Investigating shopper motivations for purchasing on Instagram

Courtney Chrimes, Rosy Boardman

Investigating shopper motivations for purchasing on Instagram

Courtney Chrimes*

Manchester Metropolitan University,
Manchester Fashion Institute,
Manchester, UK
Email: c.chrimes@mmu.ac.uk
*Corresponding author

Rosy Boardman

The University of Manchester,
School of Materials,
Manchester, UK
Email: rosy.boardman@manchester.ac.uk

Abstract: This article investigates shopper motivations and subsequent electronic word-of-mouth (eWoM) intentions when purchasing fashion garments via Instagram. A quantitative survey was distributed via social media channels and collected 205 valid respondents from females aged 18–43. Numerous preliminary analyses were conducted before undertaking structural equation modelling (SEM) to test the hypothesised model. The study found that both hedonic (i.e., latest trends) and utilitarian (convenience and information availability) motivations positively affected consumers' intention to search for garments on Instagram. However, cost (utilitarian) and authority (hedonic) were found to have no effect on consumers search intentions. The findings further suggest that there is a significant link between searching for garments on Instagram and purchase intentions and that users who search for fashion items on Instagram are also prone to undertaking eWoM by sharing garments with their friends and commenting on product posts.

Keywords: shopper motivations; social media; social commerce; s-commerce; Instagram; fashion; word-of-mouth; eWoM; user-generated content; purchase intention; hedonic; utilitarian; consumer behaviour; social shopping; structural equation modelling.

Biographical notes: Courtney Chrimes is a Lecturer in Fashion Digital Media at Manchester Metropolitan University. She was awarded her EPSRC DTA Funded PhD in 2021 from The University of Manchester, which investigates how fashion product page design affects garment fit appraisals online through a mixed-methods enquiry. Her research primarily focuses on online website design, digital marketing, consumer behaviour, s-commerce and digital innovation, utilising a combination of both qualitative and quantitative methods of enquiry.

Rosy Boardman is a Lecturer in Fashion Business at The University of Manchester. Her research primarily focuses on digital strategy and innovation in the fashion retail industry. In particular, her research specialises in website design, multichannel/omnichannel retailing, augmented reality, social media marketing and social commerce.

1 Introduction

A survey by Statista (2019a) identified that, in the UK alone, there are over 45 million active social media users, which emphasises the potential that this medium has for businesses. As social media use has become habitual, especially amongst younger age groups, it has become the most significant promotional platform for brands looking to reach and engage with customers (Evans, et al., 2017; Arora et al., 2019). Consequently, there is a myriad of research focusing on social media and its importance in the marketing landscape. However, there is markedly less research into the emerging phenomenon of social commerce (s-commerce). S-commerce can be understood as a component of electronic commerce (e-commerce) which employs social media to facilitate the buying and selling of products and services (Marsden, 2010; Leong et al., 2020). With increasing numbers of consumers engaging in s-commerce, it is important to understand their shopper motivations as in order to offer insight into why people shop through Instagram and the intention of Instagram shoppers to share their experiences through word-of-mouth (Liang and Turban, 2011). This is important, as Hajli et al. (2017) demonstrate that users' processes and behaviour is not as straight-forward on s-commerce sites as it is on e-commerce sites. With consumers able to shop anywhere, anytime and a wealth of information at their fingertips, brands and retailers must gain an understanding of their motivations in order to improve the way that they accommodate their continually changing needs and desires (IBM, 2020). Nevertheless, despite Instagram being the fastest growing social network (Mintel, 2019a), academic research concerning consumers' motivations for shopping on Instagram is lacking (Sheldon and Bryant, 2016). In order to fill this gap, the aim of this research is to investigate consumer shopping motivations and subsequent word-of-mouth intentions for purchasing fashion garments through Instagram. This aim will be achieved by answering the following research questions:

RQ1   What motivates consumers to search for fashion garments on Instagram?

RQ2   How does searching for fashion garments on Instagram affect electronic word-of-mouth and intentions to purchase?

The remainder of this paper is organised as follows. After providing a brief literature review of social commerce, eWoM and shopper motivations, the conceptual framework that will test the research hypotheses is delineated. This is proceeded by the research methodology and empirical results. After disseminating the key findings, the theoretical and managerial implications of the study are outlined, before offering potential further research directions.

2   Literature review

2.1   Social commerce

The definition of s-commerce is slightly ambiguous (Bürklin et al., 2019), with literature referring to it as the incorporation of commercial activities into social media (Hsiao et al., 2010; Zhang and Benyoucef, 2016), or the incorporation of social elements to e-commerce sites (Wu et al., 2015). Nevertheless, it is important to distinguish s-commerce from e-commerce as, s-commerce involves communities and conversation between members, whereas e-commerce focuses on one-to-one interactions with individuals (Huang and Benyoucef, 2013; Hajli et al., 2017). For the purpose of this study, s-commerce refers to the purchasing of products on social media sites themselves, a relatively new phenomenon and, thus, a concept that is lacking in investigation in the academic literature. Indeed, s-commerce research in general is relatively scant. Stephen and Toubia (2010) and Marsden (2010) deliberated the definitions of s-commerce, whilst Bansal and Chen (2011) investigated the differences between s-commerce and e-commerce. Building on this, Hsiao et al. (2010) discussed consumers' willingness to adopt s-commerce, whereas Kim and Park (2013) and Hajli et al. (2017) analysed consumers' trust of s-commerce platforms. Particularly relevant to the present study, Kang and Johnson (2013) and Kang et al. (2014) investigated the intention to shop for apparel products on s-commerce, and Mikalef et al. (2013), Anderson et al. (2014), Hajli (2015) and Hajli et al. (2017) analysed the effect that social media has on purchase intentions.

However, all the aforementioned studies investigated s-commerce based on a different definition (the incorporation of social elements or social media in shopper journey), and not that of purchasing via social media, and none of them focused on Instagram. Instagram is likely to yield different results than other social media sites, such as Facebook, as it is a platform based on visual imagery as opposed to text, and fashion is very much a visual experience. Fashion is unique as a product industry in its tangible nature, typified by its timeliness, styles and trends, and is consumers most frequently purchased non-food product, having huge market demand worldwide, making it very important to research (Moon et al., 2013). Hence, it is important to address this gap in the literature, as different s-commerce platforms display products and disseminate information in diverse ways; consequently, users visit these sites for different intentions (Stubb and Colliander, 2019). As s-commerce gains popularity, retailers must pay attention to how consumers are motivated to use it to shop (Kim and Park, 2013). Therefore, it is necessary to ascertain consumers' shopping motivations for shopping on Instagram as it will enable retailers to provide a better understanding of how s-commerce platforms, in particular Instagram, should be developed.

2.2   Instagram

Users of Instagram have been increasing continuously since it started in 2014; it now has over 1 billion users (Statista, 2020), making it the fastest growing social network in the UK (Mintel, 2019b). In 2016, Instagram developed a 'shop' feature whereby brands can upload up to 5 products with prices, allowing users to either see product pages, save the post to their private feed as a virtual shopping list, or purchase the item without leaving Instagram (Chahal, 2016; eMarketer, 2016; Fernandez, 2016). Hence, Instagram's

shoppable feature not only enables users to easily see products that they are interested in, it allows them to collect information about the latest fashion trends and conduct sales transactions (Aydin, 2019). However, global companies are facing difficulties in adopting s-commerce (Hounslea, 2017; Yahia et al., 2018) suggesting that further research on what motivates consumers to use the platform is vital.

Instagram is unique in that it focuses more on the aesthetic dissemination of information, i.e., sharing content visually, which has led academics to posit that it is the most influential s-commerce platform (Guarda et al., 2020). Indeed, Nash (2020) discovered that whilst Facebook is the most popular social media platform globally, the majority of UK participants specified that Instagram was the primary platform in which they searched for fashion products as they preferred the visual nature of it. This emphasises that research investigating consumer motivations to shop on this platform for fashion items is warranted. In terms of academic studies, Abed (2018) found that social influence and trust were significant factors for Instagram s-commerce being accepted in Saudi Arabia. However, this study does not investigate s-commerce in the sense of completing transactions on Instagram, and thus, the present study aims to fill a gap in the literature by examining peoples' motivations for shopping in this way. Consequently, this research responds to the call by Sheldon and Bryant (2016) that further academic research concerning consumers motivations for shopping on Instagram is paramount.

2.3   Electronic word-of-mouth

According to Anderson et al. (1998), word-of-mouth (WoM) is regarded as communication between individuals that is informal in nature, which evaluates a certain product or service. WoM can increase marketing messages, disrupt information gathered by consumers and has the ability to alter consumers' information processing (Kozinets et al. 2010). As social media usage is growing significantly, WoM is now often undertaken across these platforms as they enable users to communicate with other people and connect with brands, a process referred to as 'electronic word-of-mouth', or eWoM (Wolny and Mueller, 2013). Product or service recommendations that are distributed directly or non-directly and associated with positive eWoM may lead to loyalty and purchase intentions, whilst negative eWoM is theorised to have the opposite effect (Sivadas and Jindal, 2017). One distinctive feature of eWoM is that it is seen to be more credible and convincing in comparison with commercial messages (Sivadas and Jindal, 2017). However, research has argued that WoM mostly occurs in person rather than in social media (Himelboim et al., 2012; Parker and Wang, 2016) thus, there is a limited research investigating how shopping via social media effects eWoM intention. Goraya et al. (2019) found that trust created in a community galvanised consumers' intention to engage in eWoM. Whilst insightful, the study purely examines how trust mediates eWoM intentions on travel booking communities and findings are limited to a Chinese demographic. Consequently, this research aims to offer new insights to the literature by testing the relationship between consumers' intentions to search for and purchase fashion garments on eWoM intention in the context of Instagram, which has never previously been examined.

2.4   *Shopper motivations*

Babin et al. (1994) and Hirschman and Holbrook (1982) identified two shopping motivations:

1   utilitarian

2   hedonic.

Utilitarian shopping motivations are primarily associated with a product's functional attributes or monetary matters and are carried out for reasons such as time saving and convenience (Kim, 2006; Anderson et al., 2014). Consumers with a utilitarian shopping motivation have a specific goal, do not make impulse purchases, and are relatively decisive, with a 'task-oriented, 'cognitive', and 'non-emotional' view of the shopping experience (Babin et al., 1994; Hirschman and Holbrook, 1982; Aydin, 2019). According to To et al. (2007), there are six dimensions of online utilitarian motivations: cost saving, convenience, selection, availability of information, customised product or service, and lack of sociality.

Alternatively, hedonic shopping motivations result from consumers' need to fulfil their hedonic values, which can be derived from fun experience, amusement, fantasy, and sensory stimulation (Babin et al., 1994). It also represents the emotional and psychological attributes that are generated through the shopping experience (Luk et al., 2013). Elements such as escapism and enjoyment support hedonic shopping motivation (Babin et al., 1994; Childers et al., 2001; To et al., 2007; Aydin, 2019). Arnold and Reynolds (2003) identified six supporting attributes which influence hedonic shopping motivation: adventure, social, gratification, idea, role and value. In the context of shopping online, To et al. (2007) similarly established five dimensions that the hedonic experience consists of: value, social, authority, idea, and adventure. Prior studies that have investigated shopper motivations have explored either e-commerce (Donthu and Garcia, 1999; Childers et al., 2001; Wolfinbanger and Gilly, 2001; To et al., 2007; Kim and Forsythe, 2007; Bridges and Florsheim, 2008; Ganesh et al., 2010), m-commerce (Yang and Kim, 2012), individual s-commerce platforms such as Facebook (Anderson et al., 2014) and Weibo (Zhang et al., 2014) or s-commerce platforms as a whole (Mikalef et al., 2013; Hamari et al., 2016; Mikalef et al., 2017; Aydin, 2019; Blazquez et al., 2019; Goraya et al., 2019). Most closely aligned with the present study is the study conducted by Mikalef et al. (2013) who discovered that, although purchase intentions on social media (excluding Instagram) were motivated by both utilitarian and hedonistic values, the former had a stronger impact on purchase intentions. However, the present study differs from the aforementioned studies by investigating shopper motivations on a novel channel of s-commerce (Instagram), which has a completely different set of variables compared to m-commerce, e-commerce and alternative s-commerce channels, such as Facebook. Indeed, Instagram is a very distinctive type of platform and s-commerce in the context of purchasing through social media sites is a newly introduced phenomenon. Therefore, there is a gap in the literature that warrants further exploration here.

3 Conceptual framework

The conceptual framework for this study draws upon To et al. (2007) model to investigate consumers' shopping motivations and subsequent eWoM intentions when searching for clothing items and purchasing on Instagram. The framework by To et al. (2007) classified cost, convenience, selection, information availability, sociality, and customised product/ service as utilitarian shopping values. The framework classified the hedonic values of online shopping as idea, value, authority and status (To et al., 2007). Mikalef et al. (2013) extended To et al. (2007)'s framework for their study on social media purchase intentions on Facebook. The present study aims to provide novel contributions by responding to the research call by Mikalef et al. (2017) to conduct further research into how different types of social commerce platforms, i.e., Instagram, affect consumers' shopping motivations in order to determine how they can be leveraged for marketing purposes.

Whilst building on the research of To et al. (2007) and Mikalef et al. (2013), the present study seeks to isolate specific hedonic and utilitarian motivations that facilitate behaviours pertinent to s-commerce based on the literature review. The identification of specific values will provide a basis and understanding of how to design s-commerce platforms specifically, rather than exploring hedonic and utilitarian values holistically as this is beyond the scope of the present study. Thus, the present model will isolate the specific hedonic motivations of trend discovery and authority, as well as the utilitarian motivations of cost, information and convenience, in order to see their direct effect on search and purchase intentions for fashion garments on Instagram. Consequently, customisation, product selection, adventure and socialising were not explored in this present research as they have been study at length in prior research (see: Mikalef et al., 2017). The hypothesised research model is depicted in Figure 1.

Figure 1 The proposed research model
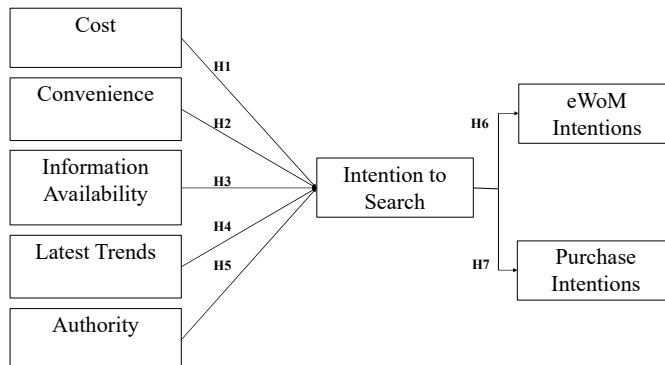
3.1 Hypotheses development

3.1.1 The impact of utilitarian values on search intentions on Instagram

Whilst prior research has corroborated that both utilitarian and hedonic motivations impact consumers' browsing intentions, utilitarian motivations have been substantiated to be the main driver of s-commerce browsing (Mikalef et al., 2013; Hamari et al., 2016).

For instance, Blazquez et al. (2019) discovered that utilitarian motives, such as informational support, had the biggest influence on s-commerce browsing amongst UK fast fashion consumers. Furthermore, Aydin (2019) established that although utilitarian, hedonic and socialisation motives all influenced s-commerce adoption, utilitarian motives were the strongest. Similarly, Hamari and Ukkonen (2016) found that people's interest in browsing s-commerce platforms was mainly driven by utilitarian factors such as cost and time saving. Hence, these findings appear to extrapolate that consumers' s-commerce search intentions are predominantly driven by utilitarian motives. However, the majority of these findings can only be generalised to s-commerce as a whole, therefore what remains unclear is whether consumers' intentions to search for fashion products on Instagram are predominantly driven by utilitarian motives. Thus, the proceeding section will hypothesise that a number of utilitarian values will motivate consumers to search for fashion products on Instagram.

3.1.2   Cost

Literature has established the importance of cost in relation to e-commerce. For example, studies have validated that price comparisons present on a website are a major utilitarian factor that influences a consumer's shopping journey (Donthu and Garcia, 1999). Yet, there is a paucity of research that has considered the importance of cost in an s-commerce context (Menon et al., 2016). Indeed, whilst Mikalef et al. (2013) extended To et al. (2007)'s framework to investigate social media purchase intentions on Facebook, they omitted cost as a variable when looking at utilitarian motives. This may be because, as previously mentioned, social media platforms have only incorporated the purchase function into their sites recently, so this motivation was not as applicable before. However, it is important to consider cost as a motivation as s-commerce allows consumers to make price comparisons and identify the latest deals (Kang and Johnson, 2015). There have been a number of studies that have considered price in relation to people's s-commerce use, such as Menon and Sigurdsson (2015) who established a superiority for price motivation for using Facebook, Dennis et al. (2010) who found that participants identified price and discount comparison as the key advantages of s-commerce in general, and Kim and Park (2013) who discovered that consumers engage with social media platforms to seek the best prices and to enhance their decision-making, a finding further sustained by Sheikh et al. (2017). However, none of these studies considered the purchasing of fashion garments and none of them investigated the s-commerce platform Instagram. The present study will fill this gap in the literature. As prior findings infer that cost is a significant utilitarian motive for s-commerce usage, we hypothesise that:

H1   Cost will positively affect consumers' intention to search for clothing items on
      Instagram.

3.1.3   Convenience

Ha and Lennon (2010) established that utilitarian motives, such as convenience, were pertinent to e-commerce browsing intentions. In relation to s-commerce, both Ono et al. (2012) and Mikalef et al. (2013) found that the convenience of s-commerce positively facilitates consumers' browsing process. Yet, these findings are limited to exploring

s-commerce platforms holistically and do not consider the differences between individual s-commerce platforms. Instagram's shoppable feature has been theorised to provide a more convenient platform for consumers as it provides a 'one-stop' place to execute a number of processes and thus, it removes the effort required to find and obtain products (Moran, 2018; Aydin, 2019). Consequently, by permitting consumers to purchase through the Instagram app, the user's shopping journey becomes streamlined (Mintel, 2019b). Additionally, Boardman and McCormick (2018, p.280) unveiled that UK females primarily shopped via smartphones as it allowed them to do so 'on-the-go', a finding further sustained by Yang and Kim (2012). Thus, as Instagram is a mobile-only service (Sheldon and Bryant, 2016), we hypothesise that:

H2 Convenience will positively affect consumers' intention to search for clothing items on Instagram.

3.1.4 *Information availability*

S-commerce platforms can provide consumers with a plethora of product information including; brand information, price, visual product pictures and user-generated reviews. Thus, s-commerce platforms are argued to be advantageous, compared to e-commerce websites, as they aggregate all the information and products sold by multiple retailers under one medium (Anderson et al., 2014). Consequently, consumers can draw on a myriad of information sources to make better informed purchase decisions (Blazquez et al., 2019). Extant research has established that utilitarian motives, such as information availability, are extremely relevant to browsing intentions (Ha and Lennon, 2010; Kim and Ko, 2010; Thamizhvanan and Xavier, 2013). For instance, Anderson et al. (2014) found that information access was a major driver of purchase intentions on Facebook. Similarly, Blazquez et al. (2019) established that information support from other members of an online community had the biggest influence on consumers' browsing motivations. Goh et al. (2013) also found that the availability of both user-generated and marketer-generated information on Facebook had a positive impact on purchase intentions. However, prior research has failed to address whether information availability affects a consumer's intention to search for products on Instagram. Hence, given the above findings, we hypothesise that:

H3 Information availability will positively affect consumers' intention to search for clothing items on Instagram.

3.2 *The impact of hedonic values on search intentions on Instagram*

Research has established that shoppers are also motivated by hedonic values (Ganesh et al., 2010; Childers et al., 2001; Kim and Forsythe, 2007; Yang and Kim, 2012; Anderson et al., 2014). Yet the majority of these findings can only be generalised to e-commerce or m-commerce, consequently, what remains unknown is whether consumers' intentions to search for fashion products on Instagram are driven by hedonic motives. Instagram enables brands to edit photos aesthetically, use celebrity endorsement, street-style photos or behind-the-scenes content to attract followers (McCormick et al., 2014; Lee et al., 2015; Phua et al., 2017), which can make the browsing experience fun and enjoyable for the consumer. Indeed, Nash (2020) disclosed that Generation Y participants enjoyed seeing trends visually through social media as it allowed them to

identify their own sense of style, which in turn satisfied their hedonic needs. Therefore, the proceeding section will hypothesise that hedonic values will motivate consumers to search for clothing items on Instagram.

3.2.1   Authority

Mikalef et al. (2013) define authority as the shopper's ability to control the medium to suit their needs. As previously mentioned, s-commerce allows consumers to undertake price comparisons and identify the latest deals (Kang and Johnson, 2015). Thus, when shopping on an s-commerce platform, consumers may feel that they have a higher bargaining power due to the large number of sellers and retailers on the platform. Furthermore, when shopping on Instagram, users can choose who to follow with no reciprocity expected and consequently will only receive information and posts by brands that they like (Phua et al., 2017). Consequently, consumers may feel that they can better control their browsing. Accordingly, we hypothesise that:

H4   Authority will positively affect consumers' intention to search for clothing items on Instagram.

3.2.2   Trend identification

When shopping on social media, consumers can follow brands and track what products their friends or aspirational groups are buying (Aydin, 2019). In particular, Instagram enables consumers to share images and reviews of recently purchased products through the use of hashtags (Kerviler et al., 2017). This infers that s-commerce is a useful tool for collecting the latest fashion information. Mohr (2013) further acknowledged that mobile apps, such as Facebook, provide consumers with relevant deals on the latest fashion trends. Hence, it is no surprise that Mikalef et al. (2013) found trend discovery to be a significant predictor of hedonic motivations to browse on Facebook. Moreover, Instagram's popularity for influencer marketing makes it an ideal platform for users to seek out fashion inspirations (Mintel, 2020c). Indeed, Kerviler et al. (2017) and Phua et al. (2017) found that participants searched for new trend inspirations through social networks and that Instagram played a key role in offering consumers' style advice and fashion ideas. Thus, in light of the aforementioned, we hypothesise that:

H5   Seeing the latest trends will positively affect consumers' intention to search for clothing items on Instagram.

3.3   The impact of search intentions on consumers' eWOM Intentions

eWoM in social media sites occurs when consumers willingly provide informal product-related advice to members and consumers of the existing networks (Anderson et al., 1998; Chu and Kim, 2011). Chu and Kim (2011) established that trust and informational influence are positively associated with eWoM intention. Alternatively, Mikalef et al. (2017) findings unveiled that information availability had no significant effect on eWoM intentions. Whilst there are studies that have investigated how social media affects WoM, an understanding of how social commerce affects eWoM and whether consumers are willing to share comments regarding clothing items that they have purchased on Instagram is scant. With increasing numbers of consumers engaging

in s-commerce, it is important to understand s-commerce shoppers' motivations, as it will provide insight into why people shop on Instagram and their intention to disseminate experiences through eWOM (Liang and Turban, 2011). Therefore, we hypothesise that:

H6 Searching for clothing items on Instagram will positively affect consumers eWoM intentions.

3.4 *The impact of search intentions on consumers' purchase intentions*

Purchase intention is operationalised as the subjective possibility of a consumer to purchase a product (Rubab, et al., 2018) and is considered to be the most important consumer response to both scholars and practitioners. Measuring this construct is believed to provide a useful insight into the effectiveness of marketing (Wang and Chang, 2013) and information retrieval. Mikalef et al. (2013) discovered that although purchase intentions on social media (excluding Instagram) were motivated by both utilitarian and hedonistic values, the former appeared to have a stronger impact on purchase intentions. This concurs with a number of previous findings that have also discovered utilitarian motivation to have more of an impact on purchase intentions (To et al., 2007; Anderson et al., 2014; Sheikh et al., 2017). However, before a purchase is initiated, a consumer must browse products, which in turn may lead to the purchase of a specific item (Mikalef et al., 2013). Indeed, Hajli et al. (2017) found that the more consumers searched for information (a utilitarian motivation) on Facebook the more likely they were to purchase items. To this end, we hypothesis that:

H7 Searching for garments on Instagram will positively affect consumers' purchase intentions.

4 Methodology

This paper adopts a deductive approach through the use of a quantitative methodology to investigate consumers' shopping motivations and subsequent eWOM and purchase intentions when searching for and purchasing fashion items on Instagram. A questionnaire was designed on Qualtrics to test the adopted conceptual framework outlined in Figure 1. Prior research has validated the effectiveness of Qualtrics to create and disseminate online questionnaires (see: Tang and Zhang, 2018; Beck and Crie, 2018; Smink et al., 2019; Liang et al., 2020). The questionnaire was pilot-tested with a total number of 10 Instagram users from the same subject pool (UK females aged 18–43). Based on this feedback, the questionnaire was improved by re-phrasing or deleting ambiguous items.

4.1 *Procedure*

The online questionnaire was distributed via social media platforms (i.e., Facebook, Twitter, LinkedIn and Instagram) using a combination of convenience and snowball sampling to effectively reach the target population. Demographic questions such as gender and age were used to confirm that the respondents fulfilled the inclusion criteria and belonged to the target population. Adhering to prior survey methodologies, respondents were asked to recall a time in which they had searched for and purchased a

fashion garment on Instagram and complete the questionnaire based on this personal experience (Chen et al., 2017). Thus, prior shopping experience on Instagram was a further prerequisite. Indeed, if a respondent acknowledged that they had never searched for garments on Instagram, they were removed from the analysis. An example of the shopping experience on Instagram was depicted in the questionnaire to prime the respondents and trigger their responses about the phenomenon of interest (Doha, et al., 2019). No incentive was given for completing the survey.

4.1.1   Demographic criteria

To ensure the suitability of the respondents, the target population was defined as UK females aged 18–43, as this particular group are identified as being the most active users of Instagram (Statista, 2019b). During a period of 2 months (January 3rd –February 28th, 2020), a total of 340 responses were received; however, 135 questionnaires were excluded as the respondents did not meet the required inclusion criteria of prior shopping experience on Instagram, or did not fully complete the survey. Thus, a total of 205 useable questionnaires were returned. This sample size was deemed appropriate as not only does it exceed the recommended sample size for SEM (Hair et al., 2018), but it is also in line with prior quantitative research sample sizes (Mikalef et al., 2013; Doha et al., 2019). Descriptive statistics established that the majority of female respondents were aged between 18–23 (35%, N=72), followed by 24–30 (34%, N=70), 31–36 (25%, N=51) and 37-43 (6%, N=12). These statistics are representative of the wider UK population as demonstrated by GlobalData (2019), who unveiled that 39% of UK shoppers, aged 16-24, have previously used Instagram to search for fashion items online. GlobalData (2019) further revealed that shopping via Instagram is higher for consumers aged 16-34, compared to older age categories, which is also true of the present study. Thus, it is apparent from the results that a sample size of 205 was suitable for the purpose of this research, as the respondents aligned with the profile of consumers who are the most active users of Instagram.

4.2   Measure development

To ensure content validity and reliability, the measures for our constructs were adapted from prior literature and were modified according to the specific aim of the present research. The items that were used to measure the constructs in this study are outlined in Appendix A. The utilitarian and hedonic values; cost, convenience and latest trends were measured using a 3-item scale adopted by To et al. (2007) and Arnold and Reynolds (2003), and information availability and authority were adopted from Mikalef et al. (2017). A 5-item scale was used to measured eWOM intentions (Mikalef et al., 2017) and a 4-item scale was implemented to measure search intention (Mikalef et al., 2013) and purchase intentions (Mikalef et al., 2017). Prior studies reported statistical reliability (Cronbach's α exceeding .80) and validity (AVE of .50 or above) of the adopted measures. All items were measured on a 7-point Likert scale, anchored at 1 'strongly disagree' and 7 'strongly agree'.

5 Preliminary analysis

Numerous preliminary analyses were conducted before undertaking SEM to test the hypothesised model (Figure 1).

Table 1 EFA results and Cronbach's alpha scores

Item ID	WOM intention	Purchase intentions	Search intentions	Authority	Cost	Latest trends	Convenience	Information availability
Cronbach alpha	0.87	0.92	0.9	0.89	0.89	0.89	0.8	0.77
WOM_2	0.909							
WOM_5	0.896							
WOM_1	0.784							
WOM_4	0.753							
WOM_3	0.594							
PI_2		0.958						
PI_4		0.887						
PI_1		0.871						
PI_3		0.793						
SEARCH_3			0.972					
SEARCH_2			0.894					
SEARCH_4			0.852					
SEARCH_1			0.597					
AUTHORITY_1				0.924				
AUTHORITY_3				0.892				
AUTHORITY_2				0.877				
COST_2					0.902			
COST_1					0.901			
COST_3					0.863			
TRENDS_1						0.864		
TRENDS_2						0.864		
TRENDS_3						0.863		
CONVENIENCE_1							0.855	
CONVENIENCE_2							0.841	
CONVENIENCE_3							0.732	
INFORMATION_1								0.916
INFORMATION_2								0.8
INFORMATION_3								0.697

5.1 Exploratory factor analysis

In line with Zhang et al. (2014) we conducted an exploratory factor analysis (EFA) on SPSS to examine the unidimensional, convergent validity and reliability of the constructs. A principle component factor analysis (PCA) was conducted on 28 items with an oblique rotation (Promax). The Kaiser-Meyer-Olkin (KMO) measure verified the suitability and sampling adequacy for the analysis, KMO= .841 and Bartlett's test of Sphericity indicated that correlations between the items were sufficiently large for PCA (p<.001). From the screen plot, eight components had eigenvalues over Kaiser's criterion of 1 and in combination explained 77.2% of the total variance. Hence, eight factors were retained in the analysis. The EFA results demonstrated in Table 1 exemplifies that all items converged on to the correct factor and factor loading scores exceeded the recommended threshold of 0.4 (Field, 2009), extrapolating that unidirectionality and convergent validity was accepted. Additionally, no items exhibited cross loadings of >0.4 on to other items. Thus, discriminant and convergent validity was assumed. As further shown in Table 1, all constructs are acceptably reliable, achieving Cronbach's alpha measure of reliability above the 0.7 threshold (Field and Hole, 2003; Hair et al., 2018).

5.2 Common-method bias

The research used a self-reported questionnaire to measure the variables thus, it was vital that we assessed the potential impact of common method bias by applying the Harman's single factor test in line with Podsakoff et al. (2003), Goraya et al. (2019) and Guo et al. (2020). Thus, an exploratory factor analysis was undertaken to examine whether one factor held a substantial amount of the shared variance (Tang and Zhang, 2018). It was apparent from the results that the largest variance explained by a single factor was 31.5%, which is substantially less than the recommended threshold of below 50% (Aydin, 2019). Therefore, we can conclude that common method bias does not pose a serious threat in the dataset.

Table 2 Actual and recommended goodness of fit indices

Fit index	Measurement model	Suggested values
Chi-square	427,922 (DF=246) P=<.001	P<.05 (Hu and Bentler, 1995)
RMSEA	0.06	<0.5-<0.8 (Browne and Cudeck, 1999) <.07 with CFI > or equal to 0.92 (Hair et al., 2018)
ECVI	Default (2.94), Saturated (3.19) and Independent (17.99)	ECVI of default model must be smaller than saturated and independent model (Byrne, 1998)
CFI	0.94	≥0.92 (Hair et al., 2018)
TLI	0.93	>0.92 (Hair et al., 2018)
GFI	0.85	>0.80 (Bentler and Bonett, 1980)
NFI	0.87	>0.90 (Bentler and Bonett, 1980)
PGFI	0.66	>0.50 (Malhotra et al., 2012)

Table 3   Convergent validity assessment

|	CR	AVE	MSV	MaxR(H)	eWOM	Cost	Conv	Info	Trends	Authority	PI	Search
eWOM	0.870	0.629	0.255	0.895	*0.793*							
Cost	0.891	0.731	0.083	0.900	0.110	*0.855*						
Conv.	0.813	0.593	0.256	0.834	0.323	0.246	*0.770*					
Info.	0.784	0.645	0.256	0.784	0.343	0.288	0.506	*0.803*				
Trends	0.892	0.736	0.348	0.920	0.443	0.087	0.447	0.330	*0.858*			
Authority	0.886	0.722	0.046	0.887	–0.020	0.215	0.116	–0.011	0.213	*0.849*		
PI	0.916	0.732	0.250	0.918	0.302	0.248	0.500	0.454	0.466	0.086	*0.856*	
Search	0.921	0.796	0.348	0.924	0.505	0.143	0.486	0.441	0.590	0.165	0.466	*0.892*

5.3   *Confirmatory factor analysis*

Using AMOS 25, a confirmatory factor analysis was conducted (CFA) to assess the goodness of fit of the overall research model and to also determine the constructs' discriminant validity. Table 2 reports the actual and recommended values of the goodness of fit indices, including; chi-square (Chi2), the root mean squared error of approximation (RMSEA), the expected cross validation index (ECVI), comparative fit index (CFI), Tucker-Lewis index (TLI), goodness of fit index (GFI), the normed fit index (NFI) and the parsimony goodness of fit index (PGFI).

   It is apparent from Table 2 that, besides NFI, the other fit indices of the model either achieved or exceeded the recommended thresholds, demonstrating a good fit between the data and the model. Table 3 outlines the CFA validity and reliability results. It is apparent from Table 3 that all the AVE square root values were less than the correlations with other constructs, supporting discriminant validity of the model. Alternatively, convergent validity was assessed through evaluating composite reliability values (CR) and average variance extracted (AVE). It is evident from Table 3 that convergent validity in this study was satisfied adhering to the recommended criteria of AVE values greater than 0.50 and construct reliabilities exceeding 0.70.

6   Structural equation modelling (SEM)

Proceeding the assessment of goodness of fit and satisfying the subsequent validity tests, AMOS 25 was used to undertake SEM to test the hypothesised relationships outlined in Figure 1. The path analysis results are visualised in Figure 2.

Figure 2   Relationship supported by empirical study (see online version for colours)
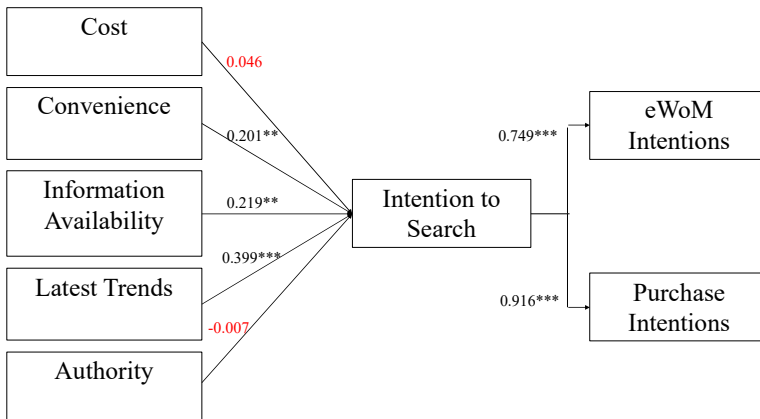
Note: *p<05, **p<01, ***p<001.

It is apparent from the estimated path coefficients of the structural model that cost did not positively affect consumers' intention to search for fashion items on Instagram, thus rejecting H1 (β=0.046). Alternatively, convenience was found to positively affect consumers' intentions to search for fashion items on Instagram, supporting H2 (β=0.201**). Similarly, information availability (β =0.219**) and latest trends

($β$=0.399***) were found to positively affect consumers' intentions to search for fashion items on Instagram and thus, H3 and H4 were supported. However, the results indicate that authority did not positively affect consumers' intentions to search for fashion items on Instagram and thus H5 was rejected ($β$=-0.007). In addition, the results also infer that intention to search for fashion items on Instagram positively affected consumers' eWoM intentions ($β$=0.749***) and purchase intentions ($β$=0.916***), supporting H6 and H7. A summary of the structural path coefficients and hypotheses results are outlined in Table 4.

Table 4   Summary of the structural path coefficients and hypotheses

Hypothesis/ structural path	Path coefficient	p-Value	Supported?
H1: cost-> search	0.046	0.379	No
H2: convenience -> search	0.201**	p<.01	Yes
H3: info. availability -> search	0.219**	p<.01	Yes
H4: latest trends -> search	0.399***	p<.001	Yes
H5: authority-> search	−0.007	0.882	No
H6: search -> eWoM	0.749***	p<.001	Yes
H7: search-> purchase intentions	0.916***	p<.001	Yes

7   Discussions and contributions

The findings make several academic contributions by not only extending the existing literature concerning s-commerce shopping motivations (Mikalef et al., 2013; Hamari et al., 2016; Mikalef et al., 2017; Aydin, 2019; Blazquez et al., 2019), but also by providing novel insights regarding how certain utilitarian and hedonic motivations influence consumers' intentions to search and purchase fashion items and undertake eWoM on Instagram. Scholarly research has previously established that both utilitarian and hedonic motivations impact consumers' s-commerce browsing intentions as a whole, yet there is a noticeable paucity of research that examines the effect of utilitarian and hedonic shopping motivations on a consumer's shopping journey on Instagram. The results of this study suggest that whilst both hedonic (i.e., latest trends) and utilitarian (convenience and information availability) motives positively affect consumers' intentions to search for clothing items on Instagram, not all tested relationships were supported. For instance, cost (utilitarian) was found to have no effect on consumers' search intentions. Although Menon and Sigurdsson (2015) established a superiority of price motivation for shoppers on Facebook, a plausible explanation for the findings of this study is that, unlike Facebook, Instagram only allows retailers to upload up to 5 products in a single feed. Thus, it may be argued that on Instagram product offering is limited which in turn impedes a consumer's ability to effectively undertake price comparisons. Furthermore, prices of items are not cheaper on Instagram than they are on the fashion retailer's e-commerce site, which indicates that consumers would be motivated by other factors to use Instagram to browse for and purchase clothes rather than cost. Future qualitative research could be conducted to explore this aspect further and ascertain exactly why this may be the case.

Moreover, the findings of this study establish that authority (hedonic) did not exhibit an important effect on consumers' search intentions, a finding which also concurs with

the study of Mikalef et al. (2013). A plausible reason for this finding can be deduced by Shanahan et al. (2019) who posits that Instagram offers advertisements to consumers based on their recent activities, navigations and purchase history. Consequently, by presenting unwanted product advertisements on Instagram, consumers may feel an inability to control what products they browse. Again, qualitative research could be conducted to explore this aspect further and ascertain exactly why this may be the case.

Interestingly, our empirical analysis demonstrates that the ability to see the latest trends had the strongest direct effect on intentions to search for fashion items on Instagram, compared to the alternative hedonic and utilitarian motives explored within the study. Whilst this supports the findings of Kerviler et al. (2017) and Mikalef et al. (2013), it challenges the outcomes of Blazquez et al. (2019) who unveiled that utilitarian motives, such as informational support, had the biggest influence on consumers s-commerce browsing motivations. The potential reason for this finding is twofold. Firstly, Instagram is an extremely popular platform for influencer marketing (Mintel, 2020c), which in turn makes it an ideal platform for users to learn about the latest fashion trends. Secondly, through the use of hashtags consumers can follow the latest fashion trends of their peers and followers. Thus, based on our findings, we suggest that retailers who intend to use Instagram as an effective shopping platform should continuously update their product offerings and information to reflect the latest trends.

The findings from the data analysis also established that information availability has a positive effect on consumers' intention to search for fashion items on Instagram. This challenges the results of Mikalef et al. (2017) who discovered that, in the context of Facebook, the amount of product information available was found to have no effect on purchase intentions or eWoM intentions. However, a possible reason for this discrepancy is that information on Instagram is predominantly communicated visually rather than textually. The products are displayed on images of 'real people' in 'real life' settings, making it easier for consumers to see how the items may look on themselves, as opposed to just the standard e-commerce site images, therefore providing more accurate product information for people. This reasoning is supported by the findings of Nash (2020) who discovered that participants preferred being able to see fashion information visually on Instagram, as opposed to verbal content found on fashion e-commerce pages. Thus, retailers who wish to sell fashion items on Instagram should focus on the visual dissemination of information through images, stories and video content.

Moreover, as hypothesised, convenience was found to have a positive effect on consumers' intention to search for fashion items on Instagram. This finding concurs with a number of previous studies that have claimed that browsing for products online is convenient as consumers can browse and purchase products in the comfort of their own home (Siddiqui et al., 2003; Dawson and Kim, 2013; Boardman and McCormick, 2018; Rubab et al., 2018; Aw, 2019).

The findings of this study further suggest that there is a highly significant link between searching for fashion items on Instagram and purchase intentions, a finding which substantiates the results of To et al. (2007) Mikalef et al. (2013). Thus, this emphasises the selling opportunity for fashion retailers who have previously been reluctant to utilise Instagram as a transactional medium. Finally, the results from the data analysis infer that, users who are likely to search for garments on Instagram are also prone to undertake eWoM by sharing fashion products with their friends and commenting on product posts. Thus, knowing that search intention has a positive influence on eWoM intention, retailers must ensure that they provide an exceptional service, as any negative

comments may drive consumers away (Kim and Ko, 2010). However, given that eWoM is one of the most credible and trusted sources of product information (Hu and Krishen, 2019), retailers should encourage consumers to exchange eWoM via their Instagram page to help facilitate consumer decision-making.

8   Conclusions

Despite the increasing amount of research focusing on the topic of s-commerce, to date there is a paucity of academic research concerning consumers' motivations for shopping on Instagram (Sheldon and Bryant, 2016). Consequently, our findings not only extend prior research on consumers' s-commerce motivations (Mikalef et al., 2013; Hamari et al., 2016; Mikalef et al., 2017; Aydin, 2019; Blazquez et al., 2019), but also provide novel insights into how Instagram, in particular, affects consumers' shopping motivations and subsequent eWoM and purchase intentions. Indeed, the findings from this research extrapolate that both hedonic (i.e., latest trends) and utilitarian (convenience and information availability) motivations positively affect consumers' intention to search for garments on Instagram. However, cost (utilitarian) and authority (hedonic) were found to have no effect on consumers' search intentions. The final model of the confirmed results is visually depicted in Figure 3.

Figure 3   Final model of confirmed results
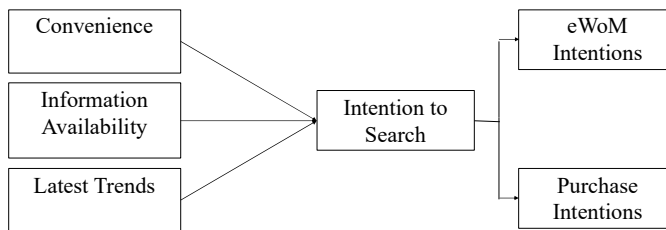
As technology and social media in particular is evolving so quickly, there is a need for academic research to keep up and determine how consumers like to shop and what motivates them to do so in certain ways. The results of this study can be used as a basis for future research to build on and explore consumer behaviour on other social media platforms, and can be used by fashion retailers to coordinate their efforts on Instagram accordingly. Moreover, from a managerial perspective, this study provides marketers with a frame of reference to understand how intention to search for items on Instagram can lead to eWoM and purchase intentions. Indeed, with Instagram being the fastest growing social network in the UK (Mintel, 2019), the results from this study will enable marketers to understand what drives search intentions on Instagram and thus, will permit them to develop better marketing strategies.

9   Future research and limitations

Despite the paper's contributions, we note several limitations when interpreting the findings. The subjects are limited to UK females, aged 18–43. Although this particular

demographic accounts for the highest level of Instagram usage in the UK (Statista, 2019b), it can be argued that, the results are specific to that gender and country. Therefore, further research should test the framework using an all-male sample or, better still, a mixed male/female sample, to generalise the results of this study. Additionally, only a small percentage (6%, N=12) of the respondents in this study comprised of the 37–43 age category and as a result, further research should enquire why this particular age range are motivated, or alternatively not motivated, to search and purchase for fashion items on Instagram.

The product stimuli investigated in this study was fashion items. Consequently, future research could investigate shopper motivations and eWoM intentions on Instagram for different product categories to further generalise the results of this study. Furthermore, as shopping on Instagram is an extremely new phenomenon, future research should build on the findings of this study by exploring s-commerce shopping motivations through a qualitative enquiry. Qualitative interviews will enable an in-depth exploration of the reasons behind the motivations found in this paper.

References

Abed, S. (2018) 'An empirical examination of Instagram as an s-commerce channel', *Journal of Advances in Management Research*, Vol. 15, No. 2, pp.146–160.

Anderson, E.W. (1998)'Customer satisfaction and word-of-mouth', *Journal of Service Research*, Vol. 1, No. 1, pp.5–17.

Anderson, K.C., Knight, D.K., Pookulangara, S., Josiam, B. (2014) 'Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a Facebook perspective', *Journal of Retailing and Consumer Services*, Vol. 21, No. 5, pp.773–779.

Arnold, M.J. and Reynolds, K.E. (2003) 'Hedonic shopping motivations', *Journal of Retailing*, Vol. 79, No. 2, pp.77–95.

Arora, A., Bansal, S., Kandpal, C., Aswani, R. and Dwivedi, Y. (2019) 'Measuring social media influencer index- insights from Facebook, Twitter and Instagram', *Journal of Retailing and Consumer Services*, July, Vol. 49, pp.86–101, Elsevier Ltd.

Aw, E.C.X. (2019) 'Understanding the webrooming phenomenon shopping motivation, channel-related benefits and costs', *International Journal of Retail and Distribution Management*, Vol. 47, No. 10, pp.1074–1092.

Aydın, G. (2019) 'Do personality traits and shopping motivations affect social commerce adoption intentions? Evidence from an emerging market', *Journal of Internet Commerce*, Vol. 18, No. 4, pp.428–467.

Babin, B.J., Darden, W.R. and Griffin, M. (1994) 'Work and/or fun: measuring hedonic and utilitarian shopping value', *Journal of Consumer Research*, Vol. 20, No. 4, pp.644–656.

Bansal, G. and Chen, L. (2011) 'If they trust our e-commerce site, will they trust our social commerce site too? Differentiating the trust in e-commerce and s-commerce: the moderating role of privacy and security concerns', in *Proceedings of the MWAIS*.

Beck, M. and Crie, D. (2018) 'I virtually try it… I want it! virtual fitting room: a tool to increase online and offline exploratory behaviour, patronage and purchase intentions', *Journal of Retailing and Consumer Services*, July, Vol. 40, pp.279–286.

Bentler, P.M. and Bonett, D.G. (1980) 'Significance tests and goodness of fit in the analysis of covariance structures', *Psychological Bulletin*, Vol. 88, No. 3, pp.588–606.

Blazquez, M., Zhang, T., Boardman, R., Henninger, C.E. (2019) 'Exploring the effects of social commerce on consumers' browsing motivations and purchase intentions in the UK fashion industry', in Boardman, R., Blazquez, M., Henninger, C.E. and Ryding, D. (Eds.): *Social Commerce: Consumer Behaviour in Online Environments*, pp.99–115, Palgrave Macmillan, Cham.

Boardman, R. and McCormick, H. (2018) 'Shopping channel preference and usage motivations exploring differences amongst a 50-Year Age Span', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 22, No. 2, pp.270–284.

Bridges, E. and Florsheim, R. (2008) 'Hedonic and utilitarian shopping goals: the online experience', *Journal of Business Research*, Vol. 61, No. 4, pp.309–314.

Browne, M.W. and Cudeck, R. (1999) 'Alternative ways of assessing model fit', in Bollen, K. and Long, K. (Eds.): *Testing Structural Equation Models*, pp.136–162, SAGE, California.

Bürklin, N., Henninger, C.E. and Boardman, R. (2019) 'The historical development of social commerce' (2019)', in Boardman, R., Blazquez, M., Henninger, C.E. and Ryding, D. (Eds.): *Social Commerce: Consumer Behaviour in Online Environments*, pp.1–16, Palgrave Macmillan.

Byrne, B. (1998) *Structural Equation Modeling With Lisrel, Prelis And Simplis: Basic Concepts, Application And Programming*, Lawrence Erlbaum Associates, Inc, New Jersey.

Chahal, M. (2016) *Social commerce: How willing are consumers to buy through social media? Marketing Week* [online] https://www.marketingweek.com/2016/03/23/social-commerce-how-willing-are-consumers-to-buy-through-social-media/ (accessed 1 October 2019).

Chen, A., Lu, Y. and Wang, B. (2017) 'Customers' purchase decision-making process in social commerce: a social learning perspective', *International Journal of Information Management*, Vol. 37, No. 6, pp.627–638.

Childers, T.L., Carr, C.L., Peck, J. and Carson, S. (2001) 'Hedonic and utilitarian motivations for online shopping behavior', *Journal of Retailing*, Vol. 77, No. 4, pp.511–535.

Chu, S.C. and Kim, Y. (2011) 'Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites', *International Journal of Advertising*, Vol. 30, No. 1, pp.47–75.

Dawson, S. and Kim, M. (2010) 'Cues on apparel web sites that trigger impulse purchases', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 14, No. 2, pp.230–246.

Dennis, C., Morgan, A., Wright, L. and Jayawardhena, C. (2010) 'The influences of social e-shopping in enhancing young women's online shopping behaviour', *Journal of Customer Behaviour*, Vol. 9, No. 2, pp.151–174.

Doha, Elnahla, N. and McShane, L. (2019) 'Social commerce as social networking', *Journal of Retailing and Consumer Services*, March, Vol. 47, pp.307–321.

Donthu, N. and Garcia, A. (1999) 'The internet shopper', *Journal of Advertising Research*, Vol. 39, No. 3, pp.52–52.

eMarketer (2016) *As a direct response tool, social commerce is still lacking. eMarketer* [online] https://www.emarketer.com/Article/Direct-Response-Tool-Social-Commerce-Still-Lacking/1014866 (accessed 1 October 2019).

Evans, N.J., Phua, J., Lim, J. and Jun, H. (2017) 'Disclosing Instagram influencer advertising: the effects of disclosure language on advertising recognition, attitudes, and behavioural intent', Vol. 17, No. 2, pp.138–149.

Fernandez, C. (2016) *Snapchat, Facebook or Instagram: Who is Winning The Social Media Shopping Race? Fashion-tech*, 20 December 2016, *BoF, Business of Fashion* [online] https://www.businessoffashion.com/articles/fashion-tech/who-is-winning-the-social-media-shopping-race (accessed 1 December 2019).

Field, A. (2009) *Discovering Statistics Using SPSS*, 3rd ed., SAGE, London.

Field, A. and Hole, G. (2002) *How to Design and Report Experiments*, SAGE, London.

Ganesh, J., Reynolds, K.E., Luckett, M. and Pomirleanu, N. (2010) 'Online shopper motivations, and e-store attributes: an examination of online patronage behavior and shopper typologies', *Journal of Retailing*, Vol. 86, No. 1, pp.106–115.

GlobalData (2019) 'Impulsive Instagram shopping offers retailers the chance to boost sales', *GlobalData* [online] https://www.globaldata.com/impulsive-instagram-shopping-offers-retailers-the-chance-to-boost-sales/ (accessed 4 August 2020).

Goh, K.Y., Heng, C.S. and Lin, Z. (2013) 'Social media brand community and consumer behavior: quantifying the relative impact of user-and marketer-generated content', *Information Systems Research*, Vol. 24, No. 1, pp.88–107.

Goraya, M.A.S., Jing, Z., Shareef, M.A., Imran, M., Malik, A. and Akram, M.S. (2019) 'An investigation of the drivers of social commerce and e-word-of-mouth intentions: elucidating the role of social commerce in e-business', *Electronic Markets*, April, pp.1–15.

Guarda, T., Lopes, I., Victor, J.A. and Vázquez, E.G. (2020) 'User behavior: the case of Instagram', in Rocha, Á., Reis, J., Peter, M. and Bogdanović, Z. (Eds.): *Marketing and Smart Technologies, Smart Innovation, Systems and Technologies*, Vol. 167, Springer, Singapore.

Guo, J., Wang, X. and Wu, Y. (2020) 'Positive emotion bias: role of emotional content from online customer reviews in purchase decisions', *Journal of Retailing and Consumer Services*, January 2020, Vol. 52, DOI: 101891.

Ha, Y. and Lennon, S.J. (2010) 'Online visual merchandising (VMD) cues and consumer pleasure and arousal: purchasing versus browsing situation', *Psychology and Marketing*, Vol. 27, No. 2, pp.141–165

Hair, J., Black, W.C., Babin, B.J. and Anderson, R.E. (2018) *Multivariate Data Analysis*, 8th ed., Cengage Learning, UK

Hajli, N. (2015) 'Social commerce constructs and consumer's intention to buy', *International Journal of Information Management*, Vol. 35, No. 2, pp.183–191.

Hajli, N., Sims, J., Zadeh, A.H. and Richard, M. (2017) 'A social commerce investigation of the role of trust in social networking site on purchase intentions', *Journal of Business Research*, February 2017, Vol. 71, pp.133–141.

Hamari, J., Sjöklint, M. and Ukkonen, A. (2016) 'The sharing economy: why people participate in collaborative consumption', *Journal of the Association for Information Science and Technology*, Vol. 67, No. 9, pp.2047–2059.

Himelboim, I., Lariscy, R.W., Tinkham, S.F. and Sweetser, K.D. (2012) 'Social media and online political communication: the role of interpersonal informational trust and openness', *Journal of Broadcasting and Electronic Media*, Vol. 56, No. 1, pp.92–115.

Hirschman, E.C. and Holbrook, M.B. (1982) 'Hedonic consumption: emerging concepts, methods and propositions', *Journal of Marketing*, Vol. 46, No. 3, pp.92–101.

Hounslea, T. (2017) *The social commerce revolution finally happening? 28 April 2017, Drapers* [online] https://www.drapersonline.com/news/is-the-social-commerce-revolution-finally-happening/7020494.article (accessed 20 January 2020).

Hsiao, K., Lin, J.C., Wang, X., Lu, H. and Yu, H. (2010) 'Antecedents and consequences of trust in online product recommendations: an empirical study in social shopping', *Online Information Review*, Vol. 34, No. 6, pp.935–953.

Hu, H.F. and Krishen, A.S. (2019) 'When is enough, enough? Investigating product reviews and information overload from a consumer empowerment perspective', *Journal of Business Research*, July, Vol. 100, pp.27–37.

Hu, L-T. and Bentler, P.M. (1995) 'Evaluating model fit', in Hoyle, R.H. (Ed.): *Structural Equation Modelling: Concepts, Issues and Applications*, pp.76–99, SAGE, Thousand Oaks, CA.

Huang, Z. and Benyoucef, M. (2013) 'From e-commerce to social commerce: a close look at design features', *Electronic Commerce Research and Applications*, Vol. 12, No. 4, pp.246–259.

IBM (2020) 'Research insights, 'meet the 2020 consumers driving change: why brands must deliver on omnipresence, agility, and sustainability', Haller, K., Lee, J., Cheung, J. (Eds.): *IBM Institute for Business Value, in association with NRF, National Retail Federation* [online] https://www.ibm.com/downloads/cas/EXK4XKX8 (accessed 12 December 2019).

Kang, J.Y.M. and Johnson, K.K. (2015) 'F-Commerce platform for apparel online social shopping: testing a Mowen's 3M model', *International Journal of Information Management*, Vol. 35, No. 6, pp.691–701.

Kang, J.Y.M. and Johnson, K.K.P. (2013) 'How does social commerce work for apparel shopping? Apparel social e-shopping with social network storefronts', *Journal of Customer Behaviour*, Vol. 12, No. 1, pp.53–72.

Kang, J.Y.M., Johnson, K.K. and Wu, J. (2014) 'Consumer style inventory and intent to social shop online for apparel using social networking sites', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 18, No. 3, pp.1361–2026.

Kerviler, G., Audrezet, A. and Suprin, E (2017) 'Consumer brand relationship in the age of Instagram', in Rossi, P. (Ed.): *Marketing At The Confluence Between Entertainment And Analytics*, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp.939–951.

Kim, A.J. and Ko, E. (2010) 'Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention', *Journal of Global Fashion Marketing*, Vol. 1, No. 3, pp.164–171.

Kim, H.S. (2006) 'Using hedonic and utilitarian shopping motivations to profile inner city consumers', *Journal of Shopping Center Research*, Vol. 13, No. 1, pp.58-79.

Kim, J. and Forsythe, S. (2007) 'Hedonic usage of product virtualization technologies in online apparel shopping', *International Journal of Retail and Distribution Management*, Vol. 35, No. 6, pp.502–514.

Kim, S. and Park, H. (2013) 'Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance', *International Journal of Information Management*, Vol. 33, No. 2, pp.318–332.

Kozinets, R.V., De Valck, K., Wojnicki, A.C. and Wilner, S.J. (2010) 'Networked narratives: understanding word-of-mouth marketing in online communities', *Journal of Marketing*, Vol. 74, No. 2, pp.71–89.

Lee, S., Schanski, M. and Touchette, B. (2015) 'Apparel brands' use of facebook: an exploratory content analysis of branded entertainment', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19, No. 2, pp.107–119.

Leong, L.Y., Hew, T.S., Ooi, K.B., Chong, A.Y.L. (2020) 'Predicting the antecedents of trust in social commerce– a hybrid structural equation modeling with neural network approach', *Journal of Business Research*, March, Vol. 110, pp.24–40.

Liang, T.P. and Turban, E. (2011) 'Introduction to the special issue social commerce: a research framework for social commerce', *International Journal of Electronic Commerce*, Vol. 16, No. 2, pp.5–14.

Liang, Y., Lee, S.H. and Workman, J.E. (2020) 'Implementation of artificial intelligence in fashion: are consumers ready?', *Clothing and Textiles Research Journal*, Vol. 38, No. 1, pp.3–18.

Luk, S., Sharma, P. and Chen, I. (2013) 'Shopping motivation as a moderator in the retail service evaluation', *Journal of Services Marketing*, Vol. 27, No. 1, pp.40–48.

Malhotra, N.K., Birks, D.F. and Wills, P. (2012) *Marketing Research an Applied Approach*, 4th ed., Pearson, Essex.

Marsden, P. (2010) *Social Commerce: Monetizing Social Media*, Syzygy Group, Hamburg, Germany.

McCormick, H., Cartwright, J., Perry, P., Barnes, L., Lynch, S. and Ball, G. (2014) 'Fashion retailing – past, present and future', *Textile Progress*, Vol. 46, No. 3, pp.227–321.

Menon, R.V. and Sigurdsson, V. (2015) 'Conjoint analysis for social media marketing experimentation: choice, utility estimates and preference ranking', *Managerial and Decision Economics*, Vol. 37, Nos. 4–5, pp.345–359.

Menon, R.V., Sigurdsson, V., Larsen, N.M., Fagerstrøm, A. and Foxall, G.R. (2016) 'Consumer attention to price in social commerce: eye tracking patterns in retail clothing', *Journal of Business Research*, Vol. 69, No. 11, pp.5008–5013.

Mikalef, P., Giannakos, M. and Pappas, I. (2017) 'Designing social commerce platforms based on consumers intentions', *Behaviour and Information Technology*, Vol. 36, No. 12, pp.1308–1327.

Mikalef, P., Giannakos, M. and Pateli, A. (2013) 'Shopping and word-of-mouth intentions on social media', *Journal of Theoretical And Applied Electronic Commerce Research*, Vol. 8, No. 1, pp.17–34.

Mintel (2019a) *Digital Advertising-UK-June, 2019* [online] https://academic.mintel.com/display/962048/?highlight#hit1 (accessed: 28 January 2020).

Mintel (2019b) *Clothing Retailing-UK-October 2019* [online] https://academic.mintel.com/display/982682/?highlight#hit1 (accessed 9 December 19].

Mintel (2020c) *Influencers-UK-January 2020* [online] https://reports.mintel.com/display/1000892/?fromSearch=%3Ffreetext%3DInstagram%2520influential%2520marketing. (accessed 2 January 2020).

Mohr, I. (2013) 'The impact of social media on the fashion industry', *Journal of Applied Business and Economics*, Vol. 15, No. 2, pp.17–22.

Moon, K.K., Youn, C., Chang, J.M.T. and Yeung, A.W. (2013) 'Product design scenarios for energy saving: a case study of fashion apparel', *International Journal of Production Economics*, March, Vol. 146, pp.392–401.

Moran, G. (2018) *How Retailers Are Using Instagram's Shopping Update*, 5 April 2018, *Drapers* [online] https://www.drapersonline.com/business-operations/how-retailers-are-using-instagrams-shopping-update/7029785.article (accessed 20 January 2020).

Nash, J. (2020) 'Exploring how social media platform influence fashion consumer decisions in the UK retail sector', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 23, No. 1, pp.82–103.

Ono, A., Nakamura, A., Okuno, A. and Sumikawa, M. (2012) 'Consumer motivations in browsing online stores with mobile devices', *International Journal of Electronic Commerce*, Vol. 16, No. 4, pp.153–178.

Parker, C.J. and Wang, H. (2016) 'Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 20, No. 4, pp.487–506.

Phua, J., Jin, S.V. and Kim, J.J. (2017) 'Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: the moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention', *Telematics and Informatics*, Vol. 34, No. 1, pp.412–424.

Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y. and Podsakoff, N.P. (2003) 'Common method biases in behavioral research: a critical review of the literature and recommended remedies', *Journal of Applied Psychology*, Vol. 88, No. 5, pp.879–903.

Rubab, N., Shoukat, S., Shaheen, M. and Sandhu, K.Y. (2018) 'The impact of website designing factors on online purchase intention: evidence from fashion brands', *Journal of Marketing Management*, Vol. 17, No. 1, pp.53–72.

Shanahan, T., Tran, T.P. and Taylor, E.C. (2019) 'Getting to know you: social media personalization as a means of enhancing brand loyalty and perceived quality', *Journal of Retailing and Consumer Services*, March, Vol. 47, pp.57–65.

Sheikh, Z., Islam, T., Rana, S., Hameed, Z. and Saeed, U. (2017) 'Acceptance of social commerce framework in Saudi Arabia', *Telematics and Informatics*, Vol. 34, No. 8, pp.1693–1708.

Sheldon, P. and Bryant, K. (2016) 'Instagram: motives for its use and relationship to narcissism and contextual age', *Computers in Human Behavior*, May, Vol. 58, pp.89–97.

Siddiqui, N., O'Malley, A., McColl, J. and Birtwistle, G. (2003) 'Retailer and consumer perceptions of online fashion retailers: web site design issues', *Journal of Fashion Marketing and Management*, Vol. 7, No. 4, pp.345–355.

Sivadas, E. and Jindal, R.P. (2017) 'Alternative measures of satisfaction and word-of-mouth', *Journal of Services Marketing*, Vol. 31, No. 2, pp.119–130.

Smink, A.R., Frowijn, S., Reijmersdal, E., Noort, G.V. and Neijens, P.C. (2019) 'Try online before you buy: how does shopping with augmented reality affect brand responses and personal data disclosure', *Electronic Commerce Research and Applications*, May-June, Vol. 35, pp.1567–4223.

Statista (2019a) *Social Media Usage in the United Kingdom (UK)* [online] file:///Users/user/ Downloads/study_id21322_social-media-usage-in-the-united-kingdom-statista-dossier.pdf (accessed 2 February 2020).

Statista (2019b) *Instagram users in the United Kingdom as of December 2019* [online] https://www-statista-com.manchester.idm.oclc.org/statistics/1018012/instagram-users-united-kingdom/ (accessed 2 February 20).

Statista (2020) 'Global social networks ranked by number of users 2020', Published by Clement, J. February 14 2020 [online] https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ (accessed 9 January 2020(.

Stephen, A.T. and Toubia, O. (2010) 'Deriving value from social commerce networks', *Journal of Marketing Research*, Vol. 47, No. 2, pp.215–228.

Stubb, C. and Colliander, J. (2019) 'This is not sponsored content"-the effects of impartiality disclosure and e-commerce landing pages on consumer responses to social media influencer posts', *Computers in Human Behavior*, September, Vol. 98, pp.210–222.

Tang, J. and Zhang, P. (2018) 'The impact of atmospheric cues on consumers' approach and avoidance behavioural intentions in social commerce websites', *Computers in Human Behaviour*, Available Online September 2018, In Press Corrected Proof

Thamizhvanan, A. and Xavier, M.J. (2013) 'Determinants of customers' online purchase intention: an empirical study in India', *Journal of Indian Business Research*, Vol. 5, No. 1, pp.17–32.

To, P.L., Liao, C. and Lin, T.H. (2007) 'Shopping motivations on internet: a study based on utilitarian and hedonic value', *Technovation*, Vol. 27, No. 12, pp.774–787.

Wang, J. and Chang, C. (2013) 'How online social ties and product related risks influence purchase intentions: a Facebook experiment', *Electronic Commerce Research and Applications*, Vol. 12, No. 5, pp.337–346.

Wolfinbarger, M. and Gilly, M. (2001) 'Shopping online for freedom, control and fun', *California Management Review*, Vol. 43, No. 2, pp.34–55.

Wolny, J. and Mueller, C. (2013) 'Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms', *Journal of Marketing Management*, Vol. 29, Nos. 5–6, pp.562–583.

Wu, Y.C., Shen, J.P. and Chang, C.L. (2015) 'Electronic service quality of Facebook social commerce and collaborative learning', *Computers in Human Behavior*, October 2018, Vol. 51, Part B, pp.1395–1402.

Yahia, I.B., Al-Neama, N. and Kerbache, L. (2018) 'Investigating the drivers for social commerce in social media platforms: importance of trust, social support and the platform perceived usage', *Journal of Retailing and Consumer Services*, March, Vol. 41, pp.11–19.

Yang, K. and Kim, H.Y. (2012) 'Mobile shopping motivation: an application of multiple discriminant analysis', *International Journal of Retail and Distribution Management*, Vol. 40, No. 10, pp.778–789.

Zhang, H., Lu, Y., Gupta, S. and Zhao, L. (2014) 'What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences', *Information and Management*, Vol. 51, No. 8, pp.1017–1030.

Zhang, K.Z.K. and Benyoucef, M. (2016) 'Consumer behavior in social commerce: a literature review, decision support systems', *Decision Support Systems*, June, Vol. 86, pp.95–108.

Appendix

Table A1   Constructs and measurement items

Construct	Item ID	Measurement items	References
Cost	Cost_1	Browsing on Instagram allows me to save money.	Arnold and Reynolds (2003); To et al., (2007)
	Cost_2	When shopping for fashion items on Instagram i spend less money.	
	Cost_3	Browsing for garments on Instagram provides me with the best competitive price.	
Convenience	Convenience_1	Instagram is a convenient medium to purchase garments whenever i want to.	Arnold and Reynolds (2003), To et al., (2007)
	Convenience_2	It is convenient to browse garments on Instagram since i can do this in the comfort of my own space.	
	Convenience_3	When shopping on Instagram i can browse fashion garments in accordance to my schedule.	
Information	Information_1	Instagram provides me with quick access to large volumes of information about fashion garments.	Mikalef et al., (2017)
	Information_2	I can collect useful information about fashion garments on Instagram.	
	Information_3	Information by other Instagram shoppers help to give me feedback about a product advertised.	
Latest trends	Trends_1	Instagram is a great platform for keeping up with the latest trends.	Arnold and Reynolds (2003), To et al., (2007)
	Trends_2	By shopping on Instagram, i can keep up with new fashion trends.	
	Trends_3	By shopping on Instagram, i can see new fashion products and trends	
Authority	Authority_1	When browsing fashion garments on Instagram i feel that i am in control.	Mikalef et al. (2017)
	Authority_2	When shopping on Instagram i feel like I can control the product features that I am browsing.	
	Authority_3	Instagram allows me to control my product browsing.	

Table A1   Constructs and measurement items (continued)

Construct	Item ID	Measurement items	References
Search intentions	Search_1	• Instagram provides a great way to search for fashion garments.	To et al., (2007); Mikalef et al. (2013)
	Search_2	• I use Instagram to search for products on fashion brand's official accounts when i am online.	
	Search_3	• I will continue to search for fashion products online via Instagram in the future.	
	Search_4	• I plan to use Instagram in the future to search for fashion garments.	
eWOM	eWOM_1	• I sometimes share fashion garments and brands that i like to my friends on Instagram	Mikalef et al. (2017)
	eWOM_2	• I send invitations to my friends to follow a fashion brand on Instagram	
	eWOM_3		
	eWOM_4	• When I see a product that I like on Instagram i use the 'like' function to show my appreciation	
	eWOM_5	• I would post positive things on Instagram about garments i like.	
		• I send invitations to friends so that they can join Instagram pages of brands and products which I believe they would like	
Purchase intentions	PI_1	• After spending some time to think about it i would buy one or more fashion garments that i have seen on Instagram.	Mikalef et al. (2017)
	PI_2		
	PI_3	• I would purchase some of the garments that i have seen on Instagram.	
	PI_4	• Some of my recent purchases were based on information which i found on Instagram.	
		• I would buy fashion garments that i see advertised on Instagram.	