

IMPACT OF PERSONALIZATION AND CONSUMER TRUST ON PURCHASE INTENTIONS (CASE STUDY OF SOCIAL MEDIA MARKETING IN THE FASHION INDUSTRY)



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Abstract

This study examines how consumer trust and customization affect purchase intentions in the context of fashion industry social media marketing. 400 respondents who frequently interact with fashion businesses on social media platforms provided data for the study using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that customer trust and purchasing intentions are significantly enhanced by customisation. Furthermore, the relationship between personalization and purchase intentions is partially mediated by consumer trust, indicating that customized marketing tactics work better when trust is built. According to the R-squared values, personalization has a moderate to significant explanatory power, accounting for 27.3% of the variation in customer trust and 42.1% of the variation in buy intentions when combined with trust. These results demonstrate how important trust-building and tailored content are to increasing customer involvement and influencing purchase decisions in social media marketing. Fashion firms looking to improve their social media strategies will benefit greatly from the study's insightful findings, which highlight the need for openness, customer-centric customisation, and building trust to increase purchase intentions.

Keywords: Personalization, Consumer Trust, Purchase Intentions, Social Media Marketing, Fashion Industry

INTRODUCTION

The rapid evolution of digital technologies and the proliferation of social media platforms have revolutionized the fashion industry, altering the way consumers interact with brands and make purchasing decisions (Ayuni & Ahmadi Bi Rahmani, 2023). Social media marketing has emerged as a critical tool for fashion brands, providing a direct channel to engage with consumers, promote products, and drive sales (Rosyid et al, 2023). Among various strategies employed by brands on these platforms, personalization has gained significant attention as a means to enhance consumer experiences and foster brand loyalty (Isbahi, 2023). Personalization in social media marketing refers to the tailoring of marketing messages and product recommendations to align with individual consumer preferences, behaviors, and demographic profiles (Jain & Aggarwal, 2020). In this context, the impact of personalization on consumer behavior, particularly on purchase intentions, has become a focal point of academic and practical inquiry.

In addition to personalization, consumer trust has been identified as a pivotal factor influencing purchase intentions in online environments (Hidayat et al, 2024). Trust plays a critical role in reducing perceived risk and uncertainty, especially in the fashion industry, where online purchases often involve sensory evaluation and fit assessments that are difficult to ascertain without physical interaction (Ghazali et al., 2021). As consumers increasingly turn to social media for fashion inspiration and shopping, establishing trust through transparent and authentic marketing practices becomes essential for brands seeking to convert engagement into sales. Thus, understanding the interplay between personalization and consumer trust in driving purchase intentions on social media platforms presents a valuable opportunity for fashion marketers.

The fashion industry has witnessed a transformative shift in its marketing strategies, moving from traditional advertising methods to digital-first approaches, particularly social media marketing (Hollebeek & Macky, 2019). Social media platforms like Instagram, Facebook, and TikTok have become pivotal in influencing consumer decisions, offering brands the opportunity to connect with their target audiences more interactively and engagingly. These platforms enable brands to leverage vast amounts of user-generated data to craft personalized marketing messages that resonate with individual consumers. The

concept of personalization in this context extends beyond simple product recommendations to include personalized content, targeted ads, and tailored interactions that enhance the consumer's shopping journey (Pappas et al., 2016).

Personalization has been shown to significantly affect consumer attitudes and behaviors, including brand loyalty, customer satisfaction, and purchase intentions (Tam & Ho, 2005). However, despite its potential benefits, the effectiveness of personalization in driving purchase intentions remains contingent upon several factors, including the level of consumer trust in the brand (Dhruv et al., 2017). Trust is a multifaceted construct that encompasses consumers' perceptions of a brand's reliability, integrity, and commitment to fulfilling its promises (Morgan, 1994). In the context of social media marketing, trust is often influenced by factors such as the authenticity of brand communication, transparency in handling consumer data, and the perceived credibility of influencers and endorsements used by the brand (Sokolova & Kefi, 2020).

Although personalization tactics are increasingly being used in social media marketing, little is known about how they work with customer trust to affect buy intentions, especially in the fashion sector. Although previous research has examined the separate effects of trust and personalization on consumer behavior, little is known about how these two elements work together to influence purchase intentions in the context of social media marketing (Kim & Ko, 2012). This gap in the literature suggests the need for a more nuanced exploration of how personalized marketing efforts can be optimized to build consumer trust and drive purchase decisions.

The fashion industry, characterized by rapidly changing consumer preferences and a high degree of market competition, provides a compelling context for examining these dynamics. Brands in this industry are constantly seeking innovative ways to capture consumer attention and foster loyalty, and social media platforms offer a unique avenue for achieving these goals (Laroche et al., 2001). However, as consumers become increasingly aware of privacy concerns and data security issues, the challenge for fashion brands lies in balancing the benefits of personalization with the need to build and maintain consumer trust. This study aims to address this challenge by investigating the impact of personalization and

consumer trust on purchase intentions within the context of social media marketing in the fashion industry.

This study specifically aims to: (1) investigate how personalized social media marketing strategies affect consumers' intentions to make purchases; (2) evaluate how consumer trust mediates the relationship between personalization and intentions to make purchases; (3) identify important factors that affect consumer trust in social media marketing in the fashion industry; and (4) offer suggestions to fashion brands on how to best use personalization and trust to increase intentions to buy

REVIEW OF LITERATURE

Personalization in Social Media Marketing

Personalization in the digital marketing context refers to the process of tailoring marketing messages, advertisements, and customer experiences to meet the unique needs, preferences, and behaviors of individual consumers. In social media marketing, personalization leverages user data such as browsing history, demographic information, and social media interactions to deliver highly targeted content that resonates with specific consumer segments (Kaplan & Haenlein, 2010). The advent of big data analytics and artificial intelligence has enabled fashion brands to collect and analyze vast amounts of consumer data, thereby enhancing their ability to personalize marketing efforts effectively (Chang et al., 2020). For instance, personalized social media ads are found to generate higher engagement rates compared to generic ads, as they provide relevant and context-specific content that aligns with consumers' interests (Dong et al., 2024).

Personalization has been linked to various positive consumer outcomes, including increased brand loyalty, higher customer satisfaction, and enhanced purchase intentions (Ameen et al., 2022). The underlying mechanism behind these outcomes is rooted in the perceived value that consumers associate with personalized content. According to the theory of personalization, consumers tend to perceive personalized messages as more relevant and useful, which in turn increases their likelihood of engaging with the brand and making a purchase (Tam & Ho, 2005). The fashion industry, characterized by rapidly changing trends

and a highly competitive market landscape, can significantly benefit from personalization by fostering deeper consumer connections and driving purchase behaviors (Ameen et al., 2022).

Consumer Trust in Social Media Marketing

Trust is a critical component of online consumer behavior, particularly in contexts where consumers are required to share personal information or make purchase decisions without physical interaction (Gefen et al., 2003). In social media marketing, consumer trust refers to the belief that a brand will act in the consumer's best interest, ensuring data privacy and delivering on its promises (McKnight et al., 2002). Trust is especially important in the fashion industry, where online shoppers face challenges related to product quality, sizing, and authenticity, which cannot be easily accessed through digital channels (Shabbir et al., 2017).

Social media platforms are unique in that they facilitate direct communication between brands and consumers, which can help build trust if managed effectively (Sokolova & Kefi, 2020). For instance, transparency in advertising, responsive customer service, and the use of authentic influencers can enhance trust by reducing perceived risk and increasing brand credibility (Lou & Yuan, 2019). However, trust can be easily eroded if consumers perceive a lack of transparency or if personalized marketing efforts are deemed intrusive (Pappas et al., 2017). The challenge for fashion brands lies in striking a balance between personalization and consumer privacy, ensuring that their marketing strategies do not cross the line into perceived surveillance.

The Impact of Personalization on Purchase Intentions

Purchase intention refers to the likelihood that a consumer will buy a product or service based on their attitudes, perceptions, and previous experiences with the brand (Fishbein & Ajzen, 1977). In the context of social media marketing, personalization has been shown to significantly influence purchase intentions by increasing the relevance and appeal of marketing messages (Tam & Ho, 2005). Research suggests that personalized social media content, such as targeted ads and product recommendations, can enhance consumer engagement, leading to higher conversion rates (Dwivedi et al., 2015). A study by (Ameen et al., 2022) found that personalization positively affects consumers' purchase intentions by fostering a sense of uniqueness and enhancing the perceived value of the shopping

experience. This effect is particularly pronounced in the fashion industry, where consumers are often motivated by self-expression and the desire for unique, stylish products. Moreover, personalization can enhance the consumer's emotional connection with the brand, thereby increasing their willingness to make a purchase (Tam & Ho, 2005). Despite these benefits, the effectiveness of personalization in driving purchase intentions may vary depending on individual consumer characteristics, such as privacy concerns and perceived intrusiveness. Consumers with high privacy concerns may react negatively to personalized marketing efforts, perceiving them as invasive and manipulative (Pappas et al., 2016). Thus, fashion brands must carefully design their personalization strategies to ensure that they align with consumer expectations and do not compromise trust.

The Mediating Role of Consumer Trust

While personalization has the potential to enhance purchase intentions, its effectiveness is often mediated by the level of trust consumers have in the brand (Gefen et al., 2003). Trust acts as a critical determinant in reducing the perceived risks associated with online shopping, particularly in the fashion industry, where the inability to physically inspect products can lead to uncertainty (Syarif et al., 2023). According to the commitment-trust theory of relationship marketing, trust is essential for fostering long-term consumer relationships and driving purchase behaviors (Morgan, 1994). Numerous studies have emphasized how trust functions as a mediator in the relationship between customer behavior and customization. For instance, a study by (Pappas et al., 2016) discovered that by reducing worries about data privacy, consumer trust greatly increases the benefits of customisation on purchase intentions. Similarly, (Sokolova & Kefi, 2020) demonstrated that trust in social media influencers can amplify the impact of personalized content on consumer engagement and purchase decisions. Thus, building consumer trust is essential for fashion brands looking to leverage personalization effectively.

Based on the literature review, the following hypotheses are developed for this study:

1. H1: Personalization in social media marketing has a positive impact on consumer purchase intentions in the fashion industry.

The existing literature suggests that personalized marketing efforts, such as targeted ads and customized product recommendations, enhance consumer engagement and drive

purchase intentions by increasing the relevance of the content (Nisa & Dwijayanti, 2022; Tam & Ho, 2005). In the fashion industry, where consumers are highly responsive to trends and personalized styles, it is expected that personalization will positively influence their purchase intentions.

2. H2: Consumer trust mediates the relationship between personalization and purchase intentions.

Trust has been identified as a key mediator in the relationship between personalization and consumer behavior (Pappas et al., 2016). The commitment-trust theory posits that trust enhances consumer commitment to a brand, thereby increasing their willingness to make a purchase (Morgan, 1994). Given the potential for personalization to be perceived as intrusive, it is hypothesized that trust will play a mediating role, ensuring that personalized marketing efforts translate into positive purchase intentions.

3. H3: The level of personalization positively influences the degree of consumer trust in fashion brands on social media platforms.

Research indicates that personalization, when perceived as beneficial and non-intrusive, can enhance consumer trust by demonstrating the brand's commitment to understanding and meeting individual consumer needs (Dhruv et al., 2017). Therefore, it is hypothesized that higher levels of personalization will be positively associated with increased consumer trust.

RESEARCH METHOD

To investigate how consumer trust and personalization affect purchase intentions in the context of social media marketing in the fashion sector, this study uses a quantitative research approach. Data is gathered from customers who actively interact with fashion brands on social media platforms using a survey-based methodology. Using data that represents the views and actions of actual customers in the context of social media marketing, this research design enables the empirical testing of the suggested hypotheses. Due to the exploratory character of the study and the requirement to analyze intricate interactions among several variables, the main method of data analysis used is Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is a suitable choice for this

study because it allows for the modeling of both direct and indirect relationships, even with smaller sample sizes, and can handle reflective and formative constructs, which are common in social science research (Hair et al., 2019).

Measurement of Variables

To measure the constructs of personalization, consumer trust, and purchase intentions, existing scales from the literature are adapted and validated. Personalization is measured using a scale that captures the extent to which marketing efforts are tailored to the individual consumer, including personalized product recommendations, customized content, and targeted ads. The scale includes items such as "The products recommended to me are relevant to my preferences" and "The content I see on social media is customized to my interests" (Kim & Ko, 2012). Consumer trust is measured using a scale that assesses the level of trust consumers have in the brand's authenticity, reliability, and commitment to protecting their data. The scale includes items like "I trust the fashion brand's social media content," "I feel the brand is honest in its communication," and "I believe the brand keeps my personal data secure" (Lou & Yuan, 2019; McKnight et al., 2002). Purchase intention is measured by assessing consumers' likelihood of purchasing a product from the brand in the future. Items include "I am likely to purchase a fashion product from this brand" and "I would consider buying from this brand shortly" (Fishbein & Ajzen, 1977). A 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree) is used to measure all items, which allows for a robust assessment of the respondents' attitudes toward the various constructs.

Sample and Data Collection

The target population for this study consists of consumers who actively engage with fashion brands on social media platforms such as Instagram, Facebook, and TikTok. These platforms are widely used for social media marketing in the fashion industry, offering a relevant and dynamic context for the research. A non-probability convenience sampling method is employed to collect survey responses from individuals who meet the following criteria: (1) aged 18 years or older, (2) actively engage with fashion-related content on social media at least once a week, and (3) have made at least one fashion purchase online in the past three months. An online survey is distributed via social media

platforms and email to reach a broad audience of consumers. A total of 400 responses are targeted to ensure the robustness of the statistical analysis.

Data Analysis

Least Squares in Part Because it can handle complicated models with several constructs and measurement indicators, structural equation modeling, or PLS-SEM, is the method of choice for data analysis. Because it can effectively examine both direct and indirect interactions between variables—a crucial component of verifying the mediation concept put forward in this research—PLS-SEM is especially well-suited for this investigation (Hair et al., 2019). Assessing the measurement model, which verifies the validity and reliability of the measurement items, is the first stage in the data analysis process. The Fornell-Larcker criterion, which guarantees that each construct is empirically distinct from others, is also used to evaluate discriminant validity. Each construct's square root of the AVE ought to be higher than the correlations between it and other constructs.

Once the measurement model is validated, the structural model is tested to evaluate the relationships between the constructs. The significance of the hypothesized relationships is tested using bootstrapping, a technique that generates bias-corrected confidence intervals for path coefficients. A path coefficient above 0.2 and a p-value below 0.05 are considered statistically significant. The mediation effect of consumer trust between personalization and purchase intentions is tested using bootstrapping procedures. A significant indirect effect (p-value < 0.05) will confirm the mediation hypothesis. Although PLS-SEM does not provide traditional goodness-of-fit indices like covariance-based SEM, model fit can be assessed using the Standardized Root Mean Square Residual (SRMR). A value of SRMR less than 0.08 indicates a good model fit.

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RESULTS AND DISCUSSION

Respondent Overview

The study collected data from 400 respondents who actively engage with fashion brands on social media platforms such as Instagram, Facebook, and TikTok. The

demographic profile of the respondents is summarized in Table 1. The sample consists of diverse age groups, genders, and educational backgrounds to ensure a comprehensive understanding of consumer behavior.

Table 1.
Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	180	45
	Female	220	55
Age	18-24	150	37,5
	25-34	180	45
	35-44	50	12,5
	45 and above	20	5
Education Level	High School	100	25
	Undergraduate	200	50
	Postgraduate	100	25

Source: Primary Data, 2024

Descriptive Statistics

The descriptive statistics for the constructs used in the study—Personalization, Consumer Trust, and Purchase Intentions—are presented in Table 2. Each construct was measured using a 7-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree)

Table 2.
Descriptive Statistics of Constructs

Construct	Number of Items	Mean	Standard Deviation (SD)	Min	Max
Personalization	5	5,462	1,092	1,000	7,000
Consumer Trust	4	5,294	1,017	1,000	7,000
Purchase Intentions	3	5,615	0,933	1,000	7,000

Source: Data Analysis, 2024

The mean scores indicate that respondents generally have a favorable perception of personalized marketing (Mean = 5.462), a high level of trust in fashion brands on social media (Mean = 5.294), and strong purchase intentions (Mean = 5.615).

Measurement Model

To assess the measurement model, we evaluated the constructs for reliability, convergent validity, and discriminant validity. The results are summarized in Table 3.

Table 3.
Measurement Model Assessment

Construct	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Personalization	P1	0,812	0,842	0,881	0,649
	P2	0,832			
	P3	0,793			
	P4	0,770			
	P5	0,805			
Consumer Trust	CT1	0,867	0,853	0,902	0,700
	CT2	0,842			
	CT3	0,827			
	CT4	0,804			
Purchase Intentions	PI1	0,886	0,780	0,866	0,684
	PI2	0,815			
	PI3	0,812			

Source: Data Analysis, 2024

Cronbach's Alpha values for each construct are higher than 0.7, indicating strong internal consistency. The constructs' reliability is confirmed by the CR values, which likewise surpass the 0.7 criterion. All constructs have AVE values above 0.5, indicating strong convergent validity. The Fornell-Larcker criterion was also used to evaluate discriminant validity. Satisfactory discriminant validity was indicated by each construct's square root of the AVE being higher than its association with other components.

Structural Model

The structural model was analyzed to test the proposed hypotheses using path coefficients, t-values, and R-squared (R²) values. The bootstrapping method with 5,000 resamples was employed to assess the significance of the paths.

Table 4.
Structural Model Results

Hypothesis	Path Coefficient (β)	T-Value	P-Value	Result
H1: Personalization → Purchase Intentions	0,431	7,384	0,000	Supported
H2: Personalization → Consumer Trust	0,522	9,015	0,000	Supported

H3: Consumer Trust → Purchase Intentions	0,384	6,267	0,000	Supported
Indirect Effect (Mediation)	0,200	4,210	0,000	Supported

Source: Data Analysis, 2024

The results show that personalization has a significant positive effect on both purchase intentions ($\beta = 0.431, p < 0.001$) and consumer trust ($\beta = 0.522, p < 0.001$). Additionally, consumer trust significantly impacts purchase intentions ($\beta = 0.384, p < 0.001$). The mediation analysis shows that consumer trust partially mediates the relationship between personalization and purchase intentions (Indirect Effect = 0.200, $p < 0.001$). The R-squared (R^2) values obtained from the structural model indicate the explanatory power of the independent variables on the dependent variables in this study. Specifically, the R^2 value for Consumer Trust is 0.273, meaning that 27.3% of the variance in Consumer Trust can be explained by Personalization. This suggests that personalization efforts significantly contribute to building consumer trust in fashion brands on social media. Meanwhile, the R^2 value for Purchase Intentions is 0.421, indicating that 42.1% of the variance in Purchase Intentions is jointly explained by Personalization and Consumer Trust.

Model Fit

The overall fit of the PLS-SEM model was assessed using the Standardized Root Mean Square Residual (SRMR) value.

Table 5.
Model Fit Index

Fit Index	Value	Threshold	Interpretation
SRMR	0,056	0,080	Good Fit

Source: Data Analysis, 2024

The SRMR value of 0.056 indicates a good model fit, suggesting that the proposed model adequately captures the relationships among the constructs. The results of the study provide empirical support for the hypotheses, demonstrating that personalization in social media marketing positively influences consumer trust and purchase intentions within the fashion industry. Moreover, consumer trust plays a mediating role, enhancing the effectiveness of personalized marketing efforts in driving purchase intentions. These findings offer valuable insights for fashion brands seeking to optimize their social media marketing strategies.

The Impact of Personalization on Purchase Intentions

A substantial path coefficient ($\beta = 0.431$, $p < 0.001$) in the study's findings indicates a strong positive association between personalization and purchase intentions. This result is consistent with previous research that highlights the value of tailored marketing tactics in raising customer engagement and influencing purchase decisions (Kim & Ko, 2012). In the fashion industry, personalization allows brands to create tailored experiences that resonate with consumers' unique preferences and needs. This targeted approach not only captures consumers' attention but also fosters a deeper connection with the brand, ultimately leading to higher purchase intentions.

The positive influence of personalization on purchase intentions is particularly relevant in the context of social media, where consumers are exposed to a plethora of content daily. Personalized content, such as targeted advertisements, customized product recommendations, and personalized messaging, helps fashion brands cut through the noise and deliver relevant information to potential buyers. These findings support the notion that consumers are more likely to respond positively to marketing efforts that cater to their individual preferences, which enhances their likelihood of making a purchase (Tam & Ho, 2005). Therefore, fashion brands should consider investing in advanced data analytics and artificial intelligence (AI) tools to better understand consumer preferences and deliver personalized content that drives purchase intentions.

The Role of Consumer Trust as a Mediator

The study also highlights the crucial role of consumer trust in mediating the relationship between personalization and purchase intentions. The results show that consumer trust partially mediates this relationship, as evidenced by a significant indirect effect ($\beta = 0.200$, $p < 0.001$). This finding is consistent with previous research that underscores the importance of trust in influencing consumer behavior in digital marketing contexts (Gefen et al., 2003; Lou & Yuan, 2019). In the realm of social media marketing, where consumers may be skeptical of promotional content, trust serves as a vital component that can alleviate concerns related to privacy, data security, and brand authenticity.

By building trust, fashion brands can enhance the effectiveness of their personalized marketing strategies. Trust is established when consumers perceive that the brand is

transparent, reliable, and has their best interests in mind. For instance, when brands use personalization to recommend products that genuinely align with consumers' preferences, it signals that the brand understands their needs, thereby strengthening trust. Additionally, transparency in data usage and adherence to privacy regulations can further enhance consumer trust, especially in an era where data privacy is a growing concern among consumers (McKnight et al., 2002). The study's findings suggest that fashion brands can boost purchase intentions by not only focusing on personalization but also by fostering a trustworthy relationship with their audience.

Theoretical Implications

The study contributes to the existing body of knowledge by integrating the constructs of personalization, consumer trust, and purchase intentions within the framework of social media marketing in the fashion industry. The positive impact of personalization on consumer trust and purchase intentions supports the theoretical foundations of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), which emphasize that consumers' attitudes and trust influence their behavioral intentions (Davis et al., 1997; Fishbein & Ajzen, 1977). Moreover, the mediating role of trust aligns with the trust-building model in e-commerce, which posits that trust is a key determinant of online delivery of more relevant and engaging content, which in turn can drive higher conversion rates. Second, the study underscores the purchase behavior (Gefen et al., 2003).

Practical Implications for the Fashion Industry

The findings of this study have several practical implications for fashion brands looking to enhance their social media marketing strategies. First, the positive impact of personalization on purchase intentions suggests that fashion brands should focus on creating personalized experiences for their consumers. This can be achieved through the use of AI-driven algorithms that analyze consumer data to provide tailored product recommendations, personalized content, and targeted advertisements. For example, leveraging machine learning techniques to predict consumer preferences can help brands understand the importance of building consumer trust in social media marketing efforts. Fashion brands should prioritize transparency in their marketing communications and data handling practices to build trust with their audience. This can include clear disclosures about how consumer data is used, as

well as implementing robust data protection measures to ensure privacy. Additionally, engaging with consumers through authentic and interactive content, such as user-generated content, influencer collaborations, and real-time customer support, can further strengthen trust and enhance purchase intentions.

Third, the mediating role of consumer trust suggests that fashion brands can maximize the effectiveness of their personalization strategies by simultaneously focusing on trust-building activities. Brands can achieve this by ensuring that their personalized marketing efforts are perceived as genuine and customer-centric rather than intrusive. For instance, providing consumers with options to customize their data preferences and offering personalized recommendations that are genuinely relevant can enhance trust and positively influence purchase intentions.

Limitations and Future Research Directions

There are several limitations that should be taken into account, even if this study offers insightful information about how consumer trust and personalization affect buy intentions in social media marketing. First, the results may not be as broadly applicable as they may be due to the convenience sample technique. To improve the external validity of the findings, future studies could employ a more representative and varied sample. Second, the results may not be as applicable to other businesses due to the study's exclusive focus on the fashion sector. For a more comprehensive understanding of these dynamics, future research may examine the effects of personalization and consumer trust in many industries, such as electronics, cosmetics, or hospitality. Furthermore, a cross-sectional design is used in this study to record consumer sentiment at a certain moment in time. A more thorough knowledge of how trust and personalization affect purchase intentions over time may be possible with longitudinal research. To further improve our understanding of customer behavior in social media marketing, future studies should also look into the function of additional potential mediators and moderators, such as perceived value, brand loyalty, or social influence.

CONCLUSION

This study shows that in the fashion industry's social media marketing efforts, personalization is an effective technique for increasing consumer trust and influencing buying inclinations. The results emphasize how crucial it is to establish customer trust as a prerequisite for the effectiveness of tailored marketing campaigns. Fashion brands can have more significant and lasting connections with their customers by combining personalization with trust-building techniques. This will eventually enhance buying intentions and brand loyalty. This study offers significant insights for marketers looking to maximize their digital strategies in a competitive environment, contributing both theoretically and practically to the field of social media marketing.

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