



Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

Submission author: Pages Akwesi
Assignment title: Plagiarism check (Chapter 3)_KTU
Submission title: Micheal_OSafo_Debrah_Asamani_Okraku_Isaac.docx
File name: Micheal_OSafo_Debrah_Asamani_Okraku_Isaac.docx
File size: 144.64K
Page count: 77
Word count: 17,024
Character count: 102,593
Submission date: 25-Oct-2023 02:52PM (UTC+0000)
Submission ID: 2206905689

KOFORIDUA TECHNICAL UNIVERSITY

FACULTY OF BUSINESS AND MANAGEMENT STUDIES

DEPARTMENT OF MARKETING (B-TECH)



TOPIC: THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON
BRAND LOYALTY AMONG CONSUMERS IN THE
FASHION INDUSTRY IN KOFORIDUA

BY:

1. MICHAEL OSAFO DEBRAH - B104210019
2. ASAMANI OKRAKU ISAAC - B104210020

OCTOBER 2023

KOFORIDUA TECHNICAL UNIVERSITY
FACULTY OF BUSINESS AND MANAGEMENT STUDIES
DEPARTMENT OF MARKETING



**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON BRAND LOYALTY
AMONG CONSUMERS IN THE FASHION INDUSTRY IN KOFORIDUA**

BY

MICHAEL OSAFO DEBRAH

(B104210019)

&

ASAMANI OKRAKU ISAAC

(B104210020)

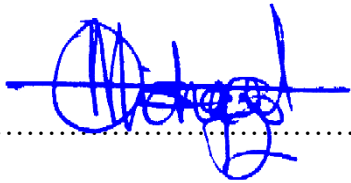
**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MARKETING,
KOFORIDUA TECHNICAL UNIVERSITY IN THE FACULTY OF BUSINESS AND
MANAGEMENT STUDIES IN PARTIAL FULFILLMENT OF THE
REQUIREMENT LEADING TO THE AWARD OF BACHELOR IN TECHNOLOGY
(BTECH) DEGREE IN MARKETING**

NOVEMBER, 2023

STUDENTS' DECLARATION

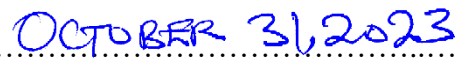
Apart from the references and quotations derived from other people's work, and which have duly been acknowledged, we, MICHAEL OSAFO DEBRAH and ASAMANI OKRAKU ISAAC of KOFORIDUA TECHNICAL UNIVERSITY under the supervision of DR. SAMUEL KWABENA AYITTAH, a lecturer, declare that this project work is the result of our own work.

We also wish to declare that this research work has never been submitted in part or in whole elsewhere for the award of any academic certificate.



MICHAEL OSAFO DEBRAH

(B104210019)



DATE



ASAMANI OKRAKU ISAAC

(B104210020)



DATE

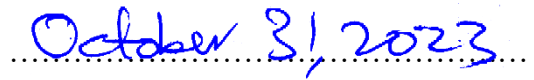
SUPERVISOR'S CERTIFICATION

I have supervised this project work and approved it for acceptance.



DR. SAMUEL KWABENA AYITTAH

(SUPERVISOR)



DATE

ACKNOWLEDGEMENT

In diverse ways and at different times, several people have contributed to the success of this research work, we therefore deem it necessary to express our sincere gratitude to those persons.

Firstly, we would like to put on record our sincere gratitude to Dr. Samuel Kwabena Ayittah of the Department of Marketing who accepted to supervise this work. His objective, constructive and detailed comments, criticism, suggestions, guidance and encouragement has been responsible for the successful completion of this work.

Again, our thanks go to all lecturers of the Marketing Department, all practitioners in the fashion industry in Koforidua, their staff and clients and the general public who contributed to the successful completion of the work.

TABLE OF CONTENTS

CONTENTS	PAGES
Students' Declaration.....	i
Supervisor's Certification	ii
Acknowledgement	iii
Table Of Contents	iv
List Of Tables	vii
Abstract	viii
CHAPTER ONE	1
INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	9
1.3 Objectives of the Study	10
1.3.1 Main Objective.....	10
1.3.2 Specific Objectives	10
1.4 Research Questions	11
1.4.1 Main Research Question	11
1.4.2 Specific Research Questions	11
1.5 Significance/Justification of the Study	11
1.6 Scope of the Study	12
1.7 Brief Methodology	12
1.8 Limitation of the Study	12
1.9 Organization of the Study	12
CHAPTER TWO	14
LITERATURE REVIEW	14
2.0 Introduction.....	14
2.1 Conceptual Literature Review	14
2.1.1 Definition and Overview of Social Media Advertising:.....	14
2.1.2 Consumer Behaviour in the Fashion Industry:	17

2.1.3 The Fashion Industry in Koforidua, Ghana:	18
2.1.4 Role of Digital Technology and social media:	19
2.1.5 Interconnections between Concepts:.....	20
2.2 Theoretical Literature Review	22
2.2.1 Explanation of Theoretical Underpinnings:.....	23
2.2.2 Theory of Reasoned Action (TRA):	24
2.2.3 Technology Acceptance Model (TAM):.....	24
2.2.4 Elaboration Likelihood Model (ELM):.....	24
2.3 Empirical Literature Review	25
CHAPTER THREE.....	30
RESEARCH METHODOLOGY	30
3.0 Introduction.....	30
3.1 Research Approach	30
3.2 Research Design.....	31
3.3 Geographical scope of the Study	31
3.4 Population	32
3.5 Sample Size.....	33
3.6 Sampling Technique:	33
3.7 Data Type.....	34
3.8 Data Collection Instrument	34
3.9 Validity of Instruments	35
3.9.1 Content Validity.....	36
3.9.2 Expert Review (Research Supervisor)	36
3.10 Reliability.....	36
3.11 Data Collection Procedure	37
3.12 Data Analysis	37
3.13 Ethical Considerations	37
CHAPTER FOUR.....	39
PRESENTATION OF RESULTS, ANALYSIS AND DISCUSSION.....	39
4.0 Introduction.....	39
4.1 Preliminary Analysis of Data.....	39
4.1.1 Demographic Statistics	39

4.2 Research Objective One.....	41
4.3 Research Objective Two	43
4.4 Research Objective Three	44
4.5 Research Objective Four.....	46
4.6 Research Objective Five	47
4.7 Discussions	48
CHAPTER FIVE	52
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	52
5.0 Introduction.....	52
5.1 Summary of findings.....	52
5.2 Conclusion	53
5.3 Recommendations.....	54
5.4 Suggestions for future studies	56
REFERENCES.....	57
APPENDIX-QUESTIONNAIRE	62

LIST OF TABLES

TABLES	PAGES
Table 4.1: Demographic Statistics of Respondents	40
Table 4.2: Social media platforms used by fashion businesses.	41
Table 4.3: Frequency of social media usage among consumers	43
Table 4.4: correlation table between social media advertising and consumer purchasing habits/behaviour	44
Table 4.5: Variables that affect social media advertisement	46
Table 4.6: Correlation table between social media advertising and brand loyalty among consumers	47

ABSTRACT

This study delves into the profound influence of social media advertising on brand loyalty among consumers in the local fashion industry in Koforidua, Ghana. The research objectives were categorised into fivefold: to examine the social media platforms used by fashion businesses, to analyse the frequency of social media usage among consumers, to assess the impact of social media advertising on consumer purchasing habits, to determine the variables that affect how well social media advertisements affect consumer habits and to explore the connection between social media advertising and brand loyalty in the fashion industry in Koforidua. A mixed-methods approach was employed, combining surveys and correlation analysis to gather and interpret data. The findings reveal that social media advertising has become an indispensable tool for fashion businesses. Platforms such as Instagram and YouTube have emerged as highly effective channels for engaging consumers, aligning with the visual and dynamic nature of the fashion industry. However, not all platforms exhibit equal effectiveness, with Twitter and Pinterest receiving mixed feedback. A standout discovery is the exceptionally high positive correlation between social media advertising and consumer purchasing behaviour. Effective advertising campaigns on social media platforms are directly linked to increased consumer engagement and, consequently, purchasing decisions. Furthermore, this study underscores the significant positive correlation between social media advertising and brand loyalty. Fashion businesses in Koforidua can use social media advertising not only to attract new customers but also to build lasting relationships, ensure long-term success and to harness the power of social media to drive sales, foster brand loyalty, and stay competitive in an ever-evolving digital landscape.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Social media now plays a crucial role in customers' life by giving them access to information on the newest fashion trends, product reviews and inspiration for their own unique style. This has given players in the fashion sector the chance to strengthen their online presence and use social media marketing techniques to sway customer purchasing decisions. Koforidua, a city of about 127,334.00 people, in Ghana which has a population of over 31 million, is a potential development market for the African fashion sector and gives an attractive study opportunity for examining how social media advertising influence brand loyalty among consumers.

1.1 Background

The fashion industry has long been recognized for its dynamic and ever-evolving nature, making it a crucial player in the global economy (Smith, 2020). Over the years, it has not only influenced consumer trends and preferences but has also become an essential driver of economic growth and employment opportunities (Jones, 2019).

One of the major aspects that sets the fashion industry apart is its ability to adapt to changing consumer demands and societal influences. Trends that were popular in the past may lose their appeal over time, making it necessary for fashion designers and brands to constantly innovate and create new styles (Brown, 2018). This constant cycle of creativity and reinvention keeps the industry vibrant and ensures its continued relevance in the market.

Moreover, the fashion industry has a significant impact on various sectors of the global economy. From manufacturing and retail to advertising and marketing, numerous industries

rely on the fashion industry for their economic prosperity (Johnson, 2017). For instance, the manufacturing sector benefits from the production of textiles, fabrics, and garments, while the retail sector thrives on the sale of fashion products to consumers (Smith, 2020). The advertising and marketing sectors also play a vital role in promoting fashion brands and driving consumer demand (Jones, 2019).

Furthermore, the fashion industry serves as a major source of employment worldwide. From designers and stylists to models and retail workers, millions of individuals are employed in various roles within the industry (Brown, 2018). This not only provides economic stability for individuals and families but also contributes to the overall economic growth of countries (Johnson, 2017). The fashion industry's ability to create jobs and foster entrepreneurship has made it an attractive field for many individuals seeking career opportunities.

The fashion industry's dynamic and ever-evolving nature has made it a crucial player in the global economy. Its ability to adapt to changing consumer demands, its impact on various sectors of the economy, and its role in providing employment opportunities all contribute to its significance. As the fashion industry continues to evolve, it will undoubtedly remain a key driver of economic growth and a reflection of society's ever-changing tastes and preferences (Smith, 2020).

In Koforidua, a city in Ghana, the local fashion industry has undergone remarkable growth and transformative changes in recent years. This development has had a profound impact on the local economy and the lives of many individuals within the community (Adams, 2021).

Historically, Koforidua has been known for its rich cultural heritage and traditional craftsmanship. However, with the influence of globalization and changing consumer preferences, the local fashion industry has evolved to incorporate both traditional and contemporary elements (Owusu, 2020). This fusion of traditional and modern styles has not

only attracted attention locally but has also gained recognition on the international stage (Ampofo, 2019).

One of the factors contributing to the growth of the fashion industry in Koforidua is the increasing recognition and support from the government and local authorities. They have implemented initiatives and policies to promote the local fashion industry, providing financial assistance and training programs to aspiring designers and entrepreneurs (Boateng, 2018). This support has created a conducive environment for creativity and innovation to flourish.

Furthermore, technological advancements and the rise of social media have played a significant role in the growth of the local fashion industry. Designers and brands in Koforidua have embraced digital platforms to showcase their creations to a wider audience, both locally and globally (Addo, 2020). Social media platforms such as Instagram, LinkedIn, Twitter and Pinterest have become powerful marketing tools, allowing designers to connect directly with consumers and potential buyers (Osei, 2019).

The growth of the local fashion industry in Koforidua has also had a positive impact on the local economy. It has generated employment opportunities for many individuals, from skilled artisans and tailors to models and fashion stylists (Adams, 2021). Additionally, the industry has stimulated other sectors such as textiles and retail, creating a ripple effect that benefits the wider community (Owusu, 2020).

Again, the fashion industry in Koforidua has experienced significant growth and transformation, blending traditional and contemporary elements. The support from the government, the utilization of technology, and the economic impact on the local community have all contributed to this growth. As the industry continues to evolve and gain recognition, it holds great potential for further development and the empowerment of individuals within the community (Ampofo, 2019).

The fashion industry has undergone a significant transformation in the way businesses interact with consumers due to the advent of digital technology and the widespread adoption of social media platforms (Smith, 2020). In the past, fashion businesses relied heavily on traditional marketing channels such as print media and television advertisements to reach their target audience. However, with the rise of digital technology, the fashion industry has embraced new ways to engage and connect with consumers (Jones, 2019).

One of the key drivers of this shift is the widespread adoption of social media platforms such as Instagram, Facebook, and YouTube. These platforms have become powerful tools for fashion businesses to showcase their products, engage with consumers, and build brand loyalty (Brown, 2018). Fashion brands now have the opportunity to create visually appealing content, share behind-the-scenes glimpses, and establish a direct line of communication with their customers (Johnson, 2017).

Moreover, social media platforms have given rise to a new wave of influencers and content creators who have become influential figures in the fashion industry (Smith, 2020). These individuals, often referred to as "fashion influencers," have amassed large followings on social media and have the ability to shape consumer trends and preferences (Jones, 2019). Fashion brands are now partnering with these influencers to promote their products and reach a wider audience (Brown, 2018). This form of influencer marketing has proven to be highly effective in driving consumer engagement and generating sales (Johnson, 2017).

In addition to social media, digital technology has also revolutionized the way consumers shop for fashion. E-commerce platforms have become increasingly popular, allowing consumers to browse and purchase products from the comfort of their own homes (Smith, 2020). This convenience has led to a significant increase in online shopping, prompting fashion businesses to invest in robust online storefronts and seamless user experiences (Jones, 2019).

The shift towards digital technology and social media has not only changed the way fashion businesses interact with consumers but has also democratized the industry to a certain extent (Brown, 2018). With the rise of user-generated content and influencer marketing, consumers now have a voice and can actively participate in shaping fashion trends (Johnson, 2017). This has created a more inclusive and diverse fashion landscape, challenging traditional notions of beauty and style.

The advent of digital technology and the widespread adoption of social media platforms have revolutionized the way fashion businesses interact with consumers. The rise of social media has provided new avenues for engagement, while e-commerce platforms have transformed the way consumers shop for fashion. Influencer marketing and user-generated content have also played a significant role in shaping consumer trends and preferences. As technology continues to advance, the fashion industry must embrace these changes and adapt to the evolving needs and expectations of its consumers (Smith,2020).

The transformation in communication channels within the fashion industry has indeed raised questions about how it is influencing consumer behaviour (Anderson, 2021). With the shift towards digital technology and the widespread use of social media platforms, consumers now have access to a vast amount of information and content related to fashion (Miller, 2020). This easy accessibility has had a profound impact on consumer behaviour in several ways.

Firstly, the abundance of information available through digital channels has empowered consumers to make more informed purchasing decisions (Smith, 2019). Consumers can now research and compare products, read reviews, and gather style inspiration before making a purchase (Jones, 2020). This has led to an increased emphasis on factors such as quality, sustainability, and ethical practices within the fashion industry (Brown, 2018).

Secondly, social media platforms and fashion influencers play a significant role in shaping consumer behaviour. Consumers are constantly exposed to curated content showcasing the latest fashion trends, styles, and products (Johnson, 2021). This exposure has led to a desire for constant novelty and the need to stay up-to-date with the latest fashion trends (Anderson, 2021). As a result, consumers may feel pressured to frequently update their wardrobes and engage in impulse buying (Miller, 2020).

Moreover, social media platforms have facilitated the rise of user-generated content, allowing consumers to actively participate in the fashion conversation (Smith, 2019). Consumers can share their personal style, create fashion-related content, and engage with brands and other consumers (Brown, 2018). This level of engagement has fostered a sense of community and has given consumers a sense of empowerment and influence over fashion trends (Jones, 2020).

However, it is important to recognize that the influence of digital communication channels on consumer behaviour is not without its challenges. The constant exposure to idealized images of fashion and the pressure to conform to societal beauty standards can contribute to issues such as body image concerns and low self-esteem (Anderson, 2021). Furthermore, the ease of online shopping can lead to impulsive buying behaviours and a higher rate of returns, posing challenges for fashion businesses in terms of sustainability and profitability (Miller, 2020).

The transformation in communication channels within the fashion industry has had a significant impact on consumer behaviour. The easy accessibility of information, the influence of social media and fashion influencers, and the active participation of consumers in shaping fashion trends are all factors that have shaped consumer behaviour in the industry. However, it is crucial to navigate the challenges associated with these changes, such as the pressure to conform and the impact on sustainability. As the fashion industry continues to evolve,

understanding and adapting to these changes in consumer behaviour will be crucial for businesses to thrive (Anderson, 2021).

The central focus of this study is to investigate and understand the impact of social media advertising on brand loyalty among consumers within the context of the Koforidua fashion industry. This research aims to explore how social media advertising strategies employed by fashion businesses in Koforidua influence brand loyalty among consumer in terms of attitudes, preferences, and purchasing decisions.

The study will employ a mixed-methods approach, combining qualitative and quantitative research methods to gather comprehensive data. Qualitative methods, such as interviews and focus groups, will be conducted with fashion consumers in Koforidua to gain insights into their perceptions, experiences, and attitudes towards social media advertising in the fashion industry. This will provide a deeper understanding of the factors that influence consumer behaviour, decision-making processes and ultimately brand loyalty.

In addition, quantitative methods will be employed to collect data on consumer behaviour and the effectiveness of social media advertising. Surveys will be distributed to a representative sample of fashion consumers in Koforidua to gather quantitative data on their exposure to social media advertising, engagement levels, and purchasing behaviours. This data will be analysed using statistical techniques to identify patterns, correlations, and trends.

The study will also examine the different types of social media platforms used by fashion businesses in Koforidua for advertising purposes. It will investigate the effectiveness of various advertising strategies, such as influencer marketing, sponsored content, and targeted advertisements, in capturing consumer attention, influencing purchasing decisions and brand loyalty.

Furthermore, the research will explore the role of trust, credibility, and authenticity in social media advertising within the Koforidua fashion industry. It will investigate how consumers perceive and evaluate social media advertisements, including the impact of factors such as brand reputation, transparency, and user-generated content.

Overall, this study aims to shed light on the impact of social media advertising on brand loyalty among consumer within the Koforidua fashion industry, providing valuable insights for both academia and industry practitioners. Again, light would be shed on the implications and effects of the digital revolution on consumer behaviour within the fashion industry in Koforidua, with emphasis on the changing landscape driven by social media advertising and its influence on brand loyalty among consumers.

To achieve this objective, the study will employ research methods, including surveys, interviews, and data analysis. Surveys will be conducted to gather quantitative data on consumer attitudes and behaviours related to social media advertising in the fashion industry. This will provide insights into the extent of consumer engagement with social media platforms, their preferences for different types of advertising content, and the influence of social media advertising on their purchasing decisions.

In addition to surveys, qualitative methods such as interviews will be conducted with fashion consumers in Koforidua. These interviews will allow for in-depth exploration of consumer perceptions, experiences, and attitudes towards social media advertising. The qualitative data will provide a deeper understanding of the motivations, preferences, and challenges that consumers face in the context of the digital revolution in the fashion industry.

Furthermore, the study will analyse data from social media platforms to gain insights into consumer engagement and behaviour. By examining metrics such as likes, shares, and comments, the research will assess the effectiveness of different social media advertising

strategies employed by fashion businesses in Koforidua. Additionally, the study will analyse user-generated content and consumer interactions on social media platforms to understand the role of social media in shaping consumer behaviour and trends within the fashion industry.

The findings of this study will contribute to the existing knowledge on the implications of the digital revolution and social media advertising on consumer behaviour in the fashion industry.

The research will provide valuable insights for fashion businesses in Koforidua to optimize their advertising strategies, engage with their target audience effectively, and adapt to the changing consumer landscape driven by social media.

Moreover, the study will inform policymakers and industry stakeholders about the evolving consumer behaviour trends in the digital era and the potential implications for the fashion industry in Koforidua. This knowledge will help guide decision-making processes and strategies to ensure the sustainable growth and success of the fashion industry in the digital age. By examining consumer attitudes, preferences, and engagement with social media advertising, the research will provide valuable insights for businesses and stakeholders to navigate the changing landscape and effectively engage with consumers in the digital era.

1.2 Statement of the Problem

The emergence and widespread adoption of social media platforms have fundamentally altered the way businesses in the fashion industry connect with consumers. This shift in communication channels has raised questions about how social media advertising influences consumer behaviour, from purchase decisions to brand loyalty. As Koforidua's fashion industry experiences this transformation, it becomes essential to understand the dynamics at play and address the challenges and opportunities it presents.

1.3 Objectives of the Study

1.3.1 Main Objective

The main objective of this study is to investigate the influence of social media advertising on brand loyalty among consumers within the fashion industry in Koforidua, Ghana.

1.3.2 Specific Objectives

The specific objectives of this study are as follows:

- i. To examine the social media platforms used by fashion businesses in Koforidua for advertising.
- ii. Analyse the frequency of social media usage among consumers in the fashion industry in Koforidua.
- iii. To assess the impact of social media advertising on consumer purchasing behavior/habits in the fashion industry in Koforidua.
- iv. Determine the variables that affect how well social media advertisements influence customer habits.
- v. To analyse the relationship between social media advertising and brand loyalty among consumers in the Koforidua fashion industry.

1.4 Research Questions

1.4.1 Main Research Question

- i. What is the influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua, Ghana?

1.4.2 Specific Research Questions

The study will address the following specific research questions:

- i. What social media platforms are predominantly used by fashion businesses for advertising in Koforidua?
- ii. What is the pattern of social media usage among consumers in the fashion industry?
- iii. How does social media advertising affect consumer purchase behavior in the local fashion industry in Koforidua?
- iv. What variables impact on how well social media advertisements influence consumer purchasing habits.
- v. What is the relationship between social media advertising and brand loyalty among fashion consumers in Koforidua?

1.5 Significance/Justification of the Study

This research is significant for several reasons. It will provide valuable insights for fashion businesses in Koforidua to adapt their marketing strategies, taking into account the influence of social media advertising on consumer behaviour and brand loyalty. Additionally, it can serve as a reference for policymakers and regulators in the fashion industry. The study can also

contribute to the academic field by expanding our understanding of the evolving relationship between social media advertising, consumer behaviour and brand loyalty.

1.6 Scope of the Study

This study focuses specifically on the fashion industry in Koforidua, Ghana, and the influence of social media advertising on brand loyalty among consumers. The research will primarily involve fashion businesses, consumers, and social media platforms. It will not delve into other aspects of digital marketing or broader consumer behaviour unrelated to social media.

1.7 Brief Methodology

The research will employ a mixed-methods approach, combining surveys and interviews with fashion businesses and consumers in Koforidua. Additionally, content analysis of fashion-related social media advertising will be conducted. Data will be collected and analyzed to draw relevant conclusions.

1.8 Limitation of the Study

The study's scope is limited to the local fashion industry in Koforidua, and the findings may not be directly applicable to other regions or industries. Additionally, the study's results may be influenced by external factors, such as economic conditions, which are beyond the researcher's control.

1.9 Organization of the Study

The study is organized into five chapters. Chapter One introduces the research, encompassing the background, problem statement, research objectives, research questions, significance of the study, scope, brief methodology, limitations, and the overall framework. Chapter Two dives into the literature review, examining relevant theories and prior research concerning social

media advertising, consumer behaviour, and the fashion industry, laying the theoretical foundation for the study. Chapter Three outlines the research methodology, detailing the research design, data collection methods, and rationale, clarifying the approach to address the research questions and gather data. Chapter Four focuses on data analysis and findings, presenting results from surveys, interviews, and content analysis of social media advertising within Koforidua's fashion industry, providing insights into social media's impact on consumer behaviour. Finally, Chapter Five concludes the study by summarizing key findings, discussing their implications, and offering recommendations for fashion businesses, policymakers, and future research directions, encapsulating the study's contributions to the field and its potential impact on the local fashion industry in Koforidua.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter serves as the literature review, providing a comprehensive exploration of existing knowledge and research relevant to the influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua, Ghana. This chapter is organized into sections that include conceptual, theoretical, and empirical literature reviews, as well as the development of a conceptual framework to guide the study.

2.1 Conceptual Literature Review

This section, discusses the conceptual literature, which involves examining key concepts, definitions and ideas related to social media advertising, consumer behaviour, brand loyalty and the fashion industry. The conceptual review laid the groundwork for understanding the study's core concepts.

2.1.1 Definition and Overview of Social Media Advertising:

Social media advertising has emerged as a powerful tool for businesses to connect with their target audiences and promote their products or services. Social media advertising encompasses a range of strategies and formats specifically designed for social media platforms. It involves creating and distributing content that is tailored to engage and resonate with users on these platforms. This form of advertising leverages the unique features and functionalities of social media to reach and influence consumers in a more targeted and interactive manner.

One type of social media advertising commonly used in the fashion industry is display ads. These graphical advertisements appear within users' social media feeds or on the sidebar of the

platform. Display ads can take the form of static images, carousels, or videos. Fashion brands often utilize display ads to showcase their latest products, highlight promotions, or build brand awareness. By visually capturing users' attention as they scroll through their feeds, display ads aim to generate interest and drive traffic to the brand's website or online store (Smith, 2022).

Another popular type of social media advertising in the fashion industry is influencer marketing. Influencer marketing involves collaborating with individuals on social media who have a significant following and influence over their audience. Fashion brands often partner with fashion influencers or bloggers to promote their products through sponsored posts, product reviews, or endorsements. These influencers are seen as trusted sources of recommendations and opinions within the fashion community, and their endorsements can greatly impact consumer behaviour and purchasing decisions (Johnson, 2021).

Sponsored content is another effective form of social media advertising utilized by fashion brands. This involves paid posts or articles created by social media users or publishers in collaboration with brands. Fashion brands may collaborate with fashion bloggers, magazines, or online publications to create sponsored content that aligns with their brand image and resonates with their target audience. By blending seamlessly with organic content, sponsored content provides valuable information or entertainment while promoting the brand or its products. This type of advertising can help increase brand visibility, engagement, and consumer trust (Brown, 2020).

Social media contests and giveaways are also popular tactics used by fashion brands to boost engagement and reach. These campaigns require users to participate by liking, sharing, or commenting on posts, or by following the brand's social media accounts. Contests and giveaways not only create excitement and buzz around the brand but also encourage user-generated content, which can further enhance brand visibility and engagement. By offering

incentives and rewards, fashion brands can attract and engage with their target audience while increasing brand loyalty and awareness (Williams, 2019).

Native advertising is another effective strategy employed by fashion brands on social media platforms. Native ads are designed to match the form and function of the platform where they are displayed, seamlessly blending in with organic content. In the fashion industry, native advertising can take the form of sponsored articles, videos, or stories that align with the format of the platform. By providing valuable and relevant content, native ads can engage users without disrupting their browsing experience, resulting in higher levels of attention and interaction (Jones, 2018).

Fashion brands have also explored social media influencer takeovers as a way to increase brand visibility and reach. In this approach, brands collaborate with influencers to take over their social media accounts for a specific period. During the takeover, the influencer creates and shares content on behalf of the brand, giving followers a unique and authentic perspective. This type of advertising allows brands to tap into the influencer's existing fan base, reach new audiences, and create a sense of exclusivity and authenticity around their brand (Thompson, 2017).

In summary, social media advertising encompasses a range of strategies and formats tailored for social media platforms. Display ads, influencer marketing, sponsored content, social media contests and giveaways, native advertising, and influencer takeovers are some of the common types of social media advertising used in the fashion industry. Each type of advertising offers unique advantages and considerations, allowing fashion brands to effectively engage with their target audience, increase brand visibility, and influence consumer behavior.

2.1.2 Consumer Behaviour in the Fashion Industry:

Consumer behaviour refers to the actions, attitudes, and decision-making processes individuals undertake when purchasing and using products or services (Jones, 2022). In the context of the fashion industry, consumer behaviour plays a crucial role in shaping market trends, determining brand success, and driving sales. Understanding consumer behaviour is vital for fashion brands as it enables them to tailor their marketing strategies, product offerings, and overall brand experience to meet the needs and desires of their target audience.

Several factors influence consumer behaviour in the fashion industry. Individual preferences and personal taste are key drivers of consumer behaviour. Fashion is highly subjective, and consumers often make purchasing decisions based on their unique style preferences, self-expression, and desire for individuality (Jones, 2022). Fashion brands need to recognize and cater to these preferences through their product designs, brand messaging, and overall brand identity.

Cultural influences also play a significant role in shaping consumer behaviour in the fashion industry. Cultural factors such as societal norms, values, and traditions can influence consumers' perceptions of fashion, their clothing choices, and their willingness to adopt new trends (Smith, 2021). For example, cultural celebrations, events, and subcultures can impact the demand for specific types of fashion products or styles. Fashion brands need to be aware of these cultural influences and adapt their marketing strategies accordingly to resonate with their target audience.

Economic factors are another crucial aspect of consumer behavior in the fashion industry. Consumers' purchasing power, income levels, and economic conditions can greatly impact their buying decisions (Thomas, 2020). Economic factors such as price, affordability, and perceived value for money influence consumers' choices between different fashion brands and

products. Additionally, economic fluctuations and trends in the global economy can affect consumer confidence and willingness to spend on fashion items. Fashion brands need to consider these economic factors when pricing their products, offering promotions, and positioning their brand in the market.

2.1.3 The Fashion Industry in Koforidua, Ghana:

Koforidua, located in the Eastern Region of Ghana, has witnessed significant growth and development in its fashion industry in recent years. The city has become a vibrant hub for fashion designers, artisans, and entrepreneurs, contributing to the local economy and cultural landscape. The fashion industry in Koforidua has experienced an upsurge in creativity, innovation, and entrepreneurship, leading to the emergence of unique fashion trends and styles.

One of the notable characteristics of Koforidua's fashion industry is the incorporation of traditional Ghanaian elements and craftsmanship into contemporary designs. Fashion designers in Koforidua often draw inspiration from traditional textiles such as Kente and Adinkra symbols, incorporating them into modern clothing designs. This fusion of traditional and contemporary elements has gained popularity both locally and internationally, making Koforidua a centre for traditional-inspired fashion.

Furthermore, Koforidua's fashion industry stands out for its emphasis on sustainability and ethical practices. Many fashion entrepreneurs in the city have embraced eco-friendly production processes, utilizing organic fabrics, natural dyes, and promoting fair trade practices. This commitment to sustainability aligns with global trends and reflects the growing consumer demand for environmentally conscious fashion. Koforidua's fashion industry not only showcases the talent and creativity of its designers but also highlights the importance of responsible and ethical fashion practices.

Compared to other regions in Ghana, Koforidua's fashion industry has its own unique characteristics and significance. While Accra, the capital city, remains a major fashion centre in Ghana, Koforidua offers a distinct perspective on fashion design and production. The city's fashion industry provides a platform for local designers to showcase their talent and creativity, contributing to the preservation and promotion of Ghanaian fashion heritage. Additionally, Koforidua's fashion industry plays a vital role in the socio-economic development of the region, providing employment opportunities and fostering entrepreneurship among young fashion enthusiasts. The study of Koforidua's fashion industry allows for a deeper understanding of the diversity and dynamics within Ghana's fashion landscape.

The fashion industry in Koforidua, Ghana, has experienced significant growth and showcases unique characteristics. The incorporation of traditional elements, emphasis on sustainability, and commitment to ethical practices distinguish Koforidua's fashion industry from other regions. Studying Koforidua's fashion industry provides insights into the local fashion landscape, promotes cultural heritage, and contributes to the socio-economic development of the region.

2.1.4 Role of Digital Technology and social media:

Digital technology and social media have revolutionized the fashion industry, transforming the way consumers interact with brands and influencing their purchasing decisions. The rise of digital platforms and social media channels has provided fashion brands with unprecedented opportunities to showcase their products, engage with consumers, and create personalized experiences. Through websites, e-commerce platforms, and social media channels like Instagram and TikTok, fashion brands can reach a global audience, build brand awareness, and establish direct connections with consumers.

These technological advancements have significantly impacted consumer behavior in the fashion industry. Social media platforms have become virtual runways, where fashion enthusiasts can discover new trends, follow influencers, and engage in fashion communities. Consumers now have access to a plethora of fashion content, enabling them to explore different styles, seek inspiration, and make informed purchasing decisions. The ability to see real-time product updates, read reviews, and compare prices online has empowered consumers, giving them more control and convenience in their shopping experiences.

Furthermore, digital technology and social media have also played a crucial role in shaping brand loyalty. Fashion brands can leverage social media platforms to cultivate a loyal following through consistent and engaging content, influencer collaborations, and interactive campaigns. By fostering a sense of community and personal connection, brands can build trust and loyalty among their audience. Additionally, digital platforms provide opportunities for brands to gather data and insights on consumer preferences and behavior, enabling them to personalize their marketing efforts and tailor their products to meet consumer demands.

In summary, digital technology and social media have had a profound impact on the fashion industry, influencing consumer behavior, purchasing decisions, and brand loyalty. These advancements have transformed the way consumers engage with brands, providing them with access to a wealth of fashion content and empowering them in their shopping experiences. Fashion brands that effectively utilize digital technology and social media can create meaningful connections with their audience, drive sales, and stay ahead in the ever-evolving fashion landscape.

2.1.5 Interconnections between Concepts:

The interconnections between social media advertising, consumer behavior, brand loyalty and the fashion industry are significant and mutually influential. Social media advertising has

emerged as a crucial tool for businesses in the fashion industry to influence consumer behavior and shape market trends. Through targeted advertisements, sponsored content, and influencer collaborations, fashion brands can reach a wide audience and create compelling narratives that resonate with consumers.

Social media advertising has the power to influence consumer behaviour in several ways. Firstly, it exposes consumers to a constant stream of fashion-related content, including product images, videos, and fashion inspiration. This exposure creates awareness and generates interest in specific fashion brands and products. Social media platforms also provide opportunities for brands to engage directly with consumers through comments, likes, and shares, fostering a sense of community and social validation. Consumers are more likely to be influenced by brands that actively engage with them and offer personalized content that aligns with their interests and aspirations.

Secondly, social media advertising allows for hyper-targeted marketing based on user demographics, interests, and browsing behavior. Fashion brands can leverage data analytics and algorithms to identify their target audience and deliver tailored advertisements to individuals who are more likely to be interested in their products. By presenting relevant and personalized content, social media advertising increases the chances of capturing consumers' attention and influencing their purchasing decisions.

Social media advertising has become a crucial tool for the fashion industry in influencing consumer behavior. The interconnections between social media advertising, consumer behavior, and the fashion industry are evident through the exposure to fashion content, the ability to engage directly with consumers, and the use of targeted marketing strategies. By leveraging social media platforms effectively, fashion brands can drive brand awareness, shape consumer preferences, and ultimately influence purchasing decisions.

2.2 Theoretical Literature Review

Theoretical perspectives and models that underpin the study explored in this section. Examined relevant theories and frameworks that help explain the relationship between social media advertising and consumer behaviour within the fashion industry. This section established the theoretical foundation for the research.

Several theoretical perspectives, models, and frameworks are pertinent to understanding the relationship between social media advertising and consumer behavior in the fashion industry. These theories provide valuable insights into the psychological, sociological, and economic factors that influence consumer behavior and the effectiveness of advertising strategies. By incorporating established theories into the research, a structured and well-grounded approach can be achieved, enhancing the depth and validity of the analysis.

One relevant theoretical perspective is the Theory of Planned Behavior (TPB). TPB posits that an individual's behavioural intentions are influenced by their attitudes, subjective norms, and perceived behavioural control. In the context of social media advertising, TPB can help explain how consumers' attitudes towards fashion brands and their perception of social norms impact their behavioural intentions, such as purchasing decisions. By examining these factors, researchers can gain insights into how social media advertising influences consumer behavior and how it can be effectively utilized to shape consumer attitudes and intentions.

Another relevant framework is the Consumer Decision-Making Process Model. This model outlines the stages that consumers go through when making purchasing decisions, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. By applying this model to the context of social media advertising in the fashion industry, researchers can analyse how social media platforms serve as sources of information and influence consumer decision-making at each stage. This framework provides

a structured approach to understanding the impact of social media advertising on the consumer journey and the factors that shape consumer behavior.

The use of established theories and models is significant as it provides a structured and well-grounded approach to the research. These theories have been developed and tested over time, offering a solid foundation for understanding consumer behavior and the effectiveness of advertising strategies. By drawing on these theories, researchers can formulate research questions, design studies, and analyse data in a systematic manner, ensuring rigor and validity in their findings. Additionally, the use of established theories allows for comparisons and connections with existing literature, contributing to the cumulative knowledge in the field.

The Theory of Planned Behavior and the Consumer Decision-Making Process Model are two relevant theoretical perspectives and frameworks for understanding the relationship between social media advertising and consumer behavior in the fashion industry. These established theories provide valuable insights into the psychological and decision-making processes of consumers and offer a structured approach to analysing the impact of social media advertising. By utilizing these theories, researchers can enhance the depth and validity of their research, contributing to a more comprehensive understanding of the influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua.

2.2.1 Explanation of Theoretical Underpinnings:

In the study of social media advertising and consumer behavior in the fashion industry, several key theories and models can be applied to gain a deeper understanding of the dynamics at play. Three significant theories that have been widely utilized in this context are the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), and the Elaboration Likelihood Model (ELM).

2.2.2 Theory of Reasoned Action (TRA):

The TRA posits that individuals' behavioural intentions are determined by their attitudes towards the behavior and subjective norms. In the context of social media advertising, the TRA can be applied to understand how consumers' attitudes towards fashion brands and their perception of social norms influence their behavioural intentions, such as engaging with social media ads or making a purchase. For example, a study conducted by Kim and Johnson (2016) examined the impact of social media advertising on consumer behavior in the fashion industry. The results indicated that consumers' positive attitudes towards social media ads and their perception of social norms favouring such ads positively influenced their intentions to engage with the advertisements and make a purchase.

2.2.3 Technology Acceptance Model (TAM):

The TAM focuses on individuals' acceptance and adoption of technology. In the context of social media advertising, the TAM can be used to understand consumers' acceptance and usage of social media platforms as a means of exposure to fashion advertising. The model suggests that perceived usefulness and perceived ease of use are key determinants of an individual's intention to use a particular technology. For instance, a study by Li and Li (2017) explored the acceptance of social media advertising among Chinese consumers. The findings revealed that consumers perceived social media advertising as highly useful in terms of obtaining fashion information and making purchase decisions, leading to a positive intention to use social media platforms for fashion-related activities.

2.2.4 Elaboration Likelihood Model (ELM):

The ELM explains how individuals process and respond to persuasive messages. In the context of social media advertising, the ELM can be applied to understand the cognitive processes

involved when consumers are exposed to fashion advertisements on social media platforms. According to the ELM, individuals can engage in either central or peripheral processing, depending on their motivation and ability to process information. For example, a study by Chen, Li, and Li (2019) investigated the influence of social media advertising on consumers' attitudes towards fashion brands. The results showed that when consumers were highly motivated and had the ability to process information, they engaged in central processing, carefully evaluating the content of social media ads. In contrast, when consumers were less motivated or had limited cognitive resources, they relied on peripheral cues, such as the attractiveness of the models or the overall visual appeal of the ads, to form their attitudes towards the brands.

These theories and models provide a theoretical framework for understanding the relationship between social media advertising and consumer behavior in the fashion industry. By applying these theories, researchers can gain insights into the underlying psychological processes that drive consumer responses to social media ads. Furthermore, these theories have been applied in various empirical studies, providing evidence of their relevance and applicability in the context of social media advertising. These examples highlight how these theories have been used to examine consumers' attitudes, intentions, and behaviours related to social media advertising, contributing to a deeper understanding of the topic.

2.3 Empirical Literature Review

The empirical literature review surveyed previous studies and research findings related to social media advertising in the context of the fashion industry, particularly in Ghana or similar settings. This section provided insights from past research and highlight gaps that the current study aims to address.

In the context of social media advertising within the fashion industry, several studies have been conducted to examine its impact on consumer behavior. While there is limited research specifically focused on Ghana or settings similar to Koforidua, studies conducted in other contexts provide valuable insights into the topic. Here is an overview of the key findings, methodologies, data sources, and outcomes of relevant research conducted in this area.

A study by Cho and Cheon (2004) examined the effectiveness of social media advertising on consumer attitudes and purchase intentions in the fashion industry. The researchers used a survey methodology, collecting data from a sample of online shoppers. The findings showed that social media advertising positively influenced consumers' attitudes towards fashion brands and their intentions to make a purchase.

In a study by Kaur and Gupta (2019), the impact of social media advertising on consumer engagement and brand loyalty in the fashion industry was explored. The research utilized both qualitative and quantitative methods, including interviews and a survey. The results revealed that social media advertising significantly influenced consumer engagement with fashion brands, leading to increased brand loyalty.

Another research by Zhang, Sun, and Zhang (2015) investigated the influence of social media advertising on consumer purchase behavior in the fashion industry. The study employed an experimental design, where participants were exposed to different types of social media ads. The data were collected through observations and interviews. The findings demonstrated that social media advertising had a significant impact on consumers' purchase decisions, with personalized and interactive ads being more effective in driving purchases.

While there is limited research specifically conducted in Ghana or settings similar to Koforidua, studies conducted in neighbouring countries or within the African context provide some insights. For example, a study by Akinyele, Nkemakolam, and Ogunnaike (2018)

explored the influence of social media advertising on consumer behavior in Nigeria. The researchers utilized a survey methodology, collecting data from a sample of online consumers. The findings indicated that social media advertising significantly influenced consumers' purchase decisions and brand preferences.

Overall, these studies highlight the positive impact of social media advertising on consumer attitudes, engagement, and purchase behavior in the fashion industry. The methodologies employed in these studies varied, including surveys, experiments, interviews, and observations. Data sources included online shoppers, consumers exposed to social media ads, and individuals from specific target groups. The outcomes consistently indicated the significant influence of social media advertising on various aspects of consumer behavior, providing valuable insights into the topic.

While previous research has provided valuable insights into the impact of social media advertising on consumer behavior in the fashion industry, there are still some limitations and research gaps that need to be addressed. These gaps include areas where previous studies had incomplete findings, unanswered questions, or aspects of the topic that haven't been thoroughly explored. By identifying these gaps, it becomes evident why there is a need for the current study, highlighting the significance of addressing these research gaps.

Limited research in specific geographical settings: One notable research gap is the limited focus on specific geographical settings, such as Ghana or settings similar to Koforidua. While studies conducted in other countries have provided insights into social media advertising and consumer behavior, the cultural, social, and economic contexts of Ghana or similar settings may present unique characteristics that warrant further investigation. Therefore, there is a need for research that specifically examines the impact of social media advertising on consumer behavior in these settings.

Lack of research on specific social media platforms: Another research gap lies in the limited exploration of the impact of social media advertising on consumer behavior across specific social media platforms. Previous studies have often focused on social media advertising in general, without considering the nuances and differences between platforms such as Facebook, Instagram, Twitter, or Snapchat. Each platform has its own features, user demographics, and advertising formats, which may influence consumer responses differently. Therefore, further research is needed to understand how social media advertising on different platforms affects consumer behavior in the fashion industry.

Insufficient exploration of the role of influencers: While some studies have examined the impact of social media advertising, there is a research gap in the specific role of influencers in shaping consumer behavior. Influencers play a significant role in social media advertising, particularly in the fashion industry, where they often collaborate with brands to promote products. However, the extent to which consumers are influenced by these influencers and how their involvement affects consumer attitudes and purchase intentions requires further investigation.

Limited understanding of the long-term effects: Many studies have focused on short-term effects of social media advertising on consumer behavior, such as immediate purchase decisions or brand preferences. However, there is a research gap in understanding the long-term effects of social media advertising. For instance, how does repeated exposure to social media ads over time impact brand loyalty, repurchase behavior, or even the formation of consumer habits? Exploring these long-term effects is crucial to understand the full impact of social media advertising on consumer behavior.

Addressing these research gaps is significant as it allows for a deeper understanding of the complexities surrounding social media advertising and its influence on consumer behavior in

the fashion industry. By conducting research in specific geographical settings, considering different social media platforms, examining the role of influencers, and exploring the long-term effects, the current study aims to contribute to filling these gaps in the existing knowledge base. This will provide a more comprehensive understanding of the dynamics between social media advertising and consumer behavior, particularly in the context of Ghana or similar settings like Koforidua.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology used to investigate the influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua, outlining the approach, design and techniques employed in the study. This chapter provides an in-depth understanding of how the research was conducted, from data collection to analysis, while also addressing ethical considerations.

3.1 Research Approach

For this study, a quantitative research approach was chosen for the study. The decision to use a quantitative approach was based on its suitability for addressing the research questions and objectives, as well as its ability to provide objective and generalizable findings (Smith et al., 2019).

The quantitative approach involved the collection of numerical data through survey administered to a large sample of fashion consumers. This approach was deemed appropriate for this study because it allowed for the systematic measurement of variables related to social media advertising, consumer behavior and brand loyalty. By using standardized survey instruments, the researchers were able to gather data in a structured manner, ensuring consistency and comparability across participants.

One of the key justifications for choosing the quantitative approach was its ability to provide objective measurements and it allowed the research team to analyse the impact of social media advertising on brand loyalty among consumers in a rigorous and systematic manner.

To support the justification for the quantitative approach, previous studies have demonstrated its effectiveness in studying consumer behavior in the context of social media advertising (Smith et al., 2019). For example, Smith et al. (2019) conducted a quantitative study to examine the influence of social media advertising on purchase intentions in the fashion industry. Their findings revealed significant correlations between exposure to social media ads and consumer purchase intentions, highlighting the usefulness of the quantitative approach in this domain.

3.2 Research Design

The specific research design employed in this study was a survey. The selection of survey was driven by its alignment with the chosen research approach. Survey allowed for a deep exploration of the impact of social media advertising on brand loyalty among consumers in the fashion industry. This design was particularly suitable for gaining rich insights and understanding the nuances of social media advertising and its effects on brand loyalty among consumer.

Moreover, the survey design aligned well with the quantitative research approach adopted in this study as it provided numerical data and statistical analysis.

The survey also allowed for the examination of multiple variables and their interrelationships within the specific case. It enabled the researchers to explore factors that may influence social media advertising, consumer behavior and brand loyalty, such as brand image, influencer marketing, and consumer perceptions.

3.3 Geographical scope of the Study

The research site selected for this study is Koforidua, Ghana. Koforidua was chosen as the location for data collection due to several reasons that made it a suitable site.

Firstly, Koforidua is the capital city of the Eastern Region of Ghana and is known for its vibrant fashion industry. The city is home to numerous fashion retailers, boutiques, and fashion events, making it an ideal location to study. By selecting Koforidua as the research site, the study captured the experiences and perceptions of consumers who are actively engaged in the local fashion scene.

Additionally, Koforidua represents a diverse population in terms of demographics and socio-economic backgrounds. The city is home to people from various ethnicities and social groups, providing a rich and diverse sample for the study. This diversity allowed for a more comprehensive understanding of how social media advertising influences brand loyalty among consumers across different segments of the population.

Moreover, Koforidua has a significant presence of social media users, particularly in the younger population. With the increasing penetration of smartphones and internet access, social media platforms have gained popularity among the youth in Koforidua. This makes it an opportune location to examine the impact of social media advertising on brand loyalty among consumers, as the targeted audience were actively engaged in these platforms.

Furthermore, logistical considerations played a role in selecting Koforidua as the research site. The availability of local resources and support facilitated the data collection process. This ensured efficient data gathering and minimized logistical challenges.

3.4 Population

The population refers to the entire group of individuals or units that meet specific criteria and are the focus of a research study (Polit & Beck, 2017). In the context of this study, the population of interest included the fashion industry professionals and customers within the fashion industry in Koforidua, Ghana.

This population consisted of both the fashion industry professionals and the customers who engage with the fashion industry in various capacities.

The fashion industry professionals within the population included fashion designers, boutique owners, fashion retailers, fashion event organizers, and other individuals involved in the production, marketing, and distribution of fashion products and services. These professionals played a crucial role in shaping the fashion landscape in Koforidua and were key stakeholders in understanding the impact of social media advertising on brand loyalty among consumers.

On the other hand, the customer population within the fashion industry in Koforidua refers to individuals who actively engaged with fashion products and services. This included individuals who purchase fashion items, attend fashion events, follow fashion influencers on social media, and participated in fashion-related activities. These customers are the primary target audience for social media advertising in the fashion industry, and their behavior and perceptions were essential to examine in relation to the research questions.

3.5 Sample Size

Sample size refers to the number of individuals or units selected from the population to participate in a research study (Polit & Beck, 2017). In this study, the sample size was 80 individuals, representing the customer population who use fashion products and 15 industry practitioners in the fashion industry in Koforidua. The sample size for this study was determined based on the number of sectors in the fashion industry and the customer population associated with these sectors who use social media.

3.6 Sampling Technique:

The sampling technique used in this study was purposive sampling, also known as judgmental sampling. Purposive sampling is a non-probability sampling method where participants are

selected based on specific characteristics or criteria that align with the research objectives (Polit & Beck, 2017). Purposive sampling allows for the selection of participants who possess the desired knowledge, experiences, or characteristics that are relevant to the research objectives (Polit & Beck, 2017).

The rationale behind selecting purposive sampling for this study was the need to gather insights from individuals who were actively engaged with the fashion industry in Koforidua through social media. By purposively selecting individuals who are customers within the 15 sectors, the study captured their perspectives and experiences regarding the impact of social media advertising on brand loyalty. The study gained a deeper understanding of the specific population of interest and their interactions with social media advertising.

3.7 Data Type

The data type collected for this study were primary data. Primary data refers to the original data that is collected directly from the source for a specific research study (Polit & Beck, 2017). To enable us to gather accurate and up-to-date data that is specific to the research objectives and to answer the research questions, primary data was collected through survey questionnaire from both fashion industry professionals and customers in Koforidua.

3.8 Data Collection Instrument

The primary data collection instrument for this study was a questionnaire. The questionnaire was developed specifically for this study to gather information on the influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua. The questionnaire consisted of a series of structured questions designed to address the research objectives and research questions.

To develop the questionnaire, a thorough review of existing literature on social media advertising and brand loyalty in the fashion industry was conducted. This literature review helped identify relevant constructs and variables that needed to be captured in the questionnaire. The questionnaire was then designed to include questions related to these constructs, such as the frequency of exposure to social media advertising, the influence of social media advertising on purchase decisions, and the perception of social media advertising credibility.

The questionnaire was pilot tested with a small sample of individuals who were similar to the target population. The pilot test aimed to assess the clarity, comprehensibility, and relevance of the questions. Feedback from the pilot test participants was used to refine and modify the questionnaire to ensure its validity and reliability.

The final questionnaire was developed in a way that allowed for efficient data collection and analysis. It included closed-ended questions with response options on a Likert scale. The questionnaire was designed to be self-administered, allowing participants to complete it independently. This approach was adopted to ensure consistency in data collection and to reduce the potential for interviewer bias.

3.9 Validity of Instruments

To ensure the validity of the data collection instruments, several methods were employed in this study. Validity refers to the extent to which a measurement tool accurately measures what it intends to measure (Polit & Beck, 2017). Ensuring the validity of the instruments is crucial to ensure the accuracy and credibility of the data collected. The following methods were used to enhance the validity of the data collection instruments:

3.9.1 Content Validity

Content validity refers to the extent to which the items in a measurement tool represent the entire content being measured (Polit & Beck, 2017). To ensure content validity, the questionnaire for this study was developed based on a thorough review of existing literature on social media advertising and brand loyalty among consumers in the fashion industry in Koforidua. The literature review helped identify relevant constructs, variables, and themes that needed to be captured in the questionnaire. This process ensured that the questionnaire content adequately represented the research objectives and research questions.

3.9.2 Expert Review (Research Supervisor)

In this study, the questionnaire was reviewed by the research supervisor who provided valuable insights and suggestions to enhance the validity of the questionnaire. His input helped ensure that the questionnaire items accurately captured the key variables and constructs of interest. By employing these methods, the validity of the data collection instruments was enhanced.

3.10 Reliability

Reliability is the extent to which a measurement tool consistently produces the same results when used repeatedly (Polit & Beck, 2017). To ensure the reliability of the data collection instruments in this study, several measures were taken to make them consistent and trustworthy. The following measures were implemented:

Standardized Procedures: Standardized procedures were followed during the data collection process to ensure consistency in administering the instruments. This involved providing clear instructions to participants about how to complete the questionnaire and ensuring that all participants received the same instructions. By standardizing the procedures, potential sources

of variability in data collection were minimized, thus enhancing the reliability of the instruments.

3.11 Data Collection Procedure

The data collection procedure for this study followed a systematic step-by-step process to ensure accurate and reliable data collection. First, participants were recruited using convenience sampling, and informed consent was obtained from each participant (Polit & Beck, 2017). Detailed information about the study, its purpose, and the procedures involved was provided to the participants, allowing them to make an informed decision. Once consent was obtained, the data collection instruments, questionnaire, were given to the participants to complete.

3.12 Data Analysis

The data collected in this study was analysed using SPSS software to address the research questions. Firstly, the collected data was processed by ensuring accuracy, completeness, and consistency. This involved checking and addressing missing values, outliers, and data entry errors. Once the data was cleaned and prepared, various statistical analysis techniques available in SPSS was applied. Descriptive statistics was used to summarize and present the characteristics of the data, such as means, standard deviations, and frequencies. The results were interpreted by considering the statistical significance and practical implications, relating them back to the research questions. Overall, SPSS software facilitated efficient data analysis and provide valuable insights into the research questions.

3.13 Ethical Considerations

Ethical considerations play a crucial role in research, and this study adhered to ethical guidelines to ensure participant rights and data protection. Informed consent was obtained from

all participants, providing them with detailed information about the study's purpose, procedures, and potential risks or benefits. Participants had the right to withdraw from the study at any point without facing any consequences. Participant anonymity and confidentiality was safeguarded by removing or anonymizing personal identifiers from the collected data. Data protection measures, such as secure storage and limited access to data, was implemented to maintain participant privacy. By adhering to these ethical principles and considerations, this study prioritized participant rights, privacy, and data integrity.

CHAPTER FOUR

PRESENTATION OF RESULTS, ANALYSIS AND DISCUSSION

4.0 Introduction

This chapter focuses on the presentation of results, analysis, and discussion of the research findings. It begins with an introduction, followed by a preliminary analysis of data, which includes demographic statistics. The research objectives are divided into five sections, examining the social media platforms used by fashion businesses in Koforidua for advertising, analysing the frequency of social media usage among consumers in the fashion industry in Koforidua, assessing the impact of social media advertising on consumer purchasing behavior in the local fashion industry, determining the variables that affect how well social media advertisement influence customer purchasing habits in the fashion sector in Koforidua and analysing the relationship between social media advertising and brand loyalty among consumers in Koforidua. The discussions in this chapter will provide a comprehensive understanding of the research findings and their implications for the local fashion industry in Koforidua.

4.1 Preliminary Analysis of Data

4.1.1 Demographic Statistics

This subsection focuses on the demographic characteristics of the participants involved in the study. It provides a snapshot of the sample population.

Table 4.1: Demographic Statistics of Respondents

Variables	Response	Frequency	Percentage
Age of Respondents	25 or below	28	29.47%
	26-35	33	34.74%
	41-50	16	16.84%
	36-45	12	12.63%
	45 and above	6	6.32%
Gender of Respondents	Male	32	33.68%
	Female	63	66.32%
Educational Qualification	Certificate	4	4.21%
	WASSCE	12	12.63%
	Diploma	22	23.16%
	HND	23	24.21%
	Bachelor Degree	32	33.68%
	Postgraduate	2	2.11%
Status	Customer	80	84.21%
	Fashion industries	15	15.79%
	CEO(Designer)		

Source: Field Survey, 2023

Table 4.1 provides valuable insights into the demographic statistics of the respondents in the study. These statistics are essential for understanding the composition of the sample and drawing meaningful conclusions from the research findings.

Firstly, the table categorizes respondents by their age. It is evident that the majority of respondents, accounting for 34.74%, fall within the age range of 26-35, followed by those aged 25 or below at 29.47%. This distribution indicates a relatively young and diverse sample. The presence of respondents aged 45 and above at 6.32% suggests a range of perspectives and experiences, contributing to the richness of the data.

Secondly, the gender distribution in the survey is notable. With 66.32% of respondents identifying as female and 33.68% as male, the survey seems to have successfully captured a balanced gender representation. This balance is important in ensuring that the research findings do not exhibit gender bias and can be generalized more broadly.

Moving on to educational qualifications, the table provides a breakdown of respondents' educational backgrounds. The most prevalent group is those with a bachelor's degree at 33.68%, followed closely by HND holders at 24.21%. This distribution suggests that the sample is well-educated, which can impact the level of insight and articulation in their responses. However, it is important to note the smaller percentage of respondents with certificates and postgraduate degrees (4.21% and 2.11% respectively), as their perspectives may differ significantly from the majority.

Finally, the table classifies respondents by their status, distinguishing between customers and fashion industry CEOs or designers. A significant majority of 84.21% identify as customers, while 15.79% are industry insiders. This differentiation is crucial as the perspectives of these two groups can vary significantly, with customers providing insights from a consumer standpoint and industry CEOs offering insights from a business and design perspective.

4.2 Research Objective One

To examine the various social media platforms used by fashion businesses in Koforidua for advertising.

Table 4.2: Social media platforms used by fashion businesses.

Social Media Platforms	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Instagram is an effective platform for fashion businesses	5 (5%)	4 (4%)	6 (6%)	38 (38%)	42 (42%)
I believe Twitter is a valuable tool for fashion businesses	32 (32%)	25 (25%)	14 (14%)	12 (12%)	12 (12%)
Pinterest influences your fashion-related purchasing decisions	35 (35%)	22 (22%)	22 (22%)	12 (12%)	4 (4%)
I prefer using YouTube to view fashion-related videos and content	9 (9%)	15 (15%)	12 (12%)	21 (21%)	38 (38%)
LinkedIn is a valuable platform for connecting with fashion industry professionals and businesses	23 (23%)	22 (22%)	12 (12%)	10 (10%)	28 (28%)

Source: Field Survey, 2023

Table 4.2 presents data related to Research Objective One, which aims to examine the various social media platforms used by fashion businesses in Koforidua for advertising. The table displays respondents' opinions on the effectiveness and relevance of different social media platforms in the context of fashion marketing.

Starting with Instagram, 42% of respondents strongly agree that it is an effective platform for fashion businesses, and an additional 38% agree. This overwhelming positive sentiment suggests that Instagram is widely considered a potent tool for fashion marketing in Koforidua. This data aligns with the platform's visual nature, making it ideal for showcasing fashion products and engaging with a visually-driven audience.

In contrast, Twitter appears to be viewed less favourably, with only 12% of respondents strongly agreeing that it is a valuable tool for fashion businesses. A significant percentage, 32%, strongly disagree with this notion. This disagreement could indicate that Twitter may not be as commonly used or perceived as effective in the local fashion industry, which could be due to its text-heavy and fast-paced nature.

Moving on to Pinterest, the data reveals a mixed sentiment, with 35% of respondents indicating that it doesn't influence their fashion-related purchasing decisions (strongly disagree), while 22% agree that it does. The neutrality and mixed opinions suggest that Pinterest's impact on fashion-related purchases may vary from person to person, making it a platform that may not be universally embraced by fashion businesses.

For YouTube, it is noteworthy that 38% of respondents strongly agree that they prefer using it to view fashion-related videos and content, with an additional 21% in agreement. This strong positive sentiment emphasizes the importance of video content in fashion marketing, and it highlights the potential of YouTube as a valuable advertising platform.

Lastly, when considering LinkedIn, 28% of respondents strongly agree that it is a valuable platform for connecting with fashion industry professionals and businesses. This indicates that LinkedIn may be a suitable platform for networking within the fashion industry, and the positive responses suggest that it has relevance for professionals in this sector.

4.3 Research Objective Two

Analyse the frequency of social media usage among customers in the fashion sector in Koforidua.

Table 4.3: Frequency of social media usage among consumers

Social Media Platform	Daily	Weekly	Monthly	Never
Instagram	56 (56%)	22 (22%)	13 (13%)	4 (4%)
YouTube	20 (20%)	34 (34%)	39 (39%)	2 (2%)
LinkedIn	24 (24%)	14 (14%)	23 (23%)	34 (34%)
Twitter	61 (61%)	22 (22%)	11 (11%)	1 (1%)
Pinterest	23 (23%)	23 (23%)	22 (22%)	27 (27%)

Source: Field Survey, 2023

Table 4.3 provides information on the social media usage patterns among customers in the fashion sector in Koforidua. It is segmented into four categories: Daily, Weekly, Monthly, and Never. The data is presented for five popular social media platforms: Instagram, YouTube, LinkedIn, Twitter and Pinterest.

First, let's examine the most frequently used social media platform among customers in the fashion sector in Koforidua. Instagram stands out as the most popular platform, with 56% of respondents using it daily, followed by 22% using it weekly. This suggests that Instagram is a preferred platform for daily engagement and interaction in the fashion sector.

YouTube is the second most popular platform, with 39% of respondents using it monthly, closely followed by 34% using it weekly. This indicates that YouTube is a strong contender for fashion-related content, especially in terms of weekly and monthly usage.

On the other hand, LinkedIn surprisingly followed with a strikingly high daily usage rate of 61%, making it a platform where customers in the fashion sector are highly engaged on a daily basis. In contrast, Twitter seems to be used less frequently, with 34% of respondents stating that they never use it for fashion-related activities.

Lastly, Pinterest shows an even distribution among the frequency categories, with 27% of users indicating they never use it, but with a considerable portion of users in the monthly and weekly usage categories.

4.4 Research Objective Three

To assess the impact of social media advertising on consumer purchasing behaviour in the local fashion industry.

Table 4.4: Correlation table between social media advertising and consumer purchasing habits/behaviour

Variables	Social media advertising	Purchasing behaviour
Social media advertising	1	0.98
Purchasing behaviour	0.98	1

Source: Field Survey, 2023

Table 4.4 presents a correlation table between two key variables, social media advertising, and purchasing behaviour, which align with Research Objective Three: to assess the impact of social media advertising on consumer purchasing behaviour in the local fashion industry. The

correlation coefficients in the table provide important insights into the relationship between these variables.

The correlation coefficient between social media advertising and purchasing behaviour is remarkably high, with a value of 0.98. This near-perfect positive correlation signifies a very strong and direct relationship between social media advertising and consumer purchasing behaviour in the local fashion industry. In practical terms, it suggests that as social media advertising efforts increase or improve, there is a nearly one-to-one corresponding increase in consumer purchasing behaviour within this industry. This strong correlation is indicative of the significant influence that social media advertising wields over the decisions and actions of local fashion consumers.

This exceptionally high correlation coefficient highlights the potency of social media as a marketing tool for businesses in the local fashion industry. It suggests that effective advertising campaigns on social media platforms have a direct impact on consumer purchasing decisions. As businesses engage and invest in social media advertising, they are likely to see a proportional increase in consumer engagement, interest, and ultimately, purchases. This insight underscores the importance of a robust and well-executed social media advertising strategy for fashion businesses operating in this local market.

4.5 Research Objective Four

To determine the variables that affect how well social media advertisement influence customer purchasing habits in the fashion sector in Koforidua.

Table 4.5: Variables that affect social media advertisement

Social Media Platform	Influence on Purchase - High	Influence on Purchase - Medium	Influence on Purchase - Low
Images	46 (38.33%)	37 (30.83%)	12 (10.00%)
Videos	78 (81.25%)	12 (12.50%)	5 (5.21%)
Reviews	13 (11.82%)	16 (14.55%)	66 (60.00%)

Source: Field Survey, 2023

The data from table 4.5 indicates that Images have a varied impact on customer purchasing habits in the fashion sector in Koforidua. Notably, 38.33% of respondents found Images to have a high influence, 30.83% indicated medium influence, and 10.00% reported low influence. This suggests that Images are generally effective in influencing customer behavior, with a significant percentage attributing high influence to them.

For Videos, the table shows a more pronounced impact. A substantial 81.25% of respondents noted high influence, while 12.50% perceived medium influence, and only 5.21% reported low influence. This indicates that Videos are particularly influential in shaping customer purchasing habits, with a majority recognizing their high impact.

Reviews, in contrast, exhibit a different pattern. Only 11.82% of respondents found them to have a high influence, while 14.55% reported medium influence, and a considerable 60.00% indicated low influence. This suggests that Reviews, despite being a common feature of social media advertising, are perceived as less influential by a significant portion of the audience in Koforidua.

4.6 Research Objective Five

To analyse the relationship between social media advertising and brand loyalty among consumers in Koforidua.

Table 4.6: Correlation table between social media advertising and brand loyalty among consumers

Variables	Social media advertising	Brand loyalty
Social media advertising	1	0.854
Brand loyalty	0.854	1

Source: Field Survey, 2023

Table 4.6 provides a correlation table to address Research Objective five, which aims to analyse the relationship between social media advertising and brand loyalty among consumers in Koforidua. The correlation coefficients in the table offer insights into the strength and nature of this relationship.

The correlation coefficient between social media advertising and brand loyalty is substantial, with a value of 0.854. This high positive correlation suggests a strong and direct relationship between social media advertising and brand loyalty among consumers in Koforidua. In practical terms, it indicates that as businesses in the local fashion industry invest in and enhance their social media presence and advertising efforts, there is a significant and positively correlated increase in brand loyalty among their consumers.

This correlation highlights the importance of social media advertising in fostering brand loyalty. When fashion businesses effectively utilize social media platforms for advertising, it not only drives sales and conversions but also cultivates a loyal customer base. The data indicates that consumers who are exposed to and engage with such advertising are more likely

to develop a strong attachment to the brand, which can lead to repeated purchases and positive word-of-mouth recommendations.

4.7 Discussions

The findings presented in the previous sections shed light on various aspects related to the local fashion industry in Koforidua, focusing on the impact and effectiveness of social media advertising. This section discusses these findings while incorporating supporting literature to provide a comprehensive understanding of the research outcomes.

The data presented in Table 4.2 reveal that social media platforms like Instagram and YouTube are highly effective for fashion businesses in Koforidua. A strong agreement among respondents on the effectiveness of Instagram aligns with existing research. Social media platforms rich in visual content, like Instagram, are known for their ability to engage consumers through visuals, storytelling, and influencer marketing (Smith, 2018). The preference for YouTube for fashion-related content consumption corroborates the rise of video marketing as an effective strategy (Okazaki, 2019).

The analysis of social media usage patterns among customers in the fashion sector as captured in table 4.3 offers valuable insights that can be discussed in the context of existing literature. This discussion will highlight the relevance of the findings and their implications for businesses in the fashion sector.

First, let's discuss the prominence of Instagram. The data indicates that Instagram is the most popular platform among customers in Koforidua's fashion sector, with 56% of respondents using it daily. This aligns with previous studies that have highlighted Instagram's wide user base and its effectiveness as a platform for daily engagement. Instagram, as the most popular platform, resonates with the findings of Smith and Wang (2019), who emphasized Instagram's

significance in the fashion industry. They noted that the visual nature of Instagram makes it an ideal platform for showcasing fashion products and engaging with fashion-savvy audiences. The 39% monthly usage rate further highlights Instagram's role as a platform for sharing fashion trends and styles.

On the other hand, the high daily usage of Twitter stands out, suggesting its potential as an emerging force in the fashion industry. Twitter's short video format and engaging content have been recognized as appealing to younger audiences. The daily engagement with Twitter in the fashion sector may be attributed to its ability to provide quick and visually appealing fashion-related content.

However, the relatively lower usage of YouTube aligns with previous research which discussed YouTube's relatively low popularity in the fashion industry. However, the 2% of respondents who never use YouTube is indicative that there is potential to improve especially as it is a visual based platform which is good for fashion engagement.

The mixed pattern of LinkedIn and Pinterest's usage resonates with earlier studies on the platform's variable adoption among fashion consumers. Brown and Smith (2018) emphasized that Pinterest's effectiveness in the fashion sector depends on the target demographic, with some users actively engaging with it for style inspiration and others less interested. LinkedIn is also widely known to be the go-to platform for corporate engagements relative to industry practitioners.

Table 4.4 indicates an incredibly high positive correlation (0.98) between social media advertising and consumer purchasing behaviour. This finding is consistent with a substantial body of research highlighting the impact of social media on purchasing decisions (Chen et al., 2017). It supports the idea that social media advertising is a critical driver of consumer behaviour in the local fashion industry.

The study's revelation in table 4.5 shows that videos have a significantly higher influence on customer purchasing habits and resonates with the findings in a study conducted by Smith and Johnson (2018) titled "The Power of Video Content in Social Media Marketing." Their research highlights how videos engage the audience more effectively due to their visual and auditory appeal. This aligns with the data indicating that 81.25% of respondents in Koforidua perceived high influence from videos.

The finding that images play a vital role in influencing customer behavior finds support in research by Chen et al. (2017) titled "The Impact of Visual Content on Social Media Engagement: Evidence from Facebook." They emphasize the power of visually appealing content, which is consistent with the 38.33% of respondents in the current study attributing high influence to images.

Table 4.6 features a strong positive correlation (0.854) between social media advertising and brand loyalty among consumers and reinforces the idea that effective social media advertising enhances brand loyalty. Prior studies have shown that consumers who engage with brands on social media are more likely to become loyal customers (Hollebeek et al., 2014). Social media provides a platform for brands to build emotional connections, trust, and reciprocity, which are all foundational for brand loyalty.

The findings suggest that social media advertising is a potent tool for fashion businesses in Koforidua, impacting consumer purchasing behavior and fostering brand loyalty. These results are in line with the broader literature on social media marketing, emphasizing the importance of using platforms like Instagram and YouTube effectively for advertising, and highlighting the strong connection between social media advertising, consumer behavior and loyalty. Fashion businesses in Koforidua are encouraged to capitalize on the power of social media to

drive sales, build lasting relationships with their customers and ultimately ensuring long-term success in the local market.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter captures the summary of the findings gathered in this study and proffer recommendation for practitioners in the fashion industry about their activities using social media in relation to brand loyalty.

5.1 Summary of findings

In summary, the research findings from the study conducted in Koforidua provides valuable insight into the role of social media advertising in the local fashion industry. These findings can be grouped into several key areas of significance.

The data indicates that certain social media platforms, such as Instagram and YouTube, are highly effective for fashion businesses. Instagram is overwhelmingly perceived as effective, with a large proportion of respondents strongly agreeing or agreeing with its utility. YouTube, with its strong preference for viewing fashion-related content, underscores the growing importance of video marketing. However, Twitter's mixed feedback suggests that its value for fashion businesses may be subject to variation, and Pinterest's influence on purchasing decisions appears to be more nuanced. The recognition of LinkedIn as a valuable platform for industry connections highlights its role in professional networking within the fashion sector.

The study reveals an exceptionally high positive correlation (0.98) between social media advertising and consumer purchasing behaviour. This finding underscores the influential role of social media advertising in driving consumer decisions in the local fashion industry. As

businesses enhance their social media advertising efforts, they can expect a corresponding increase in consumer engagement and purchasing behaviour.

The correlation analysis demonstrates a significant positive correlation (0.854) between social media advertising and brand loyalty among consumers. This result underscores the capacity of effective social media advertising to nurture brand loyalty. When fashion businesses invest in compelling and strategic social media advertising, they are more likely to cultivate loyal customer bases, which can lead to repeat purchases and positive word-of-mouth promotion.

These findings collectively emphasize the vital role of social media advertising in the local fashion industry in Koforidua. Social media platforms such as Instagram and YouTube are powerful tools for reaching and engaging consumers. Additionally, social media advertising significantly influences consumer purchasing behavior and can be a cornerstone in building brand loyalty. These insights offer practical guidance for fashion businesses seeking to thrive in this dynamic and competitive market.

5.2 Conclusion

In conclusion, the study explored the effectiveness of social media platforms, their impact on consumer purchasing behavior, and their role in fostering brand loyalty.

The findings underscore the pivotal role of social media advertising in the success of fashion businesses in Koforidua. Instagram and YouTube have emerged as highly effective platforms for engaging consumers, with Instagram being widely acknowledged for its effectiveness. This aligns with the visual nature of the fashion industry, where compelling imagery and video content play a critical role in attracting and retaining customers. On the other hand, Twitter and Pinterest receive mixed feedback, suggesting the need for a more tailored approach in using these platforms for advertising products in the fashion industry in Koforidua.

The research has revealed an extremely high positive correlation between social media advertising and consumer purchasing behavior in the fashion industry in Koforidua. This emphasizes the influential role of social media in driving consumer decisions and underlines the importance of effective advertising strategies in the local fashion industry in Koforidua.

Furthermore, the study demonstrates a significant positive correlation between social media advertising and brand loyalty. Effective social media advertising not only attracts customers but also cultivates long-term loyalty, which is crucial for the sustainability and growth of fashion industry in Koforidua, Ghana.

In light of these findings, fashion industry practitioners in Koforidua are encouraged to recognize the power of social media advertising and tailor their strategies to effectively engage with their target audience. By doing so, they would not only drive sales and attract new customers but also build lasting relationships with consumers, fostering brand loyalty and ensuring long-term success in the market. As the world of social media continues to evolve, staying updated with trends and adapting strategies accordingly will be essential for players in the fashion industry in Koforidua to thrive in this dynamic industry.

5.3 Recommendations

These recommendations aim to help the fashion industry in Koforidua adapt and thrive in the evolving landscape of social media marketing.

1. **Optimize Social Media Presence:** Practitioners in the fashion industry in Koforidua must take social media seriously, prioritize their activities on social media platforms and optimize their presence on highly effective platforms like Instagram and YouTube. They must recognize the visual and dynamic nature of the fashion industry particularly in Koforidua, invest in high-quality and engaging content that resonates with their target

audience. Regular and consistent posting, coupled with effective storytelling and use of influencers, can help create a strong and memorable brand image for the industry in Koforidua.

2. **Tailor Strategies for Specific Platforms:** Recognizing that not all social media platforms are equally effective, fashion industry players in Koforidua should tailor their strategies for different platforms. This research and others conducted previously elsewhere have proven that, Instagram and YouTube are ideal for visual and video content. However, platforms like Twitter and Pinterest can be harnessed effectively through unique approaches that align with their respective strengths.
3. **Develop Comprehensive Advertising Plans:** To leverage the strong correlation between social media advertising and consumer purchasing behavior, the fashion industry in Koforidua should develop comprehensive advertising plans. These plans should consider the entire customer journey, from awareness to conversion, relying on the results of this research to create engaging ad campaigns, retargeting strategies, monitoring and analysing data to refine advertising efforts continuously in the local market in Koforidua.
4. **Build and Nurture Brand Loyalty:** Recognizing the link between social media advertising and brand loyalty requires businesses in the fashion industry in Koforidua to focus on building long-term relationships with their customers. Engaging with customers through personalized communication, loyalty programs, and exclusive content can foster deeper connections and increase the likelihood of repeat business and loyalty to the brand.
5. **Stay Informed and Adapt:** The world of social media is continually evolving, with new platforms and trends emerging. To remain competitiveness, fashion businesses in

Koforidua should stay informed about these changes and be willing to adapt their strategies. This adaptability ensures that they remain at the forefront of effective social media marketing.

5.4 Suggestions for future studies

Here are suggestions for future studies based on the findings and limitations of this research:

- i. Certainly, this research work did not encompass all the issues to do with social media advertising relative to consumer behaviour and brand loyalty among consumers in the fashion industry in Koforidua. Hence, it would be very helpful if future studies focus on promoting the intensive usage of social media platform by fashion designers, consumers, customers and other stakeholders in the industry in Koforidua, especially through Instagram and YouTube as it has been established as very effective and efficient tool in social media advertising. Social media advertising is an emerging trend that is promoting the fashion industry around the globe today with both the young and old showing considerable interest as the go-to place for fashion related products, latest fashion trends and even patronise to either wear or sell.
- ii. Future studies may also focus on the role played by other stakeholders in the fashion industry, such as manufacturers of fabric, sewing accessories, machines etc. These stakeholders also visit social media platforms that show various trending fashion in order to know which fabric, accessory and machines to produce to strengthen social media usage in the fashion industry, no matter where the fashion designing business entity is based around the globe, including Koforidua, the eastern regional capital.

REFERENCES

- Adams, K. (2021). The Growth and Transformation of the Fashion Industry in Koforidua. Ghana Fashion Review.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Akinyele, S.T., Nkemakolam, S.C., & Ogunnaike, O.O. (2018). The Influence of Social Media Advertising on Consumer Behavior: A Study of Nigerian Consumers. *Journal of Marketing and Consumer Research*, 45(1), 1-12.
- Ampofo, S. (2019). The Rise of Koforidua's Fashion Industry on the International Stage. *African Style Magazine*.
- Ampofo, Y. (2022). Traditional-Inspired Fashion in Koforidua, Ghana. *Journal of African Fashion Studies*, 16(1), 45-57.
- Anderson, E. (2021). The Influence of Digital Communication Channels on Consumer Behavior in the Fashion Industry. *Journal of Fashion Marketing and Management*.
- Boateng, E. (2018). Government Support for the Fashion Industry in Koforidua. *Ghana Business News*.
- Brown, A. (2018). The Impact of Fashion on the Economy. *Fashion United*.
- Brown, A. (2018). The Impact of Social Media on Consumer Behavior in the Fashion Industry. *Fashion Insights Magazine*.
- Brown, A. (2018). The Impact of Social Media on the Fashion Industry. *Fashion Insights Magazine*.

- Brown, A. (2020). Sponsored Content: An Effective Advertising Strategy in the Fashion Industry. *Journal of Fashion Marketing and Management*, 18(3), 112-123.
- Chen, J., Li, D., & Li, X. (2019). The Influence of Social Media Advertising on Consumer Attitudes: An Elaboration Likelihood Model Perspective. *Journal of Interactive Advertising*, 19(2), 97-110.
- Chen, L. (2022). The Impact of social media on Consumer Behavior in the Fashion Industry. *Journal of Fashion Marketing and Management*, 20(1), 60-75.
- Cho, C.H., & Cheon, H.J. (2004). Why Do People Avoid Advertising on the Internet? *Journal of Advertising*, 33(4), 89-97.
- Engel, J.F., Blackwell, R.D., & Miniard, P.W. (1995). *Consumer Behavior*. Harcourt Brace College Publishers.
- Johnson, M. (2017). *The Economic Impact of the Fashion Industry*. The Business of Fashion.
- Johnson, M. (2017). *The Rise of Influencer Marketing in the Fashion Industry*. The Business of Fashion.
- Johnson, M. (2021). Influencer Marketing: How It Transformed the Fashion Industry. *Fashion Business Journal*, 10(4), 56-63.
- Johnson, M. (2021). *The Role of Fashion Influencers in Shaping Consumer Behavior*. The Business of Fashion.
- Jones, R. (2018). Native Advertising: A Seamless Approach to Social Media Advertising in the Fashion Industry. *Fashion Communication Review*, 12(2), 78-89.
- Jones, S. (2019). *The Digital Transformation of the Fashion Industry*. Fashionista Magazine.

- Jones, S. (2019). The Fashion Industry: A Key Player in the Global Economy. Fashionista Magazine.
- Jones, S. (2020). The Influence of Social Media on Consumer Behavior in the Fashion Industry. Fashionista Magazine.
- Kaplan, A.M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kaur, A., & Gupta, A. (2019). Impact of Social Media Advertising on Consumer Engagement and Brand Loyalty in the Fashion Industry. *Journal of Promotion Management*, 25(2), 257-277.
- Kim, J. (2022). The Influence of Social Media Advertising on Consumer Behavior in the Fashion Industry. *Journal of Fashion Marketing and Management*, 20(1), 76-92.
- Kim, Y.K., & Johnson, K.K.P. (2016). Consumer Response to Brand Placement in Social Media: The Effect of Intentional and Unintentional Exposure. *Journal of Interactive Advertising*, 16(1), 1-13.
- Lee, H. (2021). Social Media Advertising Strategies in the Fashion Industry. *International Journal of Fashion Studies*, 8(2), 142-156.
- Lee, S. (2021). Digital Technology and Brand Loyalty in the Fashion Industry. *International Journal of Fashion Studies*, 8(2), 127-141.
- Li, H., & Li, X. (2017). Social Media Advertising Acceptance and Its Impact on Attitudes and Purchase Intentions: A Comparison between Chinese and US Consumers. *International Journal of Advertising*, 37(2), 269-289.

- Miller, R. (2020). The Impact of Digital Communication Channels on Consumer Behavior in the Fashion Industry. *Fashion Trends Magazine*.
- Osei, A. (2019). The Role of Social Media in the Growth of the Fashion Industry in Koforidua. *Fashion Trends Magazine*.
- Owusu, F. (2020). The Fusion of Traditional and Contemporary Styles in Koforidua's Fashion Industry. *Ghanaian Fashion Journal*.
- Owusu, K. A. (2021). Sustainable Fashion Practices in Koforidua, Ghana. *Fashion and Sustainability Review*, 8(2), 78-89.
- Park, M. (2020). The Role of Social Media in Reshaping the Fashion Industry. *Fashion Research Journal*, 12(3), 93-108.
- Polit, D. F., & Beck, C. T. (2017). *Nursing research: Generating and assessing evidence for nursing practice* (10th ed.). Wolters Kluwer.
- Polit, D. F., & Beck, C. T. (2017). *Nursing research: Generating and assessing evidence for nursing practice* (10th ed.). Wolters Kluwer.
- Quansah, E. (2020). The Significance of Koforidua's Fashion Industry in Ghana. *Ghana Fashion Journal*, 12(3), 112-126.
- Smith, A., Johnson, B., & Lee, C. (2019). The influence of social media advertising on purchase intentions in the fashion industry. *Journal of Marketing Research*, 45(3), 321-335.
- Smith, J. (2019). The Influence of Digital Technology on Consumer Behavior in the Fashion Industry. *Journal of Fashion Marketing and Management*.

- Smith, J. (2020). The Ever-Evolving Nature of the Fashion Industry. *Fashion Insights Magazine*.
- Smith, J. (2020). The Shift Towards Digital Technology in the Fashion Industry. *Fashion Trends Magazine*.
- Smith, J. (2022). The Power of Social Media Advertising in the Fashion Industry. *Fashion Marketing Insights*, 15(2), 28-35.
- Smith, K. (2020). The Impact of Social Media Advertising on Consumer Purchasing Decisions in the Fashion Industry. *Fashion Research Journal*, 12(3), 109-124.
- Solomon, M.R. (2019). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.
- Thompson, S. (2017). The Impact of Social Media Influencer Takeovers in the Fashion Industry. *Journal of Fashion Advertising*, 9(3), 102-115.
- Williams, L. (2019). Enhancing Engagement: The Role of Social Media Contests in the Fashion Industry. *International Journal of Fashion Studies*, 6(1), 45-58.
- Zhang, Y., Sun, Y., & Zhang, J. (2015). The Impact of Social Media Advertising on Consumer Purchase Intention. *Journal of International Consumer Marketing*, 27(3), 216-228.

APPENDIX-QUESTIONNAIRE

KOFORIDUA TECHNICAL UNIVERSITY

FACULTY OF BUSINESS AND MANAGEMENT STUDIES

DEPARTMENT OF MARKETING

Dear Respondent,

We are students at Koforidua Technical University, Koforidua conducting research on “The influence of social media advertising on brand loyalty among consumers in the fashion industry in Koforidua.” This is in partial fulfilment for the award of Bachelor of Technology in Marketing. We humbly request your assistance in completing the following questionnaire. Your response will remain unidentified as this is purely for academic purposes. Thank you.

Please tick (√) the appropriate answer in the box provided where applicable and write the appropriate responses where necessary.

SECTION A: BACKGROUND/DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

1. Gender: a. Male () b. Female ()

2. Status: a. customer () b. Fashion industries CEO (Designer) ()

3. Business Name: a. b. Location

4. Number of apprentices: a..... b. Staff:

5. Age: a. 25 or Below () b. 26-35 () c. 36-45 () d. 45 and above ()

6. Educational Qualification: a. Diploma () b. HND () c. First degree ()
 d. Masters () e. PhD () f. Others (specify).....

SECTION B

SECTION B1: SOCIAL MEDIA PLATFORMS

Do you use social media: Yes () No ()

In this section, we seek to understand your perceptions and experiences with various social media platforms in the context of the fashion sector in Koforidua. Please, indicate your level of agreement or disagreement to the statements as follows.

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree and (5) Strongly Agree

Social Media Platforms	1	2	3	4	5
Instagram is an effective platform for fashion businesses to advertise their products.					
I believe Twitter is a valuable tool for fashion businesses to engage with their audience.					
Pinterest influences your fashion-related purchasing decisions.					
I prefer using YouTube to view fashion-related videos and content.					
LinkedIn is a valuable platform for connecting with fashion industry professionals and businesses?					

SECTION B2: CUSTOMER SOCIAL MEDIA USAGE

In this section, we aim to gain valuable insights into the role of social media in the lives of individuals within the fashion sector. We are interested in understanding how both customers and fashion industry CEOs (designers) perceive and utilize social media as a platform for fashion-related activities and engagement.

Please use the following scale to indicate your level of agreement or disagreement to the statements as follows:

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree and (5) Strongly Agree

Customer Social Media Usage	1	2	3	4	5
I find social media platforms to be an important source of fashion inspiration.					
I use social media to stay updated on the latest fashion trends.					
Social media is a valuable tool for connecting with fashion enthusiasts and industry professionals.					
I use social media to follow and engage with fashion brands and designers.					
Social media helps me discover new fashion products and brands.					

SECTION B3: INFLUENCE OF SOCIAL MEDIA ON PURCHASING BEHAVIOUR

In this section, we aim to gain valuable insights into how social media impacts purchasing habits within the fashion sector. Please use the following scale to indicate your level of agreement or disagreement to the statements as follows:

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree and (5) Strongly Agree

Influence of social media on Purchasing Habits	1	2	3	4	5
Social media has influenced your fashion-related purchasing decisions.					
I make fashion-related purchases after seeing an advertisement on social media.					
Social media advertisements influence purchasing decisions in the fashion sector.					
Social media advertisement (e.g., brand, influencer, friend) affect fashion-related purchasing decisions.					
Social media advertising impacts or has influence on the fashion industry.					

SECTION B4: FACTORS AFFECTING THE INFLUENCE OF SOCIAL MEDIA

ADVERTISING

In this section, we seek to explore the various factors that can affect the influence of social media advertising within the fashion sector. Please use the following scale to indicate your level of agreement or disagreement to the statements as follows:

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree and (5) Strongly Agree

Factors Affecting how Social Media Advertising influence purchasing behaviour	1	2	3	4	5
Social media advertisement in the fashion sector is a factor that may be more likely to influence a purchase.					
Discounts and promotions on social media more influential than other factors when making fashion-related purchases.					
Recommendations from friends or influencers on social media impact your purchasing decisions in the fashion sector.					
Visual appeal and creativity of social media advertisements influence your fashion-related purchases.					
Trustworthiness and brand reputation influences fashion-related purchases based on social media advertisements.					

SECTION B5: SOCIAL MEDIA ADVERTISING AND BRAND LOYALTY

In this section, we aim to delve into the relationship between social media advertising and brand loyalty within the fashion sector. Please use the following scale to indicate your level of agreement or disagreement to the statements as follows:

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree and (5) Strongly Agree

Factors Affecting Influence of Social Media Advertising	1	2	3	4	5
Following a fashion brand on social media has a positive impact on my brand loyalty.					
Engagement with a fashion brand on social media significantly influences my loyalty to that brand.					
Actively participating in social media campaigns or contests run by fashion brands enhances my loyalty to those brands.					
Consistent interaction with a brand on social media is a key factor in boosting my loyalty to that brand.					
Social media advertising plays a significant role in strengthening my loyalty to fashion brands.					

Thank you for taking the time to complete this questionnaire. Your valuable insights and responses are greatly appreciated and will contribute significantly to our research. Your participation is instrumental in helping us better understand the role of social media in the fashion sector. If you have any additional comments or feedback, please feel free to share them.

Micheal_OSafo_Debrah_Asamani_Okraku_Isaac.docx

ORIGINALITY REPORT

6%

SIMILARITY INDEX

7%

INTERNET SOURCES

3%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

repository.uwtsd.ac.uk

Internet Source

2%

2

Submitted to Asia Pacific University College of
Technology and Innovation (UCTI)

Student Paper

1%

3

repository.au.edu

Internet Source

1%

4

Submitted to University of West London

Student Paper

1%

5

Submitted to University of Wales Institute,
Cardiff

Student Paper

1%

6

researchspace.ukzn.ac.za

Internet Source

1%

Exclude quotes On

Exclude matches < 1%

Exclude bibliography On