence user engagement and purchase decisions, according to research. This illustrates how easily recognisable brand features influence customer behaviour. The research additionally indicated that social media stars' postings and recommendations make companies appear more prominent and trustworthy, influencing buyers. Thereby, the study demonstrates that engaging features, notable brand elements, and ties with influencers are necessary to alter the fast fashion purchasing behaviours of Irish millennials on Instagram. These findings suggest focused marketing campaigns to reach this demographic and influence their buying habits.

6.3 RECOMMENDATIONS

Based on the main findings of the current research into how Instagram usage and engagement with fashion content affect consumer purchase intentions, the following are 5 key recommendations for brands and marketers that they can utilise.

Optimize the Instagram presence and content strategy

Based on Putri and Windasari, (2023), fashion brands are supposed to work on building a strong, engaging presence on Instagram. It should further post visually appealing, trend-relevant content that speaks to the target audience. Using user engagement metrics, it can be determined what type of fashion-related content most effectively drives purchase intentions.

Influencer Marketing

As recommended by Andika et al. (2024), the most effective way of reaching consumers on the platform may be through collaboration with popular fashion and lifestyle influencers. Influencers

can organically integrate brand products and messaging into content and drive trust, and aspirational value with their followers.

Make Instagram Ads

Given the influence that the platform bears on consumer purchase intention, as has been evident in this study, it is time fashion brands shift their resources to Instagram-specific advertisement campaigns. Sponsored posts, shoppable content, and targeted advertisements blend into the user experience; hence, they are worthy of consideration as Wulandari and Darma state (2020).

Encourage Community Interactions

Apart from just posting, fashion brands should build an active community of their followers on that specific platform. This would involve the generation of user-generated content, holding contests and giveaways, as well as paying attention to the comments in return to tightly seal the connection between the brand and the audience, proposed Fernandes and Castro, (2020).

Track and Analyse Performance Metrics

By monitoring the key performance indicators of reach, engagement rates, and conversion metrics, the fashion brand will be able to know whether an Instagram strategy is actually driving any effect and how one needs to adjust the approach over time. Integrating these insights with broader customer data may provide a holistic view of how social media is affecting purchase decisions.

By adopting these recommendations, fashion brands can leverage Instagram to effectively engage customers, build brand affinity, and ultimately drive consumer purchase intentions within this very competitive and visually driven industry. That is, strategic usage of Instagram guided by the results of this study and references can be a very important lever for fashion brands willing to improve their sales performance and remain relevant in the ever-changing digital environment.

6.4 RESEARCH LIMITATIONS

This study provides exciting new information, but it has certain shortcomings that might alter how we interpret and implement the results. The study incorporates claimed data from 100 Irish millennials, which may include response bias. The individuals' self-reported Instagram use and purchasing plans may not represent their actual behaviour, altering the results. Despite being concentrated, the research group may not represent all Irish millennials due to sample issues. This implies the results are only usable in specific scenarios. The study doesn't consider seasonal variations or the economy, which may alter people's fast fashion purchases, therefore rendering it

more difficult to understand their behaviour. The study also shows fascinating similarities between Instagram use, fashion interest, and buying plans, although it cannot demonstrate that there is a causal connection. Even though Instagram advertising may affect purchase behaviours, it may not be the sole cause. Other things may be involved. Insufficient explanation is provided regarding Instagram features like Reels and Stories and how various celebrity material works. These elements may help us grasp their complicated effects on customer behaviour. Furthermore, the focus is primarily on Instagram, neglecting other social networking sites that may influence fast fashion purchases. This limited emphasis may overlook how browsing many sites affects purchase decisions. The study didn't examine demographic variations beyond age and gender, such as income or location, which might have hindered its findings.

This research has some other limitations that are to be addressed by the researcher. Firstly, the SPSS data that was collected solely focused on Irish millennials. Therefore, it could be said that data regarding another group of people or people belonging to another geographic region like Asia Africa or America might have suggested something else. Therefore, it could be said that the findings of this research hold good for Ireland or related EU countries where people exhibit similar kinds of social behaviour.

Secondly, the limitation is that this research focused wholly on Instagram and its features like reels, stories among others. There are several other popular social media sites like X (formerly Twitter), Facebook, and TikTok. They have become popular digital marketing platforms that help business organisations to attract and influence their customers which were not studied by the researcher. Furthermore, this research also does not cover specific influencer traits or any certain categories of fast fashion products. This might have changed the research outcome or might have provided more in-depth knowledge regarding purchasing behaviour and social networking platforms. Future research could look into these and help address these limitations.

Finally, the study's mathematical data makes it more difficult to grasp individuals' ideas and intentions. Detailed information regarding how Instagram advertising affects the customer's thoughts and decision-making would complete the picture. Future studies need to examine these issues in order to clarify how Instagram influences fast fashion marketing and improve industry practices.

6.5 FUTURE SCOPE

There are a lot of fascinating things that could be learned by studying how the commercials in Instagram and reels affect the purchasing power of customers, especially in the fast fashion business. For outcomes to be of greater use for a wider range of individuals including those of different ages, socioeconomic backgrounds, and locations, future studies should think about using a larger and more varied sample size. If the sample size is deeper, the research might focus on generating a better idea of how different younger subgroups interact with the advertisements on Instagram. Moreover, the longitudinal study can help us understand how advertising on Instagram changes over time by showing the manner in which viewers' habits and preferences change as social networking trends and structure algorithms transform.

The following study should look at how Instagram affects fast fashion sales compared to other social media sites like TikTok, Facebook, and Pinterest that implement a multi-platform approach. This comparison study could help find the best platforms for different types of marketing strategies and customer groups. An in-depth look at Instagram's different features, like how well Reels and Stories work compared to each other, could assist clarify how different types of content affect customer involvement and buying decisions. Looking at the effects of different types of influencers, like macro-influencers versus micro-influencers, might also help us understand the different amounts of impact these people have on people's choices when making purchases. Through looking at the benefits of influencer trustworthiness, content type, and posting regularity, marketing efforts can be made more effective.

In-depth conversations and focus groups are examples of qualitative research methods that can help people better understand how customers feel about advertising on Instagram and why they behave the way they do. These methods might help us figure out the basic mental and emotional factors that affect involvement and decision-making regarding purchases. Finally, looking into things like the economy, yearly patterns, and cultural forces that are outside of the reach of individuals can assist and explain why particular individuals acquire rapid fashion. These factors should be included in future research to make findings more useful and important. This could provide marketers with ideas on how to improve their Instagram advertising and build better relationships with the people they would like to reach.

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APPENDICES

APPENDIX 1 – RESEARCH QUESTIONNAIRE

Exploring 'The Impact of Instagram Advertising on the Purchase Intention among Irish Millennials in the Fast Fashion Industry.'

Instructions
for Participants:

1. Please answer all questions honestly and to the best of your ability.
2. This survey is anonymous, and your responses will be kept confidential.
3. Your participation is voluntary, and you can withdraw at any time.

* Indicates required question

1. Age *

Mark only one oval.

- ☐ 20-24
☐ 25-29
☐ 30-34
☐ 34-39
☐ 40-45

2. Gender

Mark only one oval.

- ☐ Male
☐ Female
☐ Others

3. What is your Instagram usage frequency? *

Mark only one oval.

- ☐ Multiple times a day
☐ Once a day
☐ A few times a week
☐ Once a week
☐ Rarely
☐ Never

4. How much time do you spend on Instagram each time you use the app? *

Mark only one oval.

- ☐ Less than 30 minutes
☐ 30 minutes to 1 hour
☐ 1 to 2 hours
☐ More than 2 hours

5. Do you follow any fashion brand on Instagram? *

Mark only one oval.

- ☐ Yes, 5 brands or more
☐ Yes, 3-4 brands
☐ Yes, 1-2 brands
☐ None

6. On average, how frequently do you follow fashion brands on Instagram? *

Mark only one oval.

- ☐ Very often
☐ Often
☐ Occasionally
☐ Rarely
☐ Never

7. How often do you engage with content related to fashion (likes, comments, and shares) on Instagram? *

Mark only one oval.

- ☐ Very often
☐ Often
☐ Occasionally
☐ Rarely
☐ Never

8. How effective do you find personalized fashion advertisements on Instagram? *

Mark only one oval.

- ☐ Very effective
☐ Effective
☐ Neutral
☐ Ineffective
☐ Very ineffective

9. If you see a fashion item advertised on Instagram, what are the chances that you might buy it? *

Mark only one oval.

- ☐ Very likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

10. Which features of Instagram influence you most in the purchase decisions for fashion items? (Select all that apply) *

Check all that apply.

- ☐ Stories
☐ Posts
☐ Reels
☐ IGTV
☐ Instagram Shopping
☐ Influencer promotions

11. Do high-quality images and videos in Instagram ads make you more likely to purchase fashion items? *

Mark only one oval.

- ☐ Strongly agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly disagree

12. How do Instagram fashion ads compare to ads on other social media platforms in terms of influencing your purchase decisions? *

Mark only one oval.

- ☐ Much more influential
☐ More influential
☐ About the same
☐ Less influential
☐ Much less influential

13. Which factors most motivate you to purchase fashion items advertised on Instagram? (Select all that apply) *

Check all that apply.

- ☐ Discount offers
☐ Trendiness of the item
☐ Quality of the item
☐ Positive reviews or comments
☐ Influencer endorsement
☐ Brand loyalty

14. How much does the fear of missing out (FOMO) influence your purchase decisions from Instagram ads? *

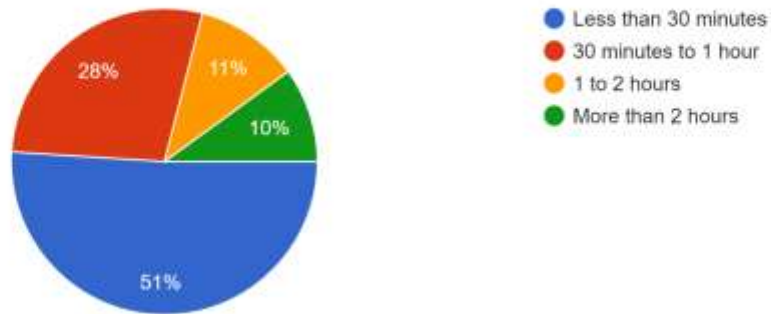
Mark only one oval.

- 1 2 3 4 5
 Very ☐ ☐ ☐ ☐ ☐ Not at all

APPENDIX 2 – TIME SPENT ON INSTAGRAM

How much time do you spend on Instagram each time you use the app?

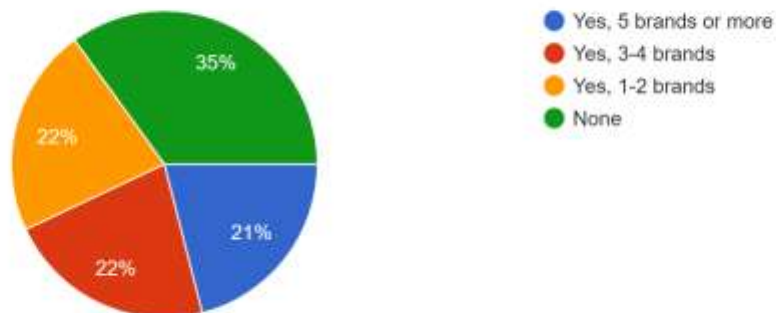
100 responses



APPENDIX 3 – FOLLOW FASHION BRANDS

Do you follow any fashion brand on Instagram?

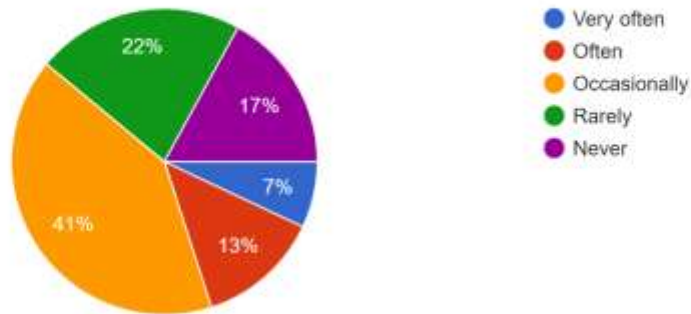
100 responses



APPENDIX 4 – FREQUENCY OF FOLLOWING FASHION BRANDS

On average, how frequently do you follow fashion brands on Instagram?

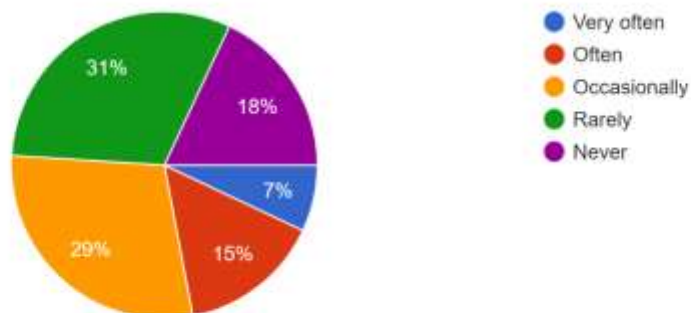
100 responses



APPENDIX 5 – ENGAGEMENT WITH FASHION CONTENT

How often do you engage with content related to fashion (likes, comments, and shares) on Instagram?

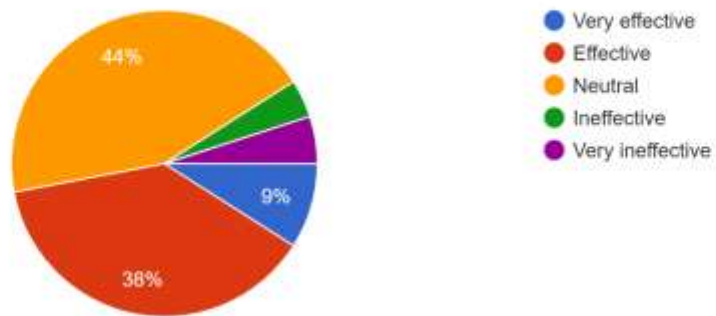
100 responses



APPENDIX 6 – EFFECTIVENESS OF FASHION ADVERTISEMENT

How effective do you find personalized fashion advertisements on Instagram?

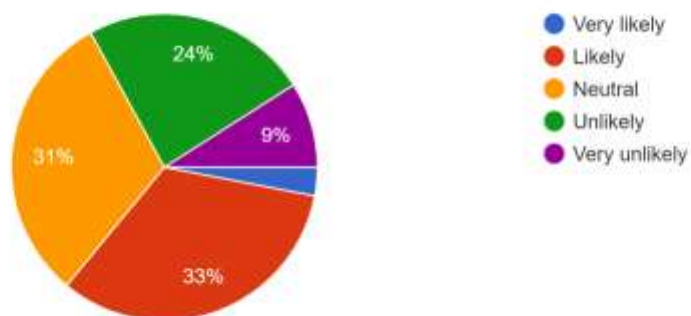
100 responses



APPENDIX 7 – PURCHASE INTENTION AFTER SEEING AN ADVERTISEMENT

If you see a fashion item advertised on Instagram, what are the chances that you might buy it?

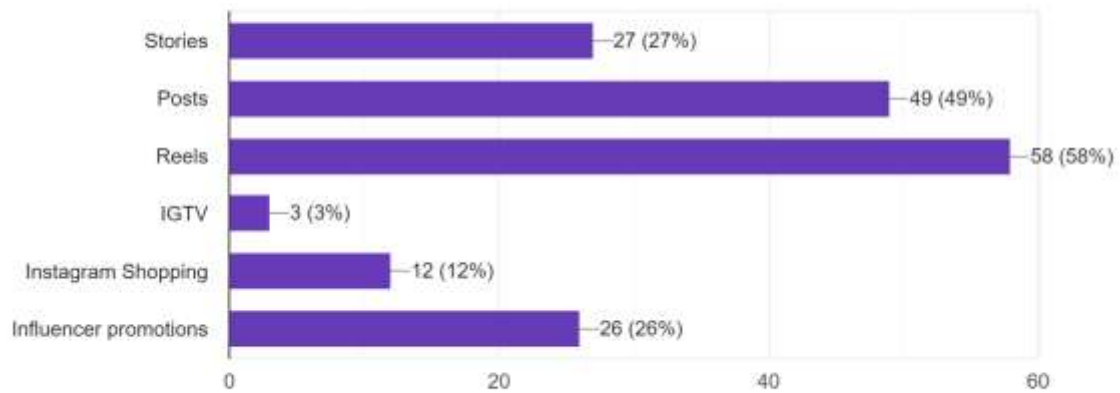
100 responses



APPENDIX 8 – INSTAGRAM FEATURE INFLUENCING PURCHASE DECISION

Which features of Instagram influence you most in the purchase decisions for fashion items?
(Select all that apply)

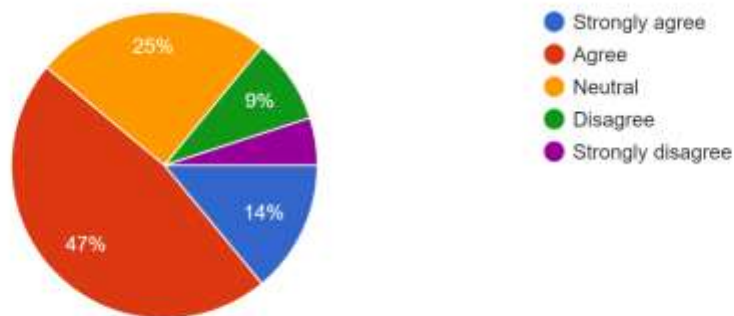
100 responses



APPENDIX 9 – INFLUENCE OF HIGH-QUALITY IMAGES AND VIDEOS

Do high-quality images and videos in Instagram ads make you more likely to purchase fashion items?

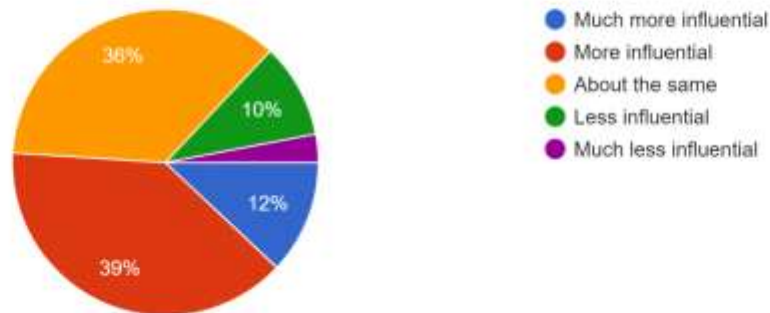
100 responses



APPENDIX 10 – SUPERIORITY OF INSTAGRAM FASHION ADVERTISEMENT

How do Instagram fashion ads compare to ads on other social media platforms in terms of influencing your purchase decisions?

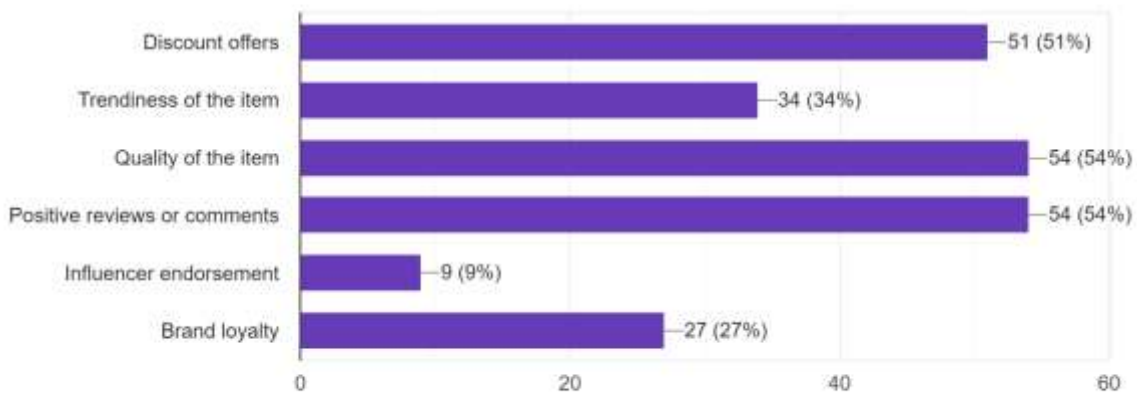
100 responses



APPENDIX 11 – FACTORS THAT MOTIVATE PURCHASE DECISION

Which factors most motivate you to purchase fashion items advertised on Instagram? (Select all that apply)

100 responses



APPENDIX 12 – INFLUENCE OF FOMO ON PURCHASE DECISION

How much does the fear of missing out (FOMO) influence your purchase decisions from Instagram ads?

100 responses

