Exploring Key Factors Influencing Fashion Preferences and the Role of Social Media Advertising in the City of Koronadal, South Cotabato, Philippines

Jayson Diaz
Center for Research, Incubation, and Business Development-Green Valley College
jdiaz@gvcfi.edu.ph

Purpose: This study aims to investigate the influence of social media advertising on consumer fashion preferences in the City of Koronadal, South Cotabato, Philippines. By analysing the interplay between various social media platforms and consumer behaviour, the research seeks to offer insights into how digital advertising shapes fashion preferences and helps businesses optimize their marketing strategies.

Study design/methodology/approach: The study employed a mixed-methods approach, combining quantitative and qualitative analyses. Socio-economic profiles of respondents were examined to identify demographic trends. Correlation and regression analyses were conducted to evaluate the relationship between social media advertising and consumer fashion preferences, with a focus on the impact of different advertising elements such as "seller-created information" and "electronic word of mouth".

Findings: The research found that females aged 26 to 50, with low-income levels, were the predominant demographic among fashion consumers in Koronadal. The primary platforms for fashion-related ads included Facebook, Instagram, and YouTube. Correlation analysis revealed a moderate relationship between social media advertising and consumer preferences, while regression analysis identified "seller-created information" and "electronic word of mouth" as significant factors influencing consumer fashion preferences. "Information acquisition," "perceived quality," and "perceived risk" showed lesser effects and did not achieve statistical significance.

Originality/value: This study provides a nuanced understanding of the role of social media advertising in shaping consumer fashion preferences. By highlighting the effectiveness of specific advertising elements and platforms, the research offers valuable insights for businesses aiming to refine their digital marketing strategies. The findings contribute to the broader discourse on consumer behavior in the digital era, emphasizing the importance of tailored advertising approaches to effectively engage and influence fashion consumers.

Introduction

In today's globalized society, social media has significantly reshaped consumer behavior across various industries, particularly in the fashion sector. Platforms such as Facebook, Instagram, and TikTok have become central spaces where consumers not only share fashion trends but also influence purchasing decisions. Globally, businesses are leveraging these platforms to reach a wider audience, capitalizing on visual content to advertise their products (Nash., 2019). In the Philippines, the fashion industry has similarly embraced social media advertising, with local brands increasingly using digital marketing strategies to engage consumers (Cabayan et al., 2020). In Koronadal, South Cotabato, where fashion consumption is still evolving, the impact of social media on consumer choices is becoming more prominent.

Research has demonstrated that social media advertising influences consumer behavior by creating a platform for real-time engagement and interaction. Studies conducted by global researchers have revealed that social media enables consumers to share fashion preferences, review products, and even set trends (Lee et al.,, 2017). National studies have focused on how Filipino consumers, particularly in urban areas, respond to these advertisements and how their fashion choices are shaped by the digital marketing landscape (Astoriano, 2022). However,

fewer studies have explored this phenomenon in smaller cities and towns in the Philippines, where access to fashion-related social media content may differ from urban centers.

Despite the growing body of research on social media's influence on fashion, there remains a significant gap in understanding how these trends apply in local contexts, particularly in smaller cities like Koronadal. Most studies have concentrated on large, metropolitan areas, leaving a knowledge gap regarding the role of social media advertising in shaping fashion preferences in more rural or less commercialized regions (Hsiao, 2020). The specific effects of social media on the fashion choices of consumers in Koronadal remain largely unexplored, making it difficult to generalize findings from national or international studies.

This study seeks to address this research gap by investigating the influence of social media advertising on consumer fashion preferences in the City of Koronadal, South Cotabato. Through a descriptive-quantitative approach, the study aims to provide insights into how consumers in this locale engage with fashion-related content on social media and how it influences their purchasing decisions. By understanding these dynamics, the study hopes to contribute valuable knowledge to both local businesses and the wider academic community, aiding in the development of more effective digital marketing strategies within the fashion industry.

Literature Review

The interplay between social media advertising and consumer behavior has become a focal point of recent research, particularly within the fashion industry. This review synthesizes findings from several studies that examine various aspects of social media's impact on fashion-related purchase decisions, providing a nuanced understanding of how digital platforms shape consumer preferences.

Influence of Social Media on Purchase Intention

Cayaban et al. (2023) highlight that Filipino consumers' attitudes towards fast fashion are a primary determinant of their purchase intentions, with social media having a positive effect but sustainability advocacy reducing consumption. Their study, based on a structural equation modeling approach, finds that while social media boosts purchase intention, awareness of sustainability leads to a reduction in fast fashion consumption. This suggests that although social media drives purchases, increasing sustainability awareness can counteract this effect by encouraging more mindful consumption practices. Similarly, Alamsyah et al. (2023) emphasize the significant role of social media advertising in influencing fashion product purchases. Their research, which combines quantitative and qualitative methods, identifies visual elements and detailed product information as key factors in shaping consumer decisions. This study underscores the effectiveness of social media as a marketing tool, particularly through its visual and informational content.

Consumer Behavior and Advertising Effectiveness

Bandara (2021) explores the impact of social media advertising on consumer behavior in the fast fashion industry, finding that entertainment, familiarity, and social imaging are crucial factors influencing buying behavior. This research demonstrates that while advertising expenditure does not significantly impact consumer behavior, the quality of social media content plays a significant role in shaping consumer preferences and actions. Rehman and Al-Ghazali (2022) extend this understanding by evaluating how social advertising, individual factors, and brand image affect buying behavior towards fashion clothing brands. Their study reveals that brand image mediates the relationship between social advertising, individual factors, and consumer buying behavior. This indicates that while social advertising and

individual characteristics are important, the perception of the brand image plays a critical role in influencing consumer choices.

Role of Social Media in Trend Identification

Rudniy et al. (2023) investigate the use of Twitter data to track fashion trends and their popularity. Their study introduces the Twitter Trend Tool (3Ts) for real-time trend detection, showing that social media can effectively capture and analyze consumer preferences. This tool improves supply chain responses by providing timely insights into fashion trends, enhancing the ability of fashion retailers to meet consumer demand.

Gender and Advertising Discourse

Ikhlef and Awad (2023) offer a multimodal analysis of gender representation in fashion advertising on social media. Their findings reveal that gender significantly influences the visual semiotic resources used in advertisements. Female-targeted ads often employ more representational and interactive meanings compared to male ads, highlighting how gendered approaches in advertising can affect consumer engagement and perception.

Influence of Social Media Influencers

Castillo et al. (2022) explore the impact of social media influencers on Generation Z's purchase intentions in the cosmetics and skincare industry. Their research identifies trust, perceived credibility, perceived image, and brand attitude as key factors influencing purchase decisions. This study underscores the growing importance of influencer marketing in shaping consumer attitudes and behaviors, particularly among younger demographics.

Literature Synthesis

The reviewed literature provides a comprehensive overview of the impact of social media on fashion consumer behavior. Social media advertising significantly influences purchase decisions, with factors such as content quality, brand image, and gender representation playing critical roles. Additionally, the use of social media for trend tracking and influencer marketing further enhances the effectiveness of digital strategies in the fashion industry. Understanding these dynamics is essential for developing targeted marketing strategies that align with consumer preferences and behaviors.

Research Objectives

1.   To describe the socio-economic profiles of consumers in Koronadal, Philippines, and the prevalence of social media platforms for advertisement placements based on frequency and percentage distribution.

2.   To determine the relationship between consumer fashion preferences and social media by assessing how variations in social media advertising practices impact fashion choices.

3.   To assess the degree of influence of various independent variables (such as information acquisition, electronic word of mouth, seller-created information, perceived product quality, and perceived risk) on consumer fashion preferences.

4.   To identify the most significant factors influencing consumer fashion preferences and develop a regression equation that explains the relationship between social media advertising and consumer engagement, incorporating variables such as seller-created information, electronic word of mouth, information acquisition, perceived quality, and perceived risk through multiple linear regression analysis.

Hypothesis

Null Hypothesis (H0): There is no significant relationship between social media advertising and consumer fashion preferences when controlling for variables such as seller-created information, electronic word of mouth, information acquisition, perceived quality, and perceived risk.
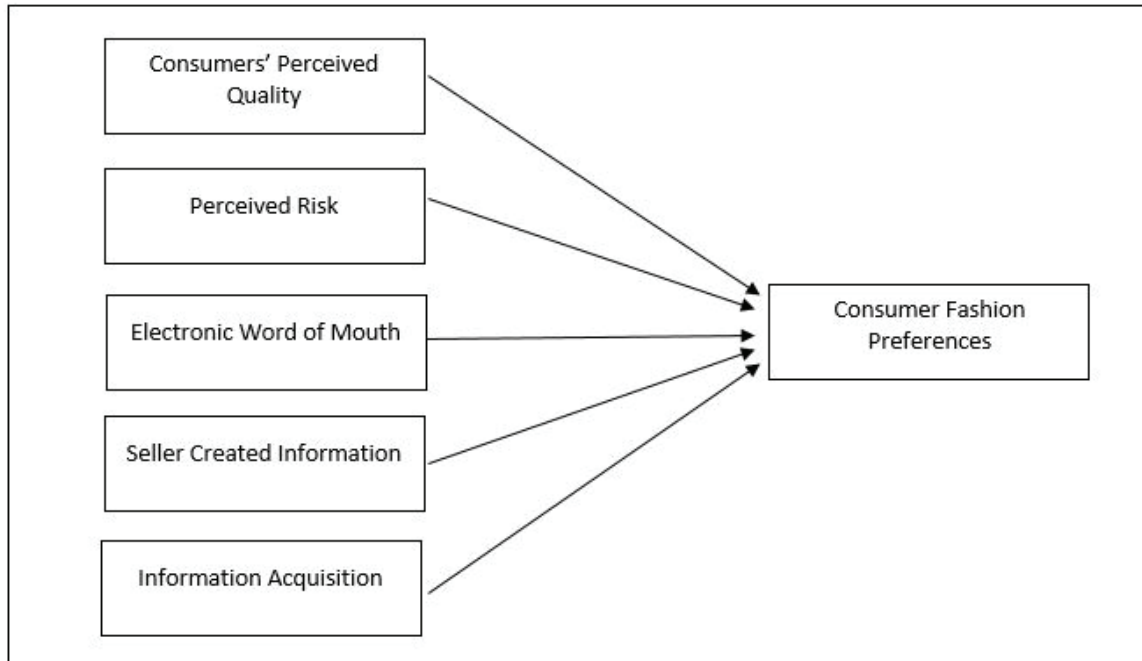

Fig. 1 Conceptual Paradigm

Research Methodology

Research Design

This descriptive-quantitative multivariate correlational study aims to explore the impact of social media advertising on consumer fashion preferences in Koronadal, South Cotabato, Philippines. It examines various factors such as information acquisition, electronic word of mouth, seller-created information, perceived product quality, and perceived risk to understand how these elements influence fashion preferences. The study also seeks to determine whether there is a significant relationship between social media advertising and consumer fashion preferences. Using primary data collected through purposive-convenience sampling, the research employs a descriptive approach to depict the characteristics of the population. The study uses a multivariate correlational method to analyze how multiple independent variables interact and collectively influence the dependent variable.

Sampling Design

To select participants, the researchers used a combined approach of purposive and convenience sampling, known as "purposive convenience sampling." This method was chosen to effectively identify individuals with relevant characteristics while ensuring practical accessibility. It allowed the researchers to select respondents who were readily available and willing to participate. Participants were drawn from consumers in Koronadal City who had purchased at least one fashion-related product influenced by social media. As a result, 50 participants voluntarily completed the survey questionnaires, providing valuable data for the study

Respondents

For inclusion in this study, respondents were required to be individuals who had engaged in the purchase of at least one fashion-related product connected to social media exposure. Geographical alignment with the context of the study was essential, with participants needing to be residents of the City of Koronadal.

Research Instrument

For data collection, the researcher utilized a researcher-made questionnaire as the principal tool. This questionnaire was meticulously constructed to gather all the essential information required for the study. It underwent a content validity assessment and KMO reliability testing to ensure its accuracy and dependability.

The questionnaire was organized into four distinct sections. The first section focused on capturing the socio-economic profiles of the respondents. The second section asked participants about the social media apps, platforms, or mediums where they typically encountered fashion-related ads during their buying experiences. The third section aimed to identify the significant factors influencing consumers' fashion preferences, exploring how consumers responded to various situations and variables to pinpoint the most influential aspects. The fourth section was designed to examine the relationship between social media advertising and consumer fashion preferences. It explored factors such as how consumers gathered information, what they learned from others, how sellers presented information, how they assessed product quality, and their concerns about products. Overall, the questionnaire served as the primary tool for collecting essential insights necessary for a thorough exploration of the study's topic.

Table 1 KMO Reliability Test

Variable	α	Internal Consistency	Factor Analysis Suitability
Seller created information	0.75	Acceptable	Suitable
Electronic word of mouth	0.88	Good	Suitable
Information acquisition	0.87	Good	Suitable
Perceived quality	0.74	Acceptable	Suitable
Perceived risk	0.72	Acceptable	Suitable

5 Point-Likert's Scale of Ordinal: To quantitatively capture the pertinent data, a 5 Point-Likert's Scale of Ordinal was utilized. This scale enabled the assessment of the degree of influence each independent variable (e.g., information acquisition, electronic word of mouth, seller-created information, consumer s' perceived product quality, and consumer ' perceived risk) had on the dependent variable (consumer Fashion preferences)

Table 2. Rating Scale for Seller Created Information

Scale	Mean Range	Description	Intensity
1	1.00-.1.8	Not Informative	Very high Level
2	1.81- 2.60	Slightly Informative	Low Level
3	2.61-3.40	Neutral	Average
4	3.41-4.20	Informative	High Level
5	4.21-5.00	Very Informative	Very high Level

Table 3. Rating Scale for E- Word of Mouth

Scale	Mean Range	Description	Intensity
1	1.00-.1.8	Hostile	Very high Level
2	1.81- 2.60	Negative	Low Level
3	2.61-3.40	Neutral	Average
4	3.41-4.20	Slightly Positive	High Level
5	4.21-5.00	Very Positive	Very high Level

Table 4. Rating Scale for Information Acquisition

Scale	Mean Range	Description	Intensity
1	1.00-.1.8	Very Weak Informant	Very high Level
2	1.81- 2.60	Weak Informant	Low Level
3	2.61-3.40	Neutral	Average
4	3.41-4.20	Strong Informant	High Level
5	4.21-5.00	Very Strong Informant	Very high Level

Table 5. Rating Scale for Perceived Quality

Scale	Mean Range	Description	Intensity
1	1.00-.1.8	Very bad quality	Very high Level
2	1.81- 2.60	Bad quality	Low Level
3	2.61-3.40	Neutral	Average
4	3.41-4.20	Good quality	High Level
5	4.21-5.00	Very good quality	Very high Level

Table 6. Rating Scale for Perceived Risk

Scale	Mean Range	Description	Intensity
1	1.00-.1.8	Very high risk	Very high Level
2	1.81- 2.60	High risk	Low Level
3	2.61-3.40	Neutral	Average
4	3.41-4.20	Low risk	High Level
5	4.21-5.00	No risk at all	Very high Level

Statistical Analysis and Treatment

Upon collecting data from the processed questionnaire, it was organized and processed using SPSS V23, commonly referred to as the Statistical Package for Social Sciences. This software suite offers an array of statistical analysis techniques that are well-suited for qualitative research.

The study involved the application of various statistical tools and analyses, including:

1.   Descriptive Statistics (Frequency and Percentage Distribution): These measures were employed to systematically arrange and present the socio-economic profiles of the participants. Additionally, they helped present the outcomes concerning the prevalence of social media platforms or mediums in relation to advertisement placements for purchases.

2.   The Pearson-R correlation was utilized to identify significant linear relationships between consumer fashion preferences and social media advertising. This method provided insights into how changes in one variable related to changes in the other.

4.   To identify the most influential factors affecting consumer preferences, the study used multiple linear regression. This method not only pinpointed significant factors but also provided a regression equation that showed the strength and direction of the influence each independent variable had on the dependent variable.

$$E = \alpha \pm \beta_1 \, SI \pm \beta_2 \, EW \pm \beta_3 \, IA \pm \beta_4 \, PQ \pm \beta_5 \, PR \pm \text{e}$$

The regression equation: $E = \alpha \pm \beta_1 \, SI \pm \beta_2 \, EW \pm \beta_3 \, IA \pm \beta_4 \, PQ \pm \beta_5 \, PR \pm \text{e}$

Whereas;
E= Level of Engagement (Dependent Variable)
α = Constant
β= Independent variable coefficients
SI= Seller Created Information (Independent variable)
EW= Electronic Word of Mouth (Independent variable)
IA= Information Acquisition (Independent variable)
PQ= Perceived Quality (Independent variable)
PR= Perceived Risk (Independent variable)
e = standard error (other factors)

Results and Discussions

Table 7. Age Distribution

	Frequency	Percent
10-25 years' old	17	34.0
26-50 years' old	24	48.0
51- 80 years' old	9	18.0
Total	50	100.0

Following the completion of data collection and the execution of the study, the collected data reveals significant insights. With regard to age distribution among the respondents, it was found that 34% of the total participant pool (comprising consumer) fell within the age range of 10 to 25 years. Additionally, 48% of the respondents were between 26 and 50 years old, while the remaining 18% fell within the age range of 51 to 80 years.

Based on this data, it can be deduced that the predominant age group among fashion product consumers in the City of Koronadal is between 26 and 50 years old.

Table 8. Sex Distribution

	Frequency	Percent
Male	23	46.0
Female	27	54.0
Total	50	100.0

The gathered data illustrates a breakdown in terms of gender distribution. Specifically, 54% of the entire respondent pool identified as female, while the remaining 46% identified as male. Consequently, it can be reasonably inferred that the predominant consumer demographic for fashion products in the city of Koronadal consists of females.

Table 9. Monthly income

	Frequency	Percent
3,000-5,000	3	6.0
6,000-10,000	26	52.0
11,000-15,000	13	26.0
16,000-20,000	8	16.0
Total	50	100.0

The analysis of the collected data pertaining to monthly income distribution among respondents (consumer) has revealed the following trends: 6% of the total respondents fall within the income bracket of 3,000 to 5,000 per month, while a substantial 52% reside in the income range of 6,000 to 10,000 per month. Additionally, 26% of respondents report a monthly income of 11,000 to 15,000, and the remaining 16% indicate an income level of 16,000 to 20,000 per month.

Based on these findings, it can be deduced that the majority of fashion product consumers within the City of Koronadal belong to the category of Low Income-but not poor (Philippines Institute of Developement Studies, 2015).

Table 10. Fashion-Related Ad Views Across Social Media Platforms

Application/platform/website	Frequency Count
FACEBOOK	43
INSTAGRAM	39
TWITTER	22
YOUTUBE	46
PINTEREST	21
TIKTOK	19

SNAPCHAT	16
LINKEDIN	10
OTHERS	25

This data suggests that YouTube has the highest frequency of fashion-related ads, followed by Facebook and Instagram. It's important to note that the data provided is specific to the sample or population under consideration. Different demographics and regions might have variations in the frequency of encountering fashion-related ads on different platforms.

TABLE 11. OVERALL WEIGHTED MEANS

VARIABLE	WEIGHTED MEAN	INTERPRETATION
Seller created information	4.44	Very Informative
Electronic word of mouth	4.40	Very Positive
Information Acquisition	4.80	Very Strong Informant
Perceived quality	4.50	Very Good Quality
Perceived Risk	4.48	No Risk at all

According to the findings in Table 11, the "Seller-Created Information" variable had a weighted mean of 4.44, which is classified as "Very Informative." This indicates that the information provided through social media advertisements for fashion products is highly informative, effectively presenting both the product and the business behind it.

Electronic Word of Mouth

Table 11 shows that the "Electronic Word of Mouth" variable had a weighted mean of 4.40, interpreted as "Very Positive." This suggests that, although there may be some negative feedback about the advertised products, the overall sentiment remains largely positive and favorable.

Information Acquisition

Table 11 reveals that the "Information Acquisition" variable had a high weighted mean of 4.80, classified as "Very Strong Informant." This result highlights the reliability of the information provided through social media advertisements for fashion products, indicating that the source is highly credible and effectively engages a broad audience.

Perceived Quality

According to Table 11, the "Perceived Quality" variable had a weighted mean of 4.50, which is assessed as "Very Good Quality." This reflects the consumer perception that the fashion products advertised are of superior quality and have desirable attributes.

Perceived Risk

Finally, Table 11 shows that the "Perceived Risk" variable had a weighted mean of 4.48, interpreted as "No Risk at All." Consumers believe that the fashion products promoted through social media advertisements are free from risks, leading to a perception of safety and reliability.

Table 12. Correlations (Extent of social media ads and Fashion Product Preferences)

		Extent of social media ads	Influence level
Extent of social media ads	Pearson Correlation	1	.018
	Sig. (2-tailed)		.014
	N	50	50
Fashion Product Preferences	Pearson Correlation	.018	1
	Sig. (2-tailed)	.014	
	N	50	50

Table 12 presents a correlation analysis between two variables: "Extent of social media ads" and Fashion Product Preferences. The Pearson correlation coefficient between these variables is 0.018, suggesting a very weak positive linear relationship. The associated significance value (2-tailed) is 0.014, indicating statistical significance at the 0.05 level. This implies that individuals exposed to a higher extent of social media ads exhibit a slight tendency for a slightly higher influence level in terms of their fashion product preferences. However, the correlation's low strength underscores the need for cautious interpretation due to its limited impact. The analysis is based on a sample size of 50 cases for each variable.

Table 13. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405[a]	.164	.069	.55978

a. Predictors: (Constant), perceived risk, perceived quality, electronic word of mouth, seller created information, information acquisition

The table 13 provides a comprehensive overview of a regression model's performance and fit. For the analyzed Model 1, the correlation coefficient (R) stands at 0.405, suggesting a moderate positive relationship between the dependent and independent variables. The coefficient of determination (R Square) is calculated at 0.164, implying that approximately 16.4% of the variability in the dependent variable can be accounted for by the independent variables included in the model. The adjusted R Square, taking into account the model's complexity, is 0.069, indicating that this value is lower due to the adjustment for the number of predictors. The standard error of the estimate, quantified at 0.55978, illustrates the typical discrepancy between observed values and predicted values generated by the model.

The correlation coefficient (R) of 0.405 signifies a moderate positive relationship between fashion preferences and the identified predictor variables. This suggests that social media advertising is moderately aligned with influencing individual preferences in the realm of fashion within the context of Koronadal. The coefficient of determination (R Square) at 0.164 indicates that about 16.4% of the variability in fashion preferences can be attributed to the predictor variables included in the model. This value highlights the model's ability to explain a moderate portion of the observed variations in individual preferences.

The adjusted R Square, considering model complexity, is at 0.069. This adjusted value is lower due to the incorporation of predictor variables. It provides a more conservative estimate of the model's explanatory power, considering the trade-off between complexity and fit.

Table 14. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.713	5	.543	1.731	.147[b]
	Residual	13.787	44	.313		
	Total	16.500	49			
a. Dependent Variable: Consumer Preference Level						
b. Predictors: (Constant), perceived risk, perceived quality, electronic word of mouth, seller created information, information acquisition						

Table 14, the ANOVA analysis, provides insights into the regression model's fit for the study. The table indicates that the model's ability to explain the variability in consumer preference levels, using predictors like "perceived risk," "perceived quality," "electronic word of mouth," "seller created information," and "information acquisition," does not reach statistical significance ($p = 0.147$). Consequently, while the model has explanatory potential, further exploration is warranted to better understand the relationship between these variables and fashion preferences influenced by social media advertising.

Table 15. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.451	1.399		2.467	.018
	seller created information	.249	.145	.247	1.719	.013
	electronic word of mouth	.221	.129	.243	1.711	.044
	information acquisition	-.200	.164	-.187	-1.223	.228
	perceived quality	-.011	.131	-.011	-.081	.035
	perceived risk	-.019	.145	-.020	-.129	.898
a. Dependent Variable: Consumer Preference Level						

Regression Model: E= 3.451 + 0.249 SI + 0.221 EW – 0.2 IA – 0.011 PQ – 0.019 PR ± ͤe

Table 15's coefficients in the regression model illuminate the significance of predictor variables in relation to "consumer Preference Level (Consumer fashion preferences)." Notably, "seller created information" and "electronic word of mouth" stand out as statistically significant factors, denoted by coefficients of 0.249 and 0.221 respectively. These values underscore their influential roles in driving higher predicted preference levels. Conversely, "information acquisition" and "perceived risk," while demonstrating relatively minor effects, lack statistical significance. "Perceived quality," though modest with a negative coefficient of -0.011, remains statistically significant. This emphasizes the pivotal influence of "seller created information" and "electronic word of mouth" in shaping fashion preferences, revealing the dynamic interplay

between these influential factors and consumer choices in the context of social media-advertised fashion products.

Conclusion

This study examined the complex relationship between social media advertising and consumer fashion preferences in Koronadal, South Cotabato, Philippines. The research effectively met its objectives through a comprehensive analysis of socio-economic profiles, social media platform usage, and various advertising factors.

The socio-economic profile of the respondents revealed that most were females aged 26 to 50 years, with a predominant low-income bracket (6,000 to 10,000 PHP per month). This demographic profile aligns with existing literature on fashion consumer behavior, which emphasizes the importance of age and income in shaping fashion-related purchase decisions (Robertson & Kopot, 2023).

The study identified Facebook, YouTube, and Instagram as the most frequently encountered platforms for fashion-related advertisements, supporting previous findings that underscore the effectiveness of these platforms in reaching fashion consumers (Senanu et al., 2022). The moderate correlation between social media advertising and fashion preferences, with a Pearson correlation coefficient of 0.018, confirms that while social media does influence consumer choices, the strength of this relationship varies (Hudson et al., 2016).

Significant factors influencing fashion preferences were identified through multiple linear regression analysis. "Seller-created information" and "electronic word of mouth" were found to be crucial contributors, with coefficients of 0.249 and 0.221, respectively. These results are consistent with prior research that highlights the impact of user-generated content and peer recommendations on consumer attitudes (Wang & Liu, 2019). Conversely, "information acquisition," "perceived quality," and "perceived risk" demonstrated lesser influences, with "information acquisition" and "perceived risk" lacking statistical significance. This aligns with studies suggesting that while quality and risk perceptions are relevant, their direct impact may be less significant compared to other factors (Abbey et al., 2021).

The null hypothesis (H0), proposing no significant relationship between social media advertising and consumer fashion preferences, was rejected. The analysis confirmed that social media advertising significantly influences fashion preferences, particularly through "seller-created information" and "electronic word of mouth." The regression model explained 16.4% of the variability in fashion preferences, indicating a moderate positive relationship between the predictor variables and consumer preferences. However, the model's explanatory power suggests the need for further research to better understand the complexities of this relationship and enhance the validity of the findings (Helm & Conrad, 2015).

The findings of this study have several implications for both practitioners and researchers in the field of fashion marketing. For practitioners, especially those in fashion retail and advertising, the results highlight the importance of leveraging "seller-created information" and "electronic word of mouth" in social media strategies. Effective use of these elements can enhance consumer engagement and preference, potentially leading to increased sales and brand loyalty. Additionally, the identification of Facebook, YouTube, and Instagram as key platforms for fashion advertisements suggests that marketers should prioritize these channels in their campaigns to maximize reach and impact. The study also underscores the need for marketers to continually assess and adapt their strategies based on evolving consumer preferences and platform dynamics.

For researchers, this study contributes to the understanding of how social media advertising influences consumer behavior in a specific regional context. It provides a foundation for future research to explore the nuances of social media impact on fashion preferences across different demographics and geographical locations. Further investigation could also examine additional variables and factors that may affect consumer responses to social media advertising.

In conclusion, this study provides valuable insights into the dynamics of social media advertising and consumer fashion preferences, emphasizing the critical role of specific advertising elements while highlighting the need for ongoing research to refine and expand knowledge in this area.

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